Breaking News!

The story behind designing GIS for Broadcasting.

Case Study:
Seven News Australia’s - Election Map

Presented by: Bill Martin
“…you’ve never seen anything like this…”

Matt White, Seven News Journalist
A really cool Toy…

- ArcGIS Runtime SDK for WPF
- WPF XAML UI/Animation
- SQL Server RDBMS
- 82” Perceptive Pixel touch screen
A Marketing and brand driven opportunity…

- Challenging Google’s benchmark
- Breaking with GIS traditions
- Reframe how GIS could look for mainstream media
- Introducing GIS to non-traditional markets
• 5 weeks until the election
• An industry not entered previously
• Large scale hosted web application
• A restricted live broadcast environment
• The doubters said it couldn’t be done
The challenge:

- Demonstrate that GIS technology can be applied in all contexts

GIS in Broadcasting
Architecture
Election Map Applications
Initial Concepts
ArcGIS Benchmark
• Success in simplicity
• Easy to use
• Truly interactive experience
• Social media
• Traditional look and feel is probably not going to fly
Traditional Basemap
Political Map
Election Map 2013

2PP Win
1. Corangamite, 0.4%
2. Hasluck, 0.6%
3. Boothby, 0.7%
4. La Trobe, 0.9%
5. Greenway, 0.9%

Election Map by esri Australia
Design Considerations

• Contrast
• Readability
• Colour Scheme
• Screen real estate
• Fast UI Response

Design is key
Contrast is Key
Contrast – legibility issues

Screen test
Colour Scheme
Engage a Design team
Good Design
Responsive Performance
• 3 weeks to go
 • Vision for the production accepted by 7
 • Requirements changing regularly
 • All styling of the applications completed
 • Prototype of the Broadcast App signed off by 7
 • Initial release of the Web application
 • Twitter stream complexities dominate the issues

3 Weeks to go
Custom style for the Electorate Info Window allowed control of show/hide animation.

XAML Code:
Create an Info Windows for electorate stats and tweets and apply custom style and templates.

```xml
<esri:InfoWindow x:Name="ElectorateInfoWindow"...
  Style="{StaticResource ElectorateInfoWindowStyle}"
  ContentTemplate="{StaticResource ElectorateInfoWindowTemplate}"
 />
<esri:InfoWindow x:Name="TwitterInfoWindow"...
```
The Map and the Talent

• An interactive map gave the coverage a dynamic feel
The Map and the Talent

- An interactive map gave the coverage a dynamic feel
- The map is a talking point rather than focus
Media success depends on multiple channels

- Complementary online presence – Yahoo!7
- Mums and dads’ focus
- Deliver ‘interactivity’ directly into the home
• 1 week to go
• A day in the life (scrum, work, dinner, work, sleep (optional), repeat, …)
• Producer Application still in Alpha
• Major change to Broadcast Application Usage
• Promotion for Broadcast Application on prime time
• Website has been live for a week on Yahoo!7

1 week to go
Social Media concepts
A story telling tool
Social Media using Twitter Clusters
Australian Immigration too Strict? My time there would say no, but what do you say? #Immigration #ElectionTopic
Behind the scenes
Election Maps Lessons Learnt:

- Design planning focused on traditional tally room model
- Prioritise real-time data for the mid-way ‘gear shift’
- Geo-located tweets is essential
- Design is key

and finally …
Never say never
• The highs and lows of Election night
• Everything worked perfectly
• Lack of relevance once the polling results started rolling in
• Big spike in usage of Web Application on election night (Google Analytics)