From Start to Finish: Bring Data to Life in a Web Application

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You Role in the Real World

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Session Topics

- Good information is frequently buried in the data
- A great web map finds the signal in the noise
- A great web app ensures that signal reaches its audience
- Find the stories in your data
Start

- Data – get what you want, not just what’s handed to you
- Map – make it communicate, not a data dump
- Colors – use them to create clarity and shape the message
- Popups – reward the user with information, not data
Data prep

• Start by making the first version of the map
• What message does it show?
• Does your map work for areas you know very well?
• Does your map work for areas you don't know at all?
• Ask someone who does not know your area to look at your map of it, and just listen to them
Author the map

- Be critical – is the map a “data dump” or does it actually show patterns?
- Will the user know what your classifications mean?
- How important is your legend to the map’s interpretation?
- Is your legend “GIS-y” or human?
- How do you reward the user when they touch the map?
Predominant Race
A Traditional Approach: One data field at a time
Predominant Race: A Traditional Approach
Predominant Race:
With additional work...
Preparing data
Multiscale
Preparing the map
Building pop-ups

In Stanislaus County, the total population is 514,453. The predominant population group is White, and the difference between it and the second largest group is 4.8%.

Breakdown

The percentage of the total population represented by each racial or ethnic group in 2010. Touch or mouse over the pie graph to see the actual values.
Web app options
Examples

- Predominant Populations in the U.S.A.
- The Best & Worst Counties for Adult Obesity and Diabetes
- The linked burdens of obesity and diabetes
- Energy in America Atlas
- Stanford Election Atlas
- Stanford Map of 2008 Precinct Winners
- A Simple Map of Future Population Growth and Decline
- Crime Rate Comparison Map
- Where We Spend Our Food Dollars
- Who Needs College?
- Population Diversity in 2010
- Atlante Save the Children
- Percent Foreign Born Population
- Microbrewery Access Map
- Getting Ice Time
- Lincolnshire: How it became known as 'Bomber County'
Thank you! Questions?

Resources


- ArcGIS Resource Center
  - [Mapping Community](http://www.esri.com/events/devsummit/session-rater/)

- Color Resources
  - [Color Brewer](http://www.esri.com/events/devsummit/session-rater/)
  - [Color Oracle](http://www.esri.com/events/devsummit/session-rater/)