Story Maps

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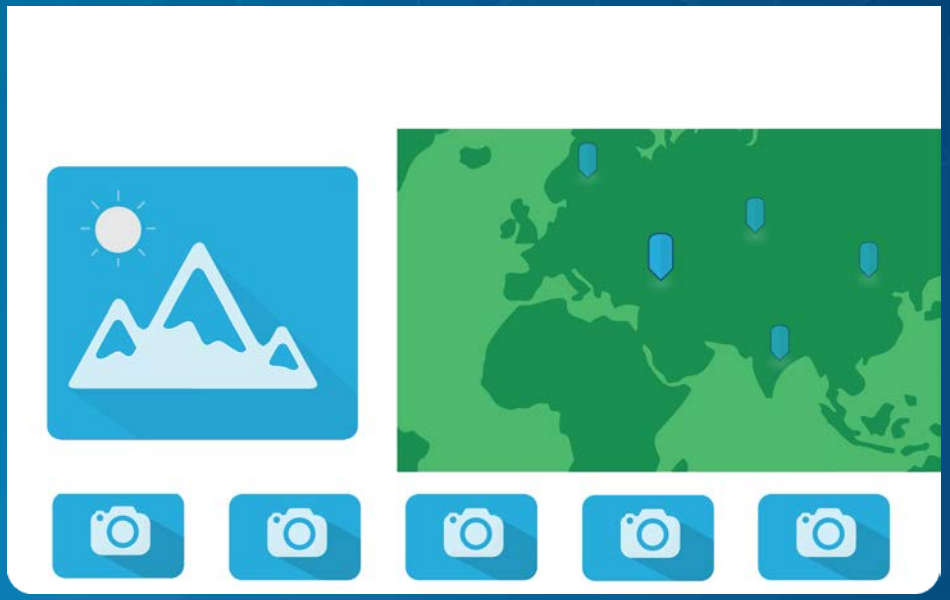
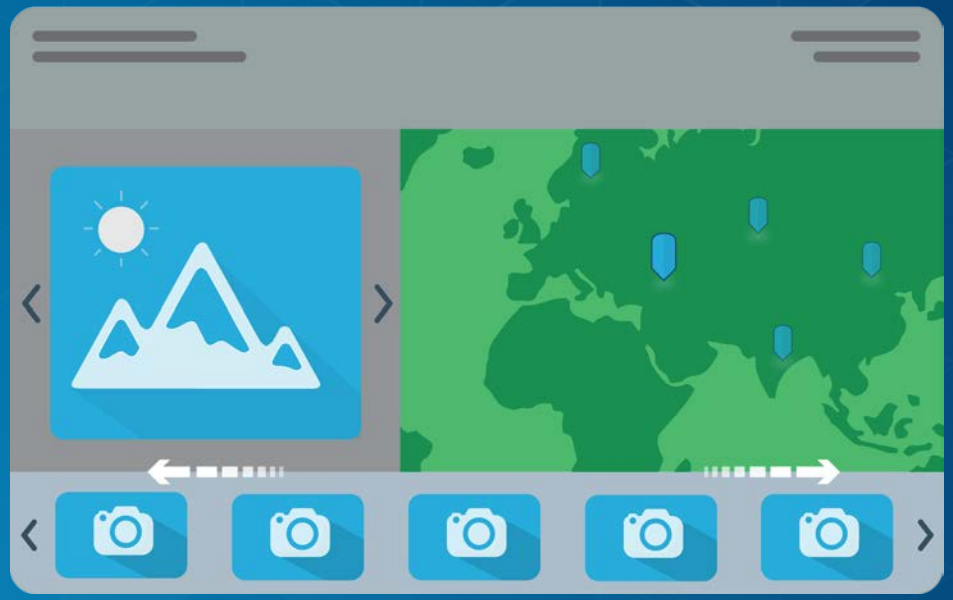
GIS CONFERENCE

Story Maps are simple web apps that combine interactive maps,

Story Maps are simple web apps that combine interactive maps, multimedia content,



Story Maps are simple web apps that combine interactive maps, multimedia content, and user experiences



Story Maps are simple web apps that combine interactive maps, multimedia content, and user experiences to tell stories about the world.

Story Maps are simple web apps that combine interactive maps, multimedia content, and user experiences to tell stories about your business.

Story Maps include an array of apps that provide different ways of interacting with maps.

Story Maps are responsive and work on PCs, laptops, tablets, and smartphones.

Story Maps are **open source**. Developers are free to download and customize them.

Five Principles of Storytelling

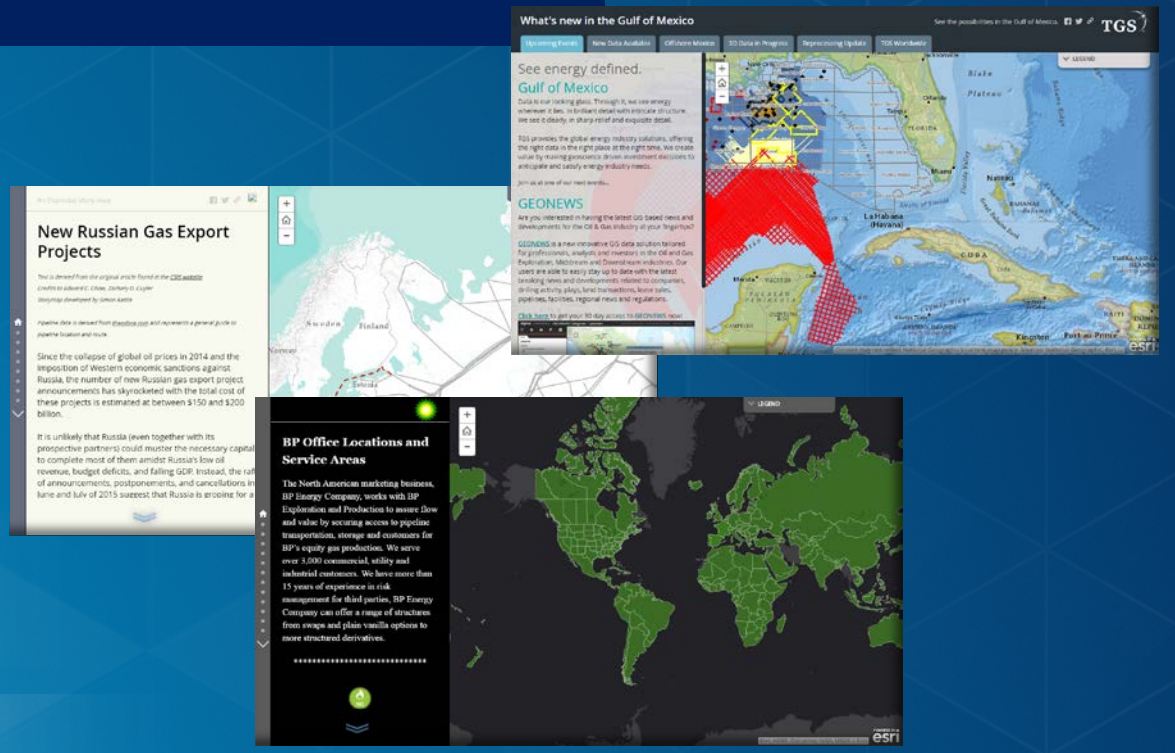
Connect with your audience

Lure people in

UX supports the story

Easy-to-read maps

Strive for simplicity



Story Maps

Demonstration

Key Take-Aways

What I learned about Story Maps at PUC…

- Story Maps are easy to build and use and let you tell many types of stories
- Story Maps can be used for marketing your business
  - People, Projects, Successes, Services
- There are many business opportunities related to Story Maps
- Story Maps are a vehicle for applying your GIS skills and subject matter expertise
- Esri's storytelling apps are open source, so developers can brand/customize them

Thank you

Please remember to fill out a survey