The Business Case for Mapping
The Role of Web Maps in Your Organization

Allen Carroll and David Asbury
Why Use Web Maps?

- People like—even expect—maps
- Maps are “sticky”—people stay on your site to use them
- Maps can efficiently present huge amounts of information
- Maps are effective storytelling tools
- Maps help people relate your work to their lives
- You’ve got great data—why not share it?
Web maps for Government

Public outreach is now one of the most important uses of GIS
Recovery.gov

Maps on the home page
Recovery.gov
Access to huge information resource
Info where you live
State Government: Maryland

Very rich
...pretty cluttered
State/Provincial Government: New South Wales
Municipal Government: Yakima, Washington

Real-time bus locations
Great app gallery
Web maps for Business
B to C: Store Locators: Walmart

Clean and simple!
B to C: Cool and Useful Apps: United Airlines
B to B: S&L Financial services to client companies

Clients can see their branch locations vs. competitor branches
Web maps for Non-Profits
National Geographic: Global Action Atlas

actionatlas.org
National Geographic: Global Action Atlas

Easy access to on-the-ground projects

actionatlas.org
A New Storytelling Tool

Seven Billion: World Population

There will soon be seven billion people on the planet. By 2050 global population is projected to reach nine billion. Can the planet take the strain? Decades from now, there will likely be two billion more mouths to feed, mostly in poor countries. There will be billions more people wanting and desiring to boost themselves out of poverty. If they follow the path blazed by wealthy countries—wasting forests, burning coal and oil, freely scattering fertilizers and pesticides—they too will be stepping hard on the planet’s natural resources. How exactly is this going to work?

National Geographic Magazine, January 2011

geostories.org
Some Do’s and Don’ts
Do...

…Know your audience
…Tell a specific story, perform a specific function
…Perform a useful service (or be really cool)
…Keep it simple!
Don’t…

…Use “GIS-y” symbols and functions that may confuse lay audiences

…Rely on map services that may not be reliable

…Try to tell your whole story
mappingcenter.esri.com
mappingcentre.esri.com