



Technical Workshop

Story Maps: Using ArcGIS as a Communications Medium

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What are Story Maps?

- Story maps are simple **web apps** that combine **intelligent web maps** with text, photos, and other content to tell geography-based stories.
- Story maps inform, educate, entertain, and inspire people about a wide variety of topics.

The Dynamic Duo

Web maps presented via elegant user experiences

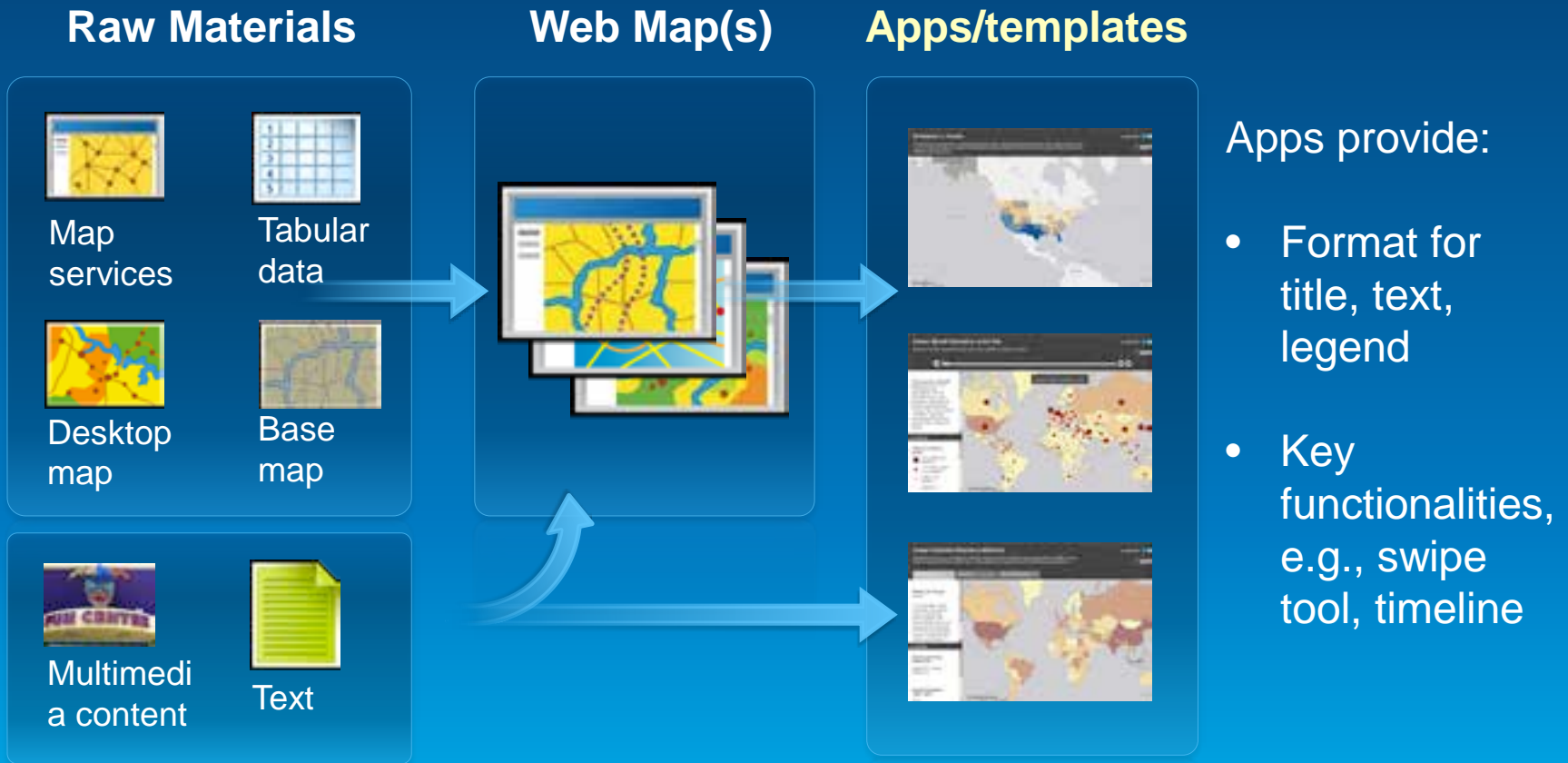


Web Maps

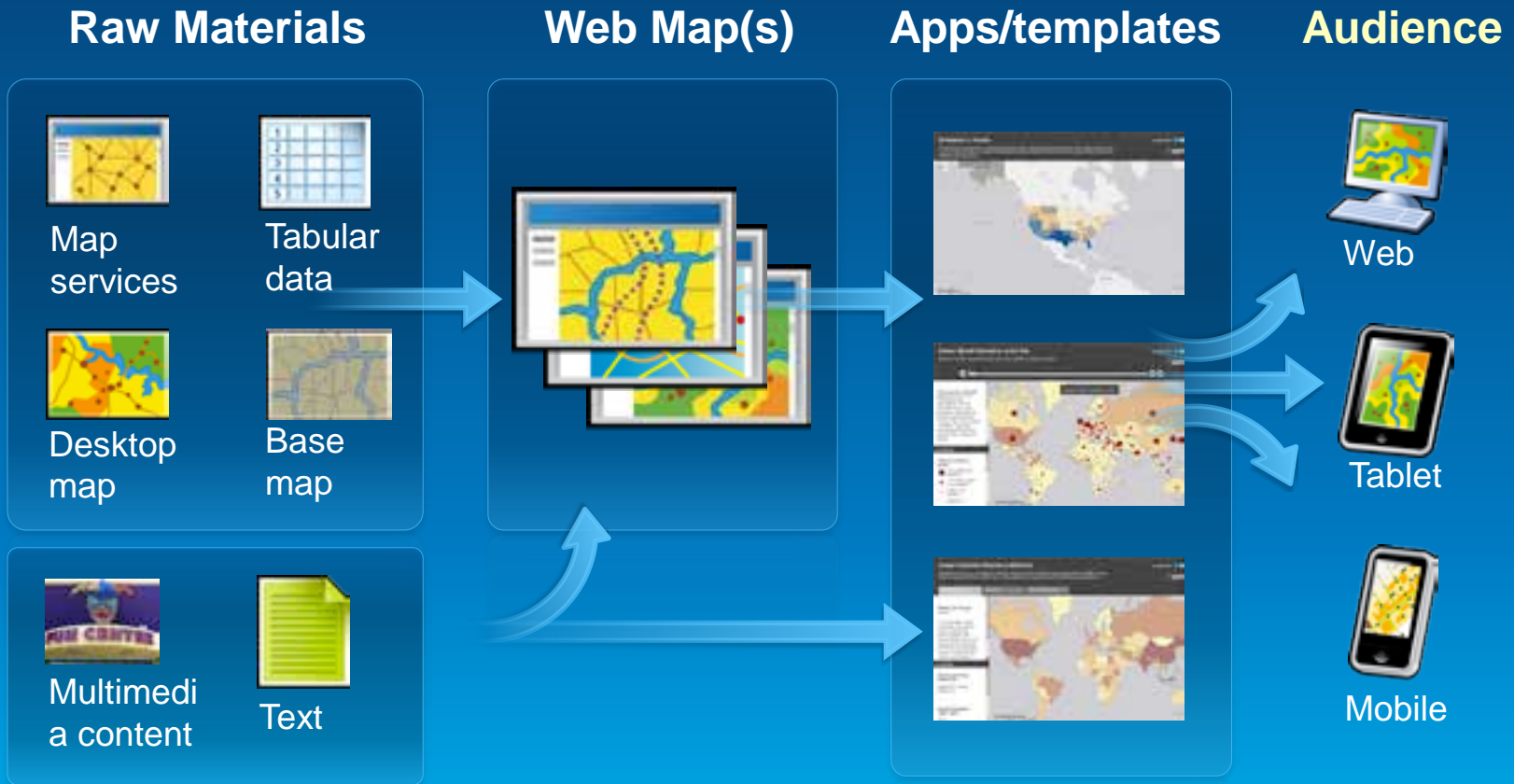


Apps & User Experiences

Assembling a Story Map



Assembling a Story Map



Storytelling with Maps



A gallery of Esri story maps

Esri publishes story maps with three goals: To showcase interesting and important topics; to explore techniques and best practices for map-based storytelling; and to help enable people to make their own story maps.

Search Maps

Battle of Gettysburg

San Diego Transportation ...

Refugee Camps

Top Most Visited ...

One World, Many Voices: ...

Renewable Energy

More Toronto

Twenty First Street Transit

Fifty Largest Ports

About story maps

Story maps combine intelligent Web maps with Web applications and templates that incorporate text, multimedia, and interactive functions. Story maps inform, educate, entertain, and inspire people about a wide variety of topics.

Resources & links

- » Storytelling with Maps Blog
- » Download story templates
- » Maps by the community
- » Workflows & Best Practices
- » Storytelling white paper
- » Designing Patterns
- » World Map of Story Maps
- » Video: A map for every story
- » About the Story Maps team
- » Follow us on Twitter

Contact us

Email us at storymaps@esri.com

storymaps.esri.com

How are People Using Story Maps?

A rapidly-growing community is using our apps to tell their own stories



Storytelling with Maps [Home](#) [About](#) [Contact Us](#) [Feedback](#) 

Maps by the community

More and more organizations are creating their own maps and adapting storytelling templates to tell their stories. This rotating gallery features some of the most interesting of these users. If you've developed your own story maps, please let us know!

Search by keyword 


Iqonville Highlights


Largest Fishes of


Adventure in Davis


Wildlife of the


Riding a Lamprolusa


Pressures on Forest


Napoleon's March on


Utility Box Art


Map_Tour_ITAIPU

About story maps

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Resources & links

- > [Storytelling with Maps Home](#)
- > [Storytelling with Maps Blog](#)
- > [Download Story Templates](#)
- > [Workflows & Best Practices](#)
- > [Storytelling White Paper](#)
- > [Designing Pop-ups](#)
- > [World Map of Story Maps](#)
- > [Video: A map for every story](#)
- > [About the Story Maps team](#)
- > [Follow us on Twitter](#)

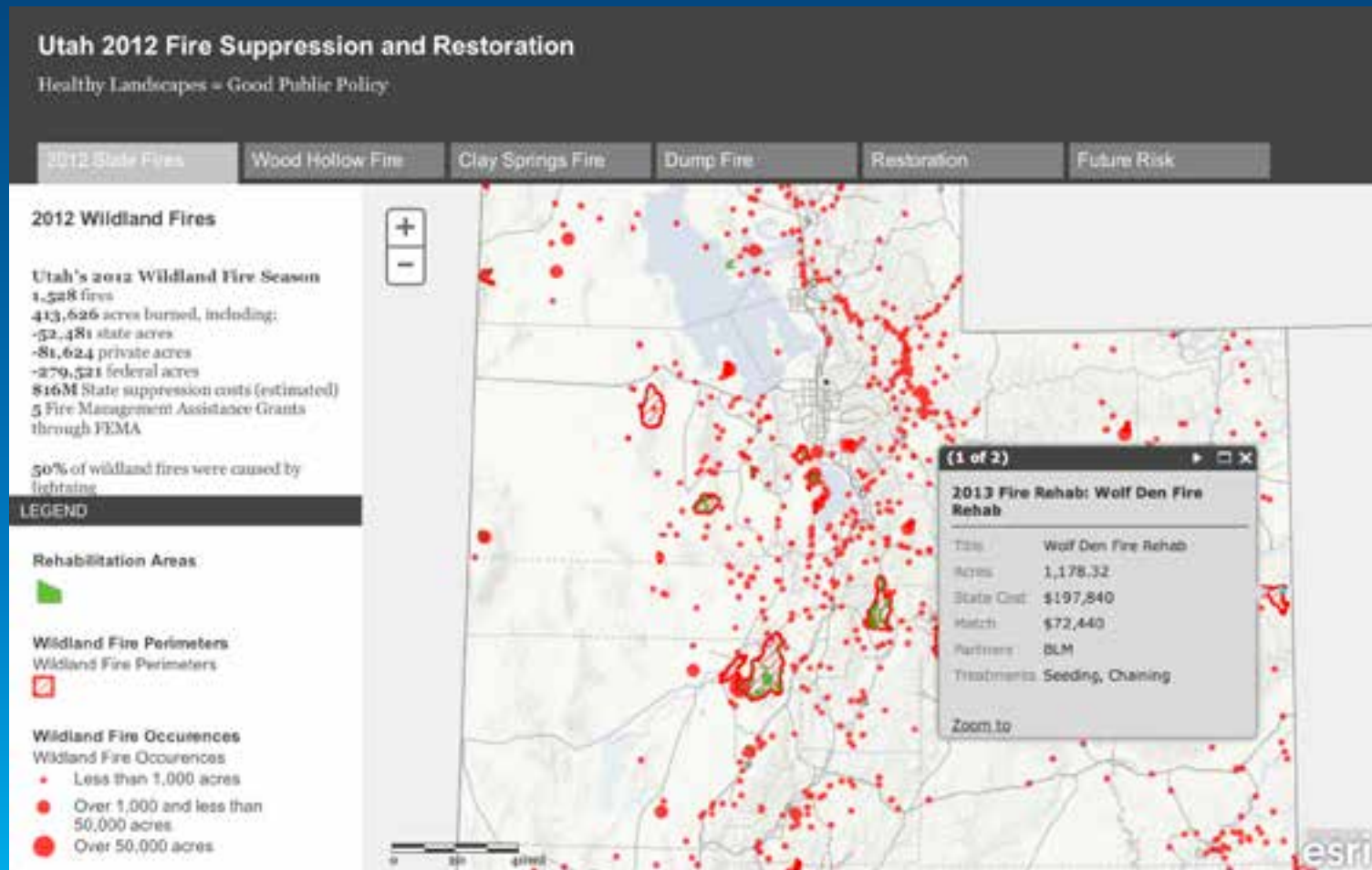
Contact us

Email us at storymaps@esri.com

Utah Fire Suppression and Restoration

Utah Department of Natural Resources
TABBED VIEWER

<http://naturalresources.utah.gov/fires/FireMapStory/>





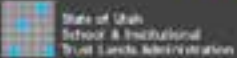
Interesting Uses of Trust Lands


Utah State Lands MAP TOUR

<http://tlamap.trustlands.utah.gov/trustLandsMapTour//>


Interesting Uses of Trust Lands
A quick tour of fun and interesting uses of Trust Lands.

A story map  





Rocket Sled Test Track
Located in Hurricane Mesa in Washington County Utah, this research site (which encompasses a little over 3,000 acres) is used to test aircraft equipment at VERY high velocities. (Photo: SITLA)



1 2 3 4 5 6

UDOT Top Construction Projects

Utah Department of Transportation
SHORTLIST

<http://maps.udot.utah.gov/uplan/top10/index.html>

2013 Top 10 UDOT Construction Projects

This map contains the top 10 construction projects in Utah you need to know about for the 2013 construction season.

A UPlan map

UDOT

Top 10 Projects

| | | |
|---|---|---|
| <p>1 Interstate 20 Projects</p> | <p>2 I-15, S. Payson Interchange to Spanish Fork Blvd</p> | <p>3 Southern Parkway, St George</p> |
| <p>4 SR 193, Davis County</p> | <p>5 I-15, St. George Blvd 200 Interchange</p> | <p>6 U.S. 89W, Leitch Summit to SR 22 Highway</p> |
| <p>7 I-15, 1900 South (I-15) 10th Interchange</p> | <p>8 U.S. 89, Orem to Pleasant Grove Improvements</p> | <p>9 Bangerter Highway LRT Installation</p> |
| | | |

Map showing project locations in Utah. Key locations include Salt Lake City, Provo, St. George, and Ogden. The map includes navigation controls (zoom in, home, zoom out) and the Esri logo.

Staffanstorp, Denmark Then and Now

GeoInfo Staffanstorp
SWIPE

<http://bit.ly/QrXq24>



City of Charlotte Green Tour

Charlotte, North Carolina
SIDE PANEL / TABBED

<http://maps.charlottenc.gov/greentour/>

The screenshot displays the City of Charlotte Green Tour web application. At the top, a green header contains the title "City of Charlotte Green Tour" and a brief introductory paragraph. To the right of the header is the City of Charlotte logo. Below the header is a horizontal navigation bar with seven tabs: "Green Star", "Energy", "Water", "Solid Waste", "Air & Transport", "Parks/Green Space", and "Emission Charlotte". The "Green Star" tab is currently selected. On the left side, a white sidebar contains a "Green Star Tour" section with a description: "Take a quick tour of compelling examples of environmental and energy sustainability." Below this is a "LEGEND" section with a "Location GreenTour" heading and a list of icons corresponding to various sustainability features: Other, B-Cycle Station, Big Belly Station, Center City on Street Recycling, Community Garden, EECBG, Electric Vehicle Charging Station, and Energy Star. The main area of the application is a map of Charlotte, North Carolina, showing major roads, parks, and various icons representing the sustainability features listed in the legend. The map is overlaid with a yellow-green path that highlights the Green Star Tour route. The Esri logo is visible in the bottom right corner of the map area.

Cherry Blossoms in Japan

Esri Japan
CUSTOM

<http://s3-ap-northeast-1.amazonaws.com/sakura-map/index.html>

桜前線マップ 2012/2013

2012 2013 °C

日本列島の桜前線を見てみよう

2012年 4月 23日 開花: 満開:

気象庁が発表している開花と満開の時期（2012、2013年）を各都道府県にデータとして与えています。開花と満開の時期は気象庁の標本本をもとに観測が行われています。桜前線という言葉はよく耳にしますが、実際にその前線がどのような動きをしているのかを目的としたことにはないと思います。このマップでは、開花時期から満開時期までの期間を「開花」、満開時期から一週間を「満開」としています。このマップで今年の桜の開花状況を昨年のデータと比較しながら振り返るとともに、可視化された桜前線の動きを楽しんでみてください。

2013年の桜前線を見る >>
4月の平均気温分布を見る >>

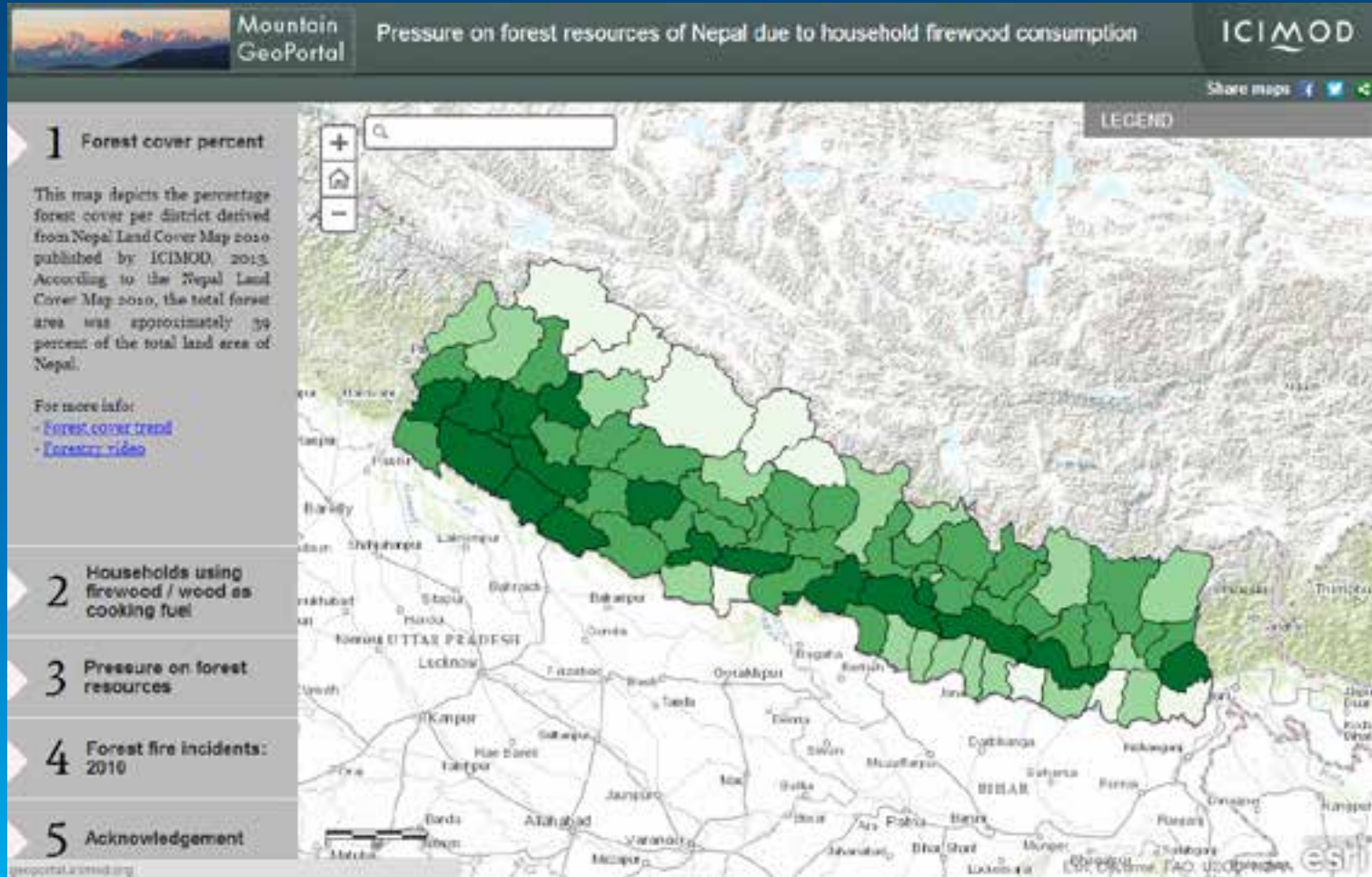
esri

Pressure on Forests in Nepal

ICIMOD

LEFT ACCORDION

<http://geoportal.icimod.org/forestRes/#>



San Bernardino Capital Improvement Projects

San Bernardino Dept. of Public Works
MAP TOUR

<http://www.sbcounty.gov/dpw/GIS/CIP/index.html>

The screenshot displays the 'Capital Improvement Projects' map tour interface. At the top, it is managed by the County of San Bernardino Department of Public Works - Contracts Division. The main map area shows a satellite view of a city grid with a large blue shield icon in the center. A navigation panel on the right includes zoom controls and a home button. Below the main map, a series of eight thumbnail images represent different project locations, each with a red number in the top-left corner. The thumbnails are labeled as follows:

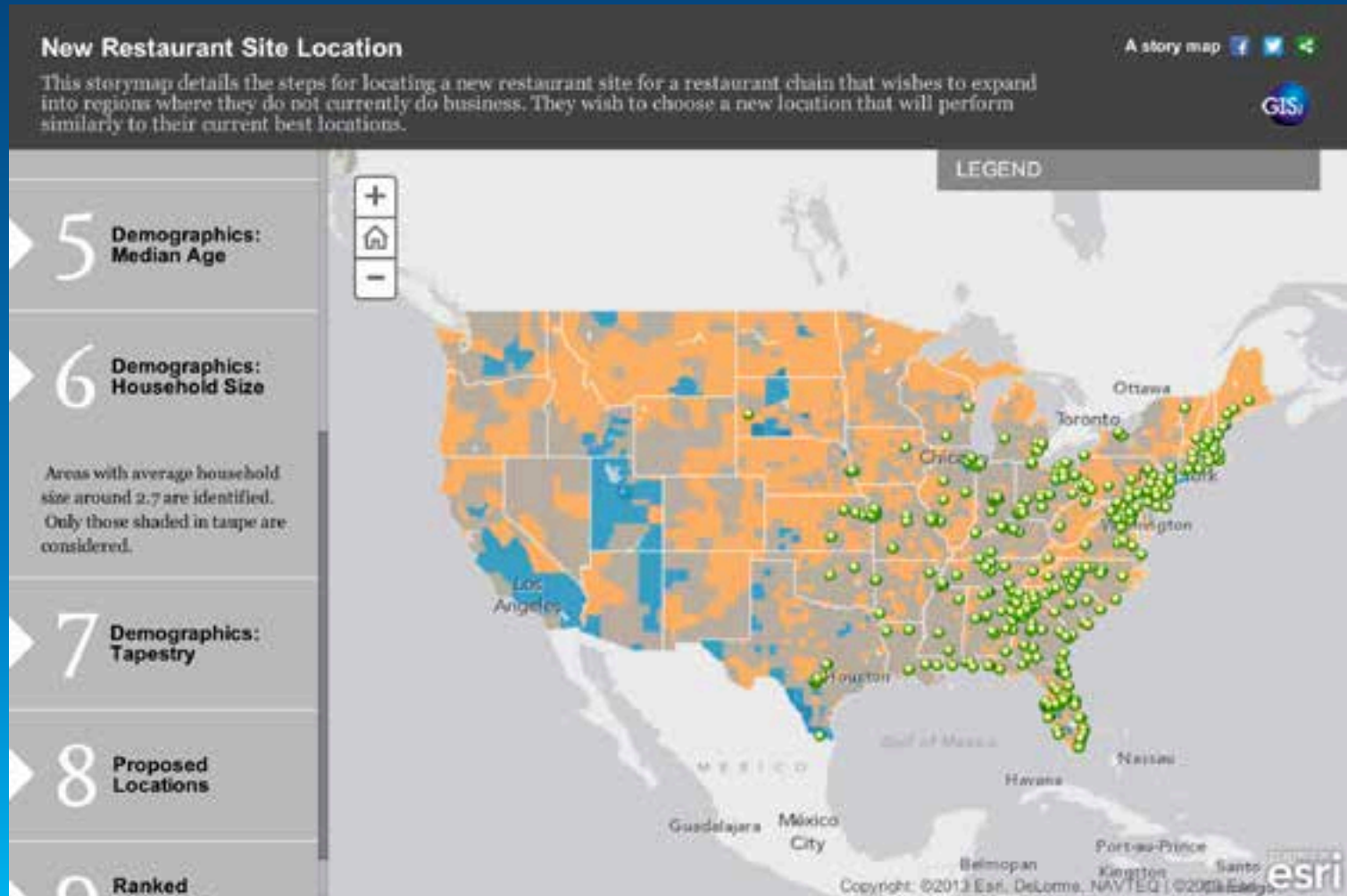
- 1. BELLFLOWER STREET
- 2. BROWNWOOD AVENUE AND OTHER ROADS
- 3. JASPER ROAD
- 4. LINDWOOD ROAD
- 5. NATIONAL TRAILS HIGHWAY
- 6. CHERRY AVE
- 7. TAYLOR CREEK ST.
- 8. ELMER

At the bottom right of the thumbnail row is a right-pointing arrow. The interface also includes a legend for 'Projects Currently Under Construction' and a map of the County of San Bernardino Department of Public Works.

New Restaurant Site Locations

GIS
SIDE ACCORDION

<http://cloud.gisinc.com/restaurantstorymap/>



25 Largest Dams in Switzerland

Swiss Federal Office of Energy
CUSTOM

<http://storymaps.geo.admin.ch/storymaps/storymap3/?lang=en>

Facility:
Moiry

Dam Height:
148 m

Chart Level:
2250 m a.s.l.

Beginning of operation:
01.01.1958

Rank:
10

Arm:
Hydroelectricity

Dam Type:
Arch

The 25 largest dams and reservoirs in Switzerland

The Swiss Federal Office of Energy directly supervises the safety of Switzerland's 206 largest dams and reservoirs, three-quarter of which are used to generate hydropower. Twenty-five of the dams are over 100 metres tall, and four are even higher than 200 metres. Switzerland still has the tallest gravity dam in the world, the 285-metre high Grande Dixence dam.

Further information

Swiss Federal office of Energy
[Address of the Swiss Federal Office of Energy](#)
[The Swiss Federal Office of Energy](#)
[The Swiss Federal Office of Energy](#)
[The Swiss Federal Office of Energy](#)

Powered with [ag.ans.admin.ch](#)

Our Own “Story Map of Story Maps”

Esri
PLAYLIST

<http://storymaps.esri.com/stories/2013/storylocator/>

Explore the Growing World of Story Maps

A community of storytellers is producing story maps about a variety of locations and topics. You can help us populate this map! Use our templates to tell the story of your special place.

Each of the symbols on this map links to a story map. Some have been produced by Esri, others by a community of users. The stories use a variety of storytelling formats that are color coded here:

- Red** symbols denote Map Tours, which are location-based narratives.
- Orange** icons highlight Storylists, curated sets of points of interest in a city or region.
- Yellow** symbols indicate "Side Panel" stories, combining one or more maps with text and legends.
- Green** features a "Swipe Series" of then-and-now news.
- Blue** denotes a "Playlist" story, combining a map and summary list.
- Purple** indicates custom applications.

MAP LEGEND

NATIONAL MAIL WALKING TOUR

A WALK ON THE HIGH LINE

SALEM'S HISTORIC DOWNTOWN

MISSION BAY RESERVE

Esri, FAO, NOAA

Apps: a Variety of User Experiences



Place-based narrative



Showcase an array of maps



Points of interest around a destination



Compare two web maps or images



Browsable map and list



Compare two maps in tandem



A narrative of related thematic maps



Showcase one or a small suite of maps



Longer-form text entries linked to a web map



Highlight locations by rank

Storytelling Apps



Map Tour



Map Matrix



Shortlist



Swipe / Spyglass



Playlist



Side-by-Side



**Left
Accordion**



**Text & Legend;
Tabbed**



Geo-Blog



Countdown

How can you conceive, plan, and build a story map?

Urban Core, 1880-1940

I broke that tradition, pioneering a regional style, a new example internationally.



As seen from the heart
line rising to the
architectural
century of San



Bank of Commerce
1887



Golden West Hotel 1913



Broker's Building 1889

Map Tour, Swipe, Geo-Blog

12-1813

March troops during Napoleon's Russian Campaign (1812-1813)



route to Moscow

Napoleon on 16 July
itebsk. The
e supply system
s to the soldiers.
were each issued
y sold the bread
nger than from
mbined with the
exhausting pace of
ranks of
ning in the middle
ch past the
ad fallen. The
ered once again
000 horses lying



What Makes a Good Story Map?

Many Voices: Endangered Languages and

ian Folklife Festival highlights a selection of the world's endangered languages. Shaded areas on map with high levels of diversity and endangerment.



ian Folklife Festival Highlights Language



ian Ai-Xaan Oozhok by Lynis Geographic Enduring Voices

languages spoken today, over half are in danger of extinction. In this process, communities lose knowledge about history, their environment and the future. This will be a catastrophic loss of human knowledge base, of science, art, and human history. It will also be an incalculable loss to



What Makes a Good Story Map?

1. **Connects with its audience**
2. **Draws users in**
3. **User experience supports the story**
4. **Well-designed web maps**
5. **Simplicity**

1 Connect With Your Audience

- First, *identify* your audience
- Your managers? Colleagues?
- General Public?
- Informed? Ignorant?

Put yourself in their shoes



1 Connect With Your Audience

- Think of your Mom



- Step back and explain things
- Avoid being technical
- Be informal but respectful

1 Connect With Your Audience

For the most part, audiences...

- **Know less about the topic than you do**
- **A range of knowledge, interest, and expertise**
- **Appreciative of simplicity and clarity**
 - **(even technical audiences)**
- **Willing, but busy, and needing to be lured**

2 Lure Them In

With active, descriptive title — not just a label



And subtitles or intros that give the gist of the story

2 Lure Them In

Attractive interface that's inviting, not daunting

benthaus | architekten
seit 1972

Impressum

Jede Aufgabensituation der Bauverordner ist die Grundlage unserer Arbeit.
Konzepte finden, Entwürfe herstellen. Jede Aufgabe erfordert eine neue Analyse und die passende Reaktion. Gleichwertige Aspekte sind hierbei die weichen Aspekte und Besonderheiten des Ortes als auch die harten Fakten wie Termine und Kosten...

1 II. Ludwig Wohnpark
2 Einfamilienhaus in Seim
3 Seniorenheim Schorleke
4 Bürogebäude Weicker
5 Wohnhaus am Kranichweg
6 Mehrfamilien-Parkhaus
7

3 User Experience Supports the Story: Choosing the right app

Featuring a series of locations



SHORTLIST:
Points of interest in and
around a destination

PLAYLIST:
Panel of thumbnails



3 User Experience Supports the Story

Featuring a series of locations



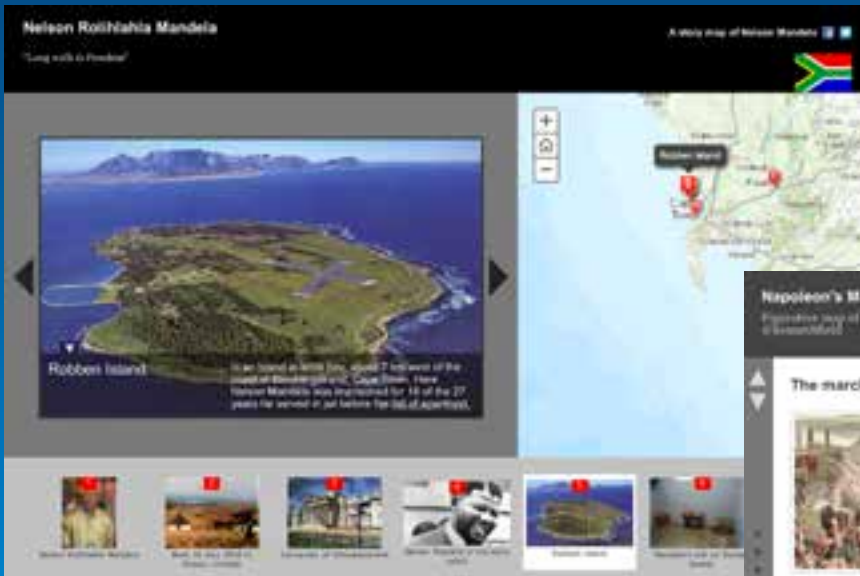
COUNTDOWN:
Ranked list of places

PLAYLIST:
Panel of thumbnails



3 User Experience Supports the Story

Sequential, place-based narratives



MAP TOUR:
Photos, text, and locations

GEOBLOG:
Text narrative with multimedia



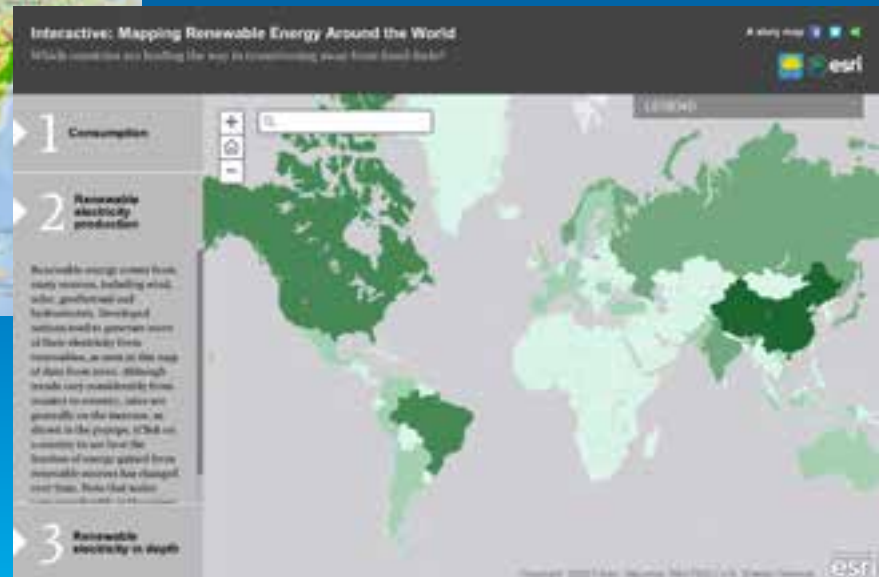
3 User Experience Supports the Story

Comparing two or more related maps



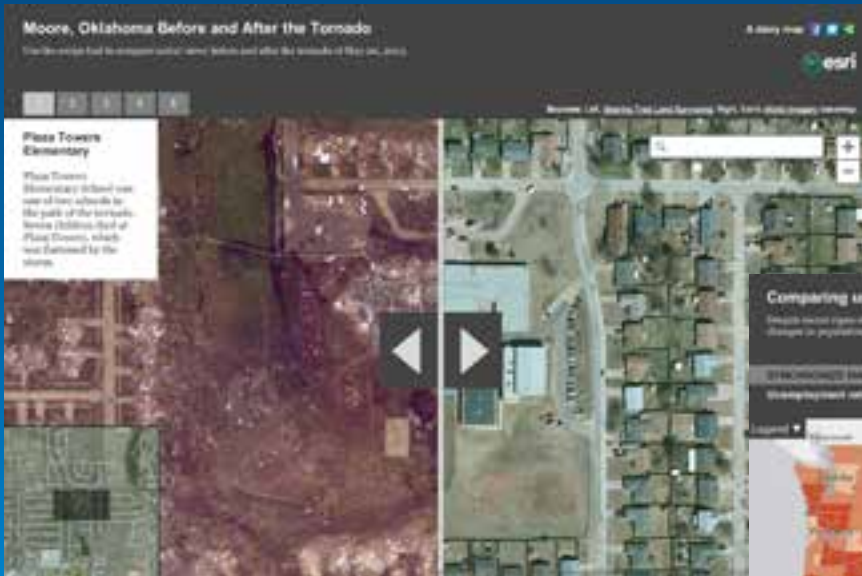
LEFT ACCORDION:
Access maps via
numbered side panels

SIDE PANEL / TABBED:
Access maps via a series
of tabs



3 User Experience Supports the Story

Comparing two or more related maps

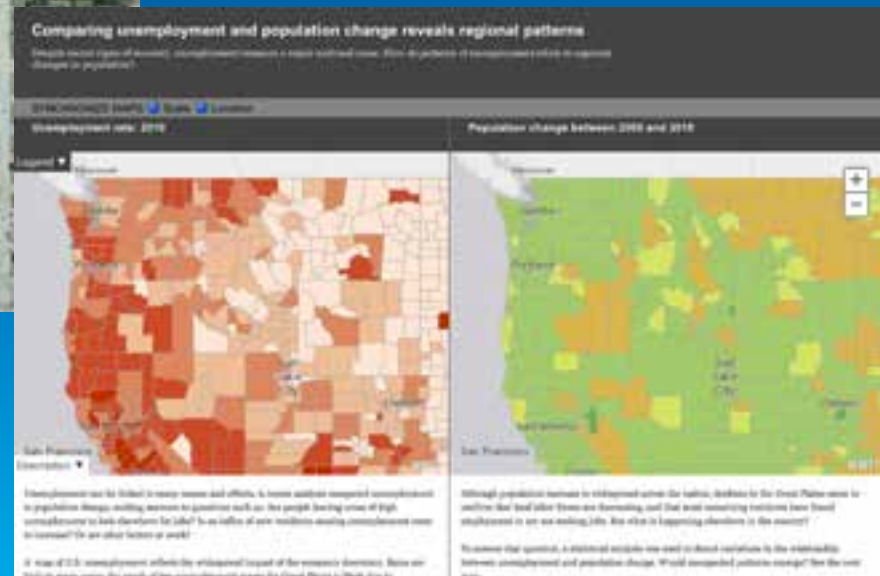


SWIPE:

Users move slider back and forth across maps

COMPARE:

Two or three maps shown side-by-side



3 User Experience Supports the Story

Our app list is incomplete



What storytelling
formats do you need?



4 Refine Your Web Map

Choose the appropriate basemap

- **Imagery**

*Good for
vivid location
detail*

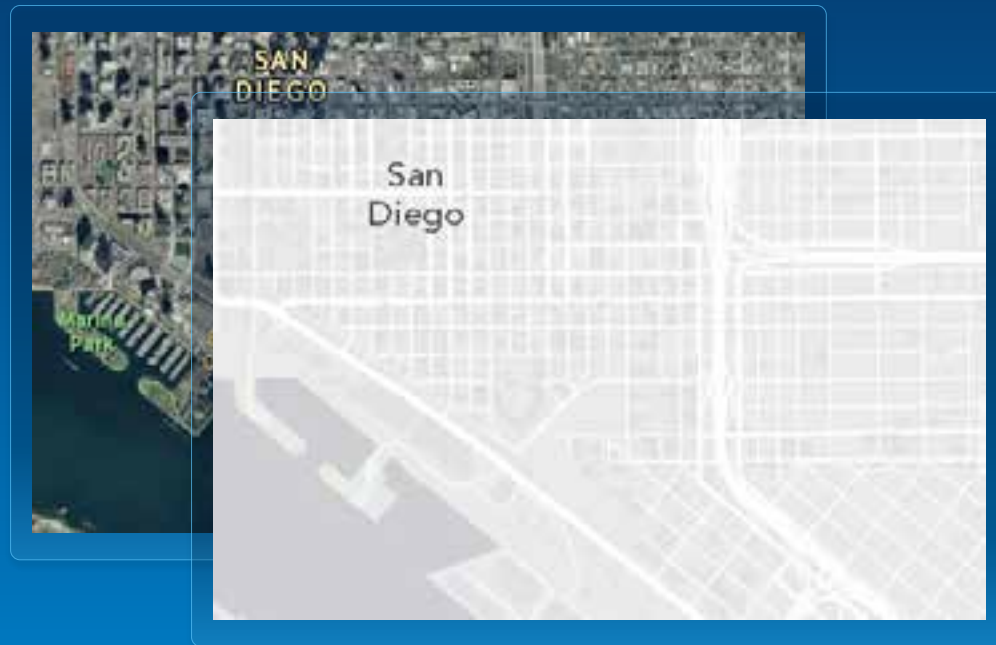


4 Refine Your Web Map

Choose the appropriate basemap

- Imagery
- Light Gray Canvas

Useful as a neutral backdrop

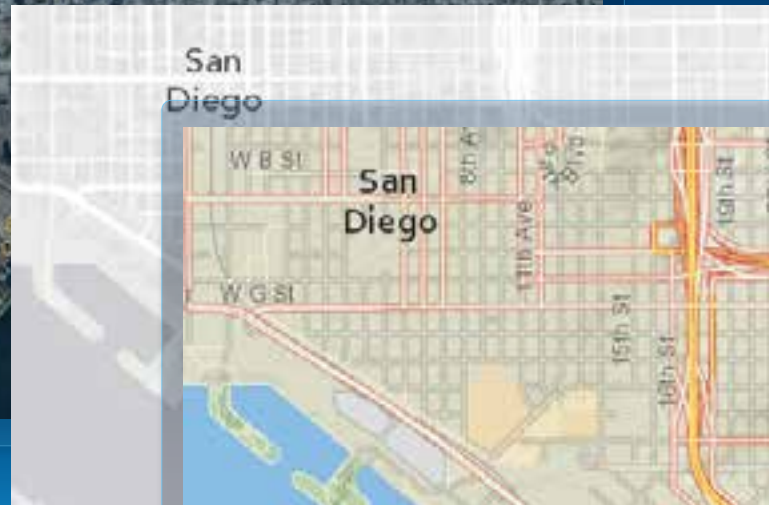
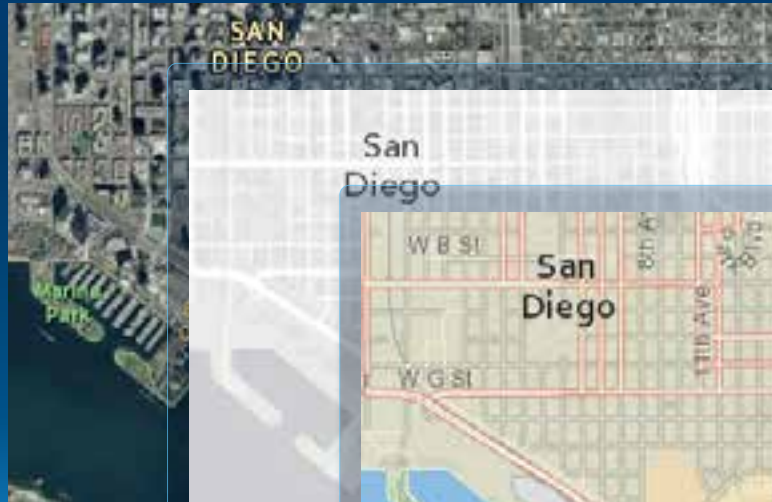


4 Refine Your Web Map

Choose the appropriate basemap

- Imagery
- Light Gray Canvas
- National Geographic

*More prominent,
“decorative;”
good only for
points and lines*

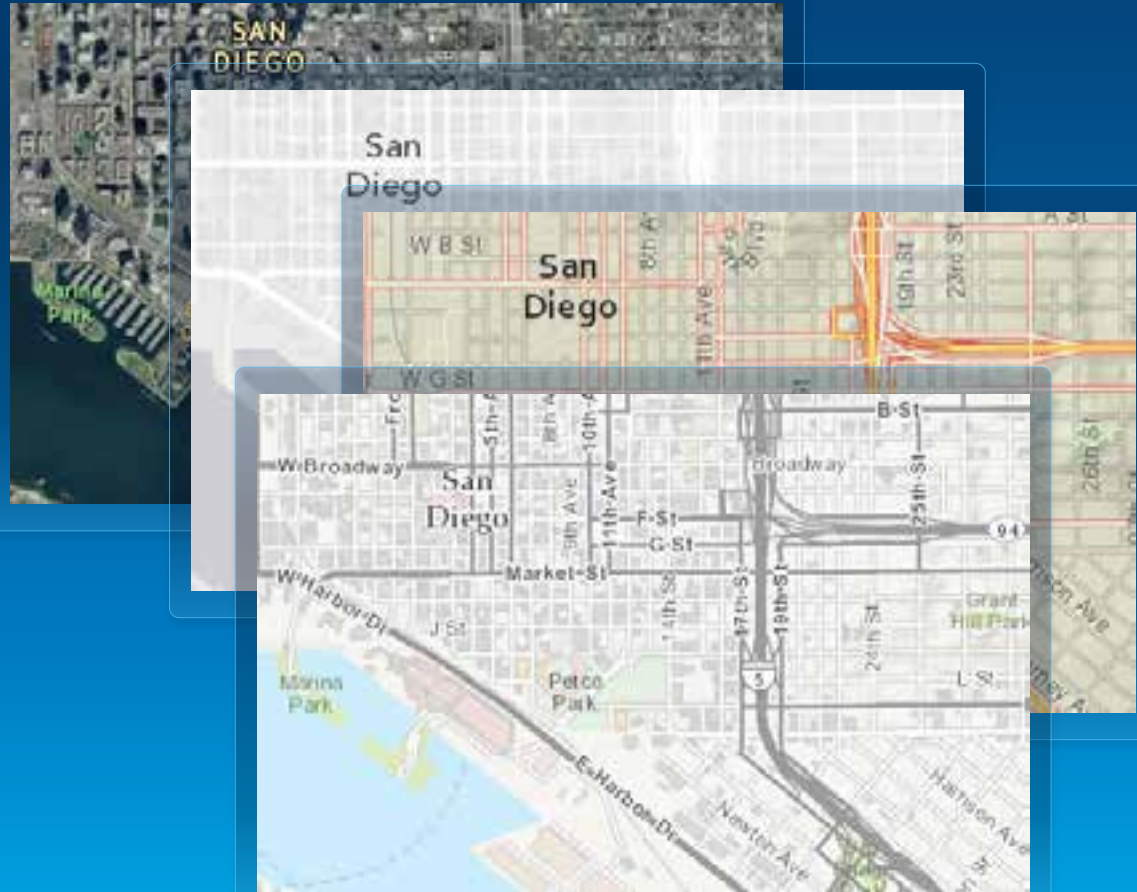


4 Refine Your Web Map

Choose the appropriate basemap

- Imagery
- Light Gray Canvas
- National Geographic
- Topographic

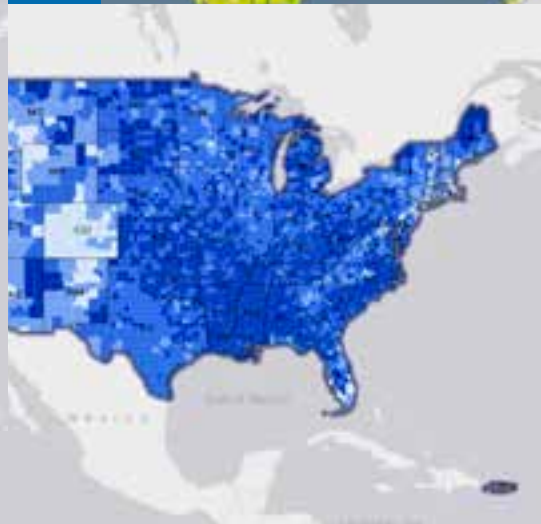
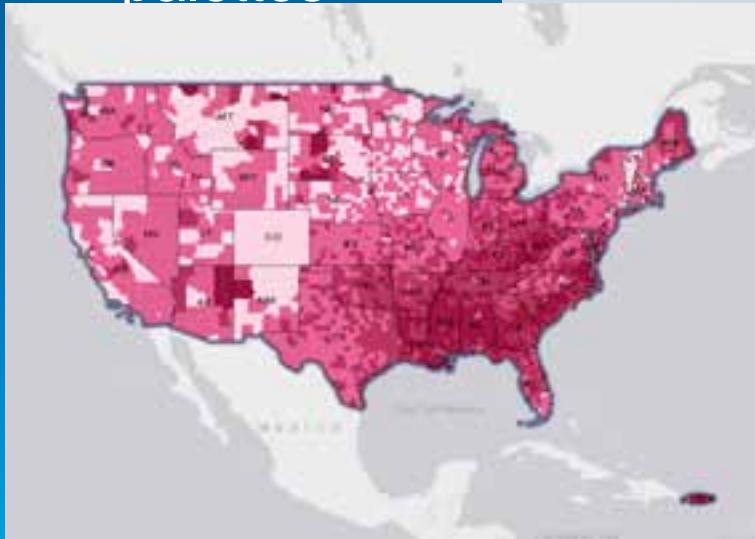
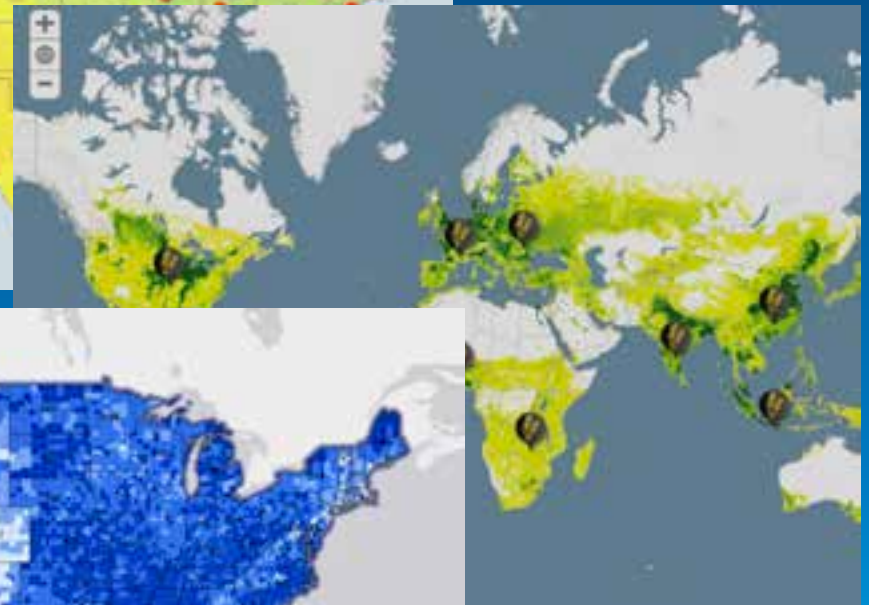
*Compromise
between Light
Gray and Nat
Geo*



4 Refine Your Web Map

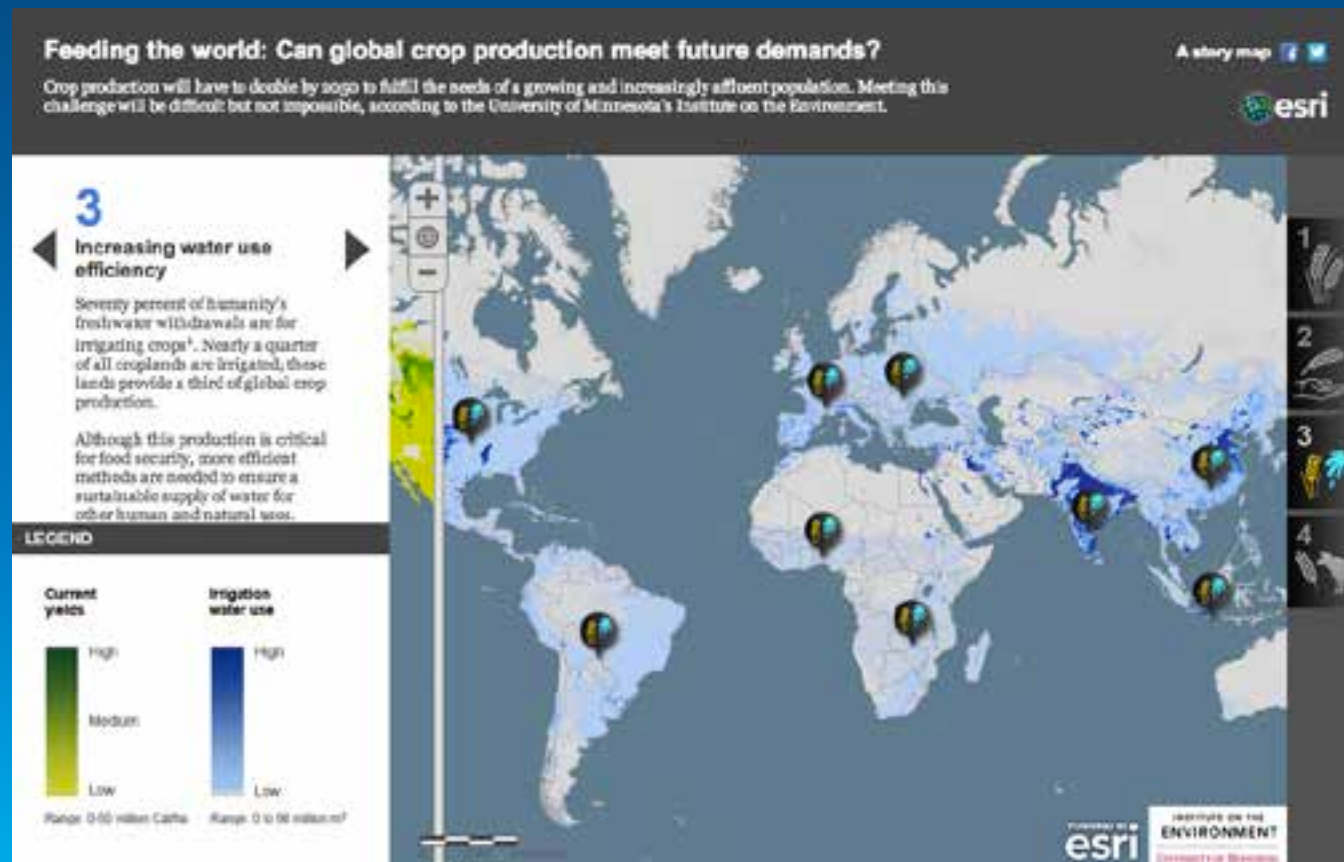
Clarify your thematic maps

- Simplicity
- Limited color palettes



4 Refine Your Web Map

Several simple maps are usually better than one complex one



4 Refine Your Web Map

Avoid visually complex symbols and icons

**Often simple geometric shapes
are better than pictographs**

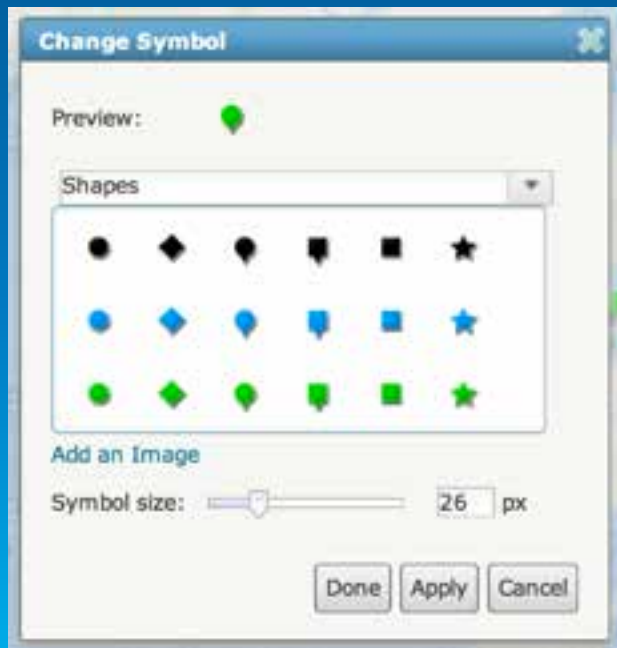


A single, visual unit

4 Refine Your Web Map

Avoid visually complex symbols and icons

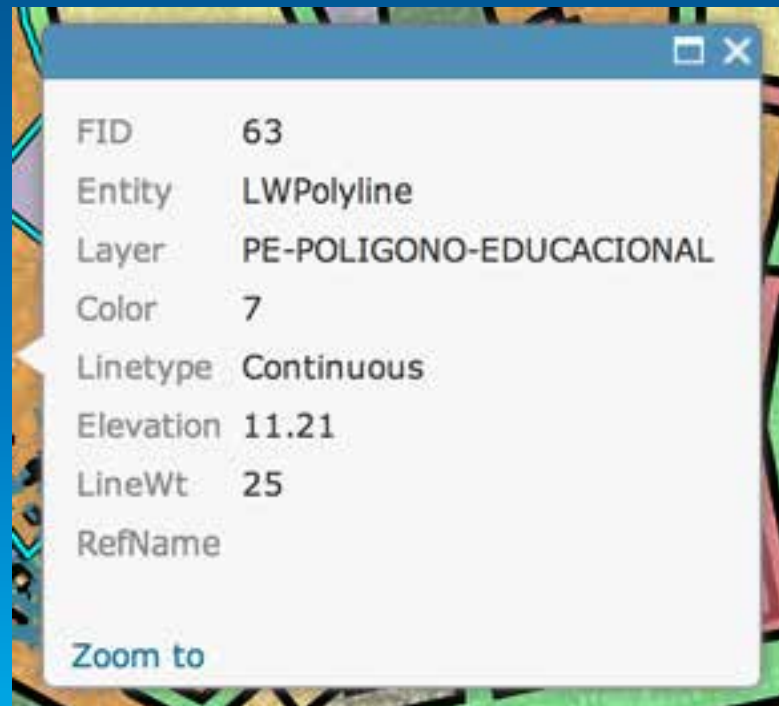
Option: Use the
“Shapes” symbol set
on ArcGIS Online



4 Refine Your Web Map

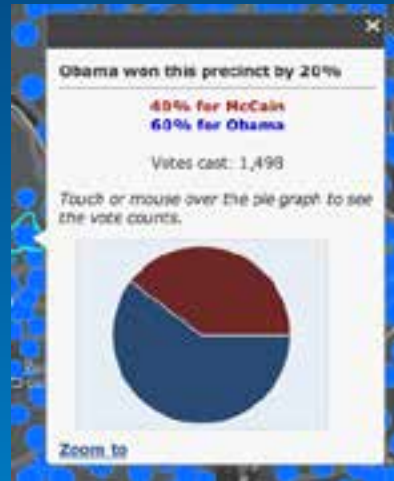
Make your popups sing

The default popup is the bane of many a web map!



4 Refine Your Web Map

Make your popups sing



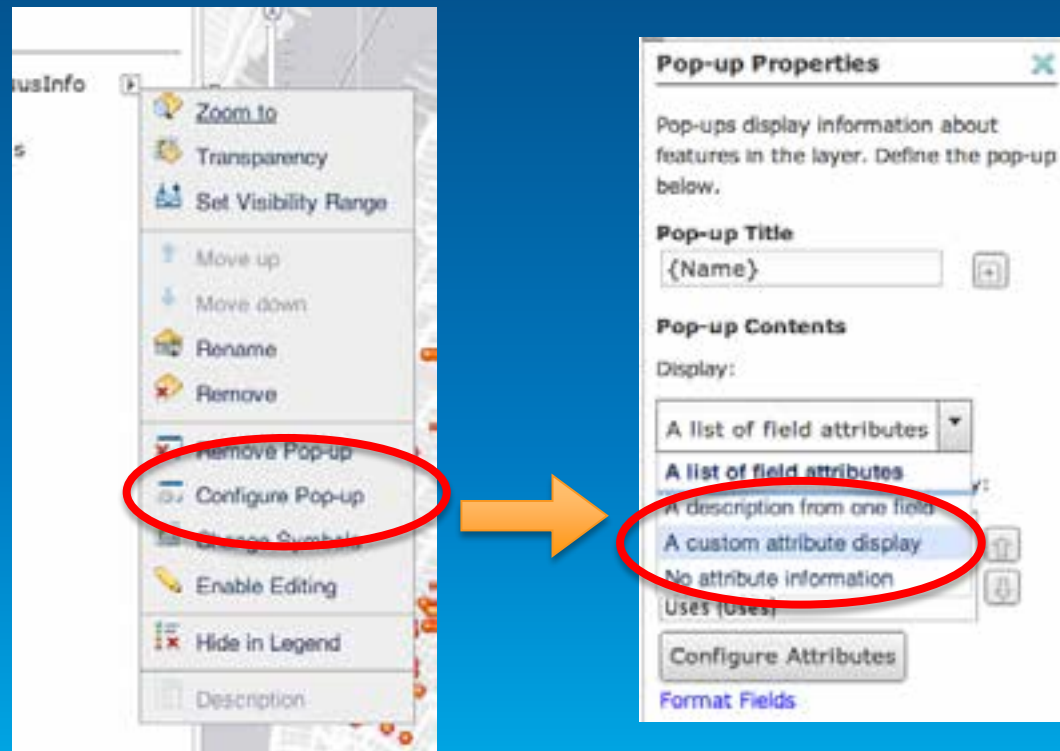
Spend time configuring them!



4 Refine Your Web Map

Make your popups sing

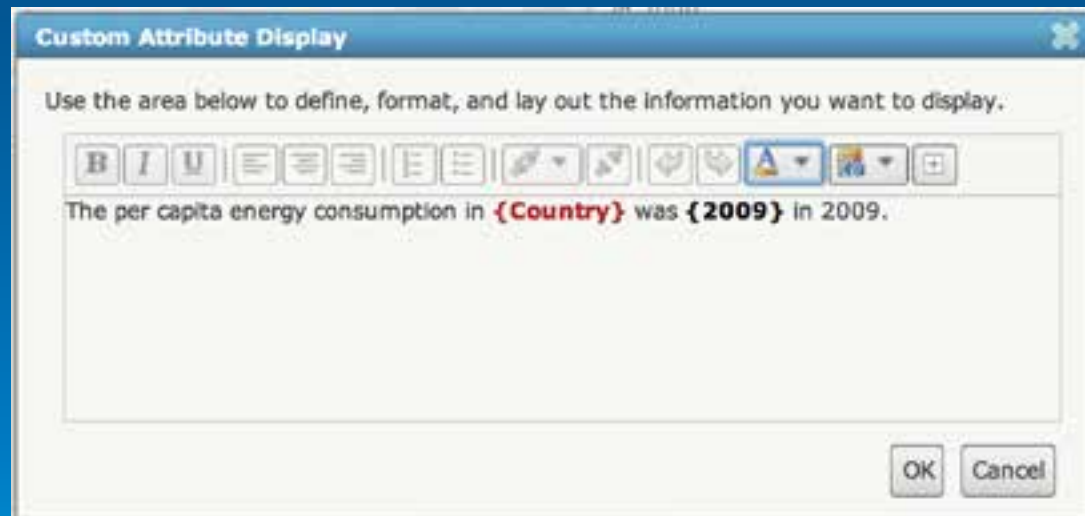
Secret weapon:
“Custom
Attribute
Display” option
in Configure
Popup menu



4 Refine Your Web Map

Make your popups sing

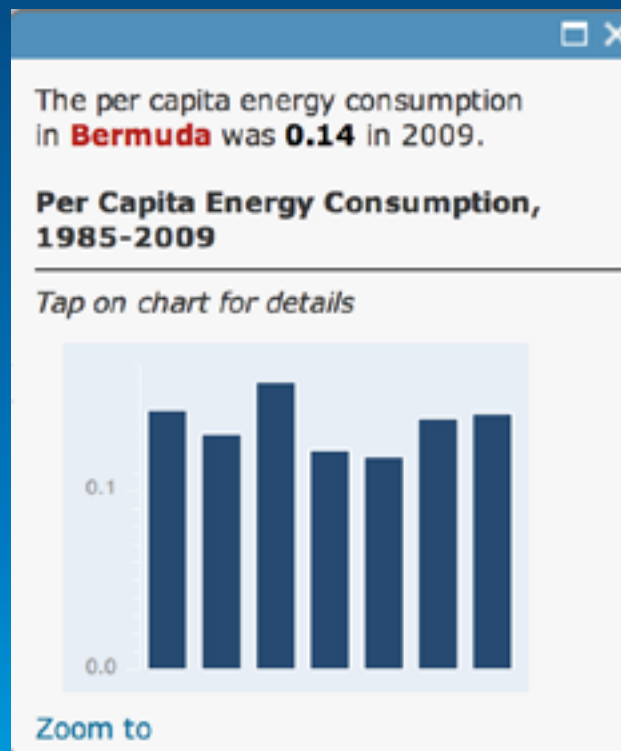
Secret weapon:
“Custom
Attribute
Display” option
in Configure
Popup menu



4 Refine Your Web Map

Make your popups sing

Secret weapon:
**“Custom
Attribute
Display” option
in Configure
Popup menu**



4 Refine Your Web Map

Three steps to a great popup 1: Spreadsheet

Name for popup title

Description for popup text

Type becomes icon styles

Lat-Long for location

Image URL for photos

Links for "more info"

| | A | B | C | D | E | F | G | H | I | J | K |
|----|-------------------|----------------------|------------------|---------------------|-------------|--------------|---|---|---|---|---|
| 1 | Name | Description | Physical types | Uses | Lat | Long | Image Url | Webpage Url | | | |
| 2 | 1-19 Beak St. | A striking Art Deco | Residential | Historic Site & Mus | 40.86782 | -73.92647 | | http://placematters.net/node/957 | | | |
| 3 | 109 Washington | Tenement in the h | Residential | Historic Site & Mus | 40.70856 | -74.01395 | http://placematters.net/node/958 | http://placematters.net/node/958 | | | |
| 4 | 1520 Sedgwick A | Hip hop pioneer K | Residential | Performance | 40.84694 | -73.92443 | http://placematters.net/node/959 | http://placematters.net/node/959 | | | |
| 5 | 2 Columbus Circle | Controversial mod | Public Art | Historic Site & Mus | 40.76739 | -73.982 | http://placematters.net/node/960 | http://placematters.net/node/960 | | | |
| 6 | 206 Bowery | The last surviving F | Residential | Historic Site & Mus | 40.72161 | -73.99395 | http://www.placematters.net/node/961 | http://www.placematters.net/node/961 | | | |
| 7 | 211-215 Pearl St. | Facades of wareho | Industrial | Historic Site & Mus | 40.70716 | -74.00659 | http://www.placematters.net/node/962 | http://www.placematters.net/node/962 | | | |
| 8 | 27 Cooper Squar | Former home of m | Residential | Gathering Place | 40.72778 | -73.99077 | http://www.placematters.net/node/963 | http://www.placematters.net/node/963 | | | |
| 9 | 275 Seventh Ave | Former home to m | Industrial | Historic Site & Mus | 40.74554 | -73.99411 | http://www.placematters.net/node/964 | http://www.placematters.net/node/964 | | | |
| 10 | 30th Avenue Ma | Emporium of foods | Market | Food & Drink | 40.764604 | -73.917095 | http://www.placematters.net/node/965 | http://www.placematters.net/node/965 | | | |
| 11 | 32 Mott St. Gene | General store that | Commercial | Historic Site & Mus | 40.71475 | -73.99858 | http://www.placematters.net/node/966 | http://www.placematters.net/node/966 | | | |
| 12 | 339 W. 29th St. | Former home of pr | Residential | Historic Site & Mus | 40.749974 | -73.997342 | http://www.placematters.net/node/967 | http://www.placematters.net/node/967 | | | |
| 13 | 348 W. 23rd St. | Site of photograph | Residential | Historic Site & Mus | 40.74544 | -74.00049 | http://www.placematters.net/node/968 | http://www.placematters.net/node/968 | | | |
| 14 | 35 Spring St. | 19th century Feder | Residential | Historic Site & Mus | 40.72191 | -73.99569 | http://www.placematters.net/node/969 | http://www.placematters.net/node/969 | | | |
| 15 | 369th Regiment | Home of the World | Infrastructure | Historic Site & Mus | 40.81697 | -73.93493 | http://www.placematters.net/node/970 | http://www.placematters.net/node/970 | | | |
| 16 | 3rd Ave. Railwa | Remnants of NYC's | Roadway/Sidewalk | Historic Site & Mus | 40.74888 | -74.00798 | http://www.placematters.net/node/971 | http://www.placematters.net/node/971 | | | |
| 17 | 412 E. 85th St. | Unusual wooden fa | Infrastructure | Historic Site & Mus | 40.77571 | -73.94936 | http://www.placematters.net/node/973 | http://www.placematters.net/node/973 | | | |
| 18 | 440 E. 51st St | Home of Peggy Gaj | Residential | Historic Site & Mus | 40.75874 | -73.96415 | http://www.placematters.net/node/974 | http://www.placematters.net/node/974 | | | |
| 19 | 4W Circle of Arts | Women's collabora | Commercial | Shopping | 40.68579 | -73.97382 | http://www.placematters.net/node/972 | http://www.placematters.net/node/972 | | | |
| 20 | 52 Park | Park revitalized by | Parks & Gardens | Gathering Place | 40.81534795 | -73.90150353 | http://www.placematters.net/node/976 | http://www.placematters.net/node/976 | | | |
| 21 | 5Pointz Aerosol | Graffiti Mecca and | Public Art | Gathering Place | 40.74498313 | -73.94570473 | http://www.placematters.net/node/975 | http://www.placematters.net/node/975 | | | |
| 22 | 647 Hudson St. | Former home of sir | Residential | Historic Site & Mus | 40.73292 | -74.0057 | http://www.placematters.net/node/977 | http://www.placematters.net/node/977 | | | |
| 23 | 770 Eastern Park | Nerve center of the | Institution | Place of Worship | 40.66899 | -73.94284 | http://www.placematters.net/node/978 | http://www.placematters.net/node/978 | | | |
| 24 | ABC No Rio | Center for volunteer | Theatre | Gathering place | 40.71938 | -73.985339 | http://www.placematters.net/node/1639 | http://www.placematters.net/node/1639 | | | |
| 25 | Addicts Rehabil | Center for substance | Institution | | 40.80774 | -73.93882 | http://www.placematters.net/node/979 | http://www.placematters.net/node/979 | | | |
| 26 | Adventure's Inn | Queens' answer to | Open Space | Play | 40.7210016 | -73.832304 | http://www.placematters.net/node/1728 | http://www.placematters.net/node/1728 | | | |

4 Refine Your Web Map

Three steps to a great popup 2: Default popup

Name for popup title

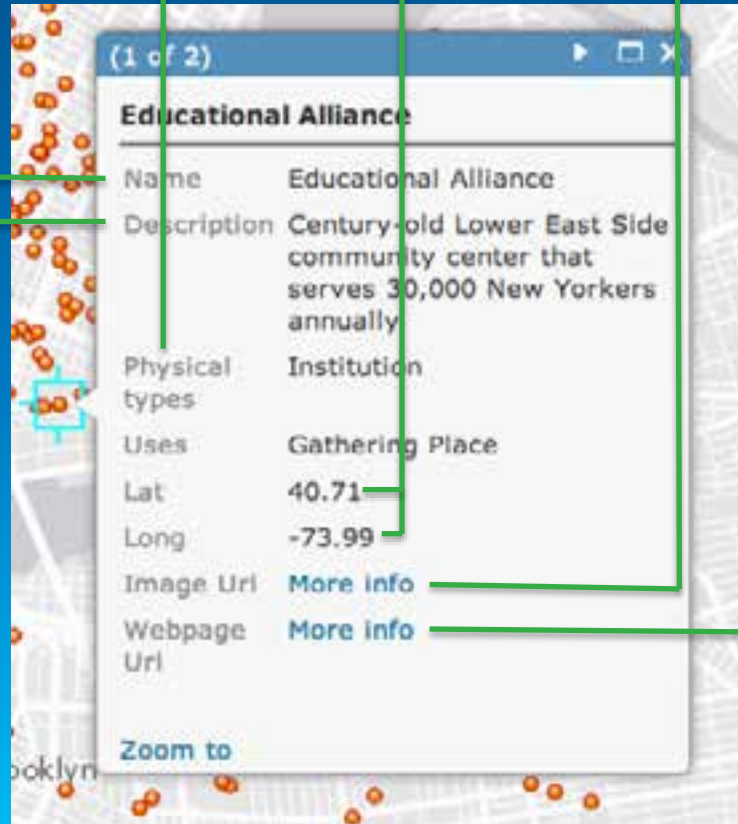
Description for popup text

Type becomes icon styles

Lat-Long for location

Image URL for photos

Links for "more info"



4 Refine Your Web Map

Three steps to a great popup 3: configured popup

Name for popup title

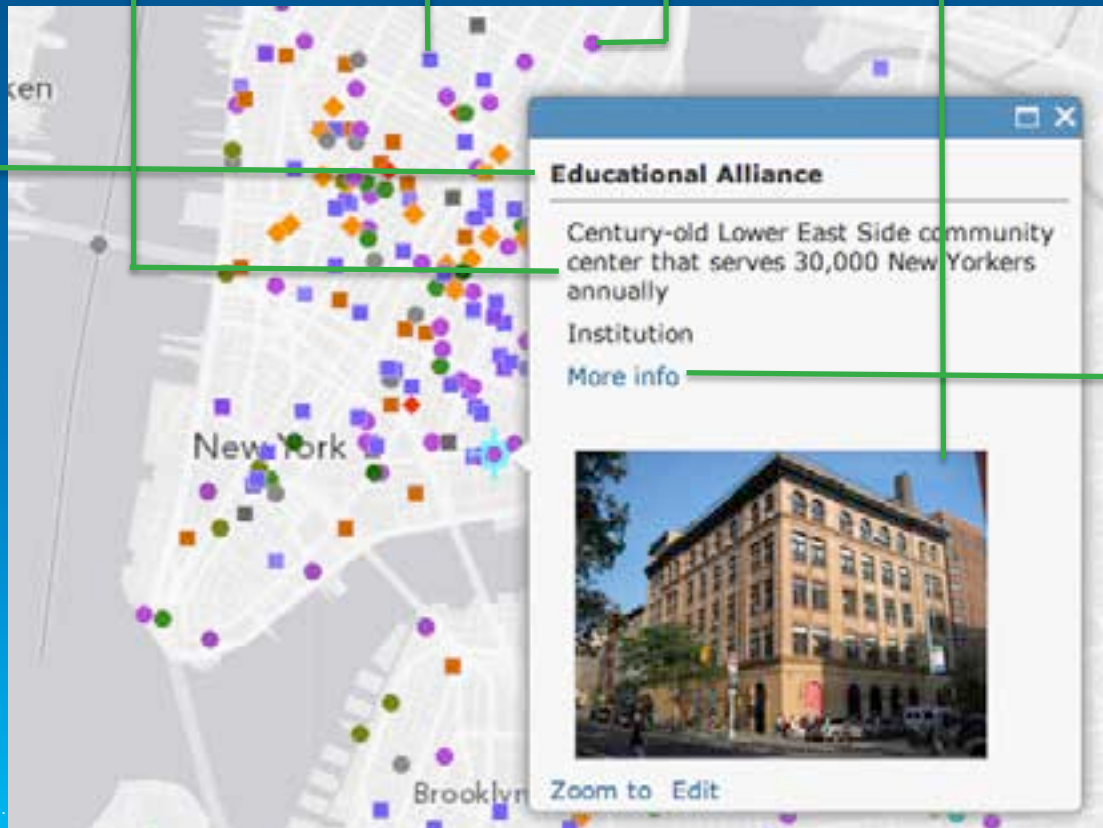
Description for popup text

Type becomes icon styles

Lat-Long for location

Image URL for photos

Links for "more info"



5 Strive for Simplicity

Reducing the Signal-to-Noise Ratio

All elements of your story

- Visual
- Editorial
- User Experience

Should support the story

Eliminate
everything else

VISUAL



Avoiding unnecessary lines, rules, drop shadows, etc.

EDITORIAL



Keeping text, labels, and titles clear, simple, and brief

USER EXPERIENCE



No rows of obscure icons, no options for multiple basemaps

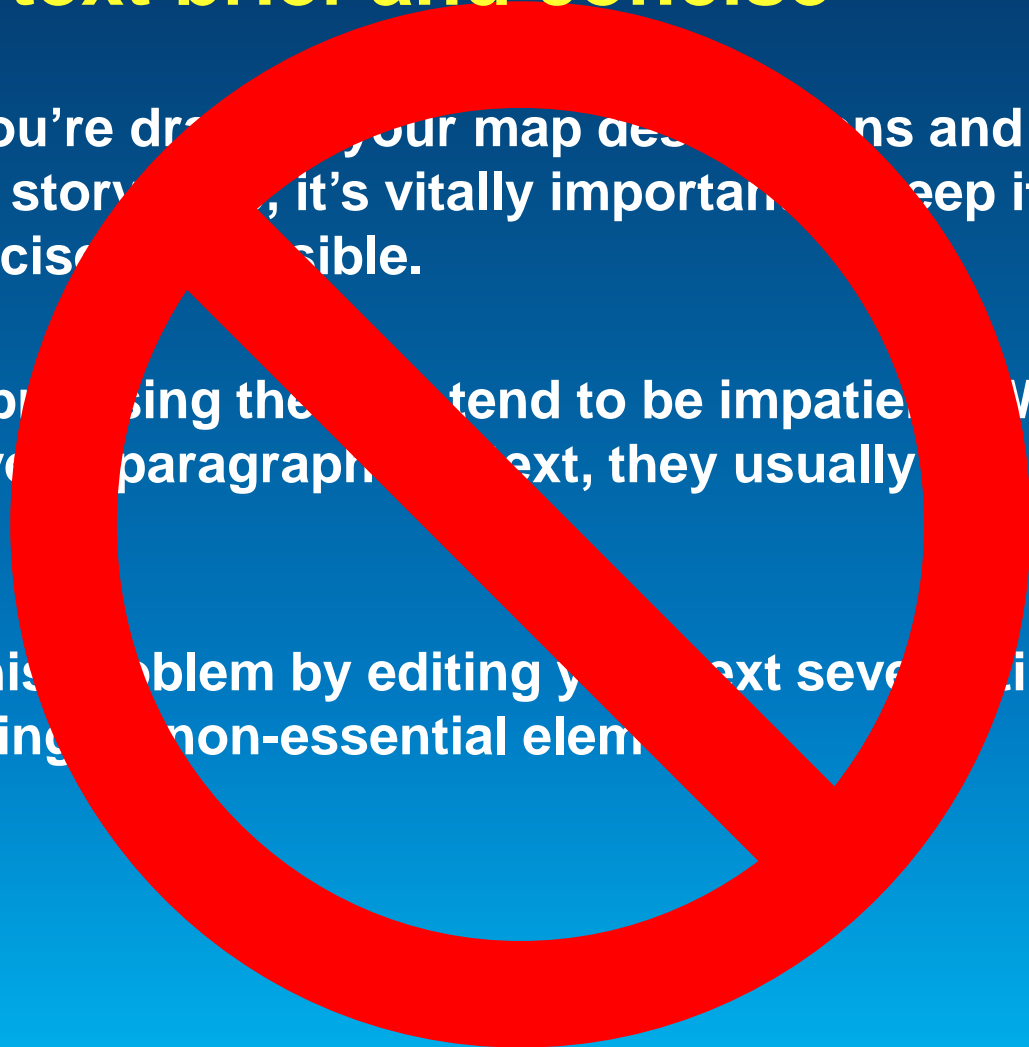
5 Strive for Simplicity

Keep text brief and concise

When you're drawing your map design, legends and other text for your story map, it's vitally important to keep it as brief and concise as possible.

People browsing the web tend to be impatient. When faced with several paragraphs of text, they usually don't bother.

Avoid this problem by editing your text several times, eliminating non-essential elements.



5 Strive for Simplicity

Keep text brief and concise

Write concise copy.

Then cut it.

Then cut it again.

Things About Story Maps

- **They're simple**
- **They do one thing really well**
- **They provide a small number of simple choices**
- **They're meant for everyone**
- **They work (ideally) on all devices**

For Information and Guidance...

Using the Story Maps Publishing Platform

Story Maps are simple web applications that let you combine web maps with text, photos, and other content to tell geographic stories online. You've developed a series of maps that communicate critical forms of information, including points of interest, points of interest locations, and thematic maps.

These maps contain an overview of your story's scope. All the maps are open source and all the data is based on the open source data in ArcGIS. You can use the Story Maps Publishing Platform to share your maps and content in a web story format. These maps and their geographic data are available for the web.

storymaps.esri.com

Featuring four story map apps ...

- 1 Consider your audience**
 - Who is your audience?
 - What do you want to tell them?
 - What do you want them to do?
 - What do you want them to see?
 - What do you want them to hear?
 - What do you want them to feel?
- 2 Build your web map**
 - Use a base map (OpenStreetMap, Google Maps, Bing, etc.) and add your own content.
 - Use a map service (ArcGIS Online, ArcGIS Server, etc.) to host your map.
 - Use a map service (ArcGIS Online, ArcGIS Server, etc.) to host your map.
- 3 Assemble multimedia content**
 - Use a multimedia authoring tool (ArcGIS Story Maps, ArcGIS Story Maps, etc.) to create your story.
 - Use a multimedia authoring tool (ArcGIS Story Maps, ArcGIS Story Maps, etc.) to create your story.
- 4 Configure your story map app**
 - Use a configuration tool (ArcGIS Story Maps, ArcGIS Story Maps, etc.) to configure your story map.
 - Use a configuration tool (ArcGIS Story Maps, ArcGIS Story Maps, etc.) to configure your story map.
- 5 Refine your story map**
 - Use a refinement tool (ArcGIS Story Maps, ArcGIS Story Maps, etc.) to refine your story map.
 - Use a refinement tool (ArcGIS Story Maps, ArcGIS Story Maps, etc.) to refine your story map.
- 6 Publish your story map**
 - Use a publishing tool (ArcGIS Story Maps, ArcGIS Story Maps, etc.) to publish your story map.
 - Use a publishing tool (ArcGIS Story Maps, ArcGIS Story Maps, etc.) to publish your story map.

Other story map apps ...

- Map Tour**: A sequential, guided tour of a geographic area.
- Thematic View**: A single map with a series of related maps.
- Dashboard**: A collection of maps and other content that can be viewed and interacted with from a single page.
- Survey**: A collection of maps and other content that can be used to collect data from users.

What's next for story maps?

- Integration**: Integrating story maps with other web applications and services.
- Customization**: Allowing users to customize their story maps to fit their needs.
- Collaboration**: Allowing multiple users to create and edit story maps together.
- Analytics**: Providing insights into how users interact with story maps.
- Mobile**: Making story maps accessible and usable on mobile devices.

- Summer 2013 ArcNews center spread

Questions and Discussion



Refuges Camps



Tax Most Valued ...



One World, Many Voices ...



Renewable Energy



Moore Tomato



Twenty Best Small Towns



5 By Largest Ports



Hiking the AT



STEM Education



Across the Top of L.A.



Los Angeles Shortlist



Palm Springs Map Tour



DC Shortlist



World of Story Maps



Crisis in Syria



Data Under Threat



5 By Largest Malls



Geography of Gaza Strip



Thanksgiving Dinner



Pressure Hunt: Mountains



Treasure Hunt: Cities



Understanding our world.