Trends in location based services, simplicity as a feature

Ed Freyfogle, @freyfogle
Jornadas SIG Libre
Girona, 24 May 2016

The golden age of geo

How did we get here?

What trends can we observe?

What does it mean for FOSS?

$ whoami

$ whoami

- not Spanish
- no training in GIS
- not cutting-edge programmer

$ whoami

- not Spanish
- no training in GIS
- not cutting-edge programmer

WTF? Why am I here?

… 2005

GOOGLE MAPS HACKS

Tips & Tools for Geographic Searching and Remixing

O'REILLY®

Rich Gibson & Schuyler Erle

OpenStreetMap

Edit ▾ | **History** | **Export**

freyfogle

My Edits `388` | My Notes | My Traces `0` | My Diary `1` | My Comments | My Settings

Mapper since: July 11, 2006 | Contributor terms: Accepted almost 6 years ago

My website.

I'm @freyfogle on twitter.

I organize #geomob.

I'm one of the makers of the OpenCage Geocoder.

#geomob

Evening event, 5-6 times per year, since 2008

4-6 speakers: big brands, start-ups, academics, hobbyists

50-75 attendees

Doers, not marketing people

After the talks we head off to pub for #geobeers

Next event is 14th July, please join us!

Learn more: http://geomobldn.org

What have we learned?

What have we learned?

1. Interest in geo is exploding

What have we learned?

1. Interest in geo is exploding
    a. Where am I?
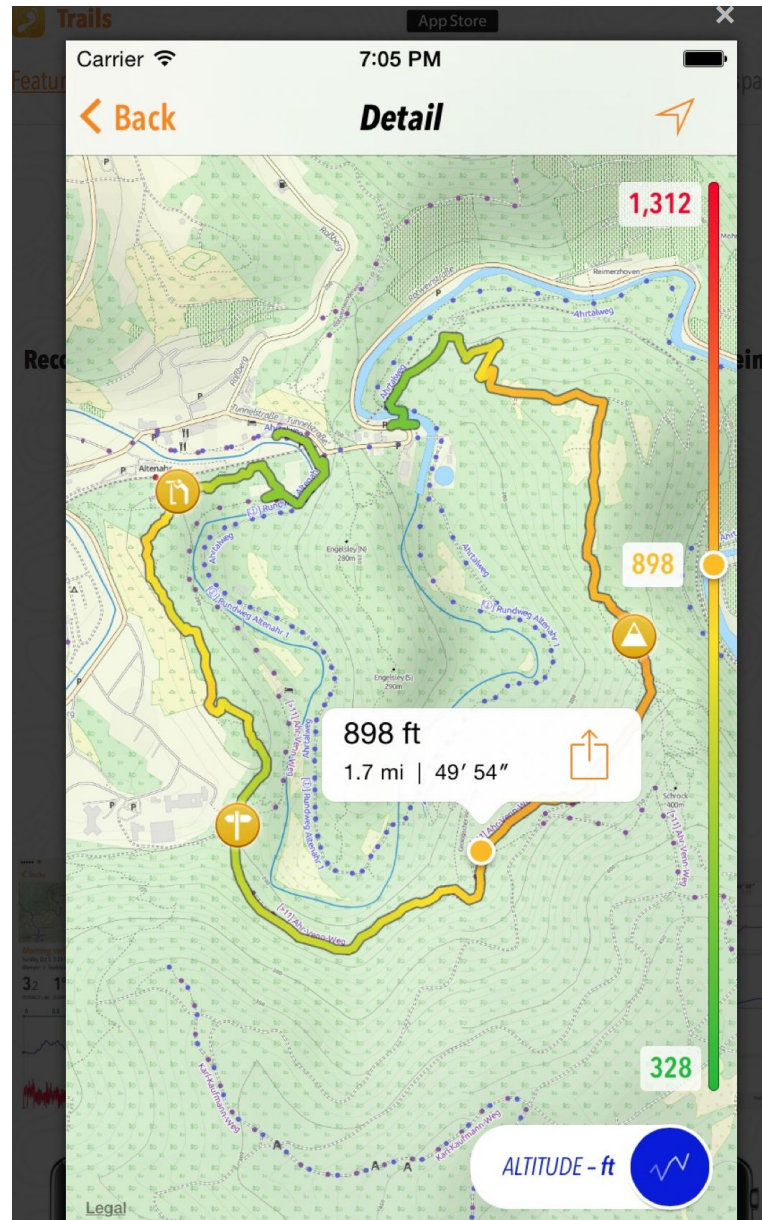
What have we learned?

1. Interest in geo is exploding
   a. Where am I?
   b. Where was I?

trails.io

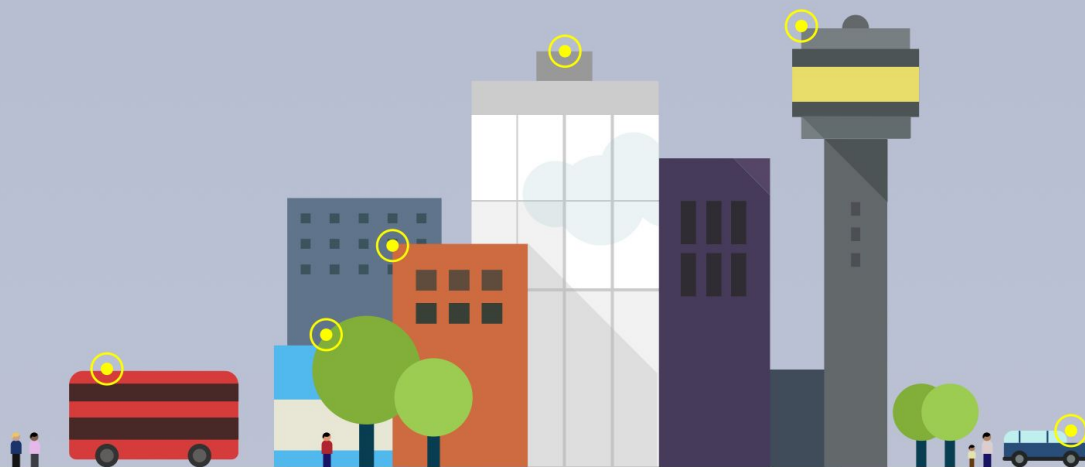# What have we learned?

1. Interest in geo is exploding
   a. Where am I?
   b. Where was I?
   c. Where is my stuff?

Build a connected world.
Connect and manage your things and data.

Open data projects are free!
Private plans start at $19.99/month

Your name

Pick a user ID

Your email

Your password

SIGN UP!

What have we learned?

1. Interest in geo is exploding
   a. Where am I?
   b. Where was I?
   c. Where is my stuff?
   d. Move from consuming to creating

Missing Maps

Putting the World's Vulnerable People on the Map

Each year, disasters around the world kill nearly 100,000 and affect or displace 200 million people. Many of the places where these disasters occur are literally 'missing' from any map and first responders lack the information to make valuable decisions regarding relief efforts. Missing Maps is an open, collaborative project in which you can help to map areas where humanitarian organisations are trying to meet the needs of vulnerable people.
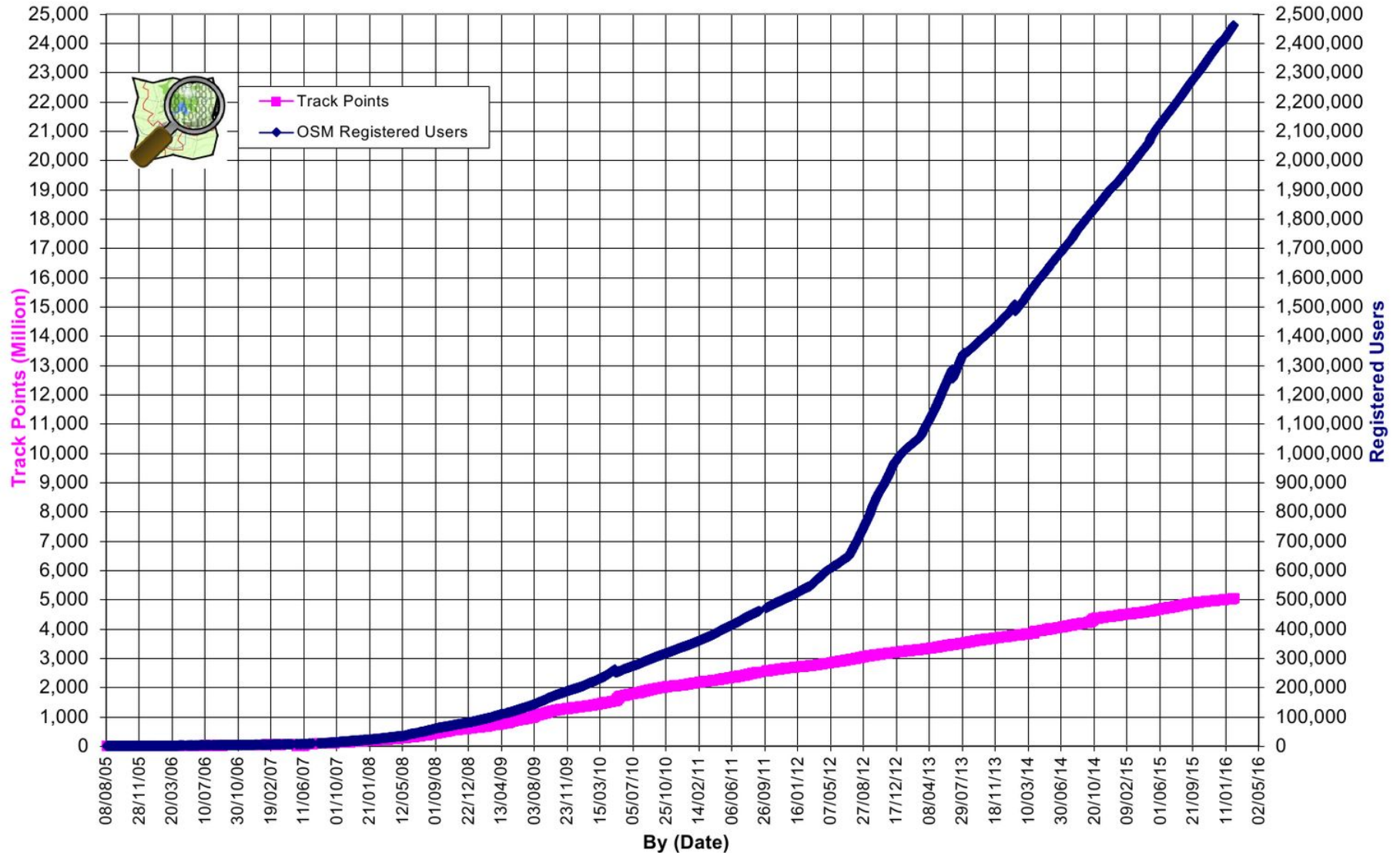
GET INVOLVED

OpenStreetMap Database Statistics
Users and User gpx Uploads (track points)

What have we learned?

1. Interest in geo is exploding
   a. Where am I?
   b. Where was I?
   c. Where is my stuff?
   d. Move from consuming to creating
   e. Online to offline

AN ILLUSTRATED MAP OF
LAURIE LEE'S JOURNEY THROUGH
SPAIN
in 1935-6

as recounted in his 1969 memoir
AS I WALKED OUT ONE MIDSUMMER MORNING

Vigo

Toro

Valladolid City Hall

Segovia

Toledo

Seville

Gibraltar from Algeciras

Almuñécar

MIKE HALL
ILLUSTRATION & DESIGN

www.thisismikehall.com
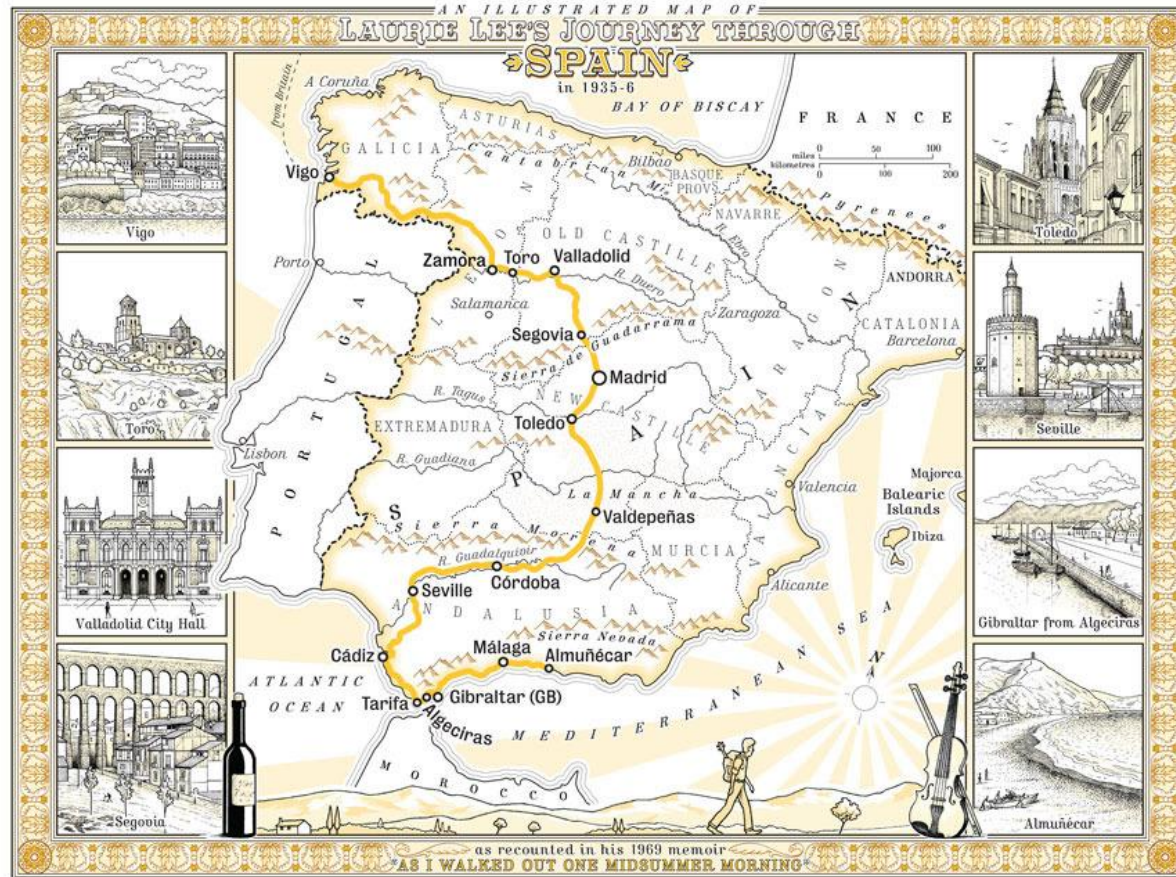
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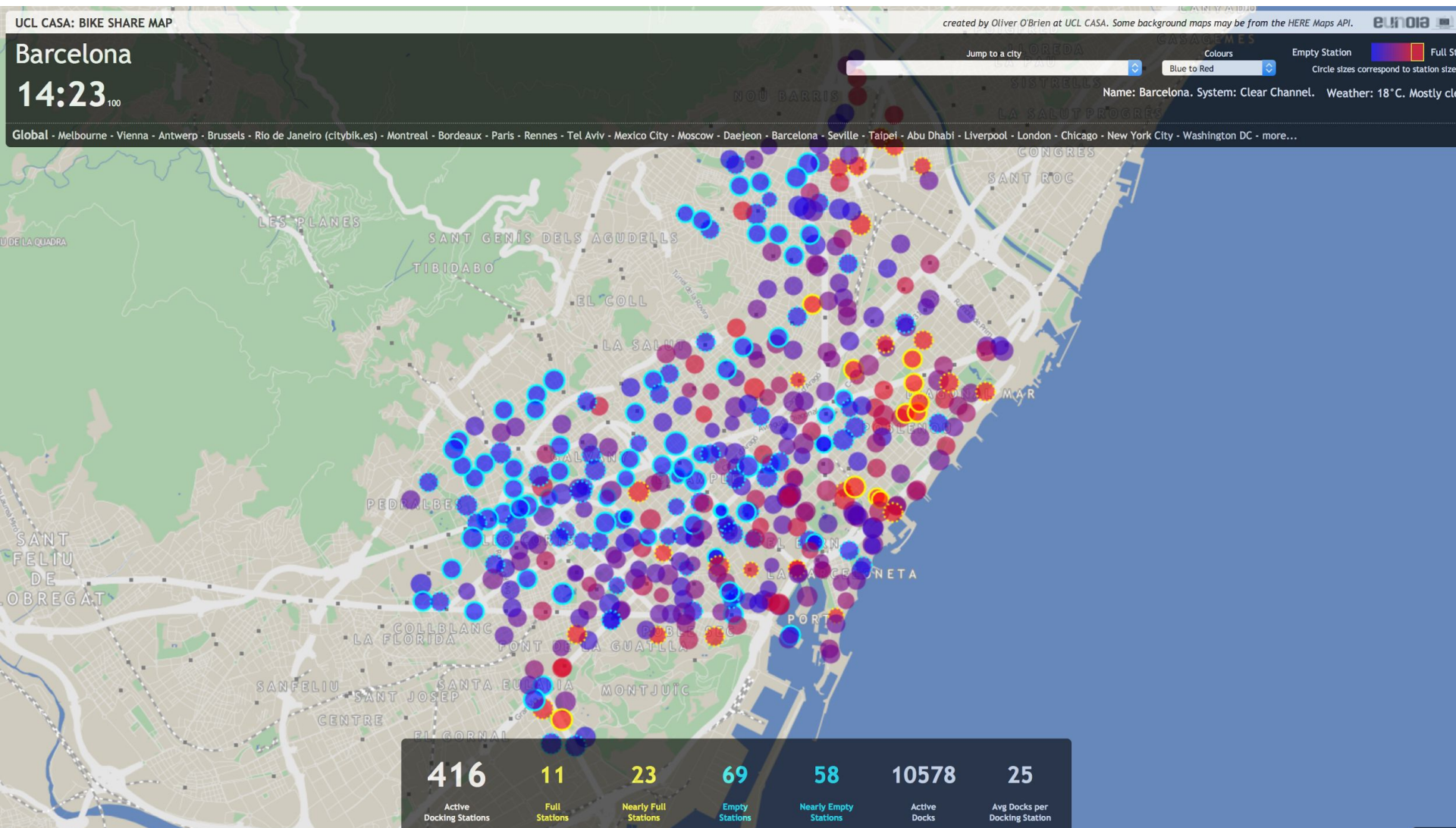   a. big demand for data visualisation

created by Oliver O'Brien at UCL CASA. Some background maps may be from the HERE Maps API.

eunoia

Barcelona

14:23 100

Jump to a city

Colours

Blue to Red

Empty Station ▮▮ Full St

Circle sizes correspond to station size

Name: Barcelona. System: Clear Channel.   Weather: 18°C. Mostly clo

Global - Melbourne - Vienna - Antwerp - Brussels - Rio de Janeiro (citybik.es) - Montreal - Bordeaux - Paris - Rennes - Tel Aviv - Mexico City - Moscow - Daejeon - Barcelona - Seville - Taipei - Abu Dhabi - Liverpool - London - Chicago - New York City - Washington DC - more...

416	11	23	69	58	10578	25
Active Docking Stations	Full Stations	Nearly Full Stations	Empty Stations	Nearly Empty Stations	Active Docks	Avg Docks per Docking Station

bikes.oobrien.com

LONDON
The Information Capital

100 maps and graphics that will change how you view the city

James Cheshire
Oliver Uberti

Election 2015

Polls   Policy guide   **Map**   Coalition builder
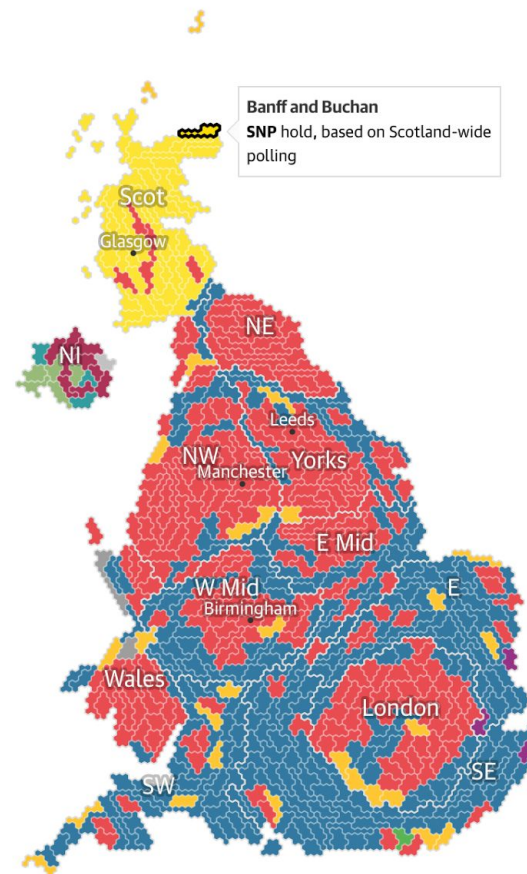
Last update on May 07 2015 13:00 BST

Election 2015 interactive: what did the opinion polls say about your seat?

Final projection: Find out who was leading the race in your constituency, according to the final polls. The map shows which party was expected to win each of the 650 seats , which might change hands , and which were the battleground seats with a projected margin of less than 5%. The constituencies are scaled so each seat has the same area

Methodology »

🐦 f

🔴 Lab   🟡 SNP   🟢 Green   ⬜ Others   🟣 Ukip   🟡 LD   🔵 Con   🔴 DUP   🟢 SF   🟦 SDLP

Enter constituency or postcode

Banff and Buchan
SNP hold, based on Scotland-wide polling

Scot
Glasgow
NI
NE
Leeds
NW   Yorks
Manchester
E Mid
W Mid   E
Birmingham
Wales
London
SW   SE

Product ⌄   Solutions ⌄   Discover ⌄   Learn ⌄   Pricing   Login   Sign Up

MAP YOUR WORLD'S DATA

CartoDB is the Easiest Way to Map and Analyze Your Location Data

SIGN UP

What have we learned?

1. Interest in geo is exploding

2. A picture is worth 1000 words
   a. big demand for data visualisation
   b. imagery for everyone

Terrabotics

Terrain Intelligence

Build it. Analyse it.

terrabotics.co

Ivan Gayton
OpenUAV
github.com/ivangayton/OpenUAV

What have we learned?

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3. Massive opportunity in simplifying

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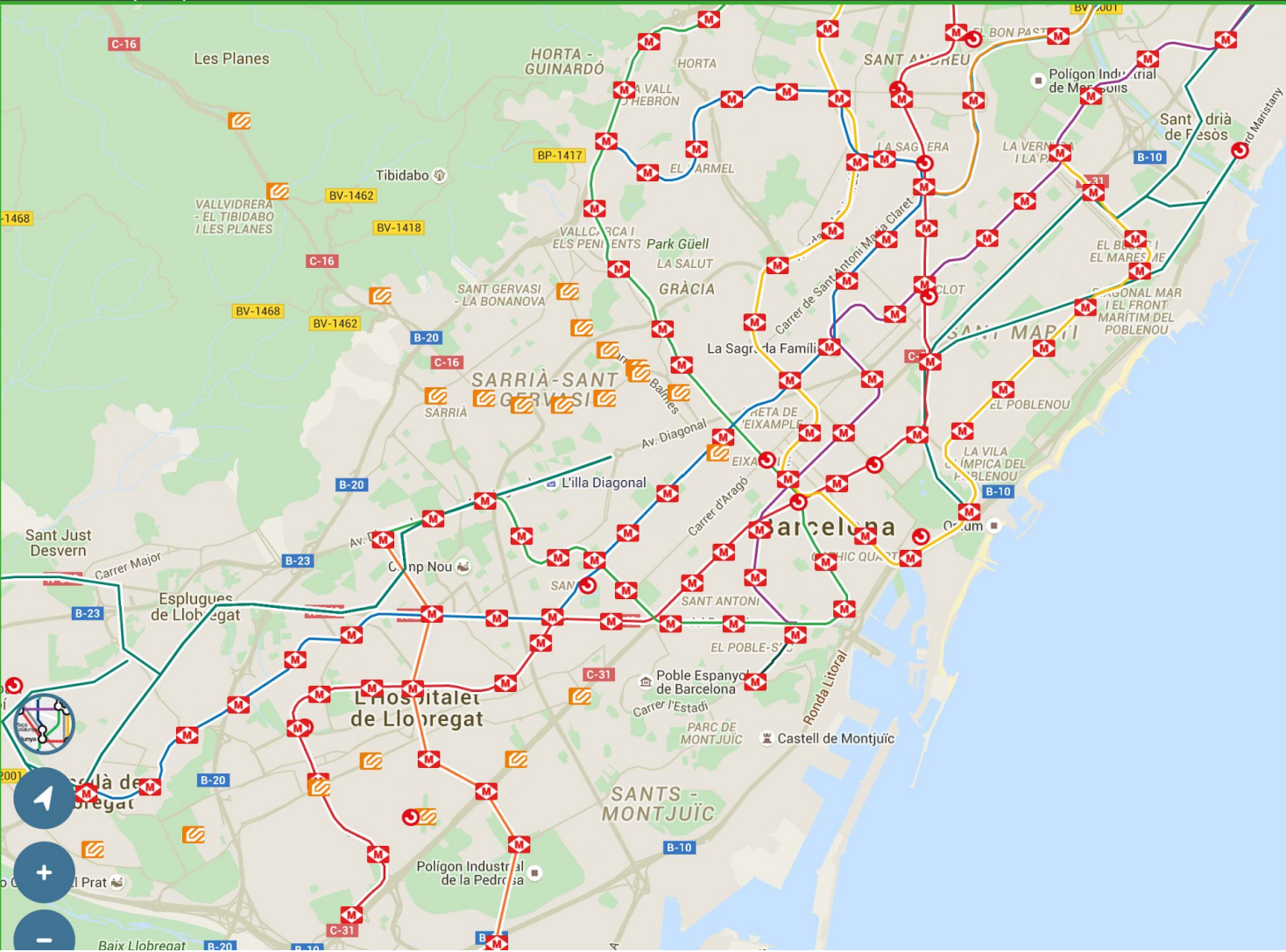   a. Big organizations too slow

Get Me Somewhere

🔍 Start

To   ↓↑

🔍 End

Now ▾

Explore

All · 🚌 · 🚲 · 🚴 · Ⓜ

✏️ · 🚆 · ⛰️

Status

ℹ️ 1   **See Details ›**

Les Planes

HORTA - GUINARDÓ

HORTA

SANT ANDREU

Polígon Industrial de Mercabils

Sant Adrià de Besòs

Tibidabo

VALLVIDRERA - EL TIBIDABO I LES PLANES

Park Güell

VALLCARCA I ELS PENITENTS

LA SALUT

EL CARMEL

LA VALL D'HEBRON

EL COLL

LA SAGRERA

LA VERNEDA I LA PAU

EL BESÒS I EL MARESME

GRÀCIA

La Sagrada Família

Carrer de Sant Antoni Maria Claret

CLOT

DIAGONAL MAR I EL FRONT MARÍTIM DEL POBLENOU

SARRIÀ - SANT GERVASI

SANT GERVASI - LA BONANOVA

SARRIÀ

DRETA DE L'EIXAMPLE

SANT MARTÍ

EL POBLENOU

Av. Diagonal

L'illa Diagonal

EIXAMPLE

LA VILA OLÍMPICA DEL POBLENOU

Sant Just Desvern

Carrer Major

Camp Nou

Carrer d'Aragó

Barcelona

GOTHIC QUART

Esplugues de Llobregat

SANT ANTONI

SANTS

EL POBLE SEC

Poble Espanyol de Barcelona

Carrer l'Estadi

Ronda Litoral

L'Hospitalet de Llobregat

PARC DE MONTJUÏC

Castell de Montjuïc

SANTS - MONTJUÏC

Polígon Industrial de la Pedrosa

Baix Llobregat

AUSTIN MEETUP + PITCH-OFF Meet TechCrunch Writers At Our Meetup In Austin This June **Get Your Tickets Today ▶**

public transport

Startup company

Uber

car sharing

Apps

Urban Transport App Citymapper Snags $40M From Index, Benchmark, Yuri Milner, Others
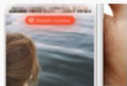
Posted Jan 20, 2016 by *Natasha Lomas* *(@riptari)*

606
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4 days ago

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7 hours ago

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a day ago

··›→ **Citymapper**

CrunchBase

What have we learned?

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3. Massive opportunity in simplifying
   a. Big organizations too slow
   b. Everything can be simpler. **Everything**!

The simplest way to communicate location

Memorable – Offline – Multi-Lingual – Error Detection

Learn More   Explore Map

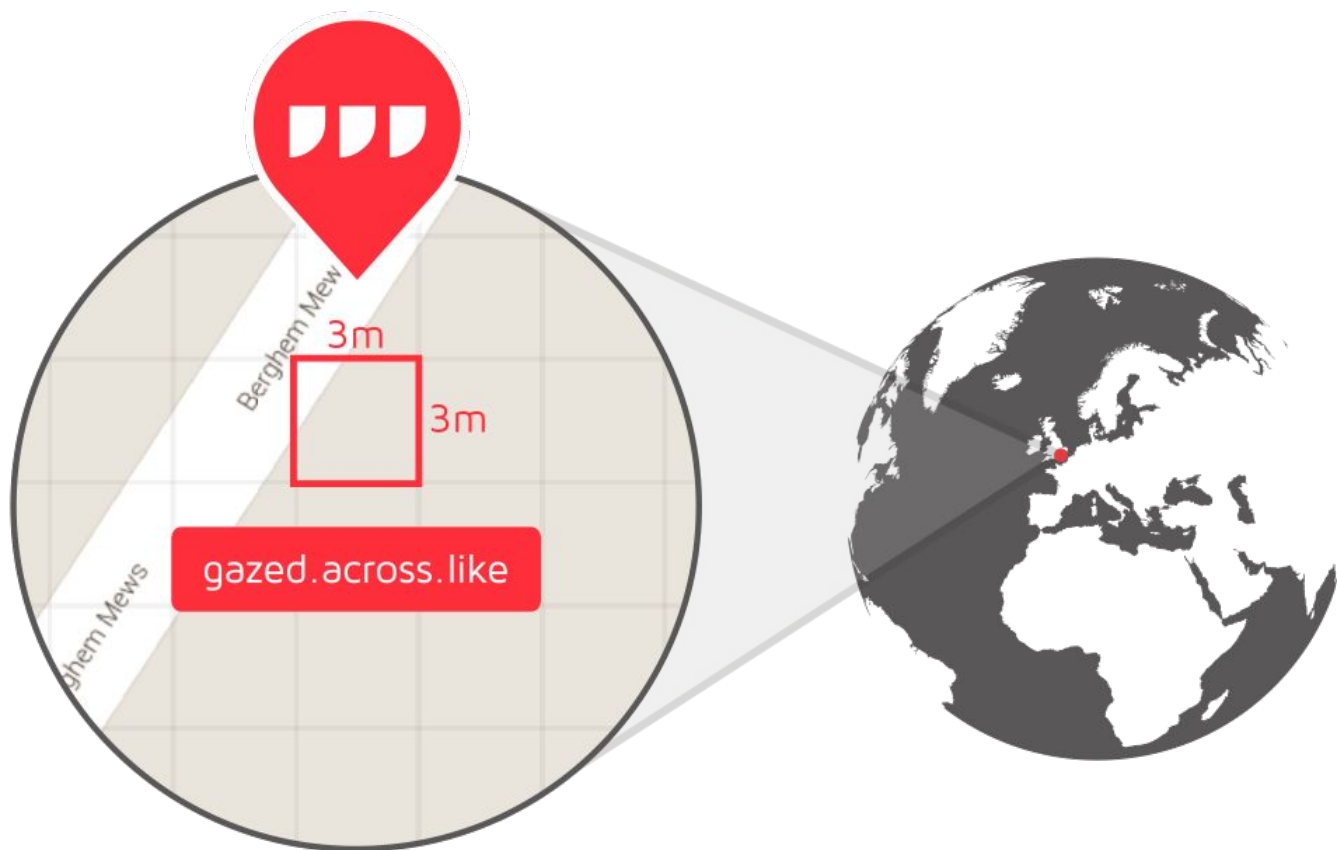Poor addressing costs businesses billions of dollars and hampers the growth and development of entire nations.

Around 75% of the world (135+ countries) suffers from inadequate addressing.

4 billion people are invisible, unable to get deliveries or receive aid, and unable to exercise their rights as
...

51.498262,
-0.218533

=

Berghem Mew
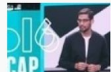
3m

3m

gazed.across.like

Berghem Mews

mapping

w3w

what3words

Location

Europe

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Google I/O 2016 Recap
4 days ago

Nikola Motor Company unveils its electric (mostly) truck
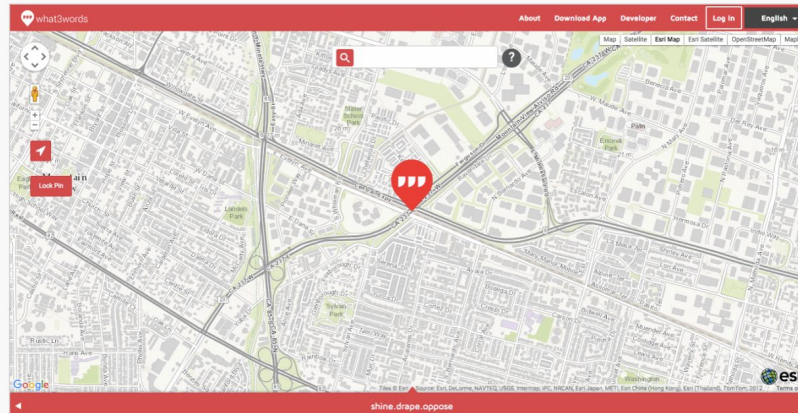*4 days ago*

PornHub launches BangFit so you can bang to get fit
5 days ago

what3words Gets $3.5M Led by Intel Capital To Simplify Location Sharing

Posted Nov 3, 2015 by *Natasha Lomas* (*@riptari*)

532 SHARES   💬 f y in g+ ⊙ StumbleUpon ✉ ▣

what3words   About   Download App   Developer   Contact   Log In   English ▾

Map Satellite Esri Map Esri Satellite OpenStreetMap Mapbox

Lock Pin

📍

Google

shine.drape.oppose

CrunchBase

Horizons Ventures   −

FOUNDED
1999

OVERVIEW
Hong Kong based. Global footprint. Technology focused. Disrupt focused. Some of the latest exits are Skype, Siri, Facebook, Summly, and Waze.

LOCATION
Hong Kong,

FOUNDERS
Solina Chau, Li Ka-shing, Debbie Chang

WEBSITE

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   a. Big organizations too slow
   b. Everything can be simpler. **Everything**!
   c. Drowning in data

localistico

We're here to make you look brilliant to your customers across local platforms

You only need to edit each location of your business ones, and **Localistico** will update the data automatically in all platforms.

facebook   **Google**   **yelp**   **FOURSQUARE**

And be found on Maps!

What have we learned?

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    a. Big organizations too slow
    b. Everything can be simpler. **Everything**!
    c. Drowning in data
    d. Good enough is often good enough

OpenCage Data

OpenCage Geocoder

Easy, Open, Worldwide, Affordable

An API to convert coordinates to and from places.

Get started

Try the live demo.

Ready to dive in? Here's the quick start guide or check out code libraries in the language of your choice.

|	
curl >	
javascript	
leaflet	
.Net	
PHP	
Perl	
Python	
Ruby	

```
curl 'https://api.opencagedata.com/geocode/v1/json?query=-23.5373732,-46.8374628&pretty
=1&key=YOUR-API-KEY'

{
        ...
        "components" : {
            "_type" : "road",
            "city" : "Carapicuíba",
            "city_district" : "Carapicuíba",
            "country" : "Brazil",
            "country_code" : "br",
            "county" : "Microrregião de Osasco",
            "postcode" : "06455000",
            "road" : "Rua Cafelândia",
            "state" : "São Paulo",
            "state_district" : "Mesorregião Metropolitana de São Paulo"
        },
        "confidence" : 10,
        "formatted" : "Rua Cafelândia, Carapicuíba - SP, 06455-000, Brazil",
        ...
```

read more...
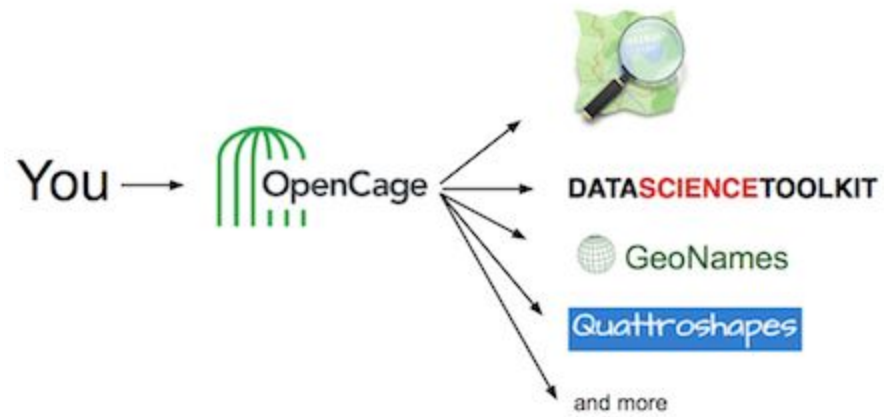
opencagedata.com

opencagedata.com

41.98527,2.82777

Nominatim

| 41.98527 | 2.82777 | max zoom | -- ▾ | Search |

Universitat de Girona - Facultat de Lletres, Plaça de Josep Ferrater i Mora, Barri Vell, GRN, Girona, Catalonia, 17004, Spain (University)
41.9849279,2.82804416114318

details

41.98527,2.82777

Nominatim

| 41.98527 | 2.82777 | max zoom | -- ▾ | Search |

Universitat de Girona - Facultat de Lletres, Plaça de Josep Ferrater i Mora, Barri Vell, GRN, Girona, Catalonia, 17004, Spain (University)
41.9849279,2.82804416114318

details

OpenCage ➝ Universitat de Girona - Facultat de Lletres
Plaça de Josep Ferrater i Mora
17004 Girona
Spain

What have we learned?

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4. Open vs. Closed

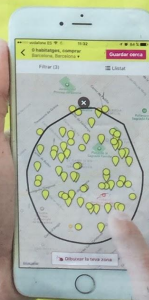# Open vs. Closed

Wrong question

What is the right question?

What is the right question?

Is it useful?

What is the right question?

Is it useful?

To me?

What is the right question?

Is it useful?

To me?

Right now?

What is the right question?

Is it useful?

To me?

Right now?

Can I figure out how to make it work?

Summary

Lots is happening, massive opportunity for geo

Usability is the ultimate feature
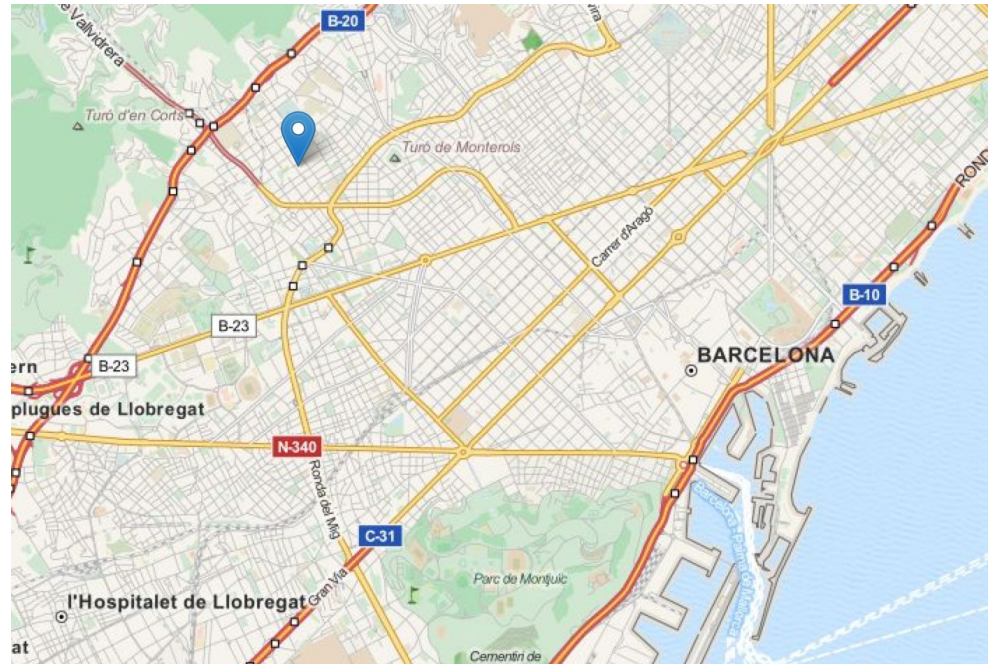
Let's talk

Ed Freyfogle
@freyfogle
http://freyfogle.com
Based in Tres Torres, Barcelona

http://opencagedata.com
@OpenCageData

http://geomobldn.org
@geomob

© OpenStreetMap contributors, map by MapQuest

This talk will be on my blog later today

Join me

Steady progress on mapping the new neighborhood

One of my goals for 2016 was to map the new neighbourhood as a way to get to know what is where. I'm making slow but steady progress, and it's been a good refresh. Years of living in central London, which is mapped in amazing detail, made it hard to find new things to map.
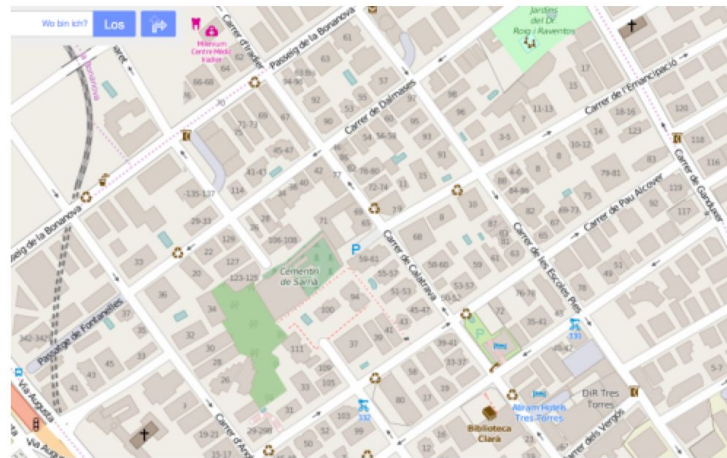
I've been focusing on addresses mainly, though have also found and corrected several bad roads, missing names of parks, etc. My technique has mainly been pen and paper and then edit on the desktop, though in the last few days I've been experimenting with using the Go Map!! app on my iphone. It's ok for adding addresses, though the limited screen space makes it hard to do much more. A very challenging usability problem.

Gracias/Gràcies/Eskerrik asko/Grazas

For contributing to free and open (geo) software and data

Questions?