



Bringing the Best of Esri to You

Esri Pacific User Conference

October 13 – 14, 2014 | Sacramento



Best Practices for Creating Better ArcGIS Online Web Maps

Harry Moore

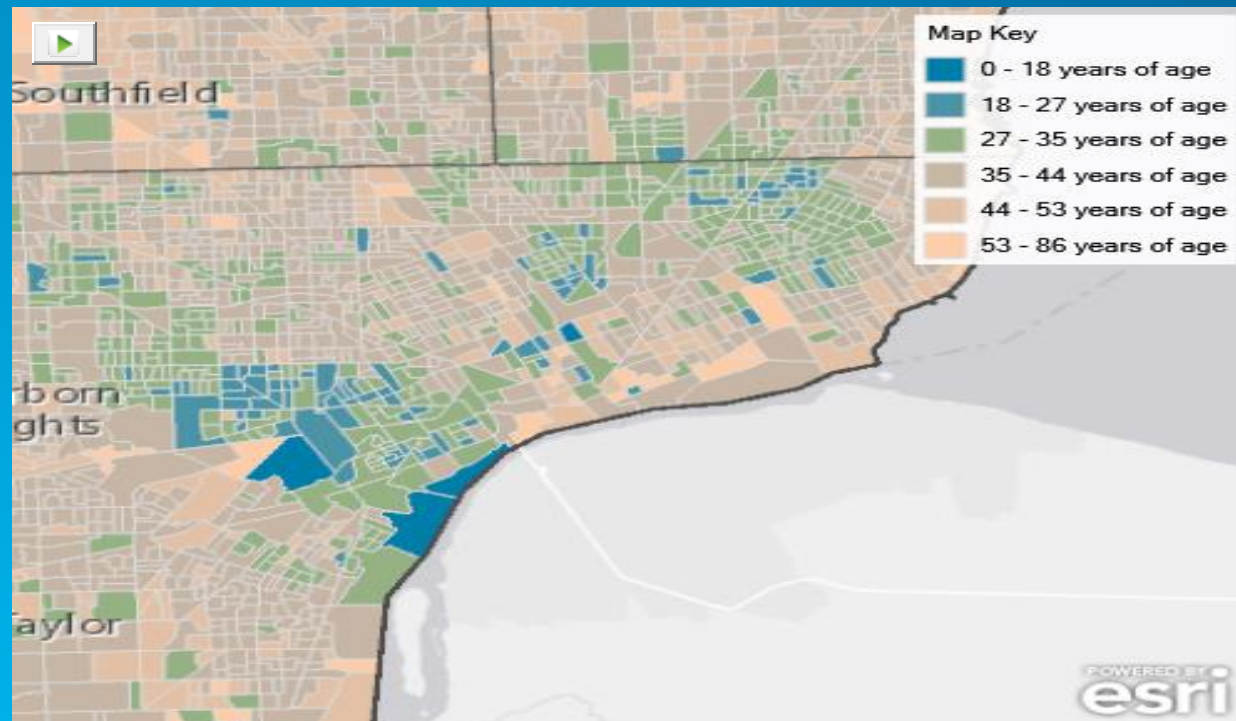
Outline

- **What is a Web Map**
- **Tips for Configuring Web Maps**
- **Tips for Sharing Web Maps**

What is a Web Map

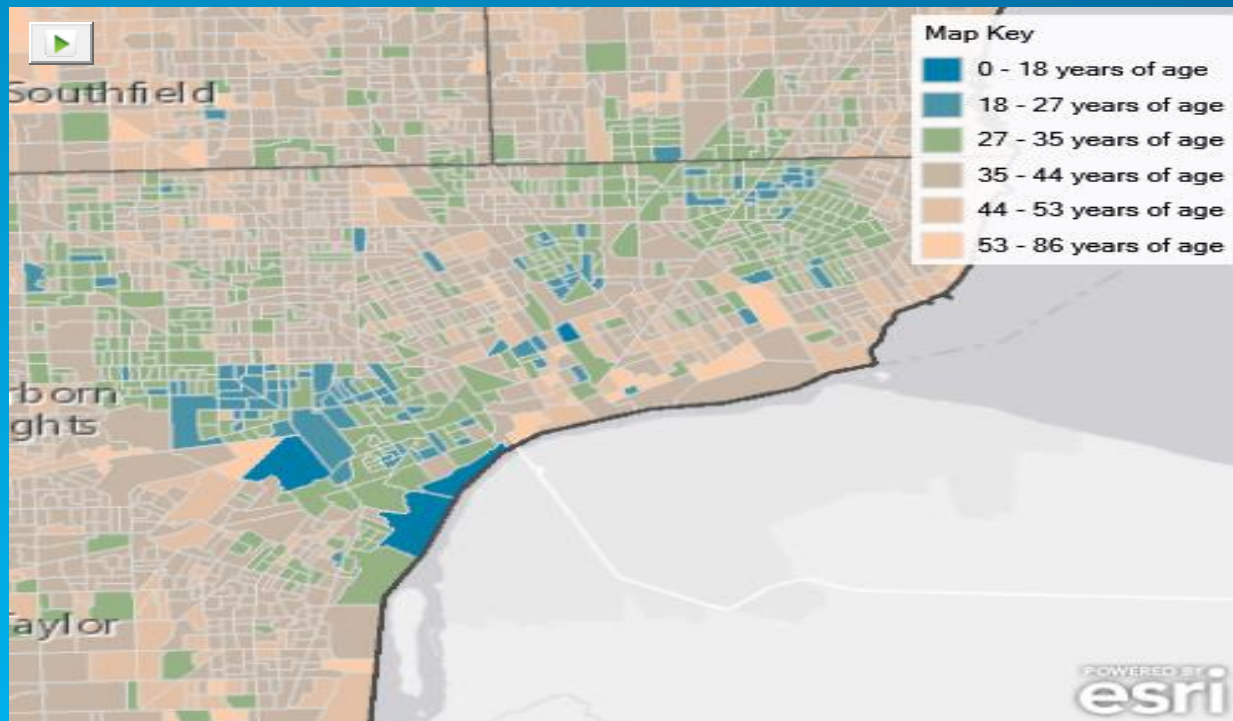
What is a Web Map

- “.. a Web based, interactive map that allows you to display and query the layers on the map..” - Esri Dictionary



What is a Web Map's Format

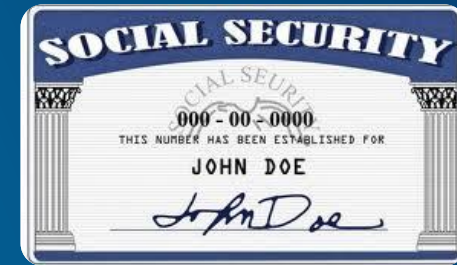
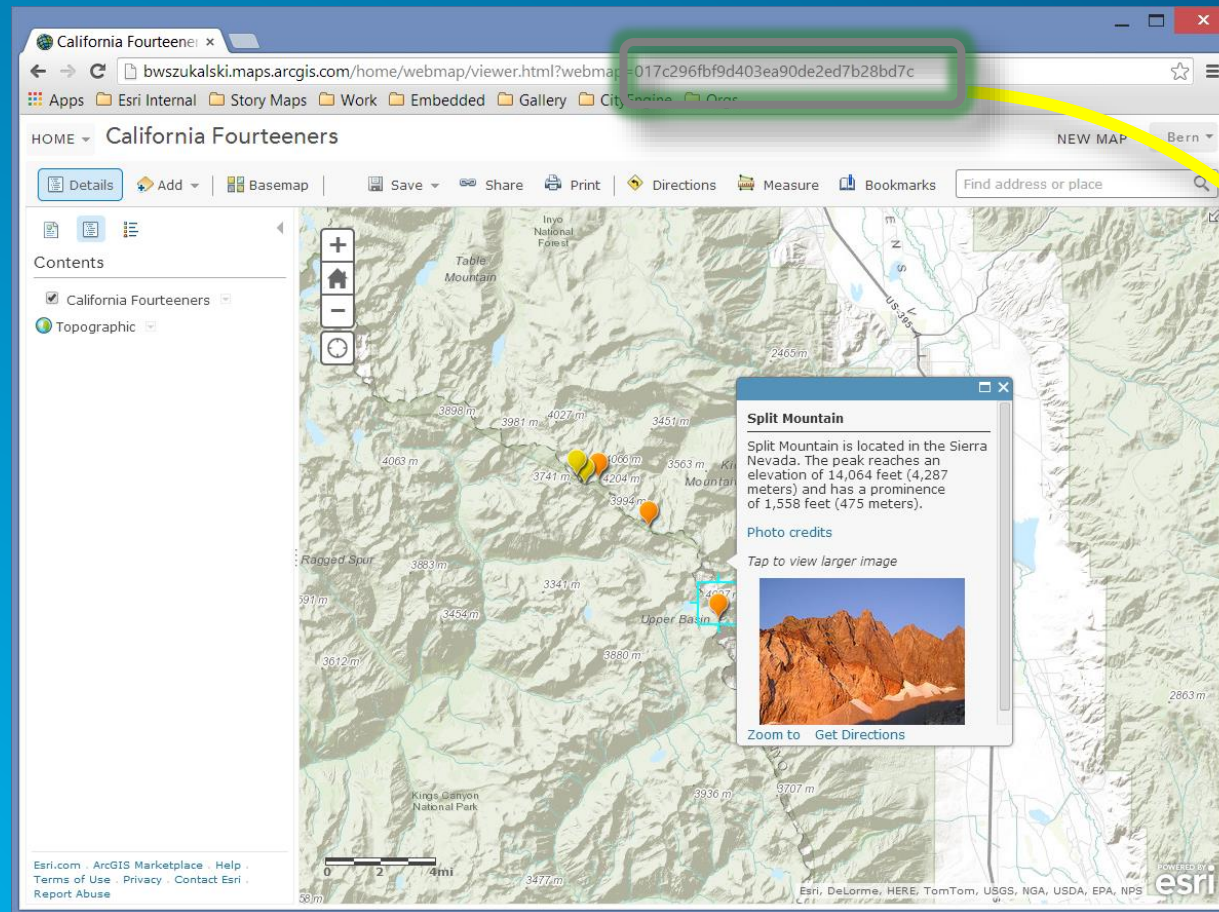
- “...expressed in JavaScript Object Notation (JSON), a clear text format that can be easily transferred, stored, or manipulated...a structured series of key-value pairs that describe all the layers, pop-up information, bookmarks, metadata, and other properties of the map.” – Esri Help



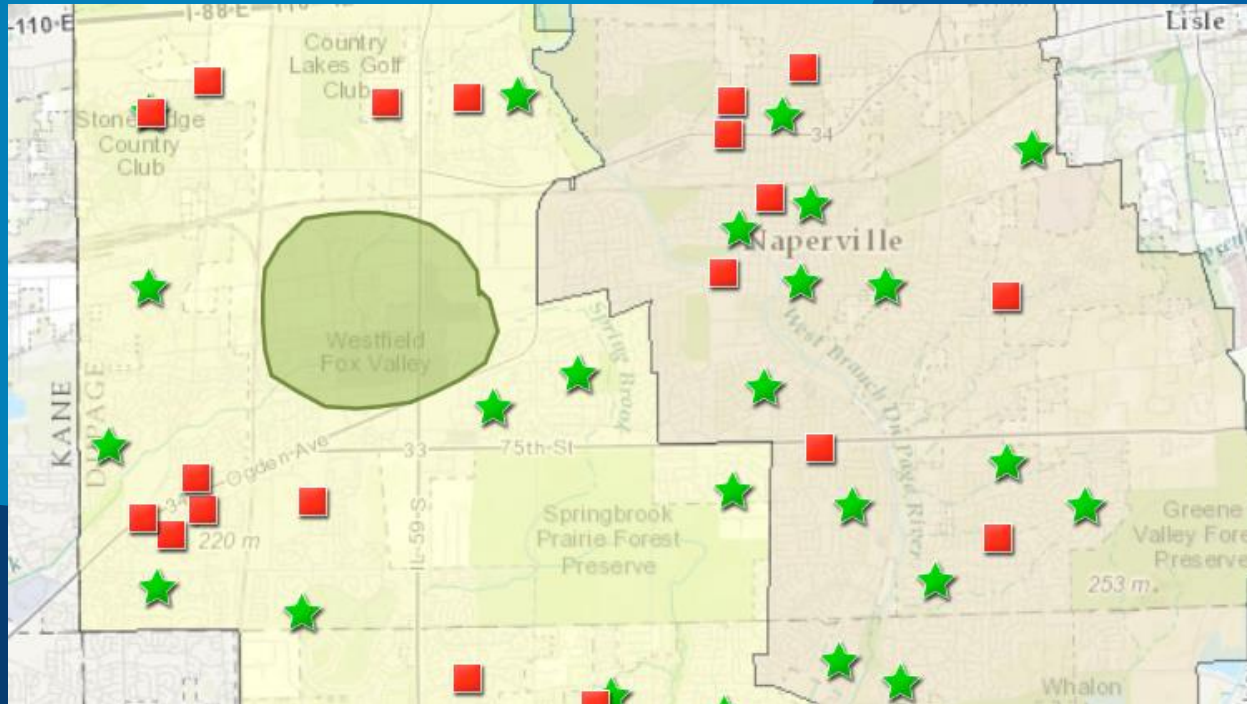
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{
  "operationalLayers": [
    {
      "url": "http://server.arcgisonline.com/ArcGIS/rest/services/Demographics/USA_Median_Age/MapServer",
      "id": "USA_Median_Age_6919",
      "visibility": true,
      "opacity": 0.56,
      "title": "USA Median Age",
      "itemId": "fce0ca8972ae4268bc4a69443b8d1ef5"
    }
  ],
  "baseMap": {
    "baseMapLayers": [
      {
        "id": "World_Light_Gray_Base_7270",
        "opacity": 1,
        "visibility": true,
        "url": "http://services.arcgisonline.com/ArcGIS/rest/services/Canvas/World_Light_Gray_Base/MapServer"
      },
      {
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        "opacity": 1,
        "visibility": true,
        "url": "http://services.arcgisonline.com/ArcGIS/rest/services/Canvas/World_Light_Gray_Reference/MapServer"
      }
    ]
  },
  "title": "Light Gray Canvas"
},
"version": "1.6"
}
```

Map Identifier

Each map has a unique identifier, like a social security number



www.arcgis.com/home/webmap/viewer.html?webmap=ef5920f160bd4239bdeb1348de3a3156



What is a Web Map

Configuring Web Maps

Don't make me think. Don't waste my time. I just want it to work.

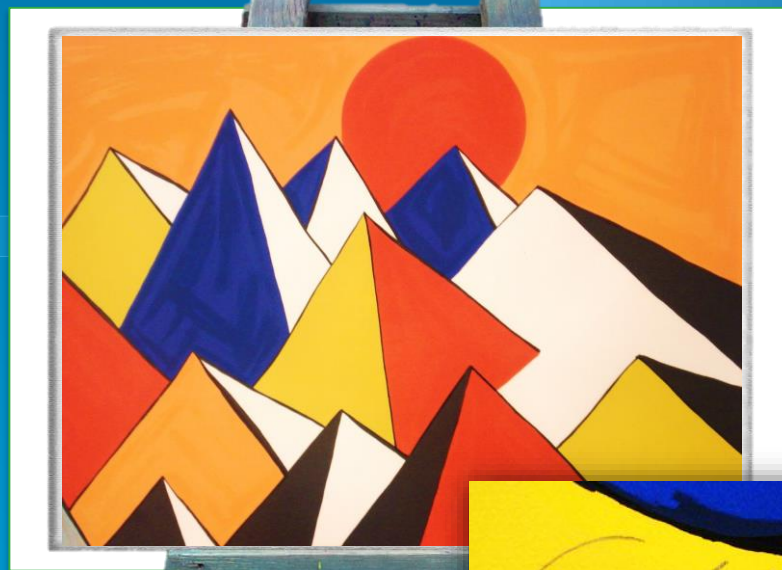


Our Expectations of Technology

Steve Krug (2000)

Web Map Lessons Learned

- **First** impressions matter
 - Know your primary audience – user testing
- **Attractive** designs, accessible interfaces are key
 - Use apps to house your maps
- **Simplicity** is vital
 - A single topic – do one thing really well



Calder

Document

Add layers & configure

Basemap



Frame in application

Document

Add layers & configure

Basemap

Pop-ups

Consider the entire information product

Charts

(1 of 7)

Lawrence County

Lawrence County extends across 588 sq. miles in Arkansas.

3,535 (64%) people voted Republican and 1,786 (32%) voted Democrat out of a total turnout of 5,537 voters.

Legend

Republican vote %	Democrat vote %
95.1 - 100	90.1 - 95.0
90.1 - 95.0	85.1 - 90.0
85.1 - 90.0	80.1 - 85.0
80.1 - 85.0	75.1 - 80.0
75.1 - 80.0	70.1 - 75.0
70.1 - 75.0	65.1 - 70.0
65.1 - 70.0	60.1 - 65.0
60.1 - 65.0	55.1 - 60.0
55.1 - 60.0	50.0 - 55.0

Zoom to

93021.01

92,629

Level

column for

Zoom to

Images and Links

Garfield Ladner Memorial Pier & Veterans Memorial

Zoom to

Cooling Needs

Homes and offices in this area fall into need category E 1001 - 1500 cooling degree days.

Zoom to Get Directions

Formatted text and Charts

(2 of 4)

MD census tract 240338005.09

Wealthy Seaboard Suburbs (segment 5) is the predominant Tapestry segment in 240338005.09. [See full description.](#)

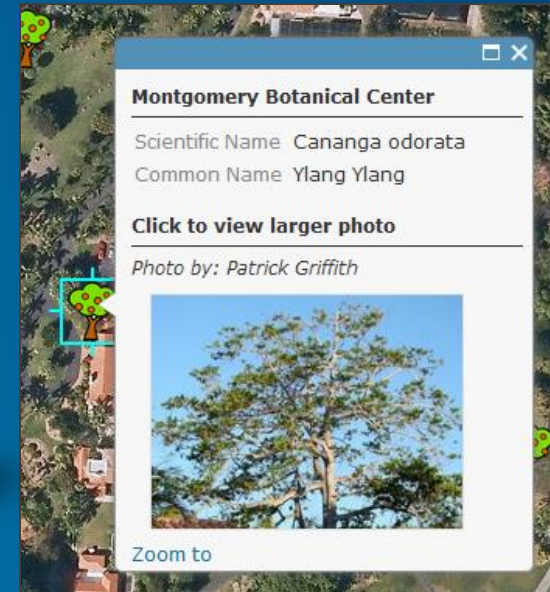
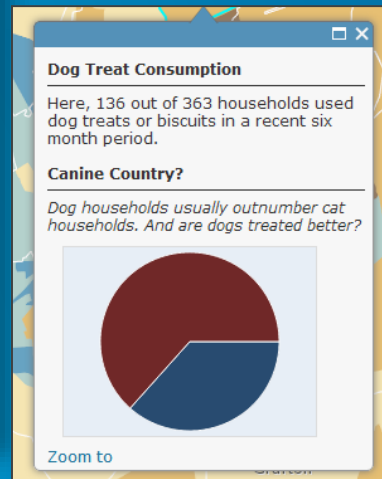
Tapestry Segments in this area

Tap chart for details.

Zoom to Get Directions

Pop-ups

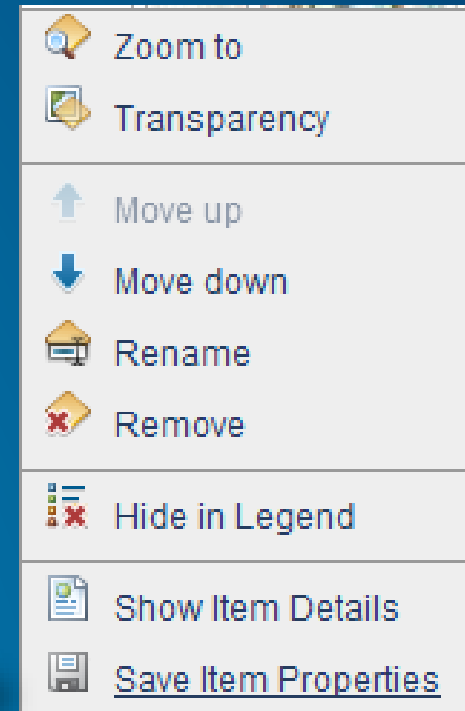
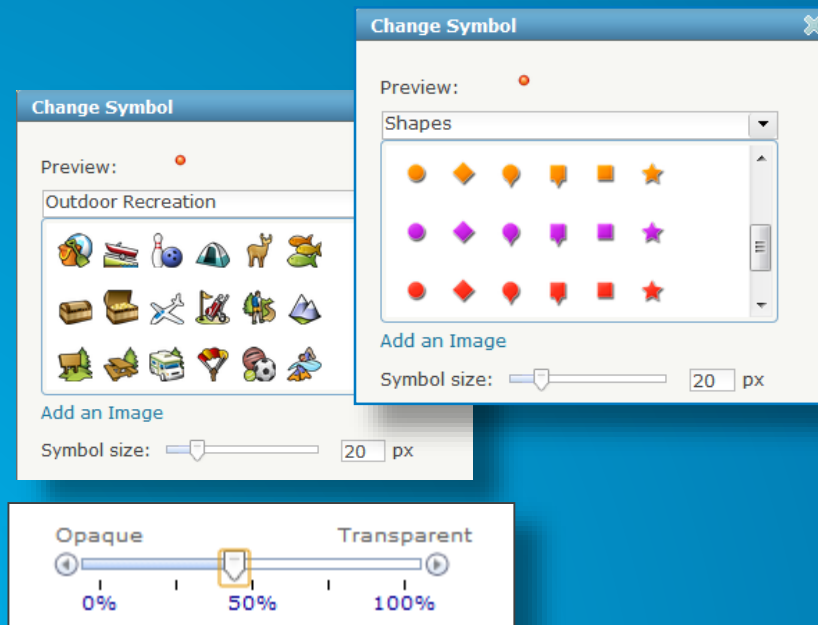
- Use aliases, hide fields, don't SHOUT
- Explore formatting options
- Deliver information well
- Optimize photos



200px by 200px
Small size for rapid display

Configuring Layer

- Define user experience
- Save to item properties (if owner)



Save item properties
to save configuration

After you save and before you share

Good Thumbnail

Concise Summary

Conference Journal: One User's Experience at the 2013 Esri U.C.



Using the new Map Journal app to present an informal account of the 2013 Esri International User Conference in San Diego

Web Mapping Application by StoryMaps

Last Modified: June 2, 2014

★★★★☆ (1 rating, 5,477 views)

Sign in to rate this item.

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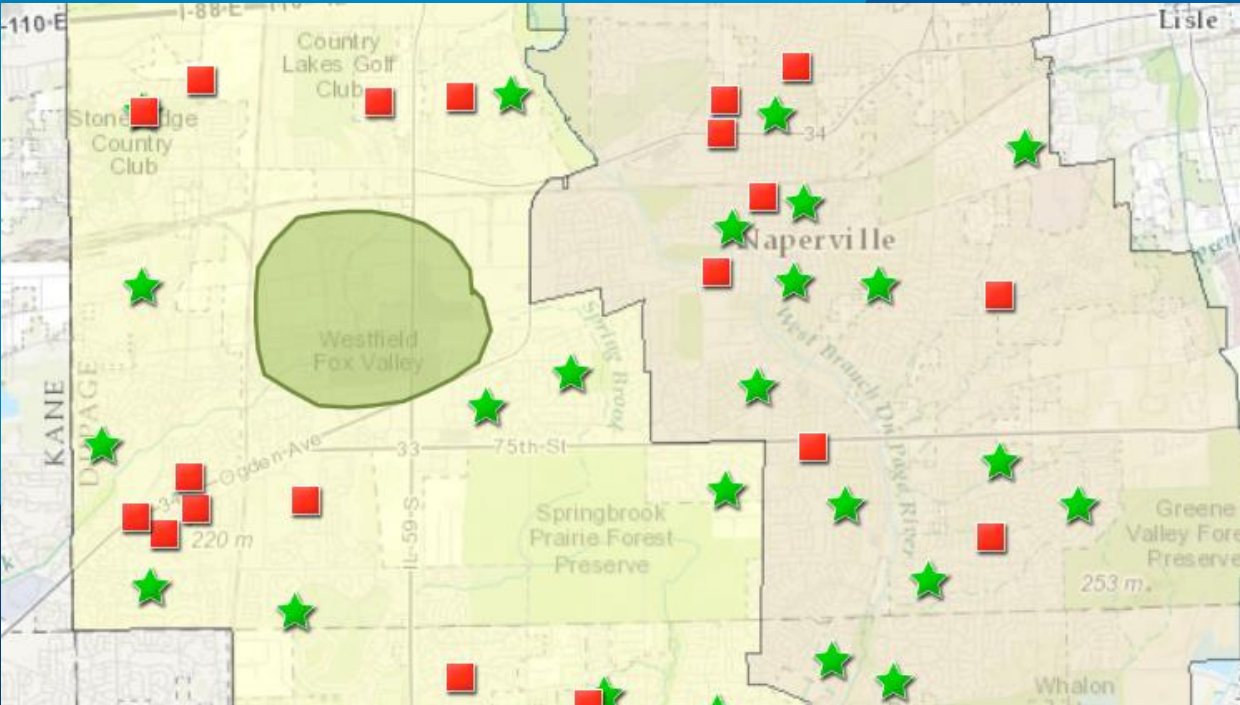
Description

Description

This personal journal of the 2013 Esri User Conference uses a new Story Maps application called the Map Journal. The app is currently in beta, and will be available from the [story maps website](#) later this year.

Good Tags
Usage Notes
Etc...

Properties

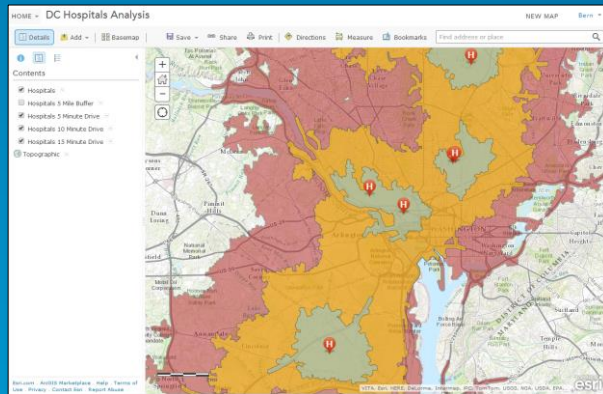


Configuring Web Maps

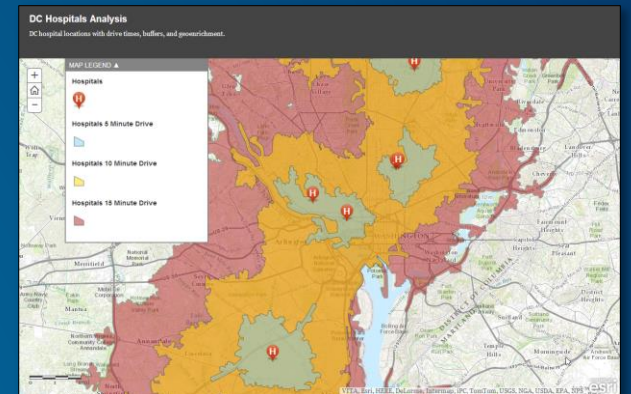
Sharing Web Maps

Map Viewer vs. Hosted Web App Templates

Deliver your information in the right context



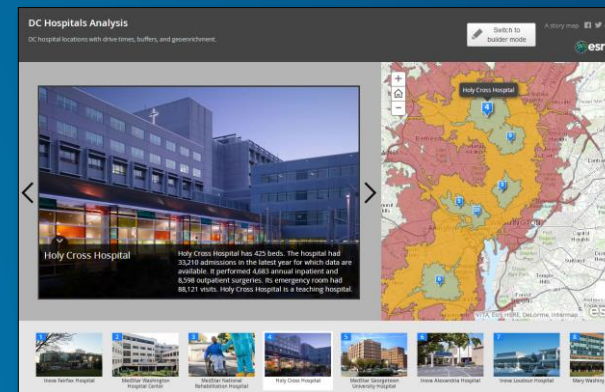
Map viewer (for authoring)



Storytelling basic template



Public information template



Story map tour



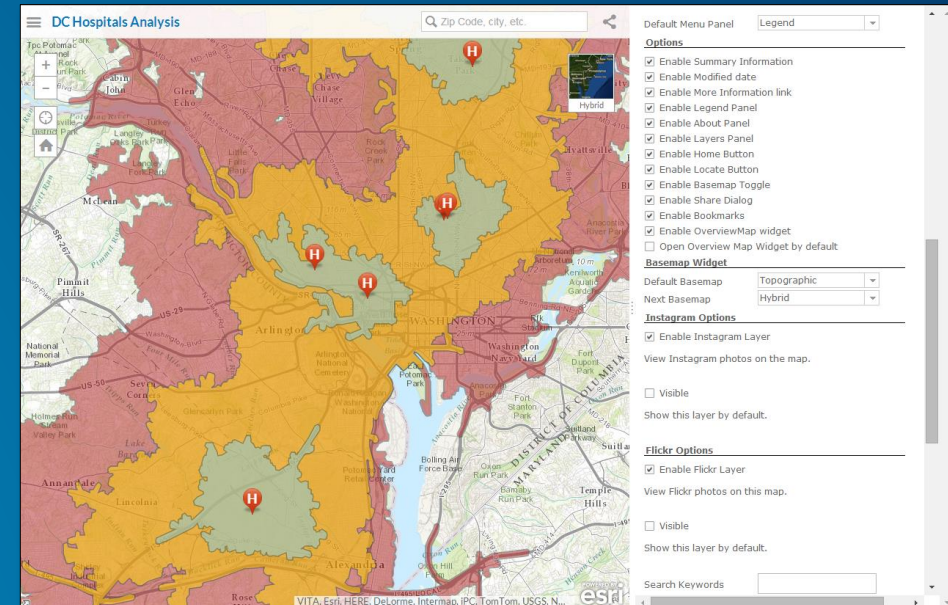
Things to Consider for Creating Great Apps

- **What purpose does your app serve?**
- **Who is the intended audience?**
- **How and where will your app be used?**
- **What do end users need to accomplish?**

Hosted Web App Templates

Each template offers unique experience and configuration

- **Branding**
 - Colors, logos, text, title....
- **Widgets**
 - Basemaps, gosearch, legend....
- **Settings**
 - Filter, edit, find...

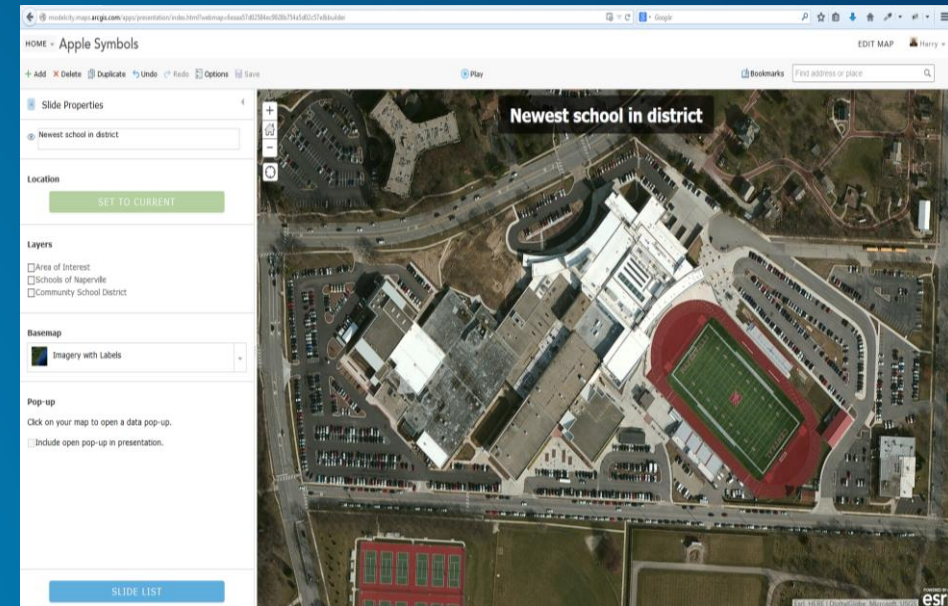


Easy to Configure

Hosted Presentations

Helps tell an interactive story

- Shows different views of map
 - Operational layers
 - Basemaps
 - Pop-ups can open automatically
- Must **own** map to create presentation
- Saved as part of the map
- Share only the presentation

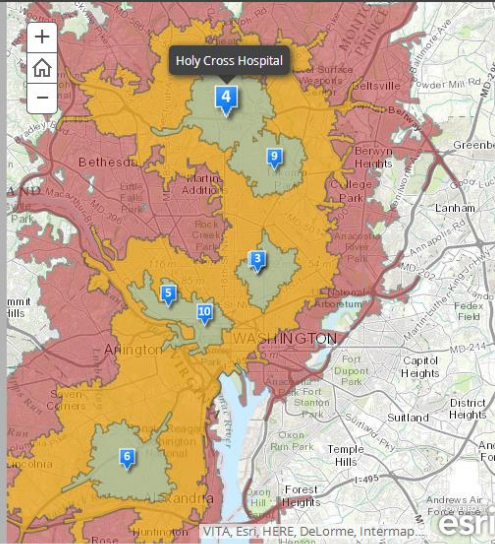


Anytime, Anywhere, on Any Device



DC hospital locations with drive times, buffers, and geoenrichment.

builder mode



Sharing Web Maps

How To Keep Up

- **Users Groups!**
- **Tech Time:** set time aside at work or home to learn about new technology
- **Blog:** <http://blogs.esri.com/esri/arcgis/>
- **Videos:**
 - <http://video.arcgis.com/> - how-to's, tutorials, products
 - <http://video.esri.com/> - people, events, ideas
- **Training**
 - <http://training.esri.com/gateway/index.cfm?fa=search.results&searchterm=agolcontent&search=Search&orderby=CourseTitle%20asc>



Understanding our world.