Creating Web Maps: Tips and Tricks

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Let’s get started

• Introductions
  - We are just like you

• Motivations for this session
  - There are a lot of not so useful, author-centric web maps out there on ArcGIS Online and beyond
  - There is a right way to conceive of, design, and implement an ArcGIS Web map

• Our Goal: *Share the strategy and the worthwhile tips and tricks for making intelligent ArcGIS web maps*
Agenda

• Define “ArcGIS web map”

• Tips and Tricks for:
  - Conceiving of and Designing
  - Implementing
    - Re-use of content strategy
    - Pop-ups
  - Documenting
  - Promoting
One web map: 4 ways to use
What is an ArcGIS web map?

- A JSON object
  - Embeddable
  - Open

```
webmap.itemData = {
  "operationalLayers": [
    {
      "url": "http://server.arcgisonline.com/ArcGIS/rest/services/Specialty/Soil_Survey_Map/MapServer",
      "visibility": true,
      "opacity": 0.75,
      "title": "Soil Survey Map",
      "itemId": "204d94c9b3374de9a21574c9eda31164"
    }
  ],
  "baseMap": {
    "baseMapLayers": [
      {
        "opacity": 1,
        "visibility": true,
        "url": "http://services.arcgisonline.com/ArcGIS/rest/services/World_Terrain_Base/MapServer"
      },
      {
        "isReference": true,
        "opacity": 1,
        "visibility": true,
        "url": "http://services.arcgisonline.com/ArcGIS/rest/services/Reference/World_Reference_Overlay/MapServer"
      }
    ],
    "title": "World_Terrain_Base"
  },
  "version": "1.1"
};
```
What is an ArcGIS web map?

- ArcGIS web maps contain
  - References to **Map & Image Services** (layers of content)
  - Pop-up definitions (a useful way to interact with content)
What is an ArcGIS web map?

- **Map & Image Services**
  - Maps and mosaic datasets served via ArcGIS Server or hosted services.
  - **Create ArcGIS Online “content items”** for all these services before using them in web maps.
What is an ArcGIS web map?
Using Configurable HTML Apps to deliver your web map
Design for the audience
Understand and meet the needs of the people who need your information

• Ask, “Why?” five times
• Why do specific people need the information you have?
  - What are they doing?
  - Why will the look to you?
  - Why is your information better or valuable?

What is the business case for delivering your information to your customers?
Deliver the expected user experience

- Is one web map the best way to deliver what your users need?
- Does it allow users to turn layers on and off?
We actually want to do GIS...

• Not so may other people want to
  - work with layers and make maps
  - see what the inside of your database looks like
  - appreciate all the work you did or what was involved

• Design for the human beings
  - Use their language & connect with them
  - Be visually and intellectually appealing
Using your web map

People usually want your web map because of your expertise

- Does everyone have to do the same work before they get the valuable information in your web map?
- Are the important things obvious?
  - Title matches the product being delivered?
  - Do users know what to do first
  - Does the initial extent of the map make sense?

"Work that everyone must do is wasted energy, if you could have done it for them."
How web maps should work

It takes two to communicate… is anyone listening?

- One obvious purpose
- One task that delivers the goods
- Minimize steps needed to achieve the task
Go with the grain of the ArcGIS System

Any ArcGIS user can make a web map, even if they’ve never used ArcGIS Desktop

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Implementing: Pop-ups

Reach through the map to the attributes

- Every map needs pop-ups
- Some maps will have several pop-ups, each saved as a separate content item.
How to create reusable content
Documentation

- Content items are documented differently
  - Map services: What’s valuable about this data and where did it come from?
  - Web maps: Who needs this map, what will they get?
  - Web map apps: Why someone (who) needs this app?

- Not about:
  - who made the data
  - What could… or might… or any other indefinite passive voice lead-in to What, who or why.
How will people find and use your web map?
Is ArcGIS.com where you want your users to experience your web map?

• Goal: a purposeful focused user experience
• Users: Want what you led them to expect and fast
• Most people don’t:
  - Know to click or right-click to find good stuff
  - Want to manage layer visibility
  - Care that your data is in a database
  - Want to read cryptic things they cannot understand
Resources

- Blog, RCs, Online classes, story maps
A short example
• Thank you for attending
• Have fun at UC2012
• Open for Questions

• Please fill out the evaluation:

  www.esri.com/ucsessionsurveys

  *First Offering ID: 954*
Steps to evaluate UC sessions

- My UC Homepage > “Evaluate Sessions”
- Choose session from planner
  OR
- Search for session

www.esri.com/ucsessionssurveys