On-demand mapping

• Customer is key
• Time available to produce the map
• Variable user demands
• Available delivery technologies

Example of NOT on-demand: traditional series production & stocking model
3 aspects of on-demand map

• **Data content & currency**
  – is the map produced from the most recent data

• **Design**
  – Map designed to user specifications

• **Delivery**
  – paper
  – Digital media
  – Internet
Possible research?

• WHO is the user?
• Should we constrain discussion to practical solutions? What is practical?
• Practical idea: limit on-demand design options by classifying user type & presenting various design interfaces
• Cost/value relationships
Delivery/business Paradox

How do you get a user to pay for a product which he has not yet seen?

Do you deliver all points of the user’s request, or find a nearest fit to existing capabilities?
Conclusions

• Base map design on templates
• Database should allow maximum flexibility practical
• Appropriate tools must be available