

An Online Cost-Effective Solution for Mapping Flooding Using Satellite Earth Observation Data

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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

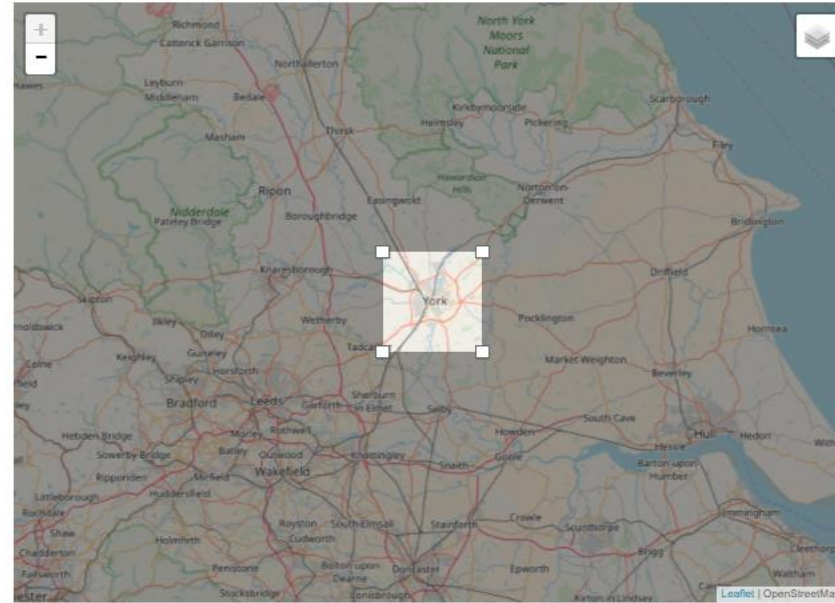
Simple & easy to understand interface

YES

- 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.



SW: 53.87682126090999, -1.2249755859375

NE: 54.03842534637411, -0.95306396484375

Start date:

End date:

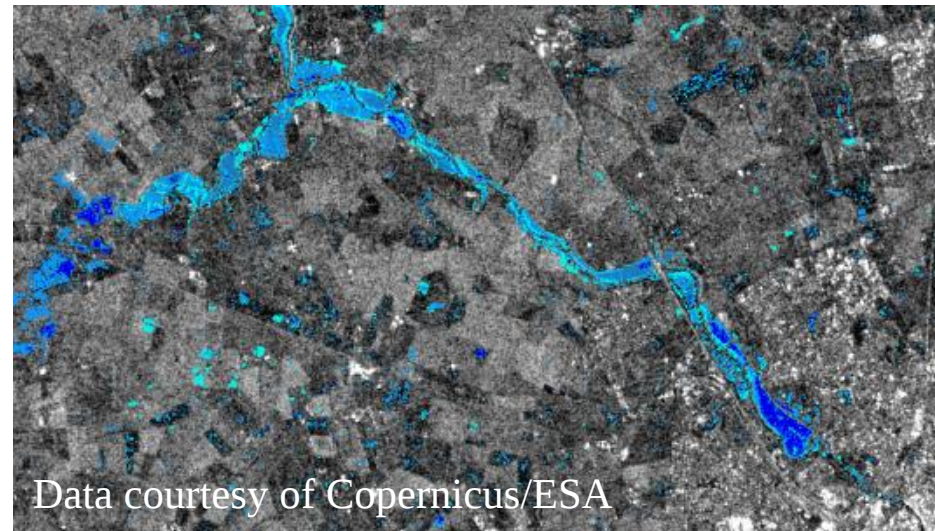
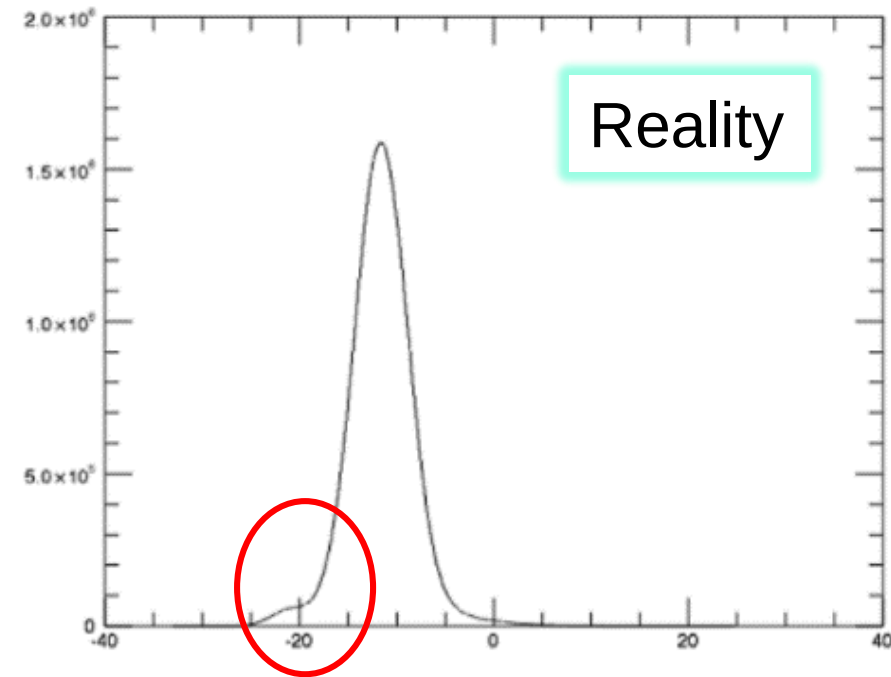
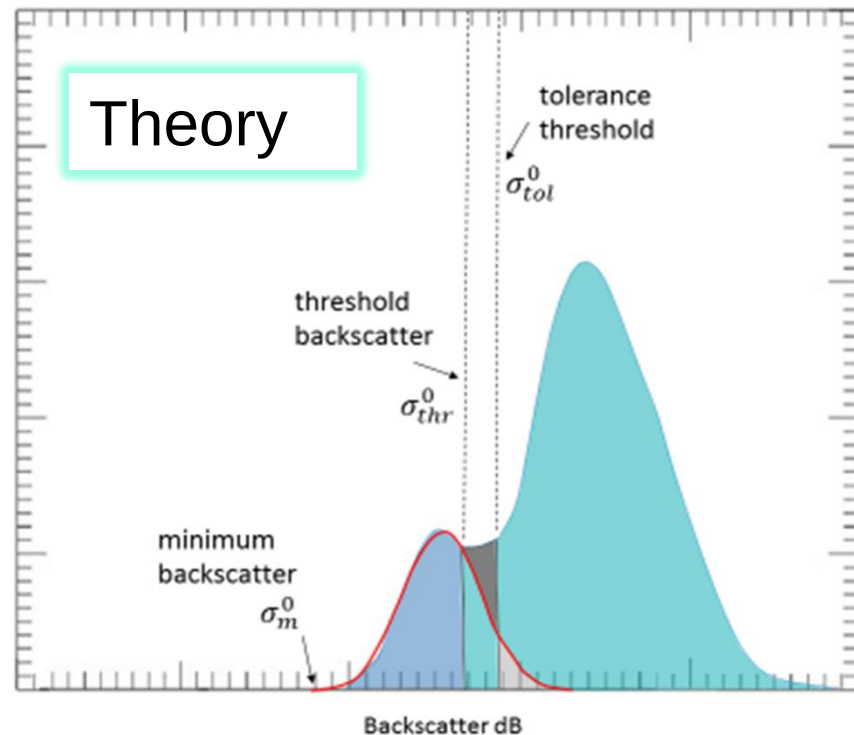
Timespan:

Process Flood Map

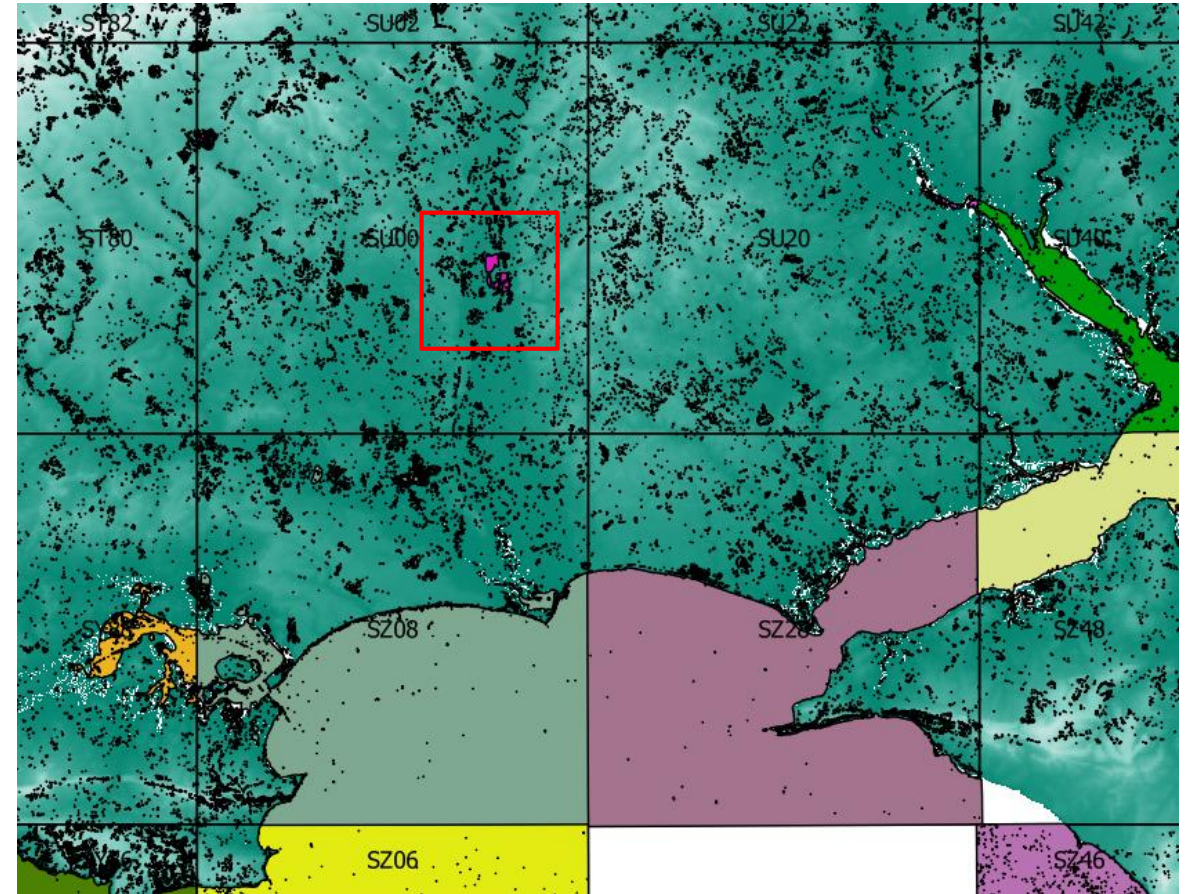
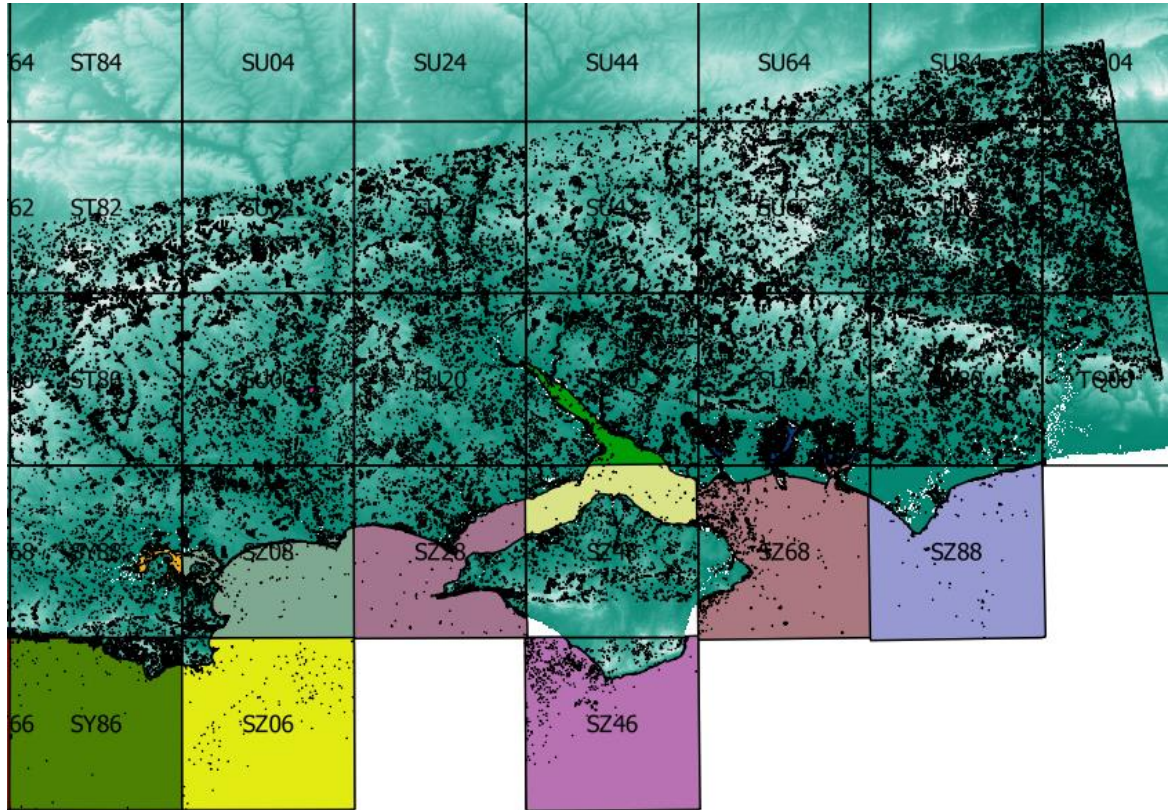
NO

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

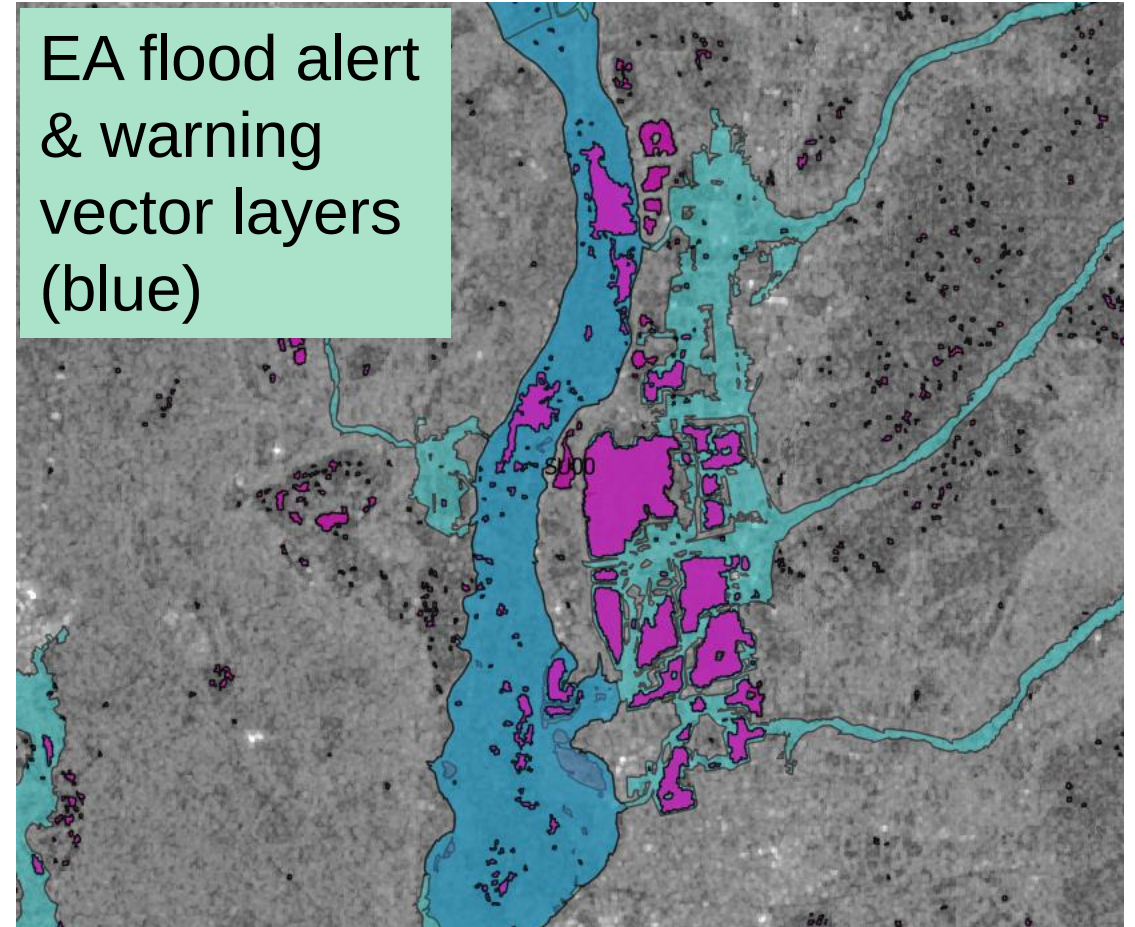
Flood mapping with SAR, Sentinel-1 York example

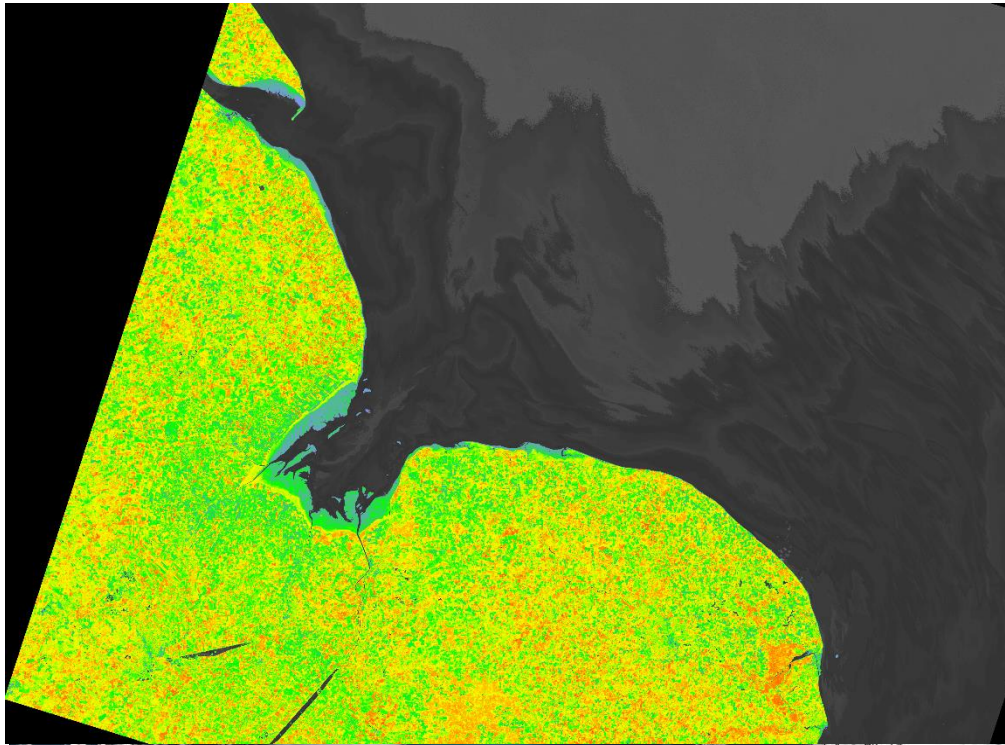


Outside of flood events, mapping water extent and soil moisture



Outside of flood events, mapping water extent and soil moisture





**Thank
You**

