

Encouraging Use of Satellite Data

Team 5

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Content

The background of the slide is a composite image. The top portion shows a satellite in space, with a bright blue nebula or galaxy in the background. The bottom right corner features a close-up of a planet's horizon, glowing with a bright yellow and orange light, suggesting a sunrise or sunset.

- The challenge
- Methodology
- Findings
- Recommendations and Concept Circulation
- Way forward
- Team reflection

The Challenge



Our objectives

How can we make better use of the satellite data on earth?

- Who are potential new customers?
- What are their needs and challenges?
- What are relevant satellite-data-based solutions for them?

Final output: design a strategy to explain the benefits of these satellite-data-based solutions and achieve new collaborations.

Methodology

Our approach: Design Thinking



Empathize

- Desk research;
- Four semi-structured interviews with industry experts;



Define

- Analysis (structuring the information);



Ideate

- Brainstorm sessions;
- Feedback collected from challenge owner



Prototype

- Combining ideas
- Prototype and flow design
- *To be continued*



Test

- *To be continued*

Findings



Challenges

- Reluctance of non-space users to shift to new procedures;
- Low attractiveness of satellite images;
- Restricted approach of existing policies and regulations;
- Getting small scale users to get on board.

Potential customers

- **Insurance**
- **Real-estate**
- Forest Industry
- Disaster Management
- Agriculture
- Meteorological
- Water management



Private, governmental organizations and NGOs

Needs

- Incorporation of new methods with existing ones;
- Improved accessibility and affordability;
- Training for better utilization of data;

Recommendations

The background of the slide features a dark space scene. At the top right, a satellite with a large antenna and solar panels is visible against a blue nebula. At the bottom right, a bright yellow and orange planet, likely Jupiter, is partially shown.

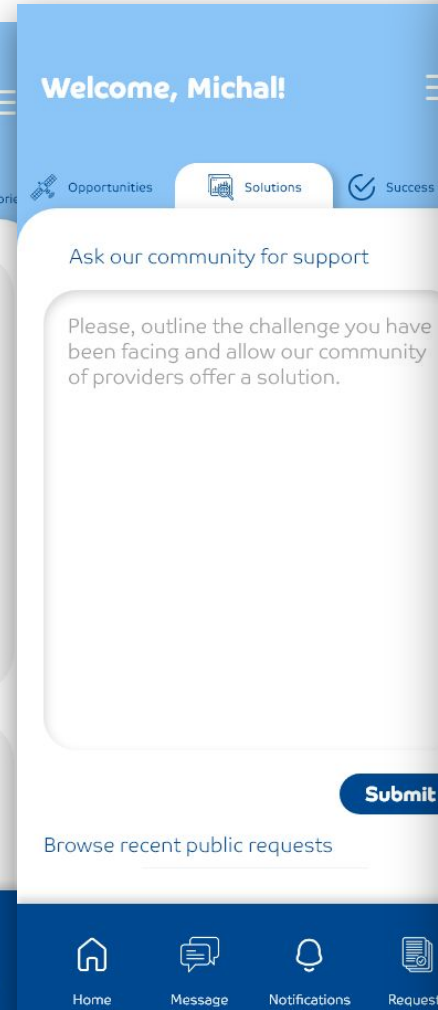
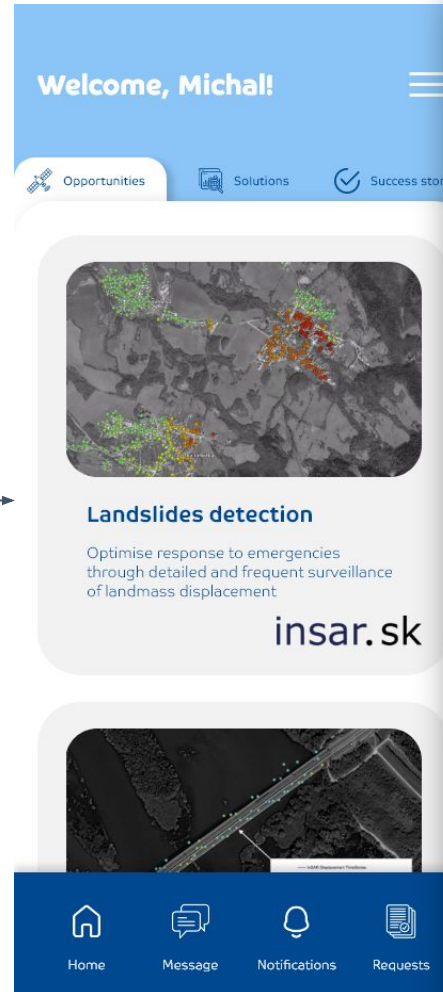
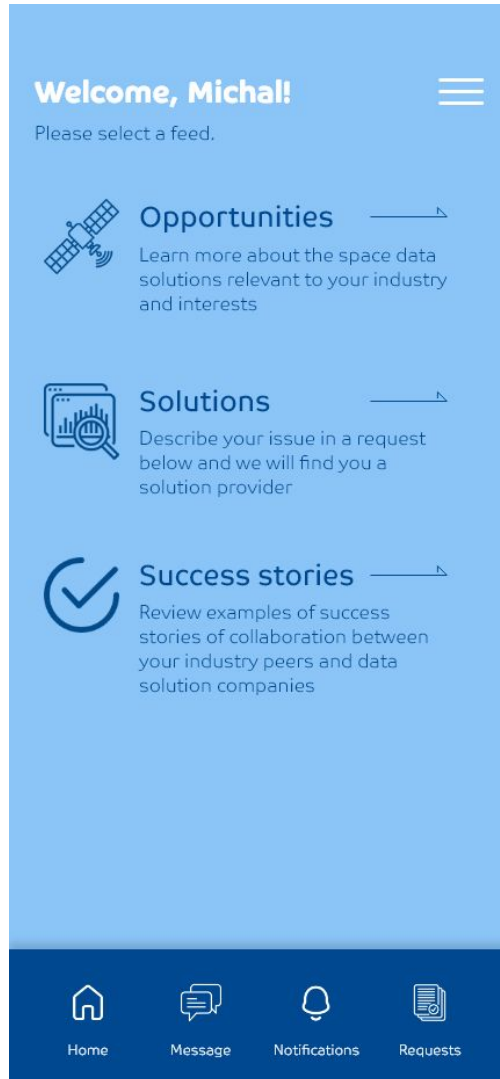
Design driving factors for any solution

- Address the space data (solution) user lack of awareness;
- Take pressure off the potential space data (solution) users;
- Simplify or eliminate technical jargon;
- Harness the untapped potential of peer pressure;
- Facilitate effective matchmaking and networking opportunities.

Ideated solution

A comprehensive application that facilitates information exchange, learning, and peer-to-peer discussion, offering providers a chance to engage users according to their needs and interests.

A Matchmaking Application

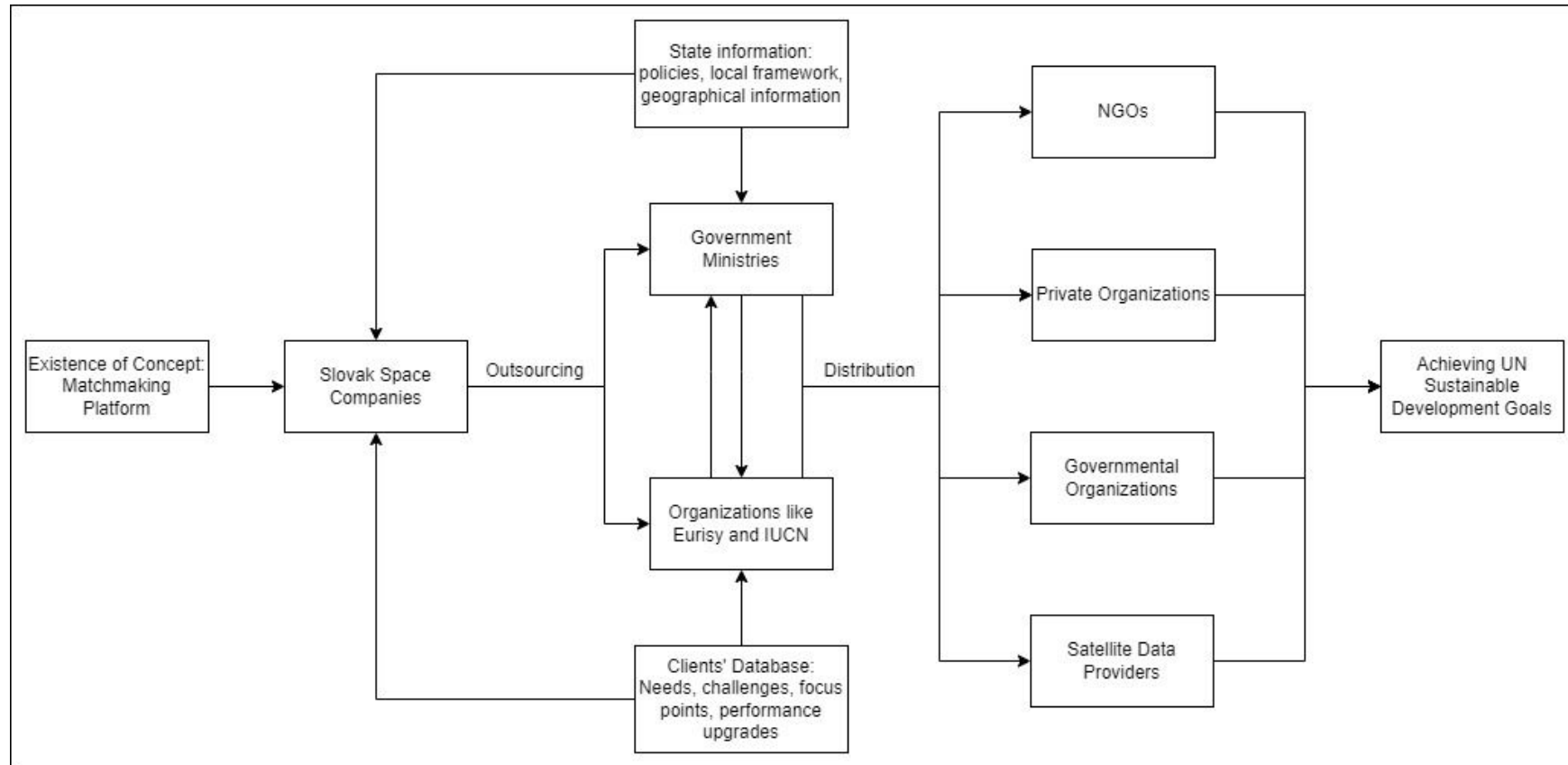


Try the app mock-up here:



Concept Circulation

- The initial concept can be outsourced keeping Slovak Space companies on the frontier.
- Further exchange of relevant information between ministries and international organizations (mutually accessible targeted database).
- Acquired information can be used to get onboard existing and new potential customers of satellite data. Data providers are linked with them through the same platform.



Way forward

Our next steps

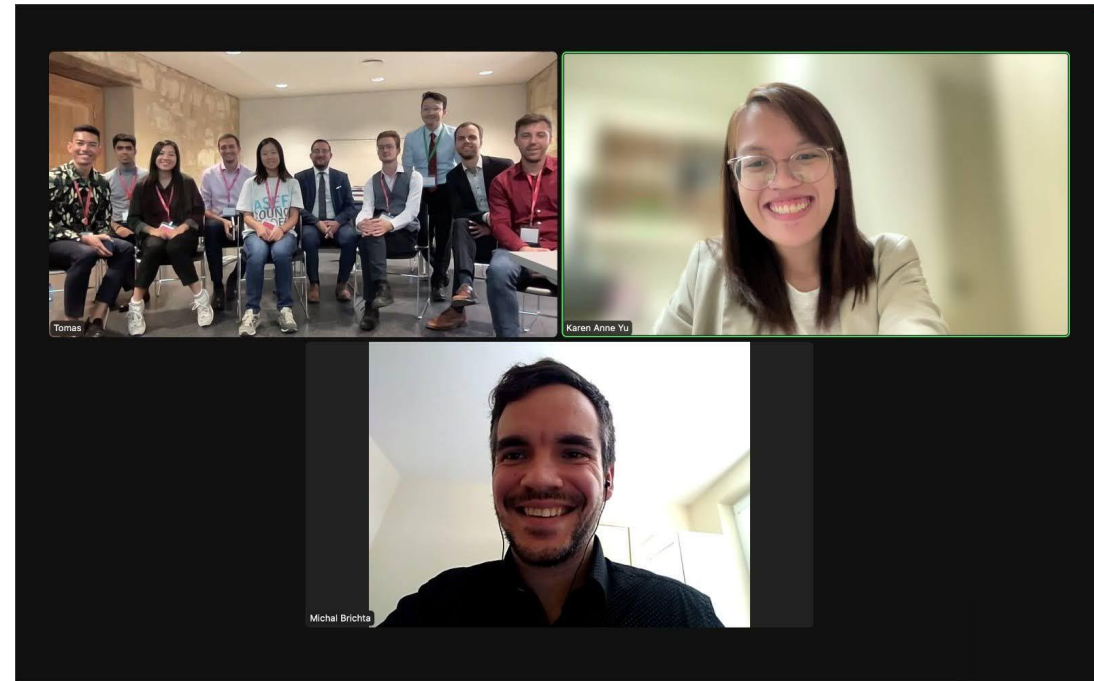
- Presenting our idea at the World Space Forum 2023 in Vienna;
- Interviewing and testing with non-space users;
- Idea verification with Eurisy and the UN;
- Finding partners;
- Further development of the solution.



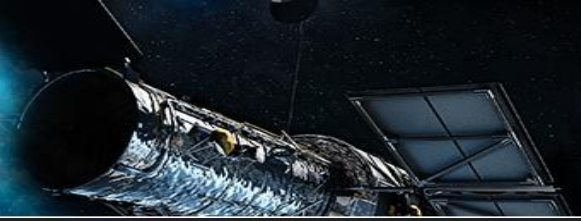
Team reflection

Our process

- + **Diversity** of perspectives **creates** surprising ideas
- + Understanding of individual challenges
- + **Mutual Respect**
- Different levels of **availability**
- **Wavering commitment**
- Lack of **communication** by some members



Cleared for Take-off!





THANK YOU