

Delivering What Users Need

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Credentials

Running alongside Esri since 1999

1000+ customers and partners worldwide

Configurable software to manage their applications

Here to talk about ideas

Pre 2000

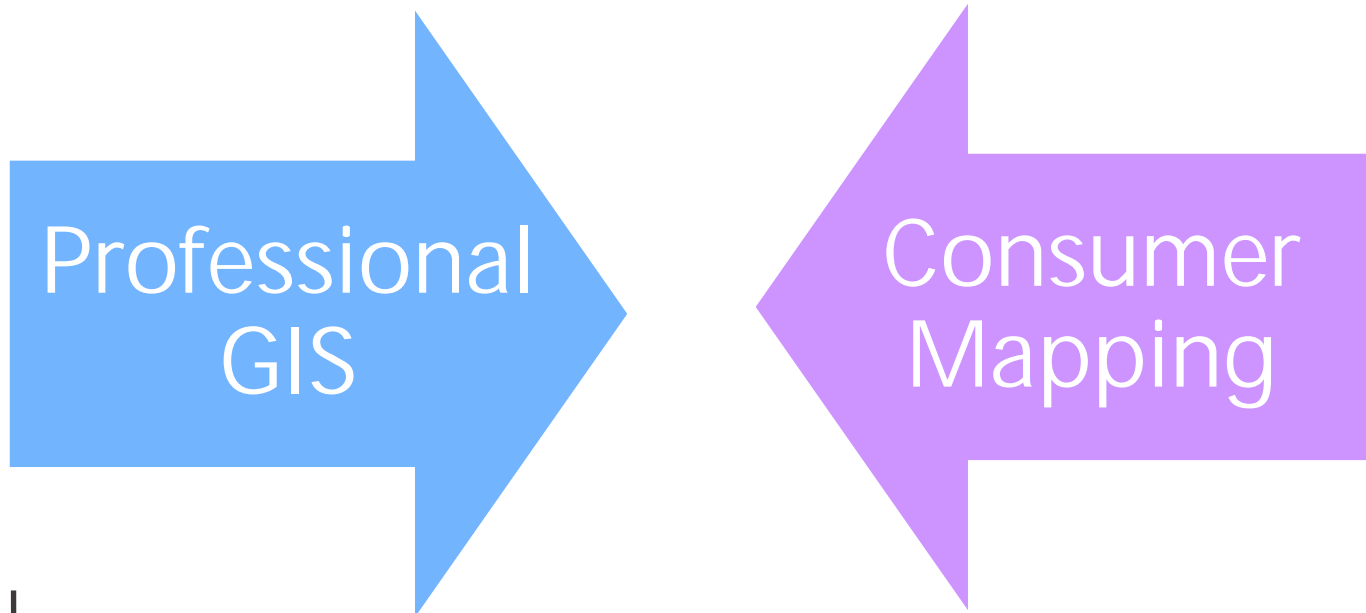
Any sort of GIS or digital mapping
was the domain of GIS
professionals

2005

Enter Consumer Maps

Simple street maps, providing
directions and locations

GIS Web Technology



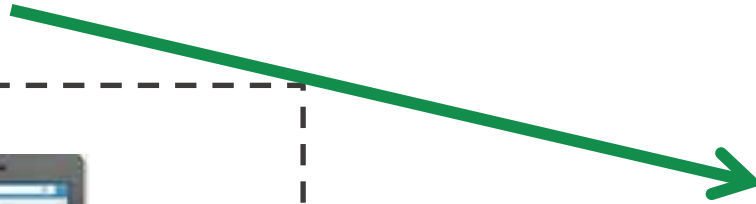
GIS Pros

General
Public

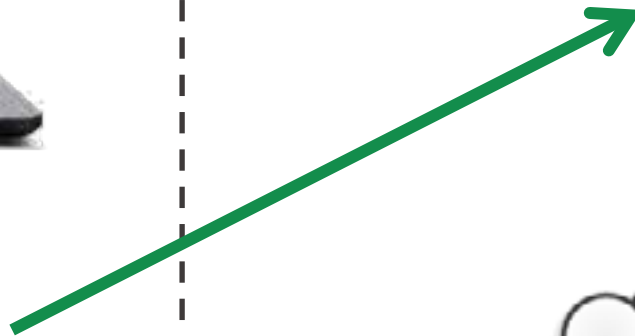
Intranet vs. Internet



Administrators



Private
Intranet



Public
Internet

The 90%

90% of users only need
their map to answer 1 or 2 questions

The need for targeted apps became
clear

The Key Question

What questions do they want answered?

Pushing for Targeted Apps



Pushing for Targeted Apps



Never Mistake a Clear View
for a Short Distance

Just because the answer is clear,
does not mean it's easy.

Consumer - Producer Balance

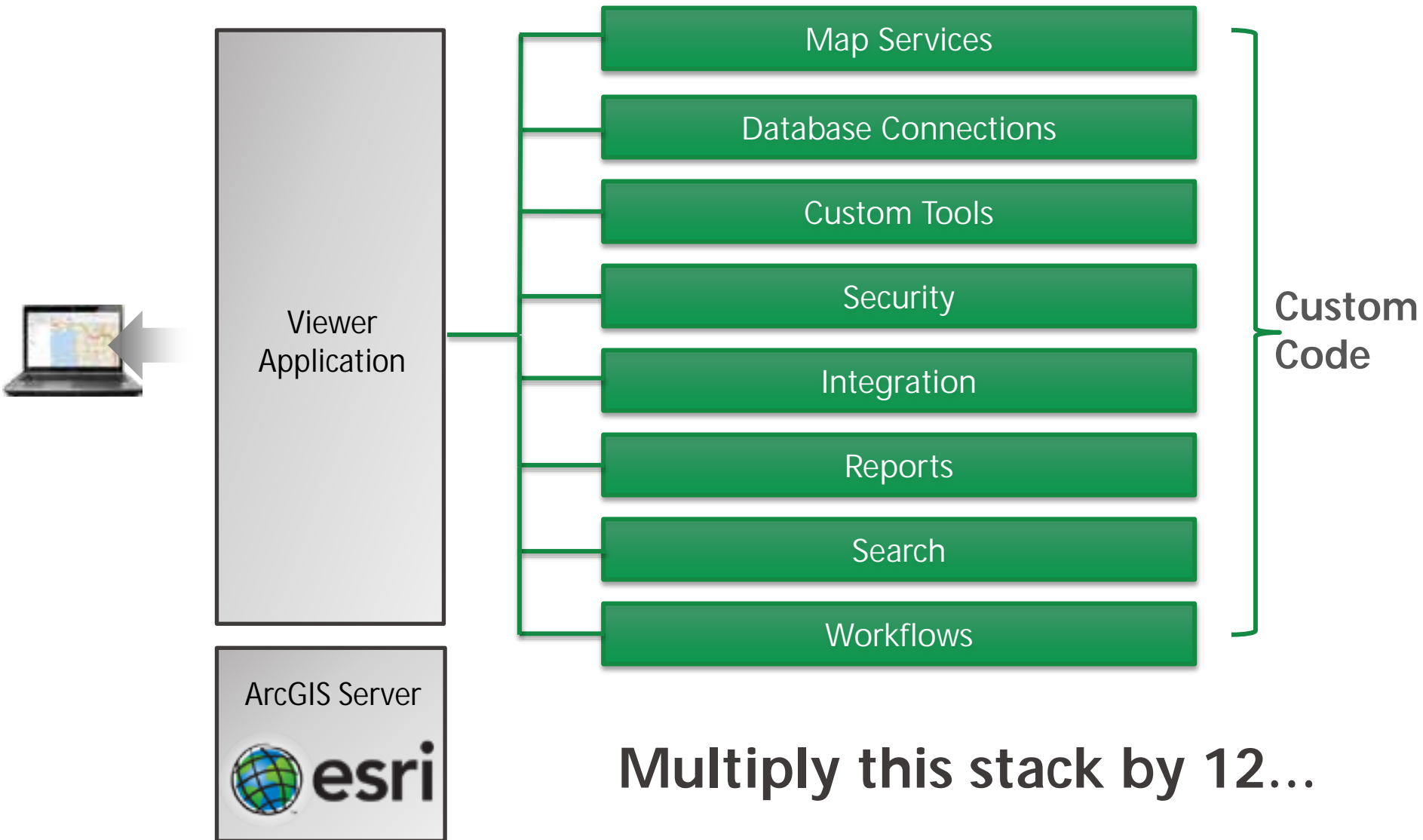
Producers

Consumers

Want it easy to
create and
maintain

Want it easy to
understand and
experience

Potential Producer Nightmare



Technology Rewrites

ArcIMS à Web ADF

Web ADF à REST

Flex à Silverlight à HTML5

ArcGIS Server à ArcGIS Online

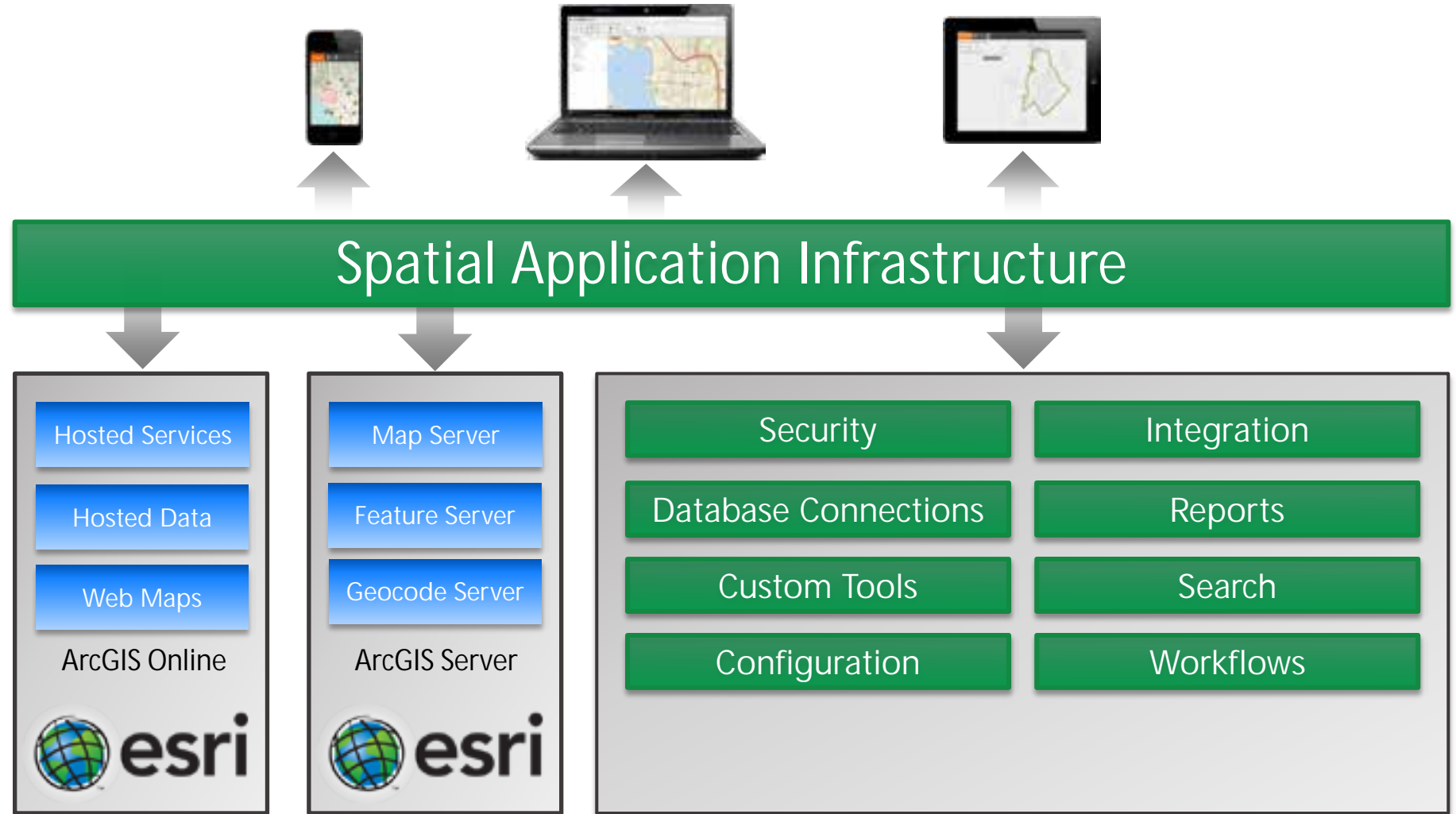


The Constant of Change

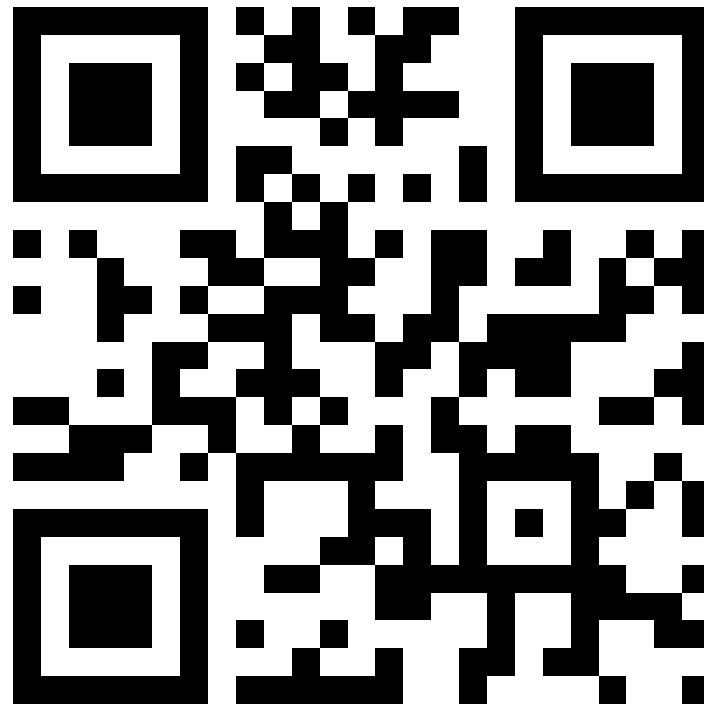
Architect for change.

This is easy to say,
but requires the right:
development **patterns**,
application **infrastructure**,
and the right **plan**.

An Approach



Consumer App Explosion



goo.gl/KanOpG

Do we banish Portals?



The Other 10%

10% of your users are power users,
and provide 95% of the value to
your organization

As Simple As Possible But No More

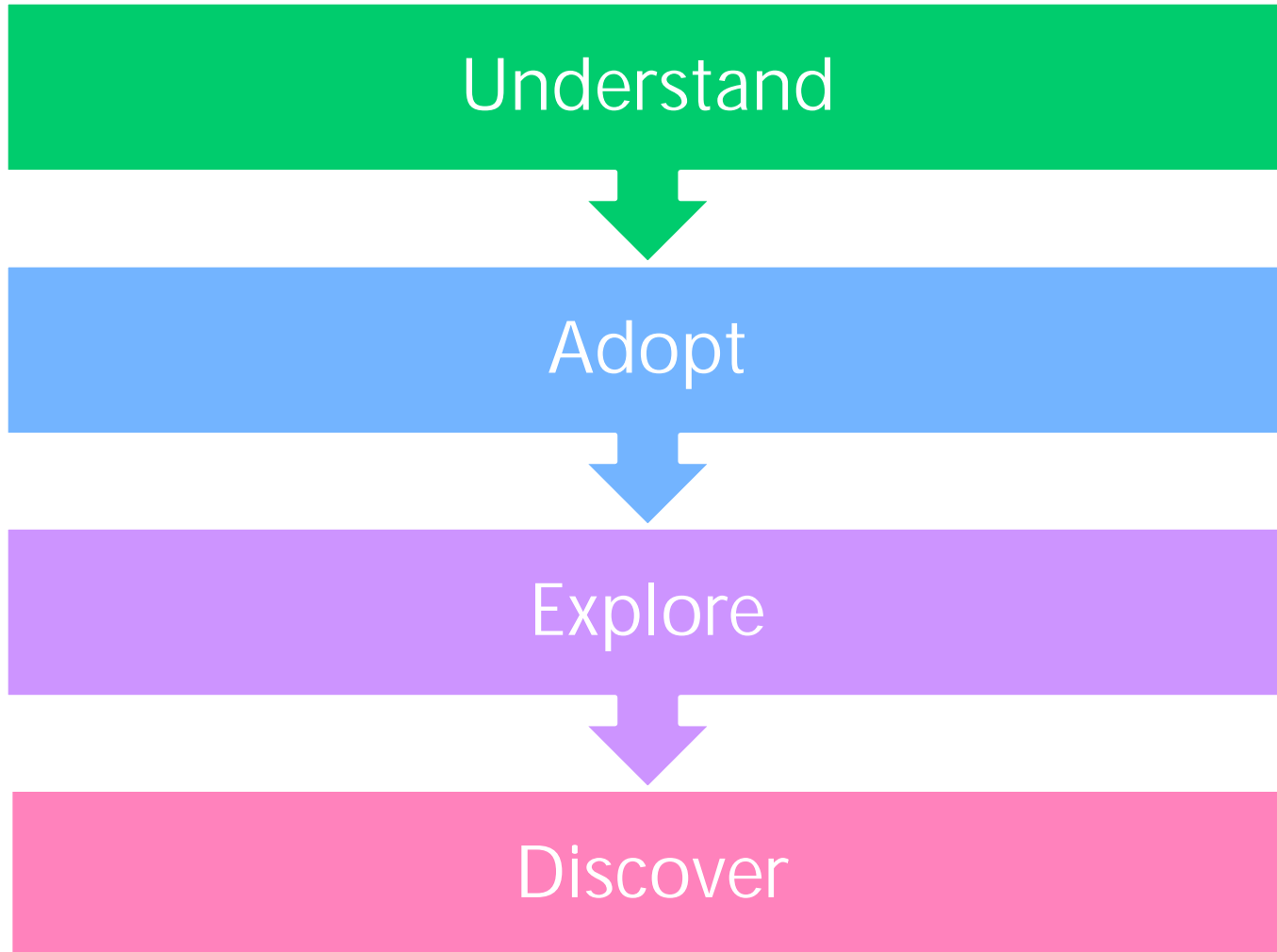
We should continually push to make things as simple as possible

Some things are complex by nature, and can only be simplified so much

Explore and Discover

Give your users a chance
and they may surprise you

Principles for Design



The Right Tools = Balance



4 Lessons Learned

What Questions Do They Need Answered?

What questions do your users need answered?

Give **them** what **they** need before **you** try to give them what **you** want.

Build for Adoption Allow for Exploration

Build applications that are easy to understand, yet allow for exploration and discovery.

Consider Technology Change

Plan for technology changes with development patterns and infrastructure that can absorb those changes.

Serve the Masses Remember the Explorers

90% of users need to answer 1 or 2 questions.

The power users that make up the other 10% will provide 95% of the value to your organization.

Thank you

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