How to Tell Your Story:
Using Esri's Storytelling Applications to Tell Your Stories

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How to Tell Your Story

What’s a story map? And why?
What are Story Maps?

• Story maps are an approach, not a new technology
• They combine intelligent web maps with web applications that incorporate text, multimedia, and interactive functions.
• Story maps inform, educate, entertain, and inspire people about the world.
The Customary Way of Thinking

- What is my task?
- How do I gather data?
- How do I perform my analysis?
- How do I represent my data, model, analysis?
A Different Way of Thinking

- What is my task?
- How do I gather data?
- How do I perform my analysis?
- How do I represent my data, model, analysis?
- What is the story I want to tell?
- Who is my audience?
- How do I tell my story?
- How do I combine my maps with text, graphics, and other content?
- How do I enable others to tell their own stories with my data?
Building a Story Map: The Process

• Don’t touch code!
• First - work out the narrative:
  - Who
  - What
  - Why
• Create a mockup of the page, and consider the front end UX
  - Don’t take the mockup as gospel
  - Simplify, simplify, simplify
  - Iterate!
Story Maps Growth Path
Story to Template to Builder App

1. Our Stories

2. User Stories

3. Builder Apps
How to Tell Your Story

Custom stories, templates, and builder apps
How to Tell Your Story

Story Maps are:

- Fully open source
- Most code is available on github
- http://esri.github.com search for "Storytelling"
- Also at storymaps.esri.com/templategallery
How to Tell Your Story

Go ahead:

- Download, hack, modify, improve
- Can reverse engineer as well
- Share your results back with us
- Pull request github or email -

storymaps@esri.com
Storytelling templates: an easy-to-use publishing platform...for telling your organization’s stories. To Inform and Inspire People About the World.
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Esri’s Storytelling applications
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