User Perspectives on GPS

Glen Gibbons, *Inside GNSS*
Civil GPS Service Interface Committee
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Types of Users

Engineers: product designers, system integrators, service providers

Professional/Commercial/Scientific: farmers, surveyors, telecommunications, regulated SoL navigation,

Consumers (mass market): PNDs, car navigation, geocaching, smart phones
Users & GPS

Substitute “GPS” for “dogs”
User Perspective #1

Unclear on the Concept

TA-A-DAH. 
EARLY CHRISTMAS PRESENT.

DA-A-A-D! 
COME ON! I GOT LOST ONE TIME! I'M NOT AN IDIOT!

I DON'T NEED A GPS!

GPS.

KEEP IT ANYWAY.
User Perspective #2

It’s Rocket Science . . . for Nerds!

CGSIC, September 21, 2009
User Perspective #3

Military users have a better system.
User Perspective #4

It’s unreliable.
User Perspective #5

It’s known by its function.
User Perspective #6

It’s a subject of envy.
User Perspective #7

It’s a source of suspicion.

He thinks he’s in love with the woman whose voice is on our GPS.
User Perspective #8

The brand identity is GPS, not GNSS . . . So far.
The End . . .

QuickTime™ and a TIFF (LZW) decompressor are needed to see this picture.

. . . or is it just the beginning?
No. It’s really the end.

Thank you.
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