

GEO 326 Final Project Overview

Cartography isn't just about creating beautiful maps. Cartography requires the map maker to design for their intended audience needs. Sometimes your audience is ambiguous, for example, a map about COVID-19 dispersion for a general audience. In other cases, your work must fall within a particular use-case. For this final assignment, you will design for the latter. **You will be designing a new map for inclusion in a user interface for Amazon delivery drivers.**

Amazon's Last Mile program provides their drivers with navigational support to help them improve their package deliveries. The drivers are provided with information about their drop off locations, parking availability, and amenities. You can find more information about this product by using Google.

For this project, you should pretend to be on that cartographic team, and design a prototype basemap for the system. **You should include a basemap of your own design and a potential route that includes both the path and at least three delivery locations on the map.**

Some questions to ask yourself while you design the map:

1. What pieces of information are most useful to a delivery driver?
2. What methods are available to differentiate between levels within that information?
3. How does navigational support in a vehicle affect the kind of design I should be using?

Don't be afraid to be inspired by apps and designs you have encountered in your own navigations, but remember, you cannot and should not just copy a preexisting map app.

To complete this project you will turn in three deliverables throughout the remainder of the semester and a final map product. The due dates for each of these deliverables is provided below.

- ☐ Project Brief due November 1
- ☐ Project Rough Draft due November 15
- ☐ Project-Reflection due November 22
- ☐ Final map product due December 6

A brief description of each of these assignments follows. Note that your final grade for this assignment (worth 20% of your lab, or 10% of your final grade) will rest on completion of all four tasks in a timely fashion. In other words, if you wait until December 6 to turn everything in you will not receive full credit. You will also be graded based on a final rubric, to be handed out later.

Project Brief

A project brief is used by designers to hone in on the context of a given project. The project brief is kind of like a memo to yourself so you can keep focused on the end game. You will write a ½ to 1 page brief answering the following questions about your task in order to show your professor you understand what is required of you and that you have a plan for getting the job done.

1. Why are you undertaking this project?
2. Who are your stakeholders?
3. What are your stakeholders' needs? Note, for this particular question you may have to do some internet research and even rely on your instincts when it comes to what your end user's needs are.
4. What are the constraints that you are working under, both self-imposed and from the assignment?
5. What (geospatial and technological) resources will you use, and why are they necessary for the map's intended use?

Project Rough Draft

You should submit a rough draft of your map in a pdf format. There are a number of constraints on what your map must contain which are available below. Remember, too, visual plagiarism will not be tolerated so your map must be your own creation.

Guidelines

1. The map should be no larger than a single 8.5" x 11" piece of paper.
2. The map may be no smaller than a 5" x 7" display.
3. You may not use a prefabricated basemap (like one of the ESRI basemaps).
4. You can use any city in the United States for your prototype, but I suggest choosing a city that has their own GIS data collection to make it easier to obtain all the information you may need.
5. Your basemap may not be a raster image or satellite/aerial photograph. You must create the basemap from vector data.
6. You are welcome to choose the problem-angle that interests you most, and use that to guide the design and the routing choice.

In addition to submitting the one page map, please include a list of any questions you would like or particular design issues you would like feedback on. You will be sharing your map with at least one other student and your professor for feedback.

Project Reflection

As may have read in the section above, you will provide feedback and suggestions to one of your fellow students about their map. Providing criticism is a soft skill that some employers do ask for. You should submit a short PDF file with the following information.

You will provide a bulleted list of at least 3 things you believe your peer has done well, and 3 things that you believe they could improve in their map. When you write each of these, you must also include (a) a suggestion on how to improve something you think should be changed, and (b) elaboration on why you like a particular aspect of the map, depending on whether the item is a negative (a) or positive (b) reflection.

I will hand back this particular assignment to your colleagues, so please be kind and if you wish to remain anonymous in your feedback, do not include your name in the PDF.

Final Map

Your final map should meet the requirements listed above under the Project Rough Draft. You should turn in a single page pdf of the map taking into consideration the project reflection information you received. In order to make sure you have done this, please include a half page summary of how you incorporated, or chose not to incorporate, the feedback you received. Justifying your design is another critical skill all designers should have.