



Esri International Developer Summit  
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# Customizing Story Map Web Apps

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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.



# What are Story Maps?



ArcGIS Online/Server

Storytelling Apps

# Story Maps are...



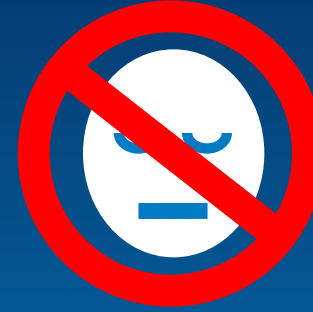
Sophisticated?



Multi-purpose?



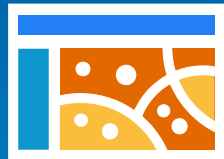
PC Only?



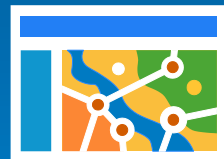
Passive?



For Advanced Users?



Simple



Single Purpose



Responsive

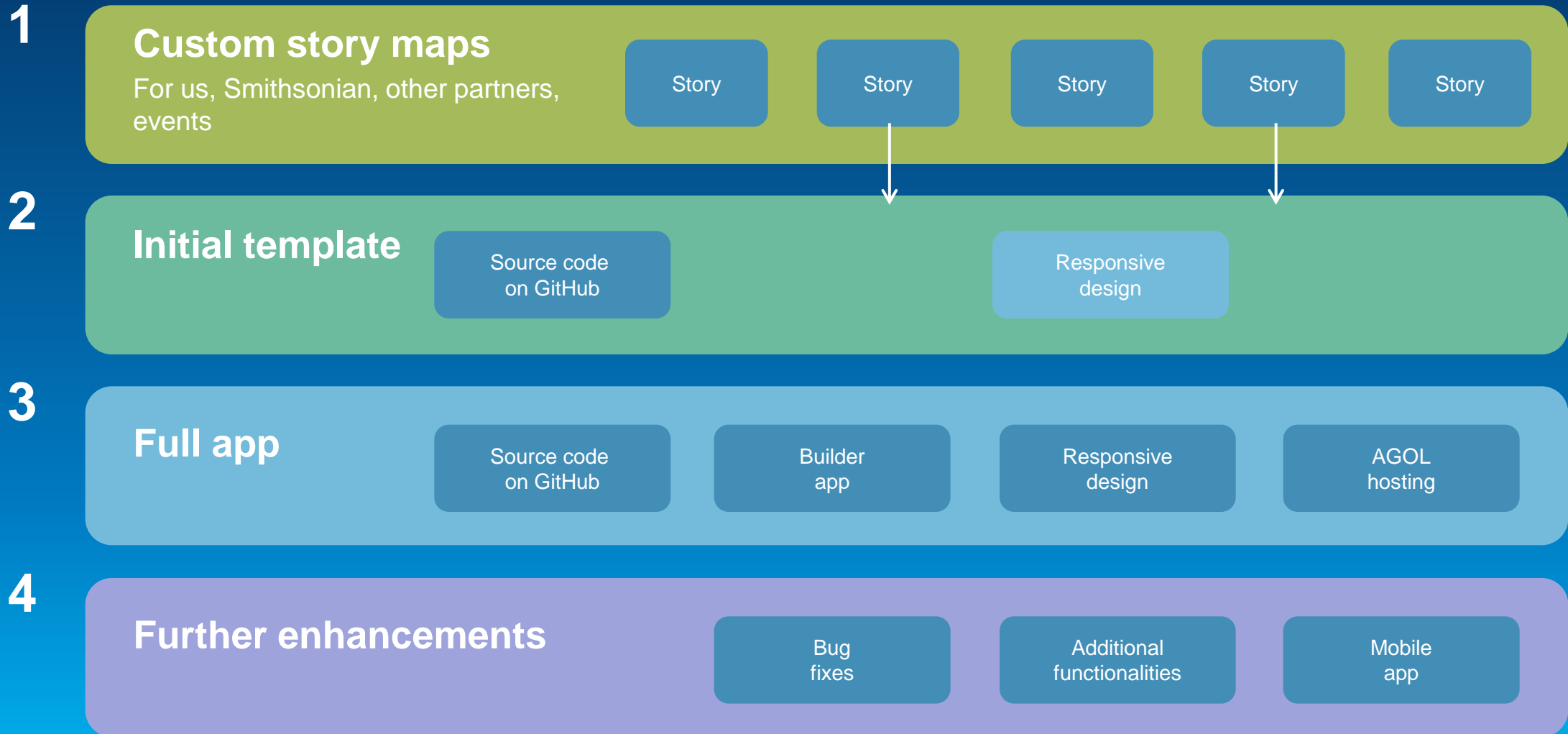


Engaging



For Everyone

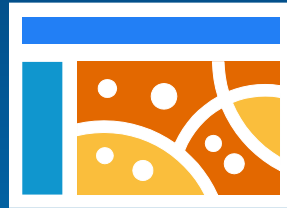
# Our development process



# Four Levels of Customization



Hosted Builder in  
ArcGIS Online



Custom Style  
With CSS



Add New Features  
In the JavaScript



Build from Scratch

Non-Technical

Technical

# Story Maps Website: [storymaps.arcgis.com](http://storymaps.arcgis.com)

The screenshot shows the homepage of the ArcGIS Story Maps website. At the top, there is a navigation bar with the text "ArcGIS for Storytelling" and a dropdown arrow, followed by links for "STORYTELLING APPS", "GALLERY", "STORY COLLECTIONS", and "COMMUNITY". The Esri logo is in the top right corner. The main header area has a blue background with the text "Use Maps to Inform and Inspire Your Audience" and a sub-headline "Maps are a powerful storytelling medium. We've developed tools and techniques that make it easy for you to tell your own stories." Below this are two buttons: "LEARN MORE" and "FOLLOW US". The central image shows a tablet, a smartphone, and a desktop monitor displaying various story maps. Below the main header is a section titled "Featured Story Maps" with the text "A community of users is creating story maps on many topics and for multiple audiences. View more Story Maps." This section contains a grid of six story map thumbnails with titles: "Winter Activities in ...", "2014 Alberta Winter ...", "Full or Empty?", "New York City 1836 and ...", "Guia Temática de ...", and "Fifty Largest Ports".

- Storytelling app list
- Filterable galleries
- Step-by-step instructions for each storytelling app
- Thematic story collections
- Links to GitHub repositories



**Questions**





Understanding our world.