

Growing Earth Observation By Being More Friendly

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Your Trusted Earth Observation Experts

Pixalytics

**Growing Earth Observation by being
more **USER** friendly**

**Grow markets through gaining new
Earth Observation customers**

**We know there are other
approaches!**

Earth Observation is Geeky!

Optical
constellation ENVI
small satellite What is a GeoTiff SNAP
optical What data do I need How do I download
big data What do you mean clouds Satellite
Just zoom in like Google Earth What do you mean level 2
nanosat Can the image be at 10.00pm SAR remote sensing
But aren't images free QGIS How do I find the data I want
Earth observation What is radar Cubesat Gimp
Data Ground stations Calibration
Microwave Space ArcGIS

To attract new customers and markets we need to meet them halfway

- People are used to sites like Amazon
- They don't care which satellite it came from, who launched it and it's specifications
- They probably don't even care it came from a satellite

Focus on the product, not that it's from space
Make the whole process user friendly

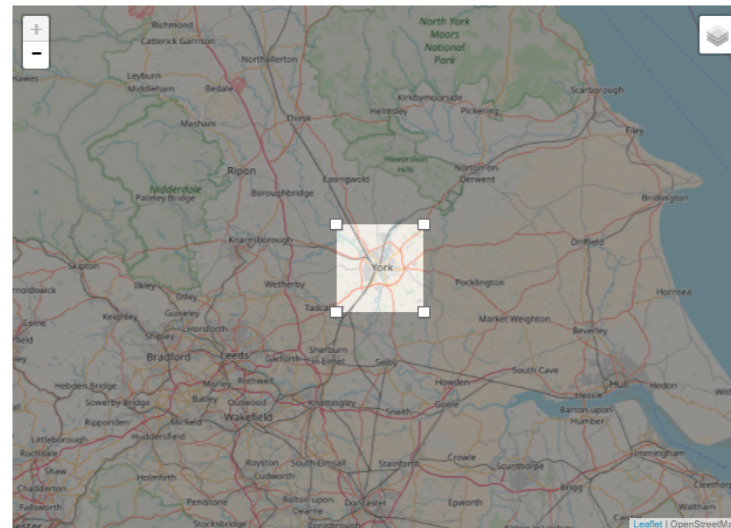
Simple & easy to understand interface

YES

- EO Productisation
- Clear description
- Easy to select geographical areas
- Henry Ford Principle of options
- Single click-to-buy
- Reviews and social interaction

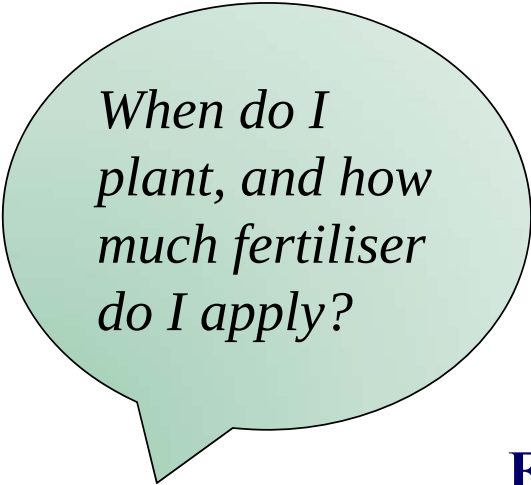
Flood Mapping

Processes Sentinel-1 imagery to create a flood outline by combining water extents from a flood (date chosen) and non-flood (pre-defined as January 2017) image.



NO

- Questions on map projections
- Complicated file formats
- Requiring latitudes and longitudes, eastings and northings or the satellite track
- Sending people to FTP sites



*When do I
plant, and how
much fertiliser
do I apply?*

Demonstrate the value & benefits



*A twenty
year time
series?*

Focus on the user – often
requires companies with different
skills collaborating

Offer beneficial social media posts –
help users with their interpretation

Ease of use – everything delivered to
your mailbox

Give away your skills to build the industry

Cost effective solutions



Go for
customers
**needs and
wants**,
rather than
what we
can do

Be careful of needing
to hold customer's
hands – you can end up
spending more than
you're making



**Don't
over
sell, be
honest**



Make products
for a **range of
customers** –
not everyone
needs, or can
afford,
everything

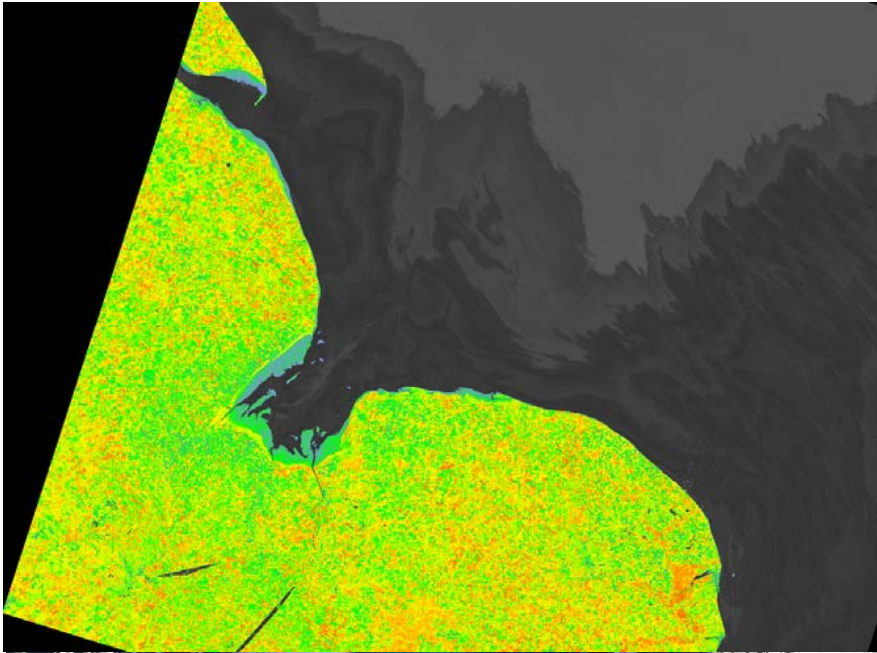
“Even a good decision
if made for the wrong
reasons can be a bad
decision” *Pirates of
Caribbean*

User friendly product purchasing

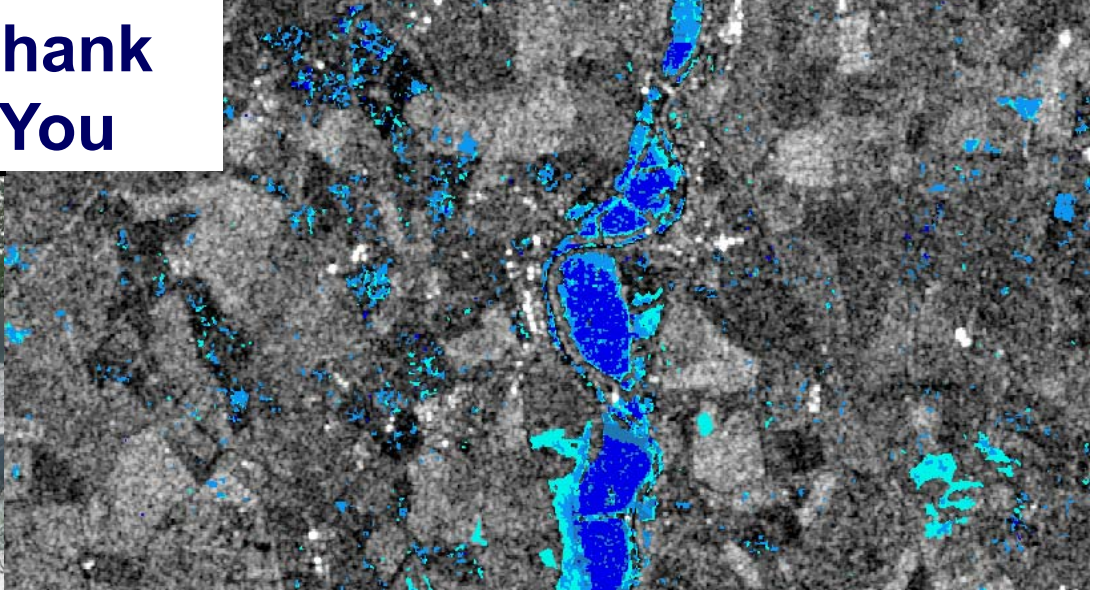
- Focus on the product, not how it is produced
 - “Easier interface”, “easier to set up” and “easier to use,” ...
- Hiten Shah

The technical problem solving is fun, the final solution is hard work





**Thank
You**



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