

# 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