

Design & UX Tips for Maps

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Not Just Map Portals



The CITY OF PORTLAND *Oregon*



[City Home](#) [Government](#) [Bureaus & Offices of the City of Portland](#)



Parks & Recreation
Healthy Parks, Healthy Portland

[Find A Park/Facility](#)

[Recreation Activities](#)

[Register Now!](#)

[Nature](#)

[Projects](#)



Lets go to the park... Not...

Parks & Recreation
Healthy Parks, Healthy Portland

PHONE: 503-823-PLAY (7529)
FAX: 503-823-8007

1120 SW Fifth Ave., Suite 1302, Portland, OR 97204

Home | Find A Park/Facility | Recreation Activities | Register Now! | Nature | Projects | Rentals/Permits/Fees | Partnerships/Donations | Who We Are

Please choose one of the following options to find a park or facility.

1. Search by Name or Keyword

Select a park or facility from the list below or Enter a keyword or phrase below

2. Search by Area, Amenity, and/or Activity

City Area

<input type="checkbox"/> Downtown	<input type="checkbox"/> Northeast	<input type="checkbox"/> Southeast	<input type="checkbox"/> Select All Areas
<input type="checkbox"/> North	<input type="checkbox"/> Northwest	<input type="checkbox"/> Southwest	

Amenity/Activity

<input type="checkbox"/> Arboretum	<input type="checkbox"/> Fitness Room	<input type="checkbox"/> Picnic Shelter	<input type="checkbox"/> Swim Pool – Indoor
<input type="checkbox"/> Baseball Field	<input type="checkbox"/> Football Field	<input type="checkbox"/> Picnic Site – Reservable	<input type="checkbox"/> Swim Pool – Outdoor
<input type="checkbox"/> Basketball Court	<input type="checkbox"/> Fountain	<input type="checkbox"/> Picnic Tables	<input type="checkbox"/> Tennis Court
<input type="checkbox"/> Basketball Court – Indoor	<input type="checkbox"/> Gift Shop	<input type="checkbox"/> Playground	<input type="checkbox"/> Tennis Court – Indoor
<input type="checkbox"/> Boat Dock	<input type="checkbox"/> Golf Course	<input type="checkbox"/> Public Garden	<input type="checkbox"/> Tennis Court – Lighted
<input type="checkbox"/> Boat Ramp	<input type="checkbox"/> Gymnasium	<input type="checkbox"/> Pumptrack	<input type="checkbox"/> Tours – Guided
<input type="checkbox"/> Bocce Court	<input type="checkbox"/> Historical Site	<input type="checkbox"/> Raceway	<input type="checkbox"/> Track
<input type="checkbox"/> Canoe Launch	<input type="checkbox"/> Horseshoe Pit	<input type="checkbox"/> Rock Climbing Wall	<input type="checkbox"/> Trails – Biking
<input type="checkbox"/> Community Center	<input type="checkbox"/> Kitchen – Reservable	<input type="checkbox"/> Roller Skating	<input type="checkbox"/> Trails – Equestrian
<input type="checkbox"/> Community Garden	<input type="checkbox"/> Meeting Room – Reservable	<input type="checkbox"/> Rose Garden	<input type="checkbox"/> Trails – Hiking

Some Real-World Metrics

- [Web Map Metrics From the City of Denver](#)
- [More Web Analytics from the Field](#)
- [WHy Map Portals Don't Work Part 1 of 5](#)

Single-Topic maps get 3 times the traffic of the traditional Map Portal

Lesson: Be concise your map should do one thing well.

*People Actually Interact
with Balloon Content*

Lesson: Don't neglect your popups.

People Rarely Change Default Map Settings

2% of visitors changed basemaps, 0.5% used fullscreen.

Lesson: Less is more. Reduce your tools and layers.

People Look Up Info on Maps, and Leave

Auto completing search is key. Average visit was 1:43.

Lesson: Get users in an out as fast as possible.

Only 12% of users browse information for more than three geographic features during a single visit.

Lesson: Users care about a single feature.

- Reduce noise
- Let there be search
- Pages for individual features
- In and out at NASCAR speed
- Focus on a single topic

Treat Everyone Like An Idiot

- You
- Your Users
- Your Coworkers
- Your Boss

Learn How Much

User Experience (UX) and User Interface (UI) Summit

1pm-6pm Wednesday

Santa Rosa/San Jacinto

Your design is
C.R.A.P!

R is for Repetition

If its good enough to put on the page once its good enough to put on there again.

- Show popups on hover AND click?
- Filter a map AND and a list?
- Introduce shortcuts and keyboard commands?

A is for Area

Are the biggest things the most important?



P is for Proximity

How far apart are important elements? How long will it take a user to find them?



Design Is All
About Balance

Ugly is Good

Remember Me?

The screenshot shows the website for Portland Parks & Recreation. The header features the logo and tagline 'Healthy Parks, Healthy Portland' on the left, and contact information (phone, fax, and address) on the right. A navigation menu includes 'Find A Park/Facility', 'Recreation Activities', 'Register Now!', 'Nature', 'Projects', 'Rentals/Permits/Fees', 'Partnerships/Donations', and 'Who We Are'. The main content area is titled 'Please choose one of the following options to find a park or facility.' and is divided into two sections: '1. Search by Name or Keyword' and '2. Search by Area, Amenity, and/or Activity'. The first section has a dropdown menu for selecting a park or facility and a search box for keywords. The second section has a search box and a grid of amenity/area checkboxes.

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Good and Bad

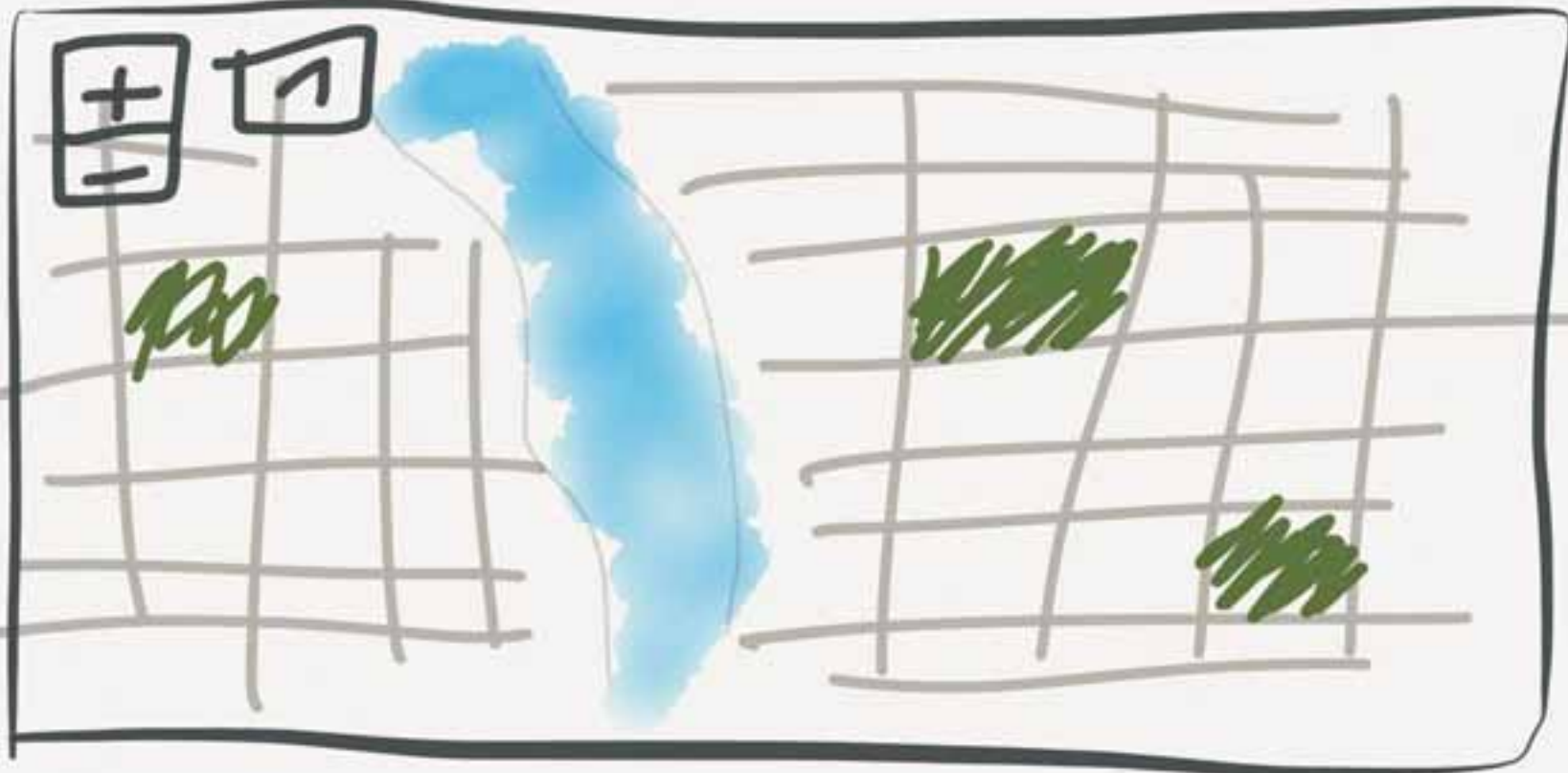
Pros

- Single focused mission
- Individual pages for features
- Search first design

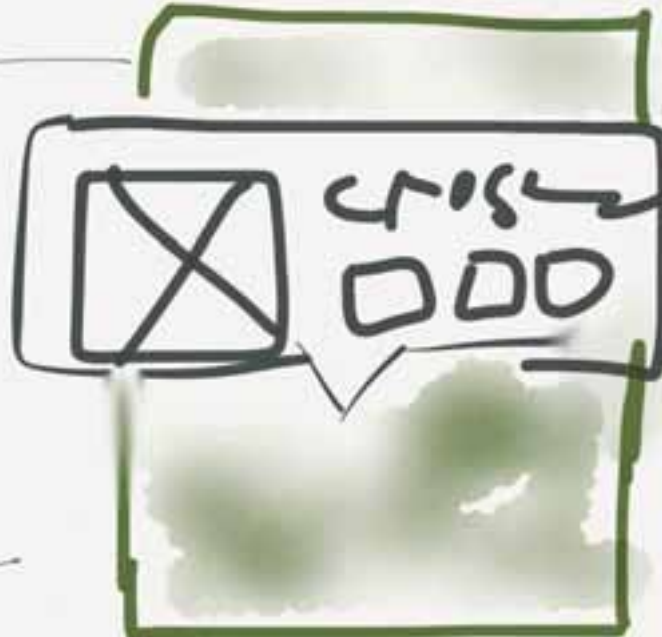
Cons

- Search is really hard
- Maps are klugdy

ADDRESS, Page name, Amenities



Creston Park



123 1st 5th..

