



I PRO 305 *It takes a team!*
INTERPERSONAL PROJECTS PROGRAM

User-Generated Map Content

NAVTEQ

ILLINOIS INSTITUTE
OF TECHNOLOGY

Problem Statement

Goals

Team-Organization

Progress

Challenges-encountered

Future-challenges

Questions



Investigating best incentives for user-generated map data



Generating community-based point of interest (POI) data



Analyzing statistically proven incentives

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Create list of viable incentives to incite
“crowdsourcing” of POI data



Identify 4-5 community groups, 8-10
members each



Implement community group POI data
collection



Analyze data gathered by community
groups



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Team Leader

Nilesh Malpekar

IPro Deliverables

- Krystian Link*
- Razieh Nilforooshan
- Vivek Sharma

Data Analysis

- Mike Mongillo*
- Xufeng Miao

Community Group Fieldwork

- Nilesh Malpekar*
- Arjun Kumar
- Mike Palarz
- Nick Paradiso

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Enlisted three Community Groups:

- a.) Downtown Evanston
- b.) Northwestern Football
- c.) Chicago Nightlife



Collection of POI data

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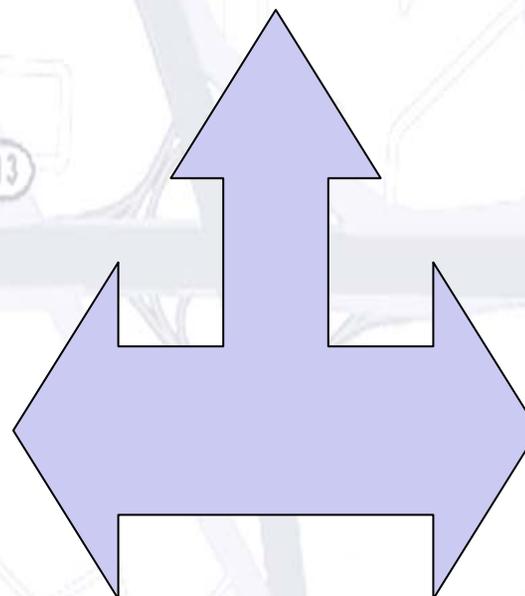
Established experimental methodology

	Control (no incentive)	Individual Incentive	Community Incentive
Downtown Evanston	Weeks 2-3		Weeks 4-5
Northwestern Football		Weeks 4-5	Weeks 2-3
Chicago Nightlife		Weeks 2-3	Weeks 4-5





Insufficient number of devices



Communication with community groups

“King of the Road” interface issues

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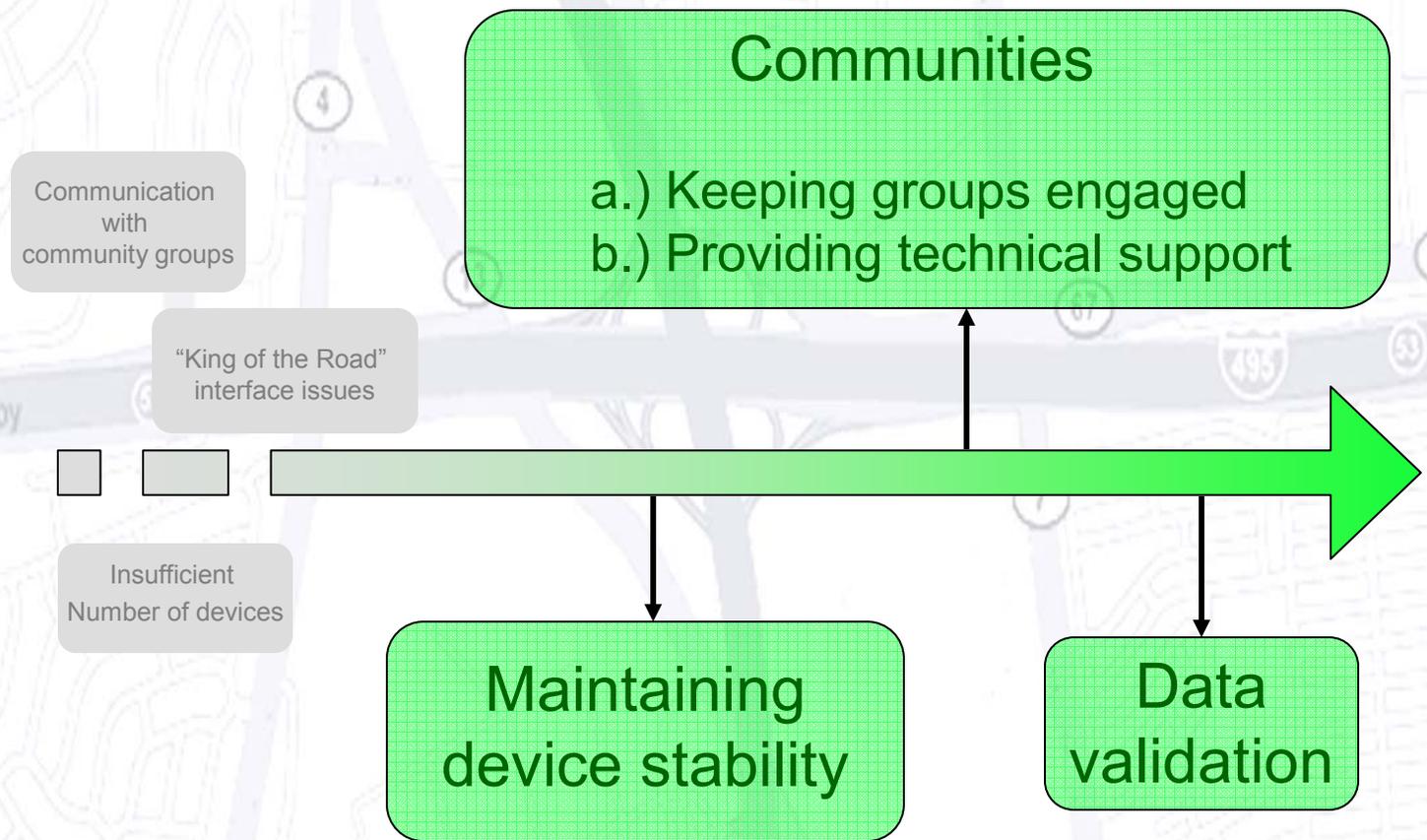
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