

IPRO 305

**User-Generated Map
Content**

NAVTEQ

ILLINOIS INSTITUTE
OF TECHNOLOGY



Introduction

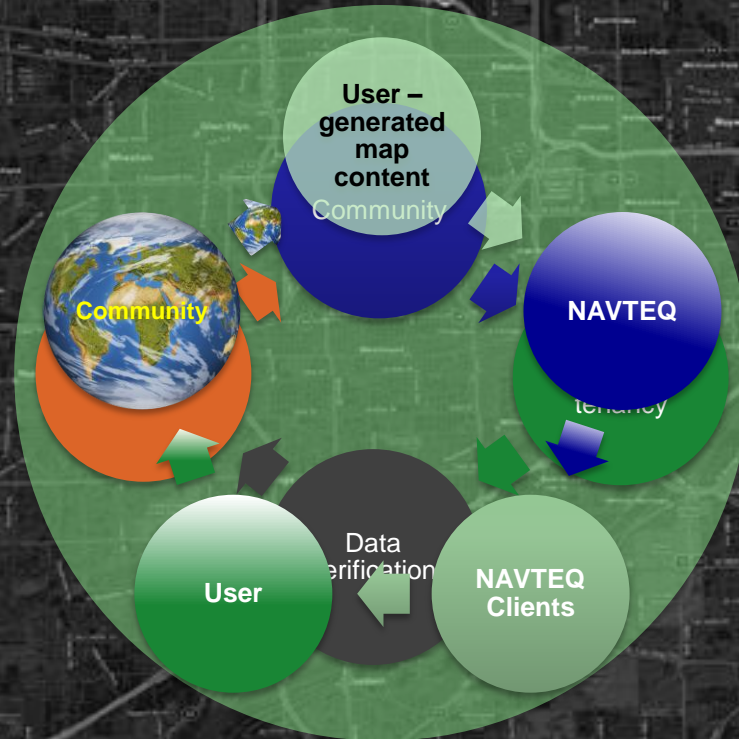
Products
Value Proposition
Problem Statement
Goals
Project Approach
Team Organization
Project Monitoring/ Tracking
Risk Management
Project Execution
Challenges
Major Accomplishments
Conclusions
Acknowledgements

Introduction

- Corporate sponsor: NAVTEQ
 - Digital map content provider
 - Over 80,000 data sources
- Clients and consumers

Value Proposition

- Best incentive structure to obtain user-generated map content
- Quality user-generated map data
 - Tailored per community



Introduction
Products


Products

Value Proposition

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Problem Statement
Goals
Project Approach
Team Organization
Project Monitoring/ Tracking
Risk Management
Project Execution
Challenges
Major Accomplishments
Conclusions
Acknowledgements

Problem Statement

No prior model exists to investigate crowd-sourcing for user-generated map data



Introduction
Products
Value Proposition

Problem Statement

Goals
Project Approach
Team Organization
Project Monitoring/ Tracking
Risk Management
Project Execution
Challenges
Major Accomplishments
Conclusions
Acknowledgements

Introduction
Products
Value Proposition
Problem Statement

Goals

Project Approach
Team Organization
Project Monitoring/ Tracking
Risk Management
Project Execution
Challenges
Major Accomplishments
Conclusions
Acknowledgements

Goals

- Identify 4-5 community groups
- Determine group incentives and incentive structure
- Collect and analyze community generated map content
- Draw conclusions from data analysis
- Formulate future IPRO305 goals

Project Approach

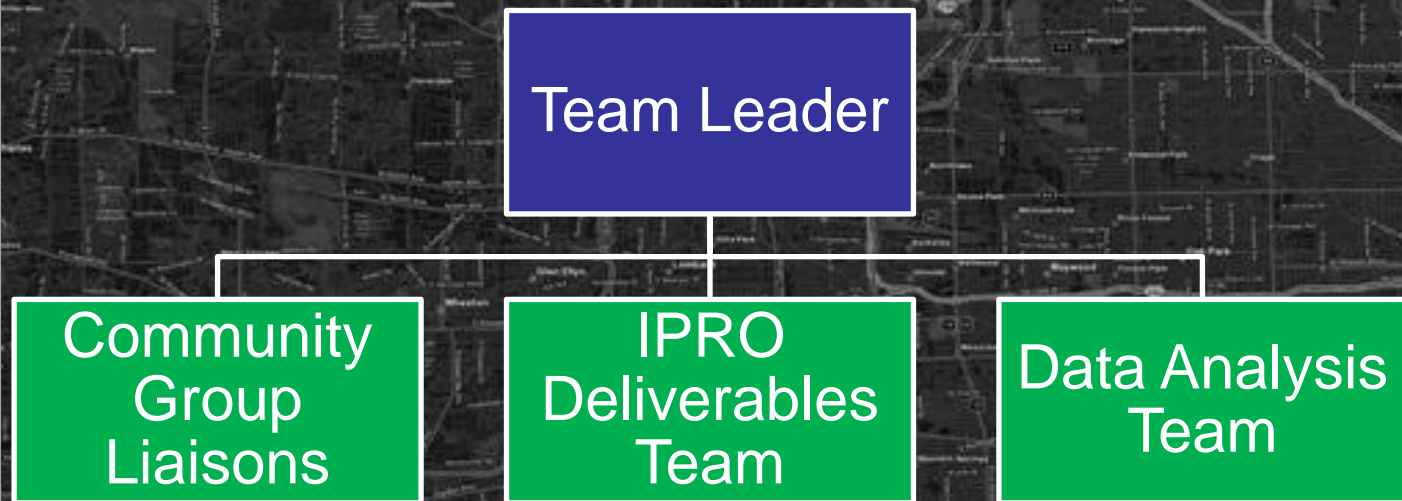
- Design map data-collection experiment
 - NOKIA N97 mini mobile device
 - ‘King of The Road’ mobile application
- Design data analysis strategy
- Enlist community groups
- Conduct experiment trial-run
- Learn from the experiment

Introduction
Products
Value Proposition
Problem Statement
Goals

Project Approach

Team Organization
Project Monitoring/ Tracking
Risk Management
Project Execution
Challenges
Major Accomplishments
Conclusions
Acknowledgements

Team Organization



Introduction
Products
Value Proposition
Problem Statement
Goals
Project Approach

Team Organization

Project Monitoring/ Tracking
Risk Management
Project Execution
Challenges
Major Accomplishments
Conclusions
Acknowledgements

Project Monitoring/ Tracking

- Project plan monitoring
 - Tasks creation and resource allocation
- Weekly status reporting
 - Sponsor updates
 - Community group updates
 - Tasks status updates
- Tools used
 - Microsoft Project Plan
 - Timesheet application
 - Discussion board
 - File sharing

Introduction
Products
Value Proposition
Problem Statement
Goals
Project Approach
Team Organization

Project Monitoring/ Tracking

Risk Management
Project Execution
Challenges
Major Accomplishments
Conclusions
Acknowledgements

Risk Management

- Risk identification, assessment
 - Data collection experiment feasibility
 - Data analysis validity
 - ‘King of The Road’ - readiness
- Risk mitigation
 - Data collection experiment trial-run
 - Data analysis prototype
 - Provide users time to explore ‘King of The Road’

Introduction
Products
Value Proposition
Problem Statement
Goals
Project Approach
Team Organization
Project Monitoring/ Tracking

Risk Management

Project Execution
Challenges
Major Accomplishments
Conclusions
Acknowledgements

Project Execution

Introduction
Products
Value Proposition
Problem Statement
Goals
Project Approach
Team Organization
Project Monitoring/ Tracking
Risk Management

Project Execution

Challenges
Major Accomplishments
Conclusions
Acknowledgements



Chicago Nightlife
Community: College students and business professionals
POI data: Restaurants, bars



Downtown Evanston
Community: Business people
POI data: Tenancy



Northwestern University
Community: Football coaching staff, interns
POI data: Restaurants, practice fields

Project Execution

Introduction
Products
Value Proposition
Problem Statement
Goals
Project Approach
Team Organization
Project Monitoring/ Tracking
Risk Management

Project Execution

	Control (no incentive)	Individual Incentive	Community Incentive
Group A	Weeks 2-3		Weeks 4-5
Group B		Weeks 4-5	Weeks 2-3
Group C		Weeks 2-3	Weeks 4-5

Challenges
Major Accomplishments
Conclusions
Acknowledgements

Introduction
Products
Value Proposition
Problem Statement
Goals
Project Approach
Team Organization
Project Monitoring/ Tracking
Risk Management

Project Execution

Challenges
Major Accomplishments
Conclusions
Acknowledgements

Project Execution

Results

- 1st place: Downtown Evanston: 1330 Points
- 2nd place: Northwestern Football: 200 points
- 3rd place: Chicago Nightlife: 40 points

- Individual winner: Stamata Blanas

Introduction
Products
Value Proposition
Problem Statement
Goals
Project Approach
Team Organization
Project Monitoring/ Tracking
Risk Management
Project Execution

Challenges

Major Accomplishments
Conclusions
Acknowledgements

Challenges

- 'King of the Road' user interface
- Preaching patience
- Adjustments
 - Economical constraints
 - New online data-collection tool

Introduction
Products
Value Proposition
Problem Statement
Goals
Project Approach
Team Organization
Project Monitoring/ Tracking
Risk Management
Project Execution
Challenges

Major Accomplishments

Conclusions
Acknowledgements

Major Accomplishments

- Development of the experiment
- Establishment of relationships with community groups
- Identification of highest quality incentives

Introduction
Products
Value Proposition
Problem Statement
Goals
Project Approach
Team Organization
Project Monitoring/ Tracking
Risk Management
Project Execution
Challenges
Major Accomplishments

Conclusions

Acknowledgements

Conclusions

- Real world issues
- Executing alternate strategies
- Collecting useful data for NAVTEQ



Introduction
Products
Value Proposition
Problem Statement
Goals
Project Approach
Team Organization
Project Monitoring/ Tracking
Risk Management
Project Execution
Challenges
Major Accomplishments
Conclusions

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