Solving Webmap Challenges

Jim Herries @jherries and Diana Lavery @dianaclavery
Imperfect Data,
Boring Pop-ups,
Getting Attention
5 Steps to a Great Web Map

1. Data Work
2. Map it
3. Symbolize
4. Configure Pop-up
5. Label
Imperfect Data Challenges We All Run Into

- Null values, -999
- Strings that should be numeric
- Leading zeros in id variable
- Deliberately suppressed data
Imperfect Data Challenges We All Run Into

- Null values, -999
- Strings that should be numeric
- Leading zeros in id variable
- Deliberately suppressed data

- What are you always fixing?
Data Horror Stories – We All Have Them!

- Replication issues
- Problems with match id
Data Horror Stories – We All Have Them!

- Replication issues
- Problems with match id
- Big "data janitor" jobs before we can start
- Zip codes
- Bad lat/long
- Highly formatted spreadsheets
Use a Checklist to Evaluate Tabular Data

- Number of records as expected?
- \( \Sigma \) (all parts) = whole?
- Anything out of range?
- Do max and min look right?
- Sorting is as expected?

- Judgement Calls vs. Hard-and-Fast Rules
Challenges with Mapping Your Tabular Data

- Geocode or Join errors
- misplaced centroids
Challenges with Mapping Your Tabular Data

- Geocode or Join errors
- Misplaced centroids
- Shortened lat/long, bad precision
Time to Symbolize

• When to filter?
• When to cluster?
• Need to fix data when symbolizing?
Fix that Boring Pop-up!
Fix that Boring Pop-up!

VS.

Lassen College

Lassen College conferred **389 awards** in Spring 2017.

- Associate Degree for Transfer:  **47**
- Traditional Associate Degree:  **206**
- Certificate:  **136**

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**CA_Community_Colleges_Reprojected: 131**

- **CID:** 131
- **College:** Lassen College
- **Address:** PO Box 3000
- **City:** Susanville
- **State:** CA
- **Zip:** 96130
- **URL:** More info
- **Phone:** 530-257-6181
- **Fax:** 530-251-8872
- **County:** Lassen
- **Notes_1:** 2009-03-20 Based on on land
- **Zoom to:** Get Directions
Fix that Boring Pop-up!

- Interpret the data by using sentences
- Transform the data on the fly
- Give context (averages, goals)
- Handle exceptions, suppression requirements
- HTML tables
- Charts
Labeling

- When is appropriate?
- What options are there to label?
- Scale dependency
Finally, Showcase Your Web Map in a Configurable App
Before
Santa Rosa Junior College

Santa Rosa Junior College conferred 4,853 awards in Spring 2017.

- Associate Degree for Transfer: 629
- Traditional Associate Degree: 1,522
- Certificate: 2,702

Santa Rosa Junior College
1501 Mendocino Ave.
Santa Rosa, CA 95401

California Community Colleges Web App

Diana Lavery
Blog Posts with More Examples

- Clustering in ArcGIS Online Enables Data Exploration
- Suppress Low Counts and Still Create Informative Web Maps with Pop-ups
- Better Breaks Define Your Map's Purpose
- Use Arcade Expressions to Map the Land to Improvement Ratios in Your Area
- Use Arcade Expressions to Map Your Ideas
- Combining Arcade and HTML for a Real-life Pop-up Display
- Evaluate and Prep Your Tabular Data in ArcGIS Online
Questions?

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<thead>
<tr>
<th>WORKSHOP</th>
<th>LOCATION</th>
<th>TIME FRAME</th>
<th>PRESENTERS</th>
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<tbody>
<tr>
<td>How to Build Maps from Statistical Data in</td>
<td>Room 10</td>
<td>Wed. 10:00 – 11:00 am</td>
<td>Jim Herries and Diana Lavery</td>
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<tr>
<td>Fifteen Minutes</td>
<td>Room 17B</td>
<td>Thur. 2:30 – 3:30 pm</td>
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<tr>
<td>Use Map Styles to Unlock Information in Your</td>
<td>Room 33C</td>
<td>Wed. 1:00 – 2:00 pm</td>
<td>Jeremy Bartley and Jim Herries</td>
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<tr>
<td>Web Maps</td>
<td>Room 10</td>
<td>Thur. 8:30 – 9:30 am</td>
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<td></td>
<td>Room 03</td>
<td>Thur. 12:15 – 1:00 pm</td>
<td>Jennifer Bell and Diana Lavery</td>
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<td>Principles of Policy Mapping</td>
<td>Room 10</td>
<td>Thur. 4:00 – 5:00 pm</td>
<td>Jim Herries</td>
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<td>Top 10 Tips for Policy Story Maps</td>
<td>Demo Theater 01</td>
<td></td>
<td>Jim Herries and Diana Lavery</td>
</tr>
<tr>
<td>Content Tour: People Category</td>
<td>Room 16A</td>
<td>Thur. 2:30 – 3:30 pm</td>
<td></td>
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