How to tell your story using Story Map apps

ALLEN CARROLL
BERN SZUKALSKI
What are Story Maps?
Stories we love
The path to success
Avoiding pitfalls
What’s new and coming
Why it matters
What Are Story Maps?
Story Maps are simple web apps that combine interactive maps,
Story Maps are simple web apps that combine interactive maps, multimedia content,
Story Maps are simple web apps that combine interactive maps, multimedia content, and user experiences.
Story Maps are simple web apps that combine interactive maps, multimedia content, and user experiences to tell stories about the world.
Most story maps are hosted by Esri in the cloud (but you can opt to host them yourself).
Story Maps include a builder that enables you to author a sophisticated story with no GIS or web development skills.
Story Maps work equally well on PCs, tablets, and smartphones
Story Maps are open source. You’re free to download and customize them.
Story Maps include an array of apps that provide different ways to tell a story.
What are Story Maps?

- Sequential narratives
- Presenting a series of points of interest
- Enabling a “crowd” to participate in a story
- Scrolling through maps and multimedia
- Comparing several maps
What are Story Maps?
Story Maps We Love
Stories that explain

Washington’s Ice Age Floods | Washington Geological Survey | Link
Stories that Publicize

Downtown Reborn | City of Greenville, SC | Link
Stories that **summarize** (annual reports)

Canal & River Trust Annual Report

Trustees' Annual Report & Accounts 2015/16

Canal & River Trust Annual Report | Canal & River Trust, U.K. | Link
Stories that entertain

The Rickshaw Run

2 brothers, 1 dad, 7 horsepower, a glorified lawnmower and 3,453km across India

The Rickshaw Run| Chris Counsell| Link
Stories that inform

Sarayaku: In Defense of Territory | Amazon Conservation Team | Link
Stories that teach

How to Smart Map | Esri | [Link]
Stories that present

An Introduction to Story Maps | Esri | Link
Stories that inspire

Fridays on the Farm | Natural Resources Conservation Servicee | Link
Story Maps
Everyone has a story to tell.
Harness the power of maps to tell yours.

Get the latest Story Maps news delivered directly to you. Sign up today.

Engage and Inspire Your Audience

storymaps.arcgis.com
Story Map of the Month; featured gallery
What Kind of Story Do You Want to Tell?
Get started right away or browse our apps

A Sequence of Place-enabled Photos or Videos

Story Map Tour<sup>TM</sup>
Present a set of photos or videos along with captions, linked to an interactive map. It's ideal for walking tours or any sequence of places you'd like users to follow in order.
A Dynamic Collection of Crowdsourced Photos

Story Map Crowdsourcing™ BETA
Publish and manage a crowdsourced story to which anyone can contribute photos with captions. Use Crowdsourcing to engage your audience and collect their photos and experiences, thoughts or memories on the subject of your choice, all linked to a map. A vetting function lets you review and approve contributions.

A Curated Set of Places of Interest

Story Map Shortlist™ BETA
Present a large number of places organized into tabs based on themes, for example, food, hotels, and attractions. As your users navigate around the map, the tabs update to show them just the places in their current map extent.
"Create a Story" wizard
Before you start

To make a Story Map Tour™, you first need to assemble and organize the media (photos or videos) you want to use.

For photos, you can use images of any size and shape, but we recommend landscape orientation (i.e., images that are wider than they are tall). Map Tours generally look best if all the images have the same size and aspect ratio, so your users don’t get distracted by differently shaped images as they go through your tour. The recommended image aspect ratio is 4:3.

You have several choices for image storage. You can use images stored in Flickr or Google+ / Picasa (but Picasa is no longer accepting new uploads). Map Tour takes advantages of optimizations in how these services store your photos, so you can upload an image of any size and it will load quickly in your story. Map Tour also automatically reads geotag information from the images to locate them on your map, and uses any title and caption text stored with the images. If your images don’t have location information the Map Tour Builder will let you specify their map location interactively.

If you are using an ArcGIS subscription account with Publisher privileges, you have the additional option of uploading your image files from your computer directly into the Map Tour Builder, where they will be stored in the cloud with your map. This is a convenient option if your images aren’t already online, or if you are creating a Map Tour that will be shared only inside your organization using images that you don’t want to be accessible publicly.

You can also reference images that are on the web directly via their URLs. If you do this make sure the image file sizes aren’t too large, because this can slow down performance. See the Story Map Tour FAQs for our image size recommendations.

A Map Tour can use videos instead of images, as well as both images and videos. The Builder can access videos stored in a YouTube account directly, or you can specify URLs to individual videos in YouTube, Vimeo, and so on.

You’ll include the names and captions for the photos and videos in your Map Tour directly in the Builder. Alternatively, if you want to prepare everything ahead of time, you can make a spreadsheet containing the names, captions, locations, and media URLs that define your Map Tour, and import that spreadsheet into the Map Tour Builder as a CSV file. The Builder then downloads an image and video for each row in your spreadsheet.
Curated, filterable gallery
Resources
Alternate workflow: ArcGIS Online
Alternate workflow: ArcGIS Online
Alternate workflow: ArcGIS Online
Avoiding Pitfalls
**Pitfall:** Poor or slow-performing maps
Solution

- Tile layers buddied with feature layers
- Vector tile layers
- Smart mapping (Arcade)
- Custom symbols
- Scale dependencies
- Alternate layers
**Pitfall:** Unconfigured pop-ups

WHY ARE YOU YELLING AT ME?
WHAT’S AN OBJECTID?
Solution

• Hide unneeded fields
• Field aliases
• Custom pop-up displays
• Use of color
• Properly sized images with links
• Arcade
Pitfall: Poor legends
Solution

- Remove layers from legend
- Does your map really need one?
- Add custom legend as a graphic
- Style your own legend using html/CSS
- Use colored type within a text description
**Pitfall: Too much information**
Solution

• Keep descriptions to their essence
• Use links (if you really need to)
**Pitfall: Your story is a novel**
Solution

• Think about the essentials
• Divide and conquer
• Embed story maps in a “binder” story map*

* but don’t over do it
**Pitfall: Your story sounds boring**

- **Wanganui Street Art**
  and other interesting things

- **SPATIAL NARRATIVES & DEEP MAPS**
  NEH Institute for Advanced Topics in the Digital Humanities
Solution

• Add some excitement, lure your audience into your story
Pitfall: Who are you?
Solution

- Customize the header
- Use color branding
- Add your own links and logo
Avoiding Pitfalls

**Pitfall:** Images not optimized for display
Solution

- Load your local images into the story map builder
- Leverage Flickr
- Optimize your images for web use before hosting
Pitfall: Apps and Story Maps in your story map
Avoiding Pitfalls

**Pitfall:** Apps and Story Maps in your story map

**Snow Journal**

**Catch Basins**

*Prevent Flooding from Snow Melt*

With this year’s record breaking snowfall, flooding is a real danger as temperatures begin to rise. Clearing snow, ice, and trash from catch basins or storm drains keeps our streets clear of puddles and our waterways free of pollutants.

This map shows where all of the catch basins are located. It also shows locations of fire hydrants, restricted parking roads and alternative parking gauges. To zoom into a neighborhood enter the address on the search bar to the right of the title. Click on the icons under the map title to view the legend or select the layer that interests you.

**Winter Roof Advisory for Homeowners**

*Preventing Potential Roof Collapses*

With the significant amount of snowfall seen in Boston this winter, residents and property owners should be mindful of the potential risk of roof collapses.
Pitfall: Apps and Story Maps in your story map
Solution

- Only embed other apps when it adds to your story
- Minimize the header of the embedded apps
- Consider Minimalist and other map-focused apps
Avoiding Pitfalls

**Pitfall:** Not enough breathing room
Solution

• Minimize header
• Add “View larger map”
• Use links instead of live story map
Pitfall: Side panel images too small

An Example of Spatial Analysis
You've just seen an example of Spatial Analysis applied to evaluating a potential location for a new store.

Analyze
- Score
- Cost
- Travel Time
- GIS (Population)
- .001 (Income)

Understand

Predict

Parque Nacional de los Picos de Europa

Simas que llegan a los 1.000 metros, lagos, erosión glacial... Los Picos de Europa, representantes del ecosistema del bosque atlántico, es mucho más que un pulmón descomunal y refugio de más de 100 especies de aves, así como de corzos, lobos y osos.
Solution

- Use View Larger button
Pitfall: Map, image, or app does not fit
Solution

- User proper Position (default is usually best)
- Pay attention to map extent and sync
- Test on different monitors and resolutions
What’s New

Cascade enhancements

Uncropped vertical images
Whether it is an intentional effort or the byproduct of industry, we emit a glow that strongly echoes our footprint on the earth, and the beautiful and tragic stories behind it.
Cascade enhancements | Font choices
Cascade enhancements | Alternate Media ...and MP3 sound files!
A selection of Frank Lloyd Wright buildings

Over the course of his storied career, Frank Lloyd Wright designed over 400 different structures, ranging in scope and scale from modest houses to cavernous museums. This story map, created on the eve of Wright's 150th birthday on June 8, 2017, celebrates some of the enigmatic architect's most memorable buildings.

What’s New

Shortlist enhancements | Customize header color
A tour of the Pope-Leighey House

Living area

Cerestory windows make the ceiling appear to float, and the abundant natural light adds a mood to the interior that varies by day, weather, and season. On bright days, the reds and yellows of the brickwork and cypress boards reflect the sunlight warmly; while on cloudy days, the interior becomes shaded and contemplative.

“Places” app; new Map Tour | Coming later this year
New website
Why Does it Matter?
1 Liberate Your Data

Too much data is imprisoned within the organizations that own it
1 Liberate Your Data

It will do more, and better, if it’s available to all.

Part of the process is making your data a “good citizen”
2  Expand the GIS Spectrum

It’s more than just analysis
3 Share Your Work

If you’re a GIS professional... show what you’ve done
4 Spread the Word

Story maps can show people how special your place is
5 Rally People to Your Cause

Recruit, convince, inspire

Brazil’s People of the Forest

The Yudja are one of many indigenous groups who call Brazil’s Amazon rainforest home. For decades, they’ve sustainably managed their community forest, relying on it for food, shelter and livelihoods.

But in the face of new roads, hydroelectric dams and mines, what will become of the Yudja and the forest they inhabit?

Storytold by Caleb Stevens, Sarah Pursani, Katie Heydar and Bill Dungan

Photos and video by André Deka
6 Express Yourself!

Story maps are a creative medium whose potential has barely been tapped.
7  Telling the Story of the Earth

In aggregate we can make a difference
Please Take Our Survey on the Esri Events App!

Download the Esri Events app and find your event

Select the session you attended

Scroll down to find the survey

Complete Answers and Select “Submit”