IPRO 305
Comuniity Maps

ILLINOIS INSTITUTE OF TECHNOLOGY

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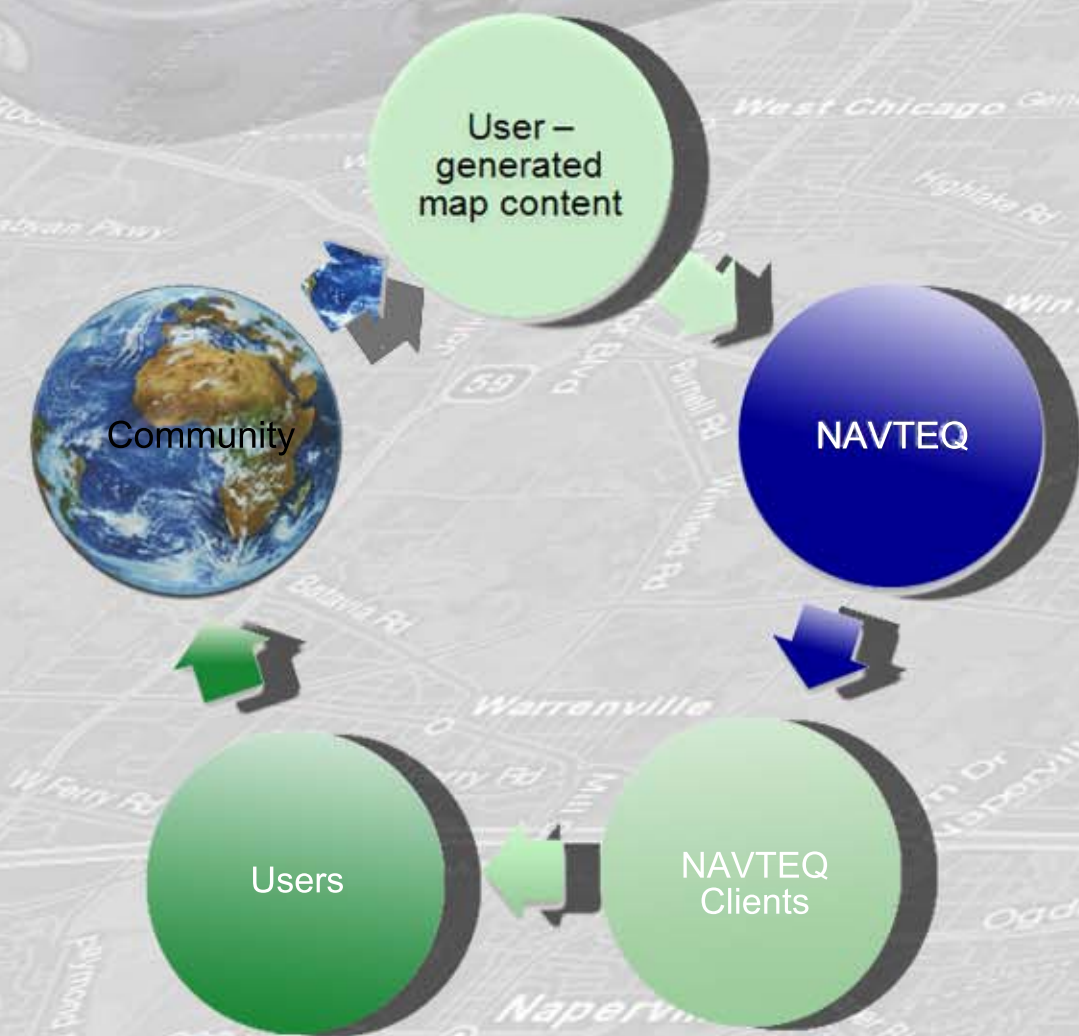Nilesh Malpekar, Razieh Nilforooshan, Vivek Sharma; Xufeng Miao

NAVTEQ

NAVTEQ is a traffic data and mapping data company. Their recent project has been to allow users to update maps with data that they feel is important. This gives the community at large an opportunity to create a maps that can be useful for itself and the world at large.

Project Execution

Conduct NAVTEQ Analysis

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Design Research Model

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Implement Research Models

Experimental Design

Phase 1 – Introduction/Training   1 Week

Phase 2 – Test Phase 1   2 Weeks

Phase 3 – Test Phase 2   2 Weeks

Phase 4 – Finalization   1 Week

	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

Community Groups

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

Future Goals

- A crowd-sourcing experiment with more participants and two forms of data collection.

- Quantitative study results from an experiment that involves a viable number of participants from at least three community groups.

- Qualitative results obtained from focus groups where the community groups give feedback about the experiment, thus helping NAVTEQ create a better crowd-sourcing solution.