ArcGIS Web Map
The building block of the WebGIS ecosystem
ArcGIS Web Map

Author and use anytime, anywhere, on any device
Map viewer vs. apps

Deliver your map in the right context for the intended audience.

Map viewer (for authoring)

Storytelling Basic

Public Information (PIM)

Story Map Tour
Apps complete the user experience

- Public viewing
- Internal communication
- Decision makers
- Common workflows
- Deliver tools and/or data for tasks
Web App Advantages

- No programming, easy to configure
- Hosted
- Responsive
- Can be configured into your organization
- Source available
- Can be used everywhere
  - Browser
  - Device
  - Embedded
  - Native apps
A great app starts with a great map
Crafting the map experience

Pop-ups

Transparency

Display Scale Range

Options depend on layer type
Styling layers
Smart, data-driven layer styling
Item Best Practices
For your web map and your app

USA Tapestry Segmentation

Description
This map shows the dominant lifestyle segment in an area in 2012, based on Esri's Tapestry Segmentation system. The map displays the dominant segment's Life Mode summary group color. The "dominant" segment is most useful at the regional level for identifying relatively homogeneous consumer market segments that are highly concentrated in different areas. Tapestry Segmentation, Esri's geodemographic market segmentation system, classifies U.S. Census blocks and block groups into 139 segments based on their socioeconomic and demographic composition. For a broader view of markets, segments are grouped into 11 broad lifestyle/life stage and 11 Urbanization Summary Groups that show levels of affluence and housing. The map is designed to be displayed in conjunction with the Canvas layer to highlight specific segments.

Web Map by esri
Last Modified: May 20, 2013
5 stars (6 ratings, 395,823 views)
Facebook Twitter

Good Thumbnail
Concise Summary
Great Description
Good Tags
Usage Notes
Etc...
Delete Protection

- Delete protection for any item
- Prevents accidental deletion when housecleaning
- Helps prevent broken apps
Where to find app templates

★ Create a New Web App gallery
★ Story Maps
  - storymaps.arcgis.com
• Solution templates
  - solutions.arcgis.com
• ArcGIS Online items
• Web AppBuilder

• ArcGIS Applications
  - Collector, Dashboard, Explorer
  - Navigator
Supported Workflows

1. Start with a web map
2. Start at the Story Maps website
3. Download source and self-host
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Start with a map and…
Create a Web App
Make a Web Application Gallery
Choose from gallery to preview, publish, or download

CREATE A WEB APP
Publish, Download, Preview

Click create to couple and host your map with the application template.

Download source to customize and host on your own.

Preview application.

Preview is great for a “quick share”
Configure and publish from your account

Configuration options will vary from app to app
Story Maps
Story Maps

Make it easy to harness the power of maps to tell stories

- Combine interactive maps and multimedia
- Story-focused user experience
- Configure via builder
- Responsive design
What do you need?

An idea and thinking...

Media & Storage

Web Map(s)

Story Map App Template
storymaps.arcgis.com

Everything you need

Story Maps
Everyone has a story to tell
Harness the power of maps to tell yours

Engage and Inspire Your Audience
Story Map application templates

Found at Story Map Apps

- Map Tour
- Map Journal
- Map Series
- Swipe & Spyglass
- Shortlist
- Basic
- Playlist
- Countdown

Source  Hosted  Builder  Responsive
Two Workflows

1. Start with a web map
2. Start at the Story Maps website
Two Workflows

1. Start with a web map
2. Start at the Story Maps website

Story Map Tour<sup>SM</sup>

This app presents a sequential, place-based narrative in the form of a series of geotagged photos and captions linked to an interactive map. It’s ideal for walking tours or for a series of locations you’d like users to follow in sequence.

Features: 🌍 📸 ☀️

LEARN MORE BUILD A MAP TOUR
Recommended workflow

1. Visit gallery to get ideas and choose a story map template
2. Assemble and warehouse needed components*
3. Go to the Story Maps Apps page
Popular Story Maps

Map Tour

Map Journal

Map Series
Story Map Layout Options – Example Story Map Series

- **Bulleted**

- **Tabbed**

- **Side Accordion**
DEMONSTRATION
Web AppBuilder for ArcGIS
Web AppBuilder

- Create a custom configured responsive application using widgets
Web AppBuilder Features

- Fully integrated into ArcGIS Platform
- No coding required
- Deploy to browsers, mobile devices
- Extensible
- Easiest way to make web app templates
DEMONSTRATION
Custom App Galleries
for your Organization
Configuring your organization

Groups are building blocks

**Custom Template Group**

Replace Esri Default in Map tab
Embedding Maps
Embed a Web Map
Embed maps or presentations using a choice of options
Embed in Website – Map Options

- Content (map or presentation)
- Choose size and options
Embed in Website – Add Symbol

• Add symbol at a specified location
• Title, description
DEMONSTRATION
Embedding Web Apps
Embedded Apps
Embedding Apps

- Any application can be embedded using `<iframe>`
- Use 100% to fill out width of fluid page

```html
<p><iframe width=100% height="600" frameborder="1" scrolling="no" marginheight="0" marginwidth="0" src="http://storymaps.esri.com/stories/maptour-palmssprings/"/></iframe></p>
```
Embedding Story Maps
DEMONSTRATION
Group Apps
Groups

Organize your content and help you collaborate with others
Configurable group gallery applications
Embedding Groups

Embed group contents using a variety of options

- Only for public items
- Choice of layouts
- Choice of viewer

Embed in Website

Copy and paste HTML to embed in website:

```html
<iframe title="Esri Maps and Data" scrolling="no" frameborder="0"
```

Display web maps:
- over the embedded gallery
- in a new window with a predefined application
  - Basic Viewer
- in a new window with a configured application
  ```text
  Enter URL to application
  ```
DEMONSTRATION
App Source Code
Web app template source code
For App templates and Story Maps

• Source download from GitHub
• Delivered as Zip file
• Edit using any text editor
• Can be highly customized
• Must host from own server
Map ID
Each map has a unique identifier, like a social security number.
Insert web map ID into source code

```html
// The ID for the map from ArcGIS.com
webmap: "f5b13dbed07c46cbb03cf361833aa6b",
```

Web map ID
DEMONSTRATION
questions & answers