**South Central Arc User Group**

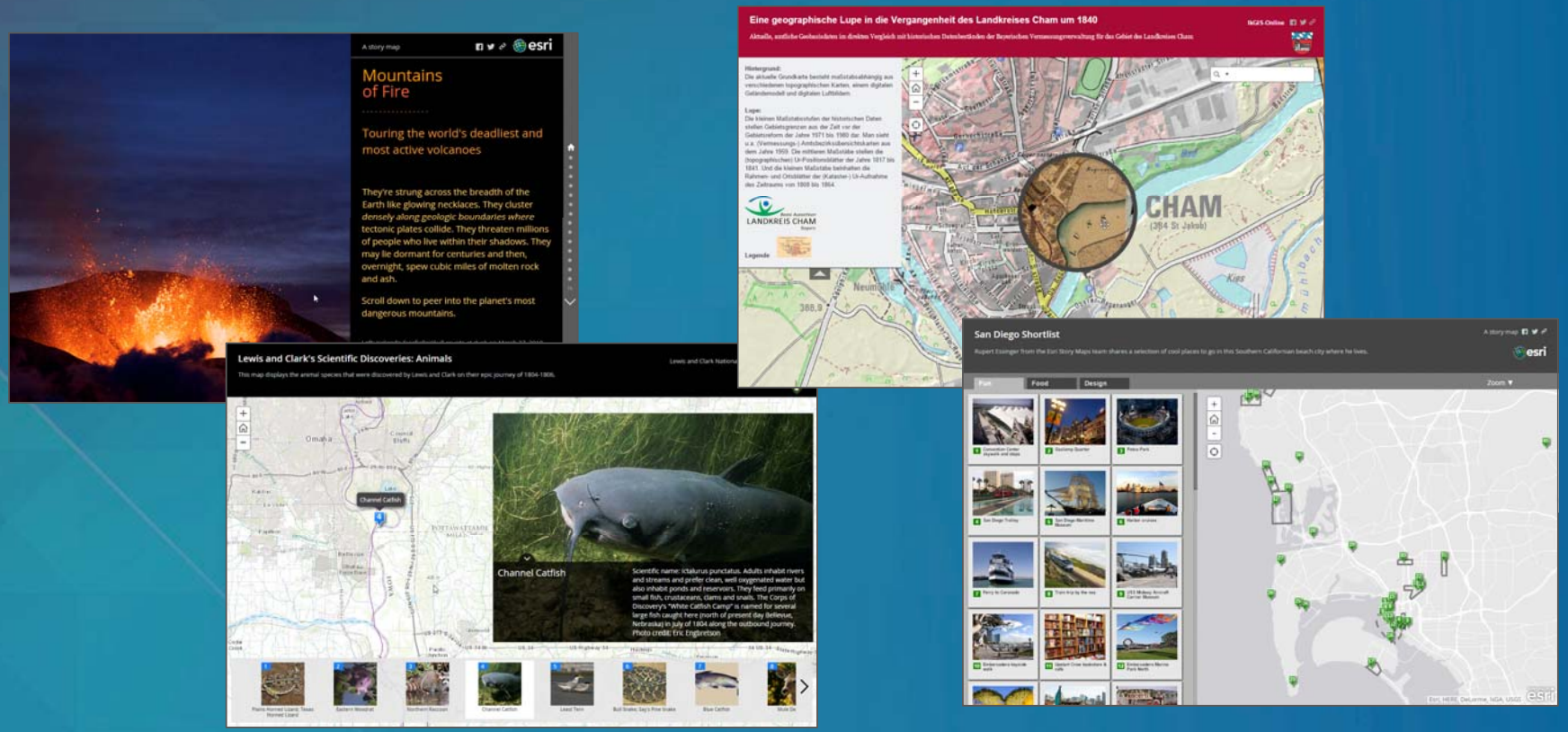
April 18–22, 2016 | Corpus Christi, TX

# Telling Your Story with Story Maps

Bern Szukalski
@bernszukalski
bszukalski@esri.com

# Story Maps

## Combine authoritative maps with text, images, multimedia



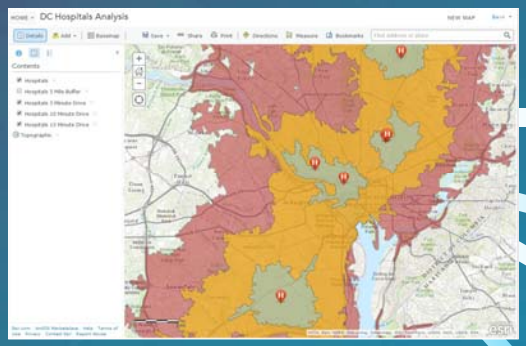
# Many apps and configurations to choose from

## Choose the one that best fits your story

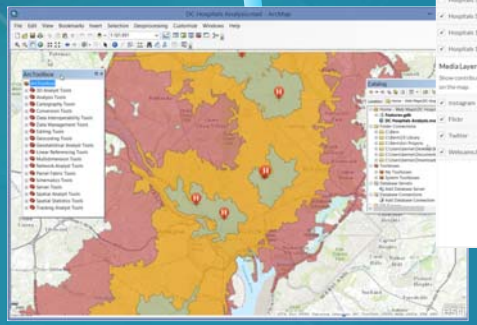
- Story Map Tour
- Story Map Series
- Story Map Journal
- Story Map Swipe & Spyglass
- Story Map Shortlist
- Story Map Basic

# ArcGIS Web Map

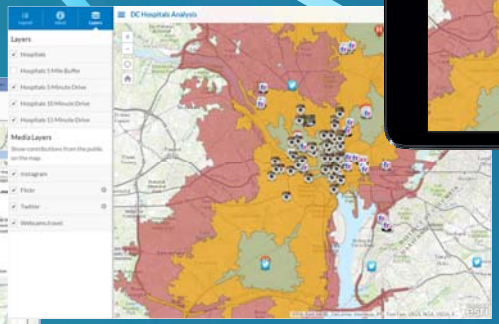
## The building block of the Web GIS ecosystem



Map Viewer
(for authoring)

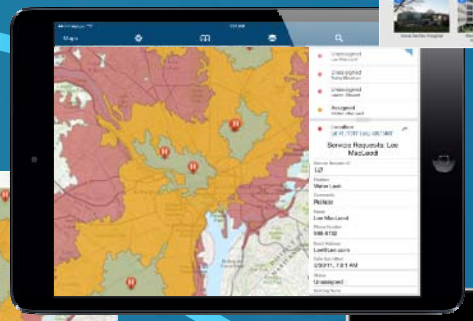


ArcGIS for Desktop



Configurable Apps

ArcGIS Apps

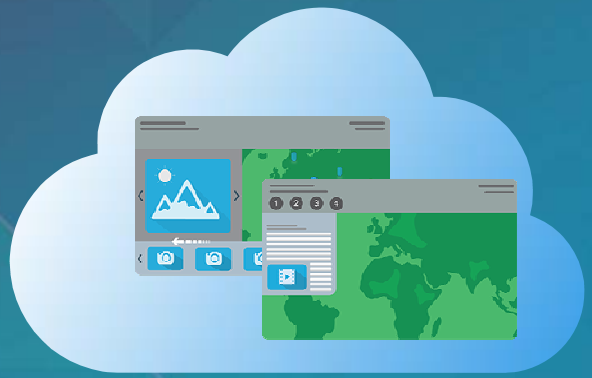


Story Maps

Devices

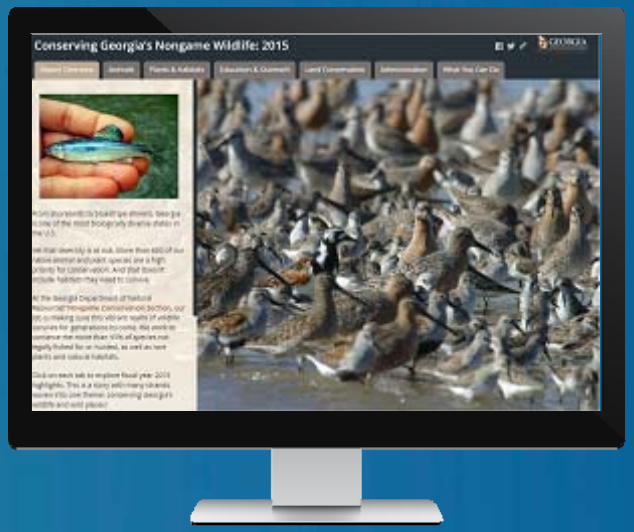
# Story Maps are hosted by Esri

## No need to self-host (or update) the app – just configure and share



1. Choose

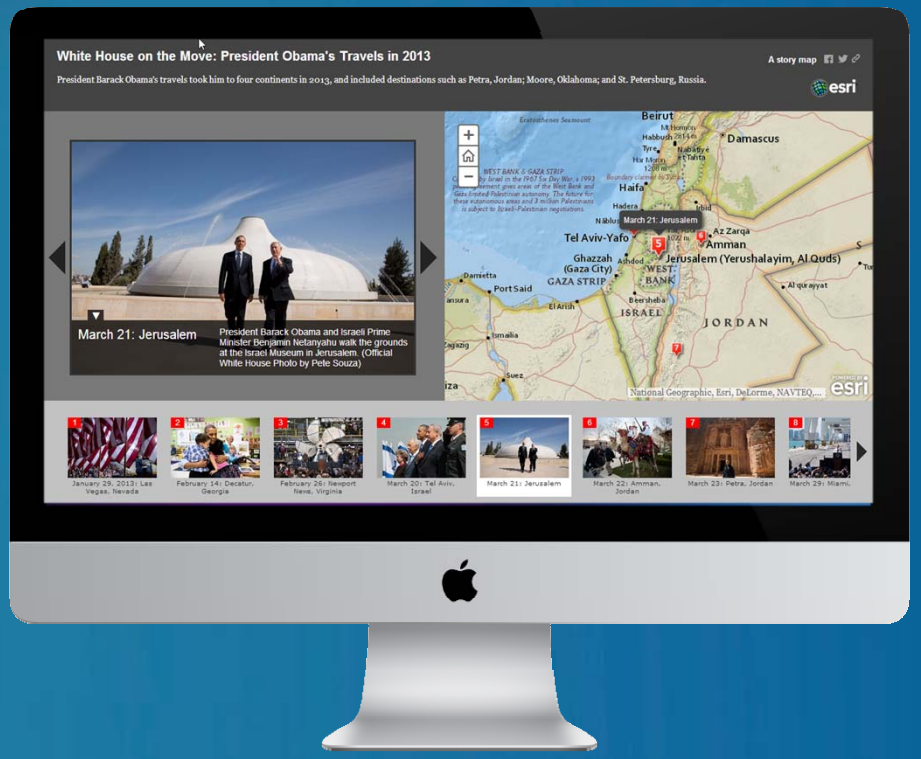
2. Configure




3. Share

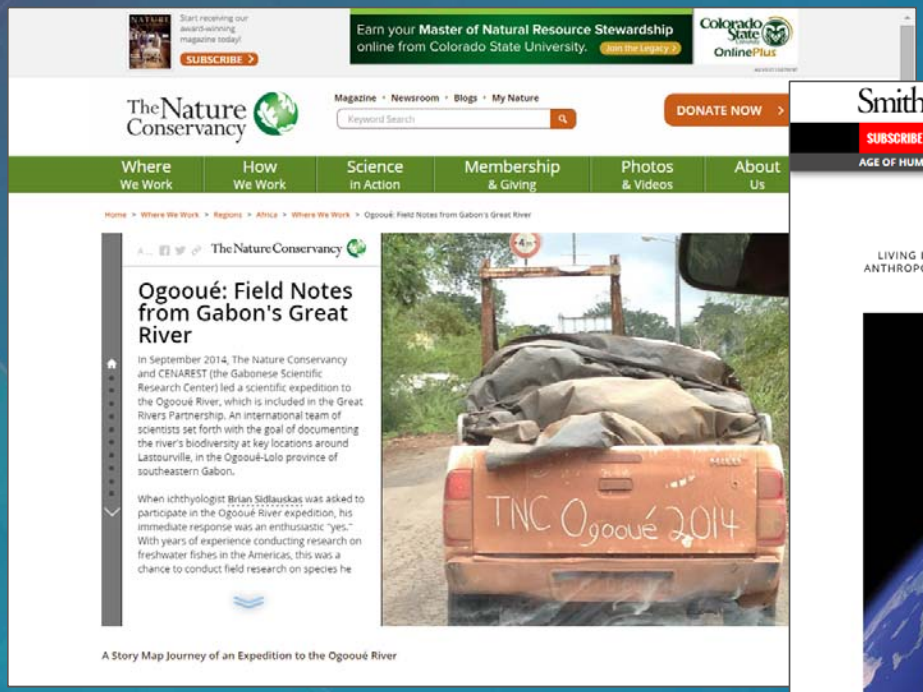
# Story Maps are responsive

## Fit the form factor of your device



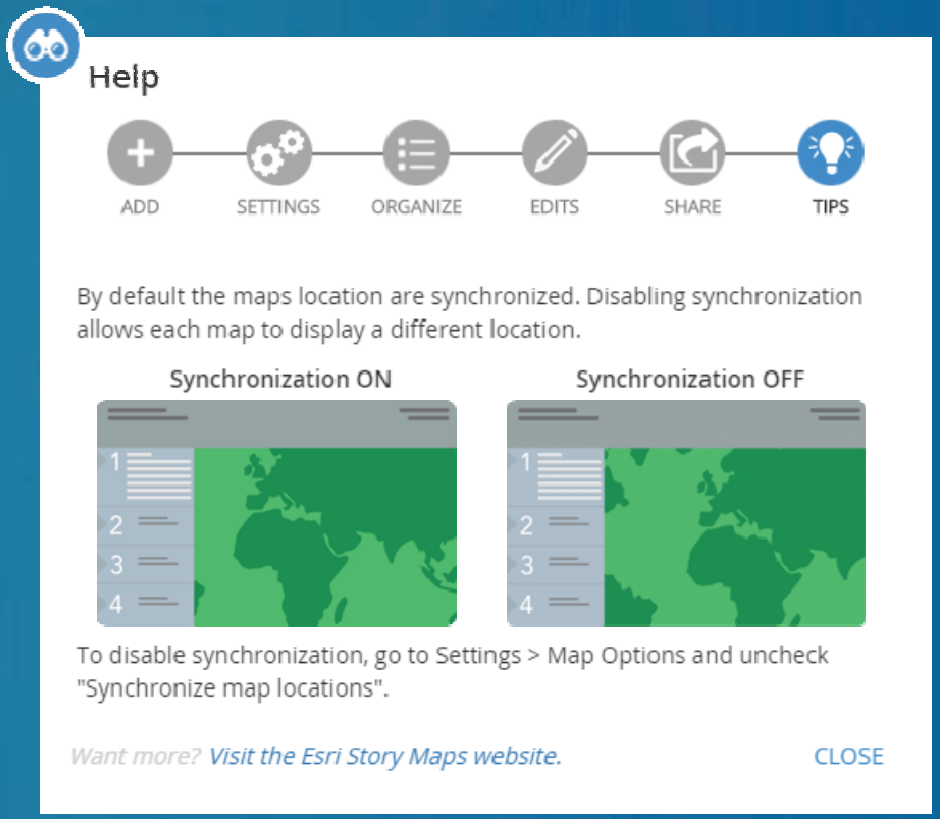
# Story Maps can be embedded

## Into websites, blogs, and other story maps



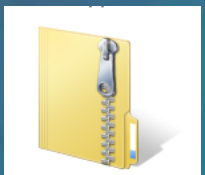
# Story Maps use builders

## Guide you through the process of authoring the story map

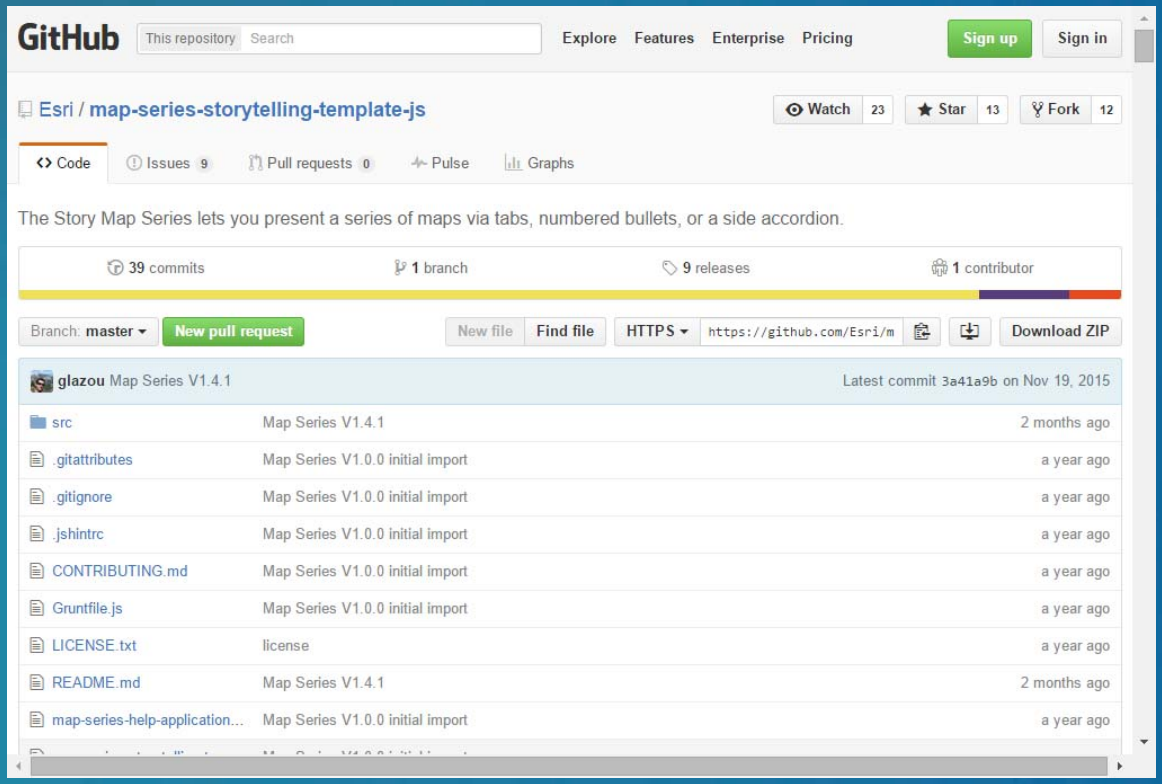


# Source code is available

## For both style overrides and enhancements, and custom programming




Download

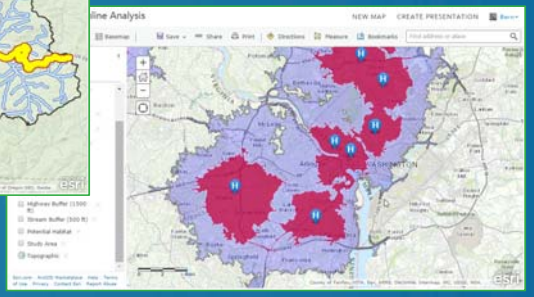


# What makes for a good Story Map?

- Connects with the audience
- Brings viewers into the story
- Creates interest, emotion
- User experience supports the story
- Uses great maps and media
- Is optimized, performs well
- Tells a story simply

# What do you need?

An idea and thinking…

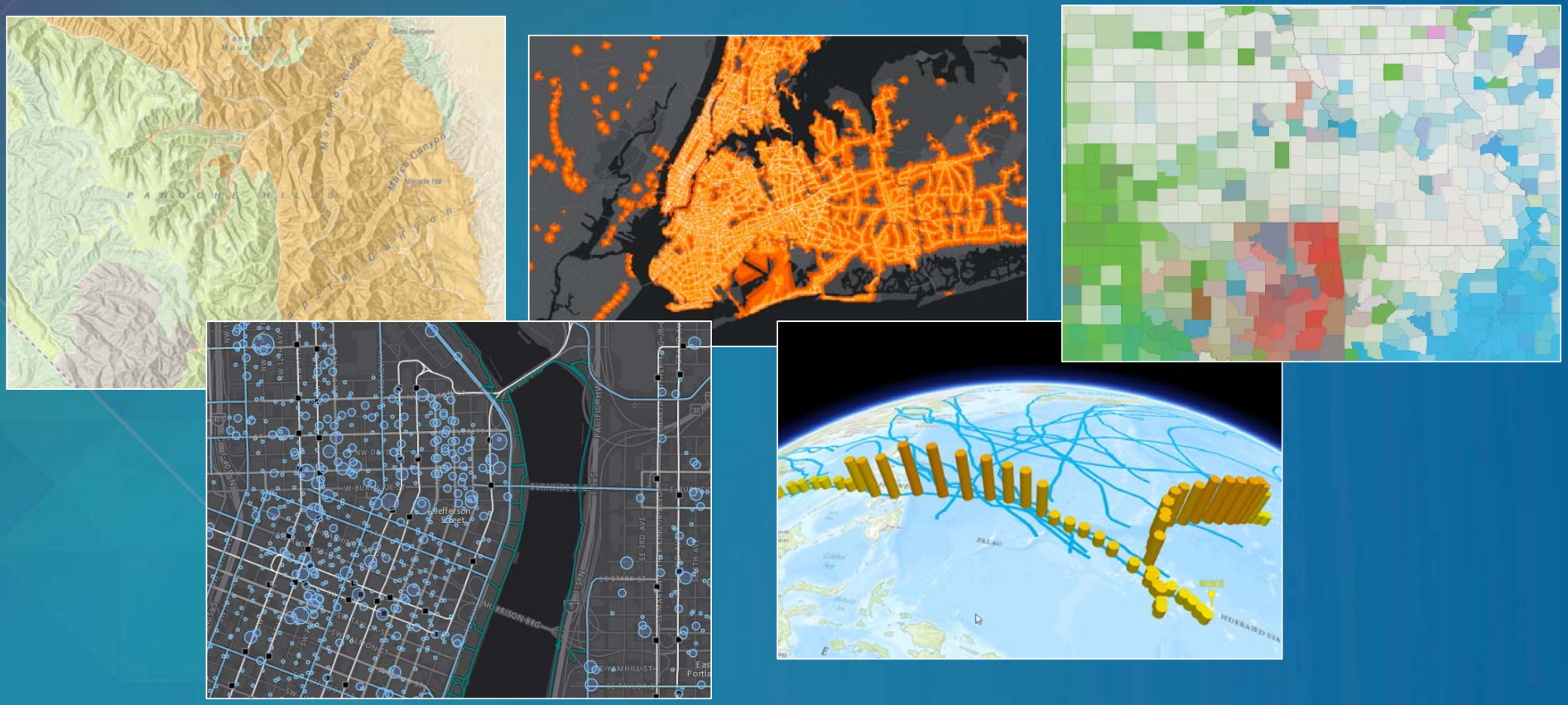


Web Map(s)

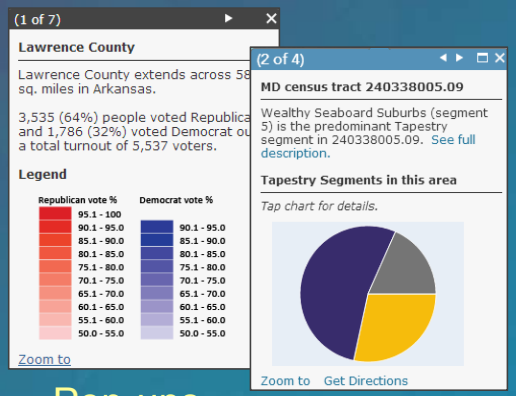
Media & Storage

Story Map App Template

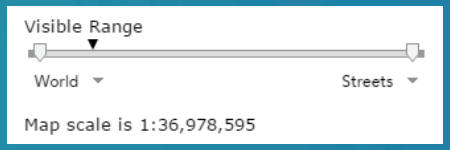
# A great app starts with a great map



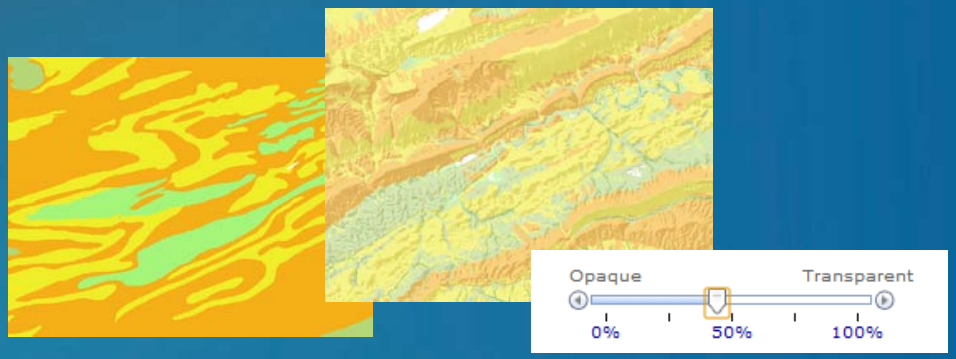
# Crafting the map experience



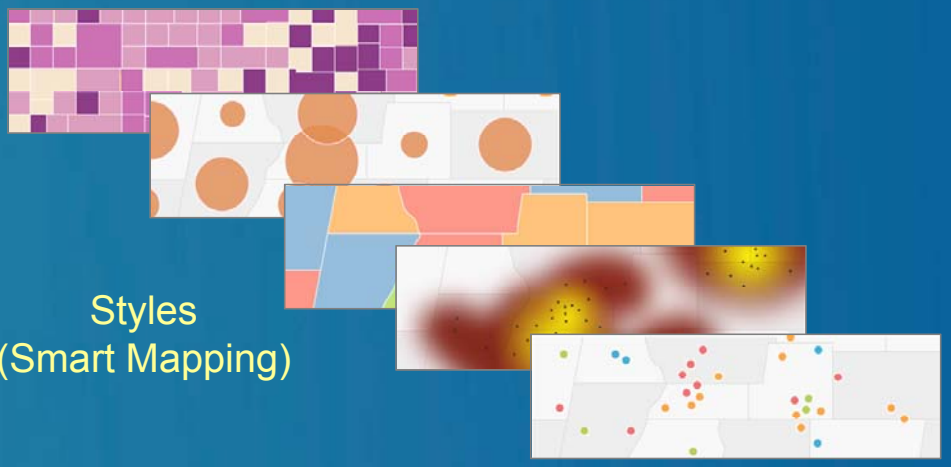

Pop-ups




Display Scale Range




Transparency

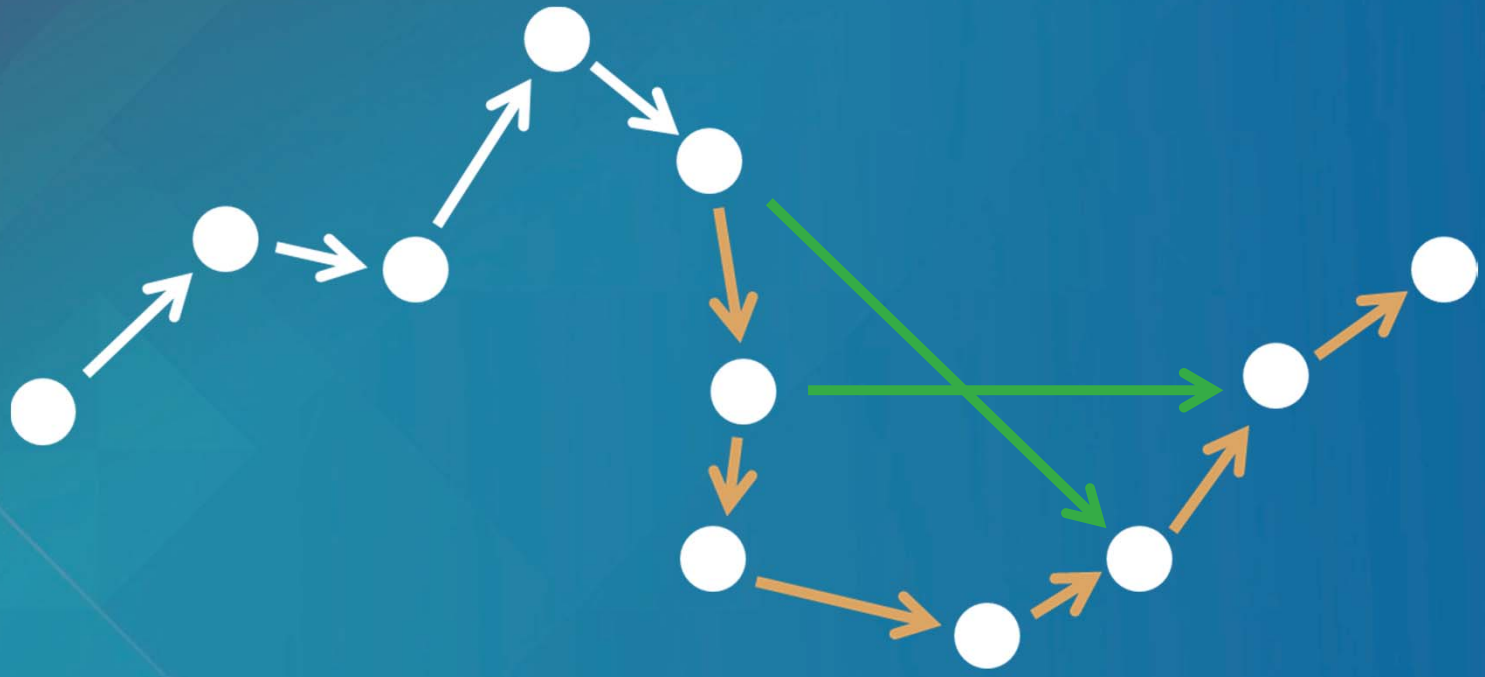


Styles
(Smart Mapping)

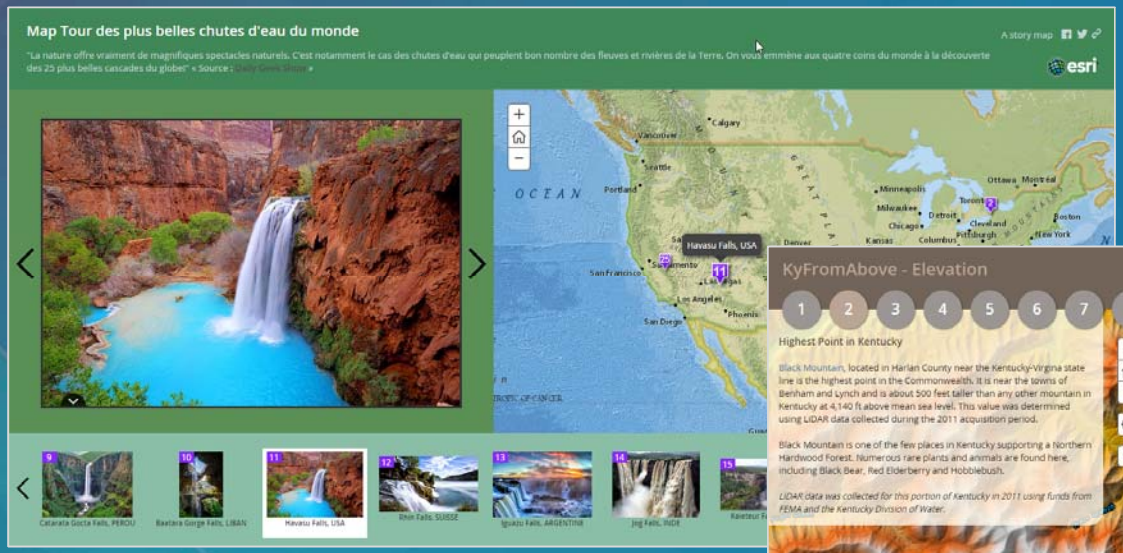
Options depend on layer type

# Choose the right user experience

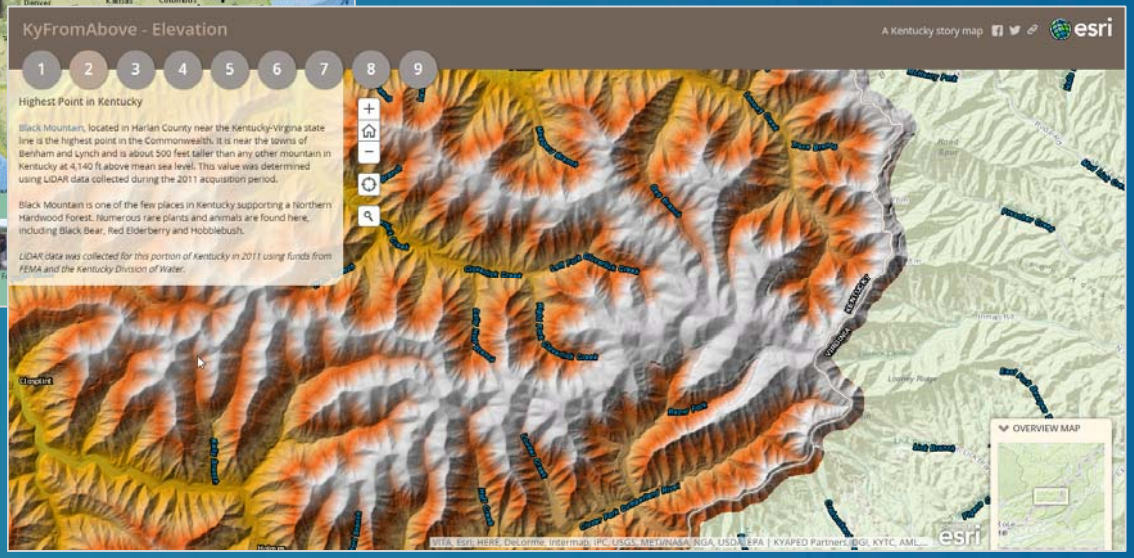
# A path to follow, but room to explore



# A path to follow, but room to explore

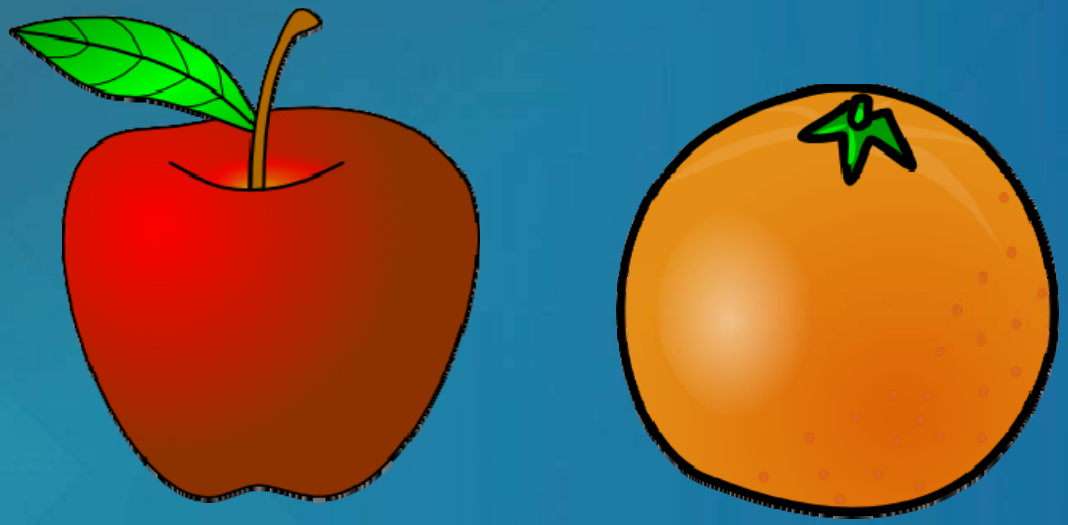



Story Map Tour

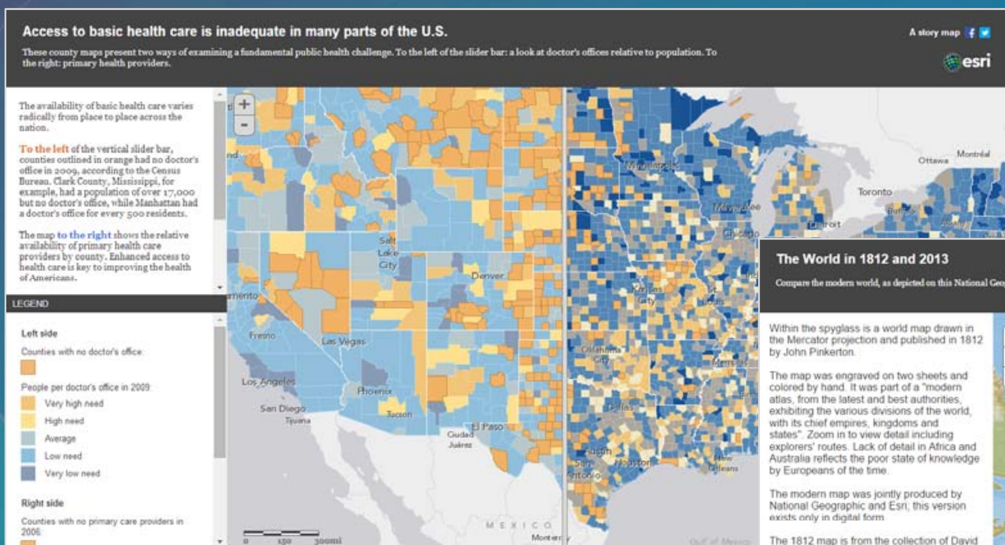



Story Map Series

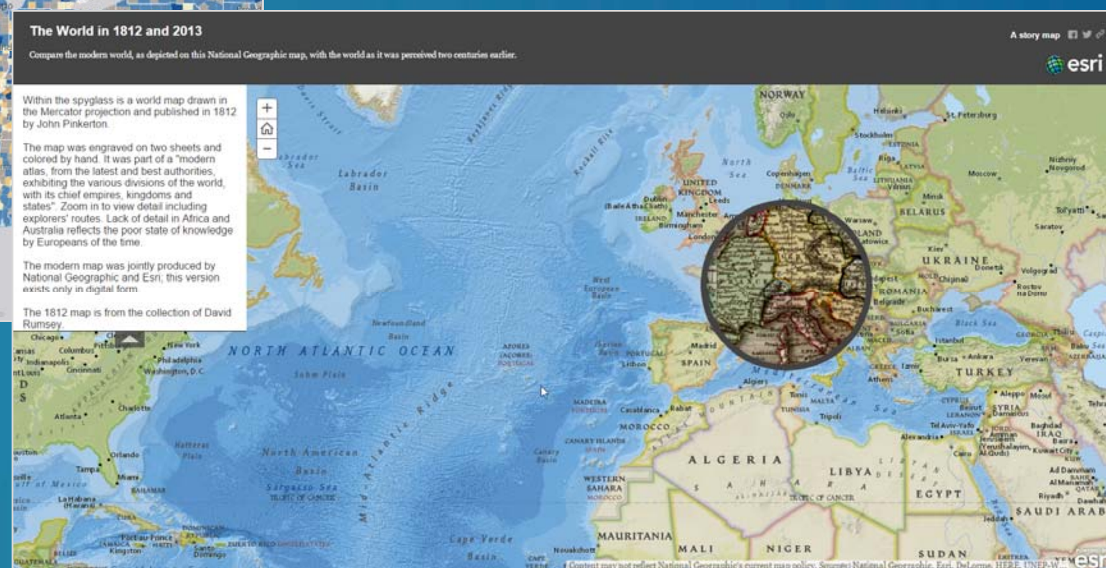
# Comparing Apples to Oranges



# Comparing Apples to Oranges




Story Map Swipe




Story Map Spyglass

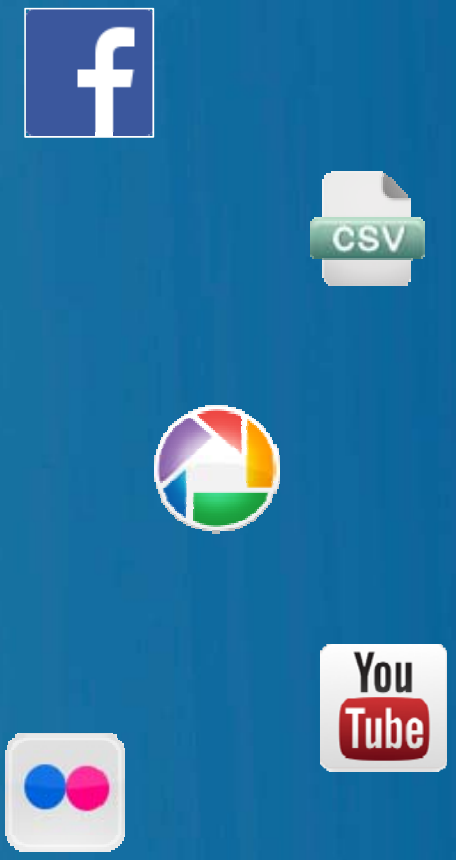
# A dialog with lots of words and media

# A dialog with lots of words and media

Story Map Journal

# Media in Story Maps

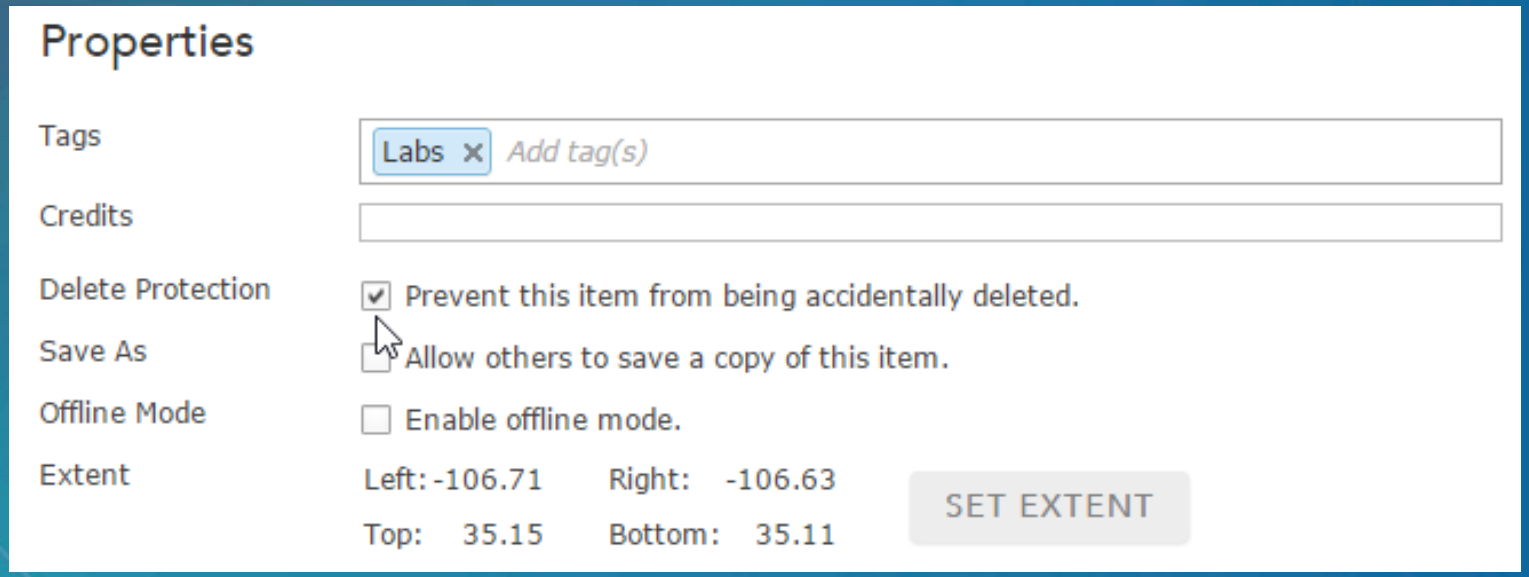
- **Must be hosted**
  - **Self-hosted, ArcGIS Online**
  - **Flickr, YouTube, Google Docs, Box, etc…**
- **If self-hosting, photos must be sized appropriately**
- **Media must be directly accessible**
  - Photo URL must point to source, not viewers
  - Standard video players are directly supported



# Web maps in your story maps

- Best to use what you author and control
- Ensure optimized web experience
- Keep maps simple
- Use best practices for authoring
- Remember that web maps and apps will be publicly discoverable
- Prevent accidental deletion of app, maps, *and* layers

# Delete Protection



# Essential Steps for Success

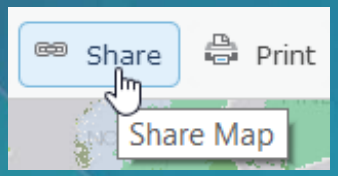
1. Envision your story before you dive in
2. Choose the right template
3. Prepare and optimize story components
4. Build your story…
5. Refine the story
6. Simplify
7. Repeat as necessary….
8. Get fresh eyes to review
9. Test on a variety of screen sizes and browsers
10. Ensure that story map components are not deleted or changed

Clear your browser cache

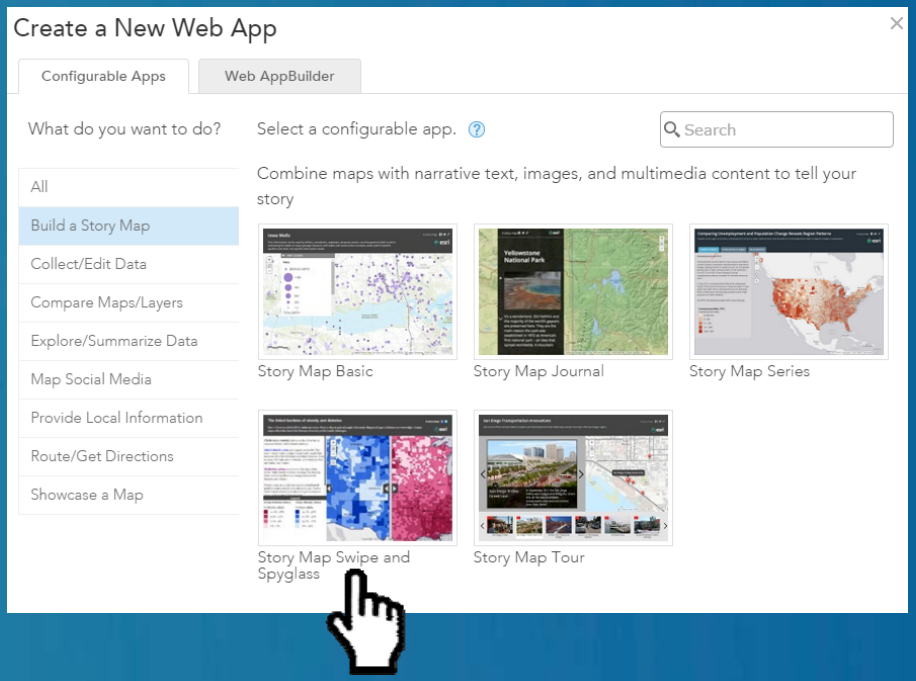
# AUTHORING STORY MAPS

# Two Workflows

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




CREATE A WEB APP



# Two Workflows

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

Story Map Tour℠

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:

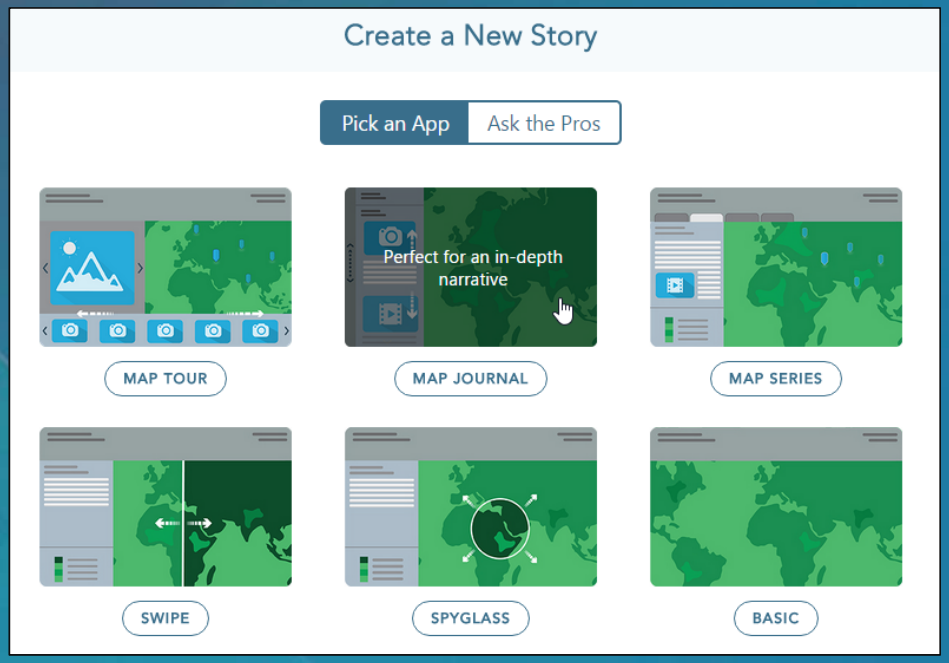
LEARN MORE BUILD A MAP TOUR

Get started right away!

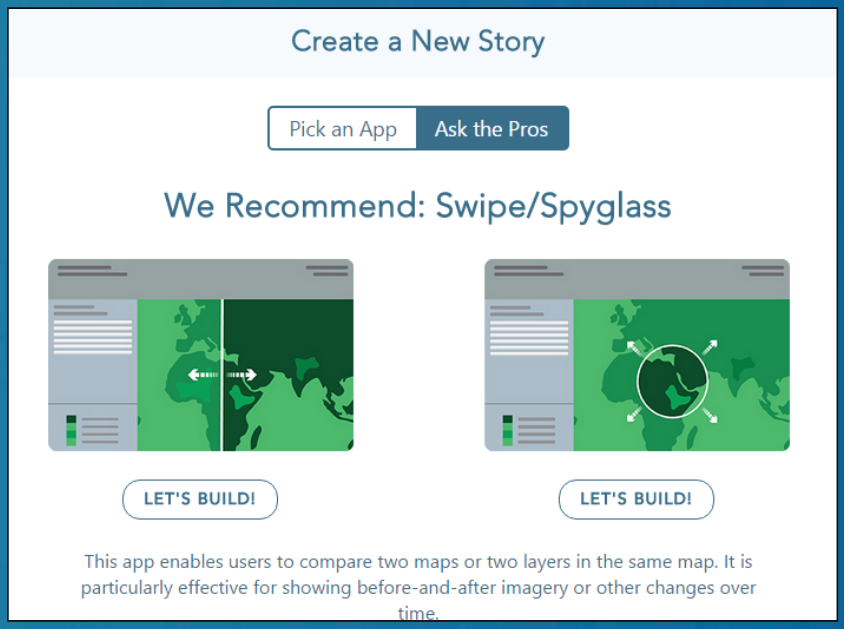
CREATE STORY

*Recommended workflow*

# Create Story

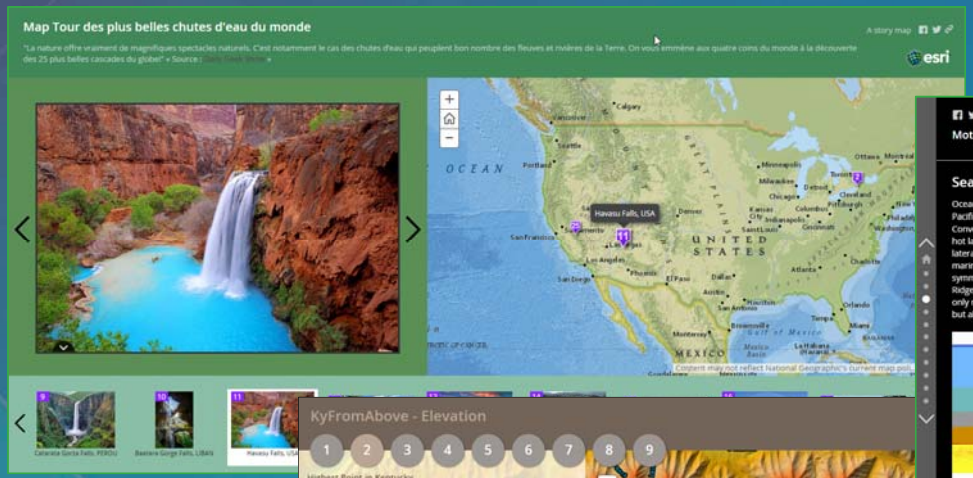



Pick an App

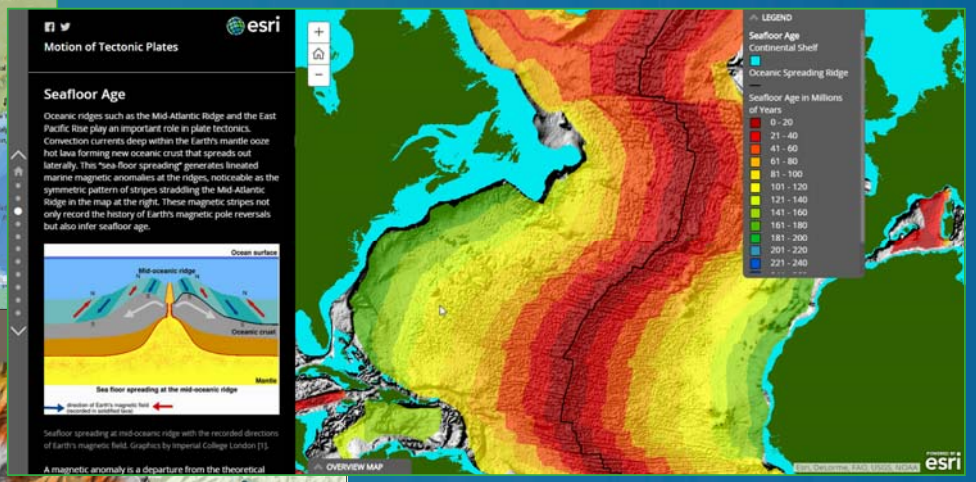



Ask the Pros

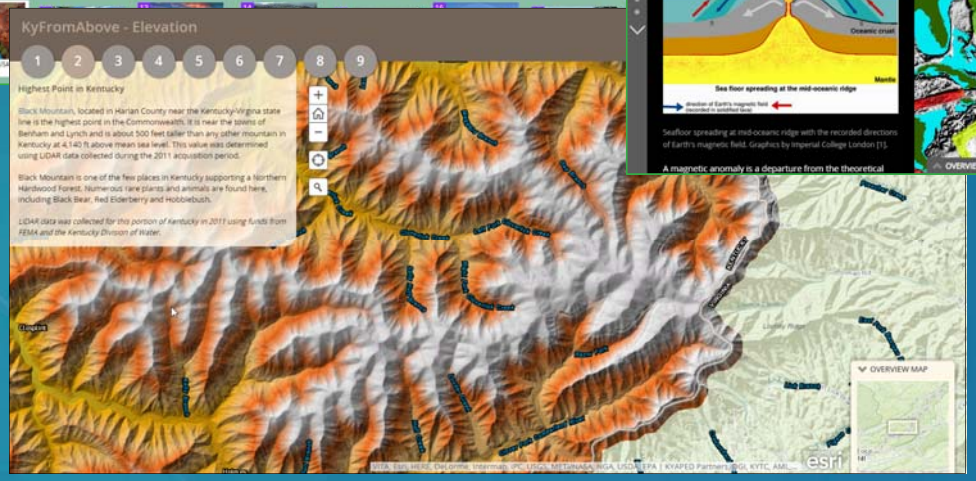
# Popular Story Maps




Map Tour



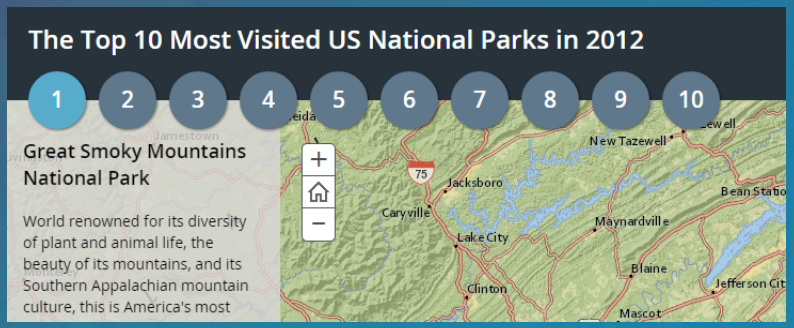

Map Journal




Map Series

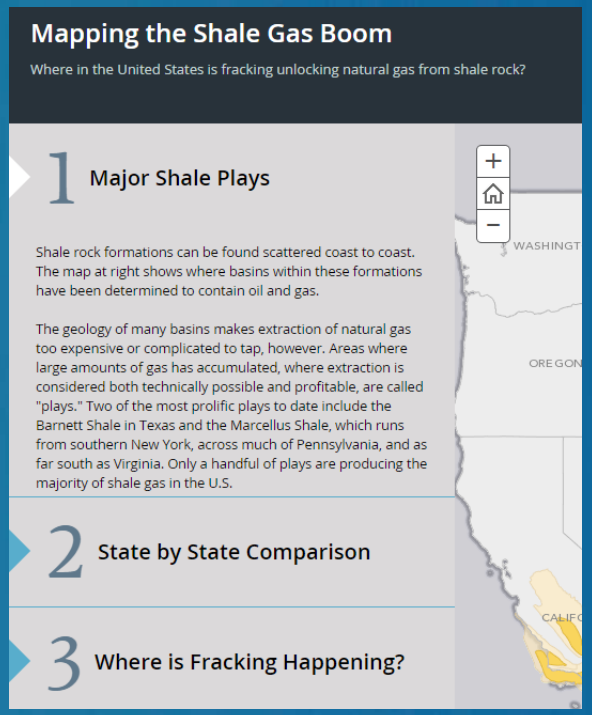
# Story Map Layout Options

## Example - Story Map Series




Bulleted

Tabbed




Side Accordion

# My Stories

## Tools to validate maps and media, update, and share your stories

No issues found

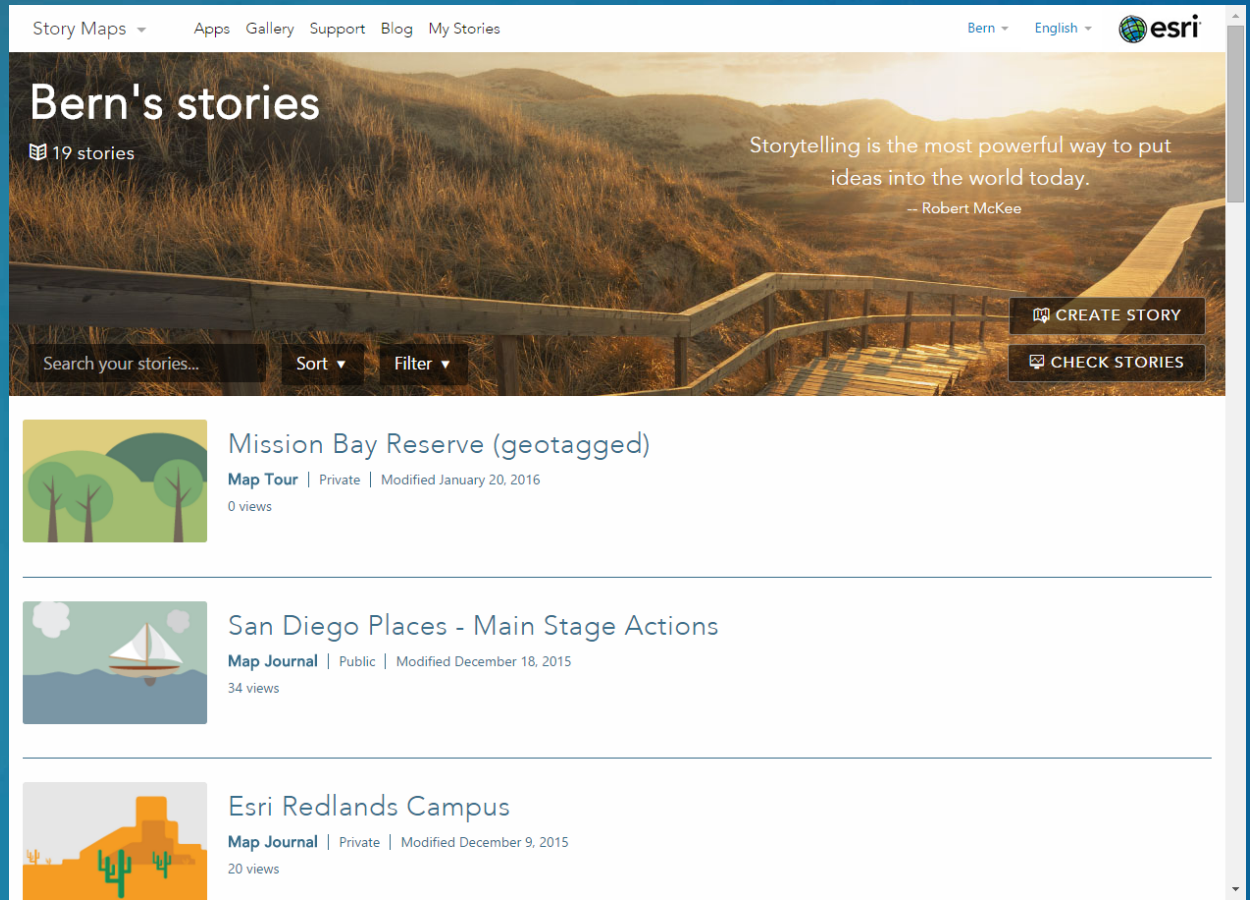
We found some issues

Premium content

Your story contains premium content that will consume credits when publicly available. Confirm to make these layers public or remove the layers from your story.

CONFIRM

Subscription content



Demonstration and Discussion

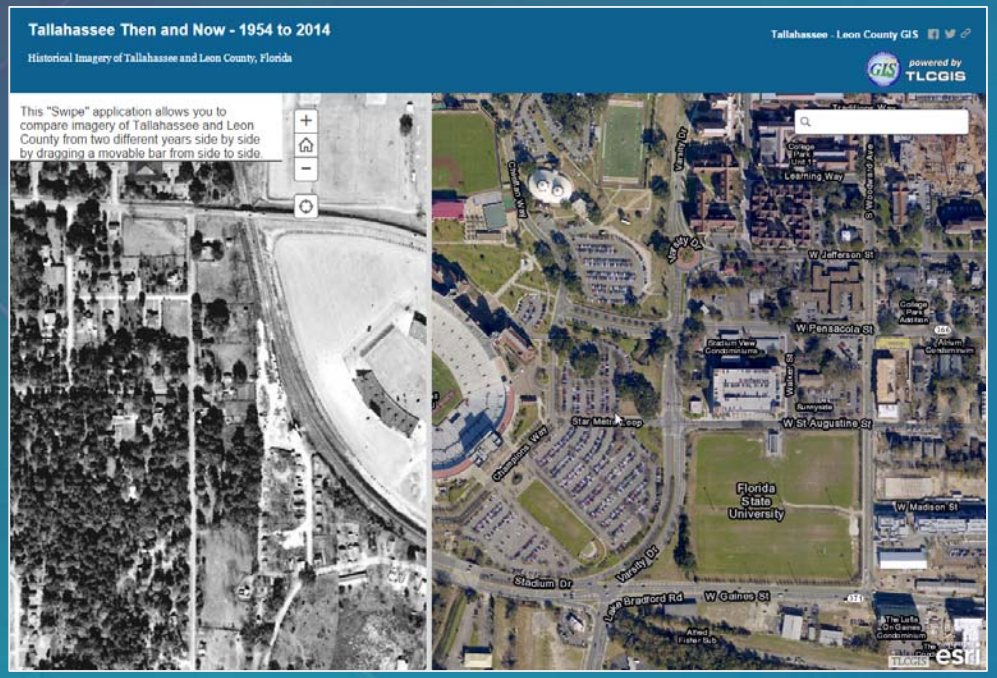
# MY STORIES AND MY CONTENT

# Story Map Swipe & Spyglass

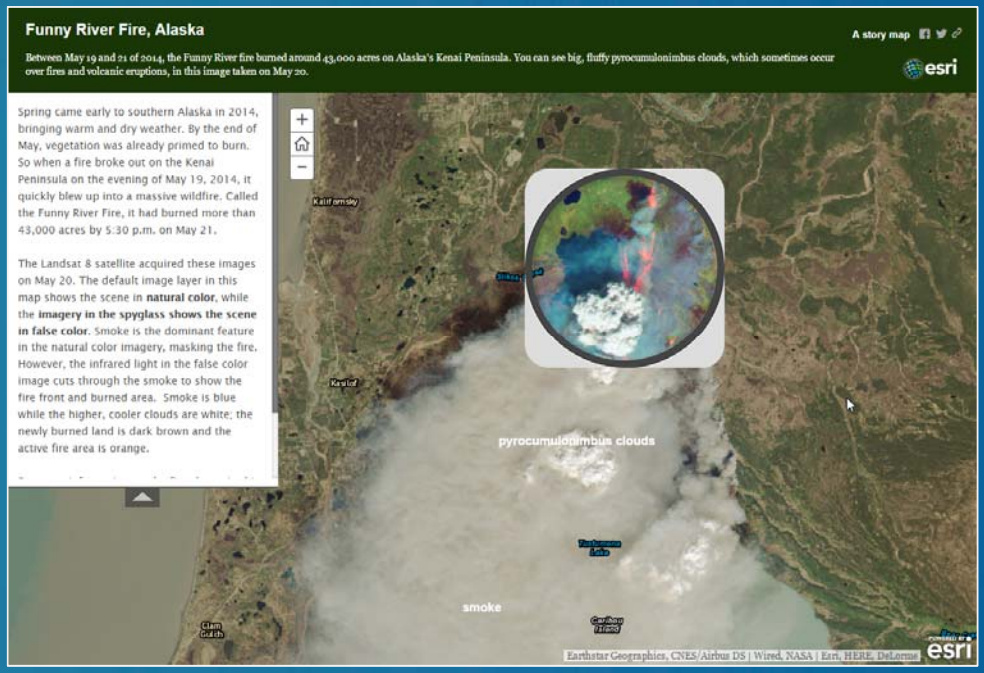
## For comparing two maps or layers in a map

# Story Map Swipe & Spyglass Options

## For comparing two maps or layers in a map




Swipe



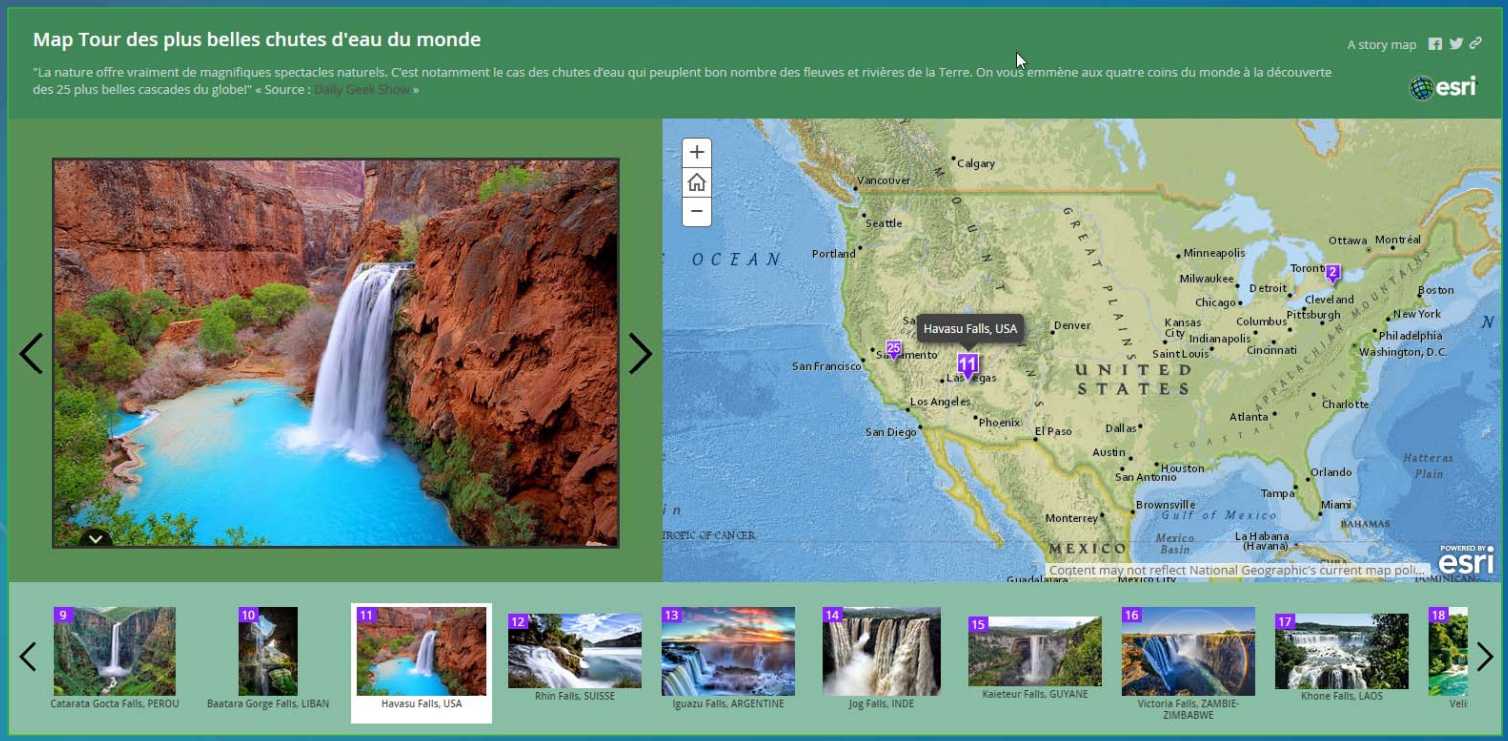

Spyglass

Demonstration and Discussion

# STORY MAP SWIPE & SPYGLASS

# Story Map Tour

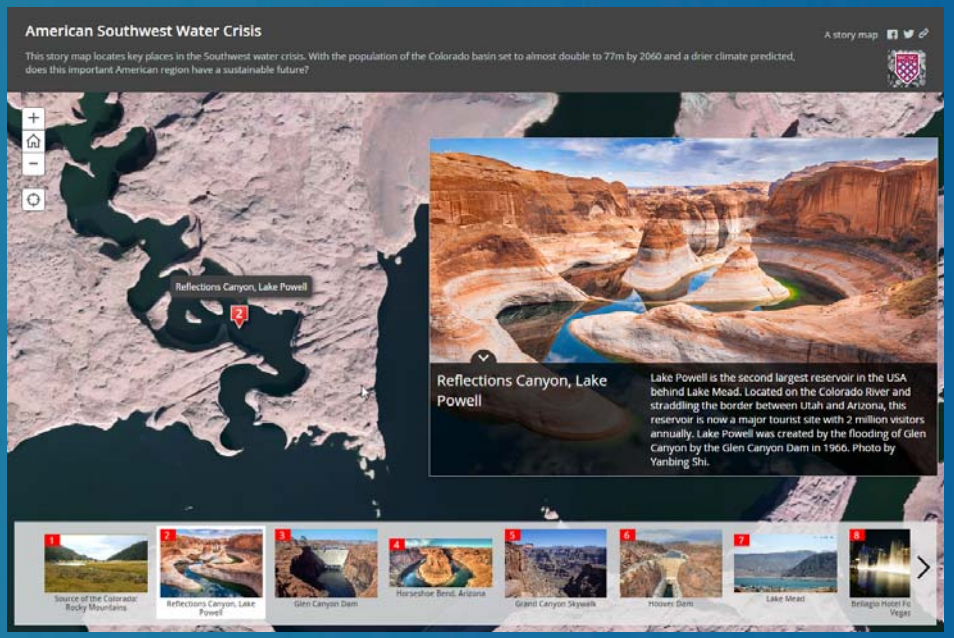
## A path to follow but room to explore



# Story Map Tour Layout Options

## A path to follow but room to explore

3 Panel



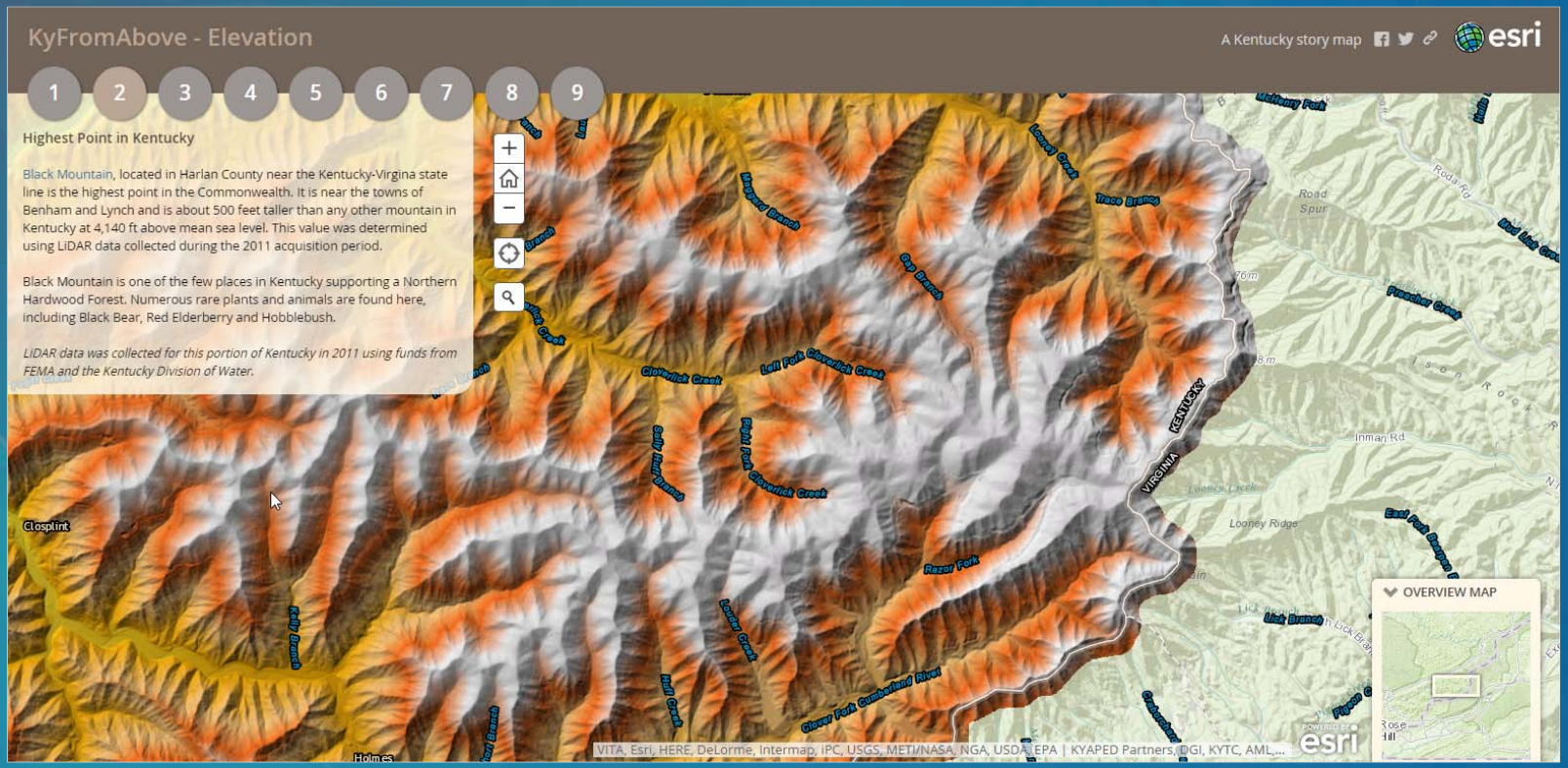

Integrated

Demonstration and Discussion

# STORY MAP TOUR

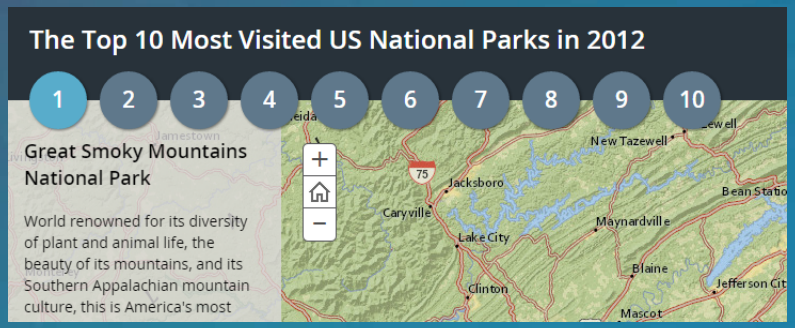
# Story Map Series

## Tell a story left to right, or top to bottom

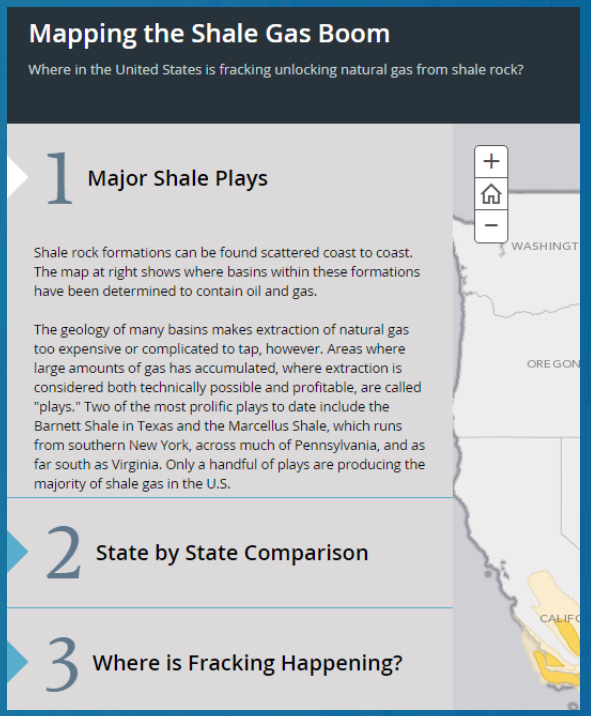


# Story Map Series Layout Options

## Tell a story left to right, or top to bottom




Bulleted




Side Accordion

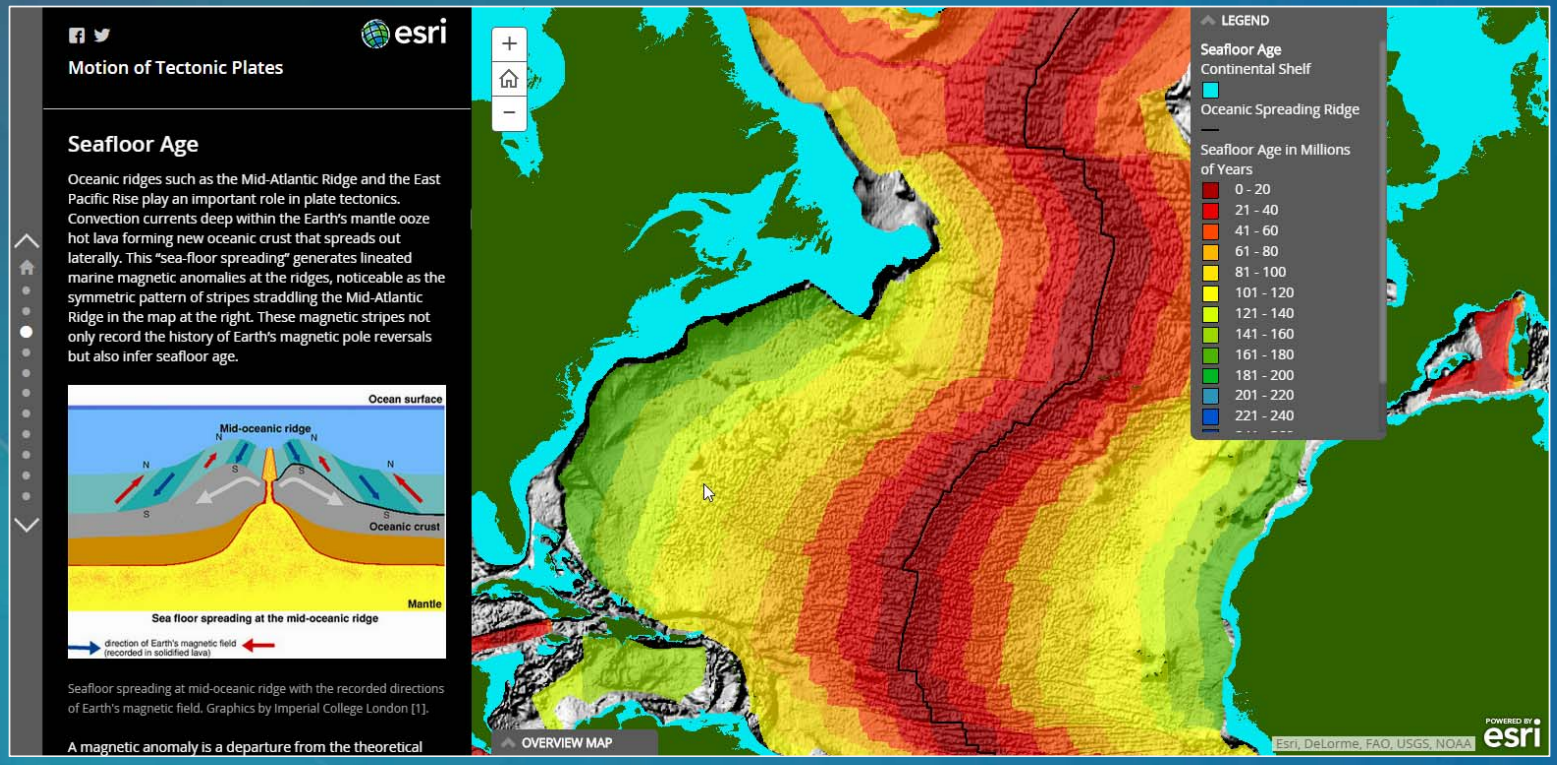
Tabbed

Demonstration and Discussion

# STORY MAP SERIES

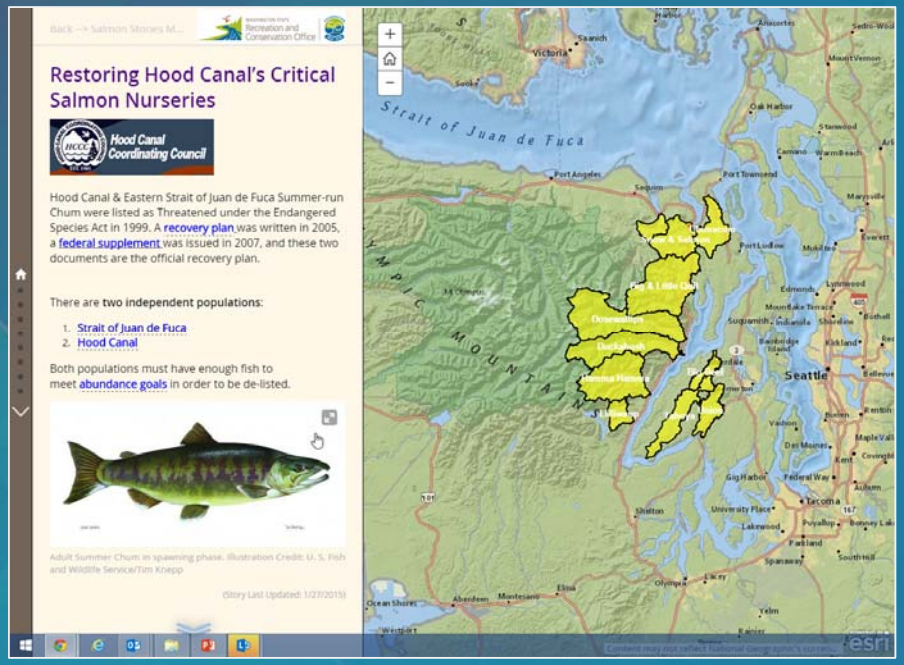
# Story Map Journal

## A collection of journal entries with associated maps and media



# Story Map Journal Layout Options

## A collection of journal entries with associated maps and media




Side Panel

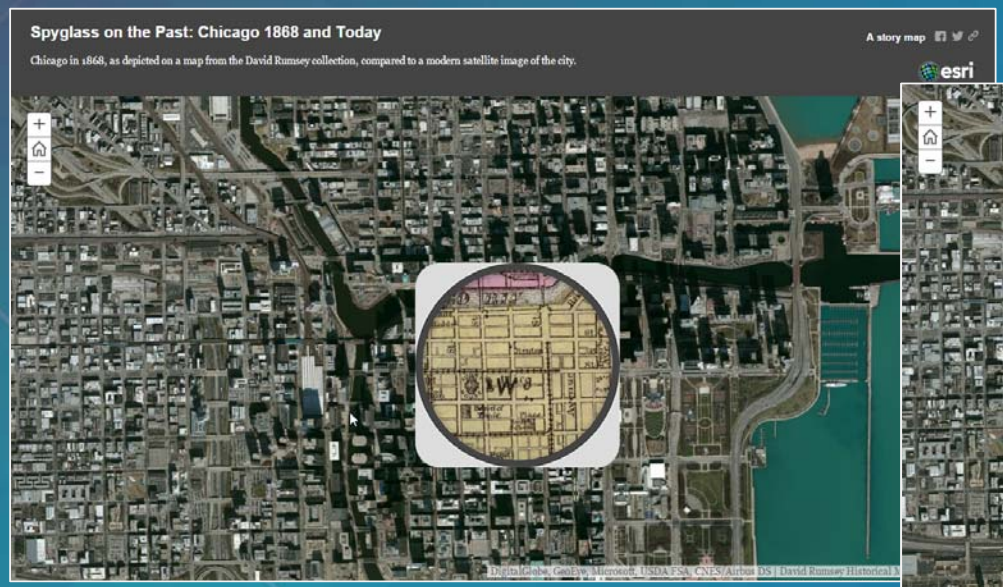
Floating Panel

Demonstration and Discussion

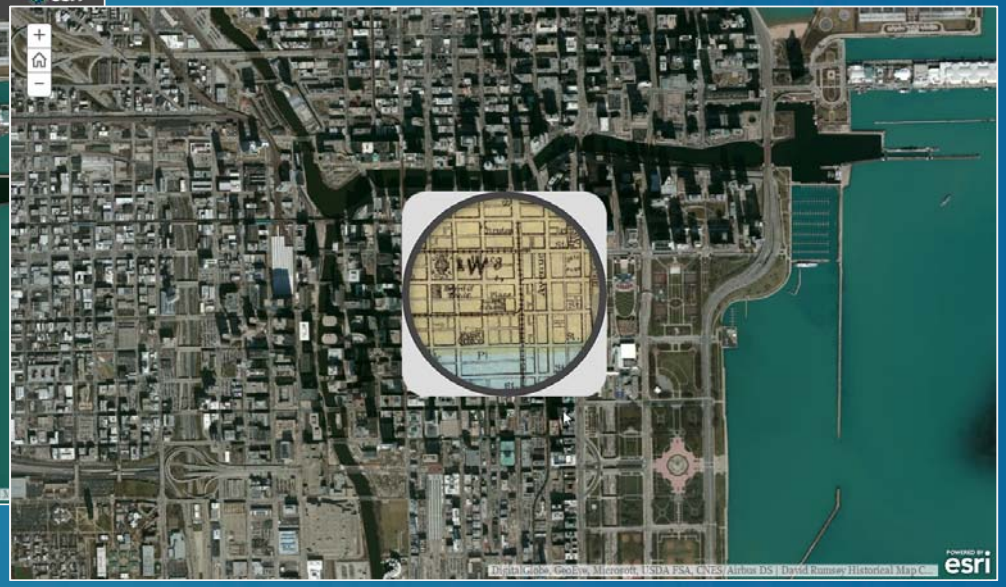
# STORY MAP JOURNAL

# Embedding Story Maps

## Minimizing the UI using &embed




&embed



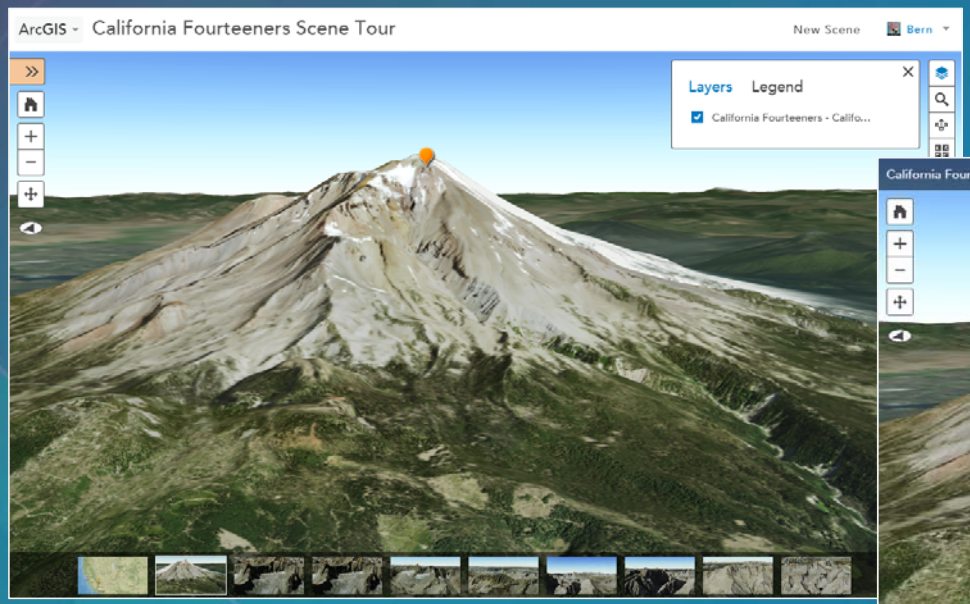

For Map Tour, Swipe & Spyglass, Series

# Embedding Story Maps in Web pages

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

```
<p><iframe width=100% height="600" frameborder="1"
scrolling="no" marginheight="0" marginwidth="0"
src="http://storymaps.esri.com/stories/maptour-
palmsprings/"></iframe></p>
```

# Embedding Web Scenes

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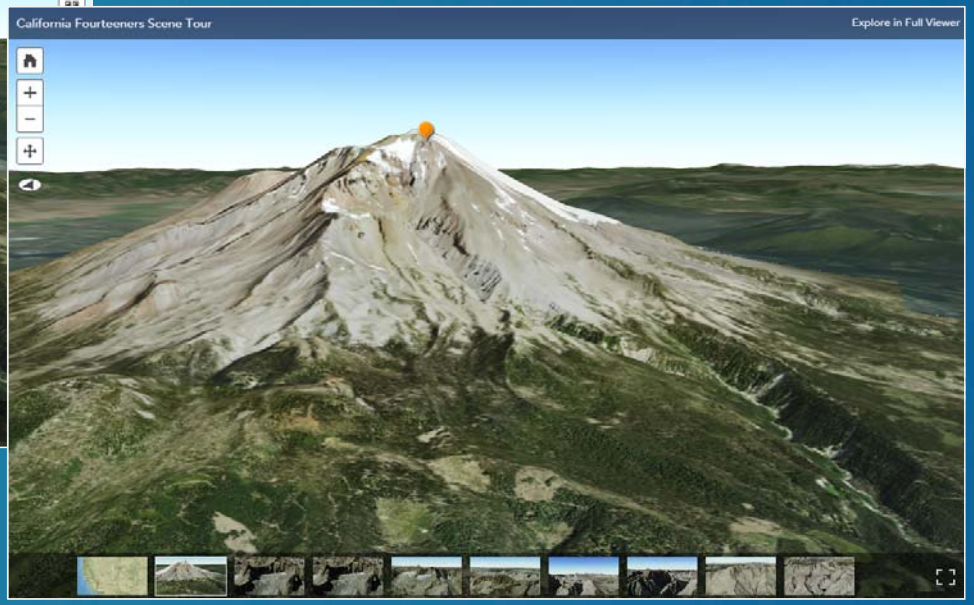
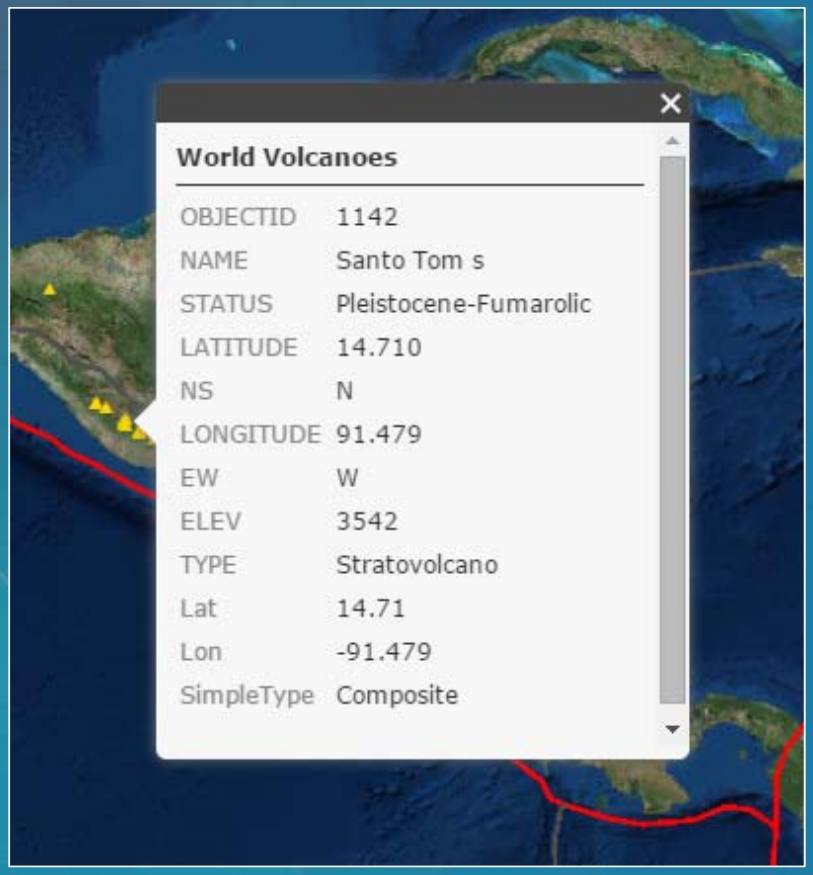


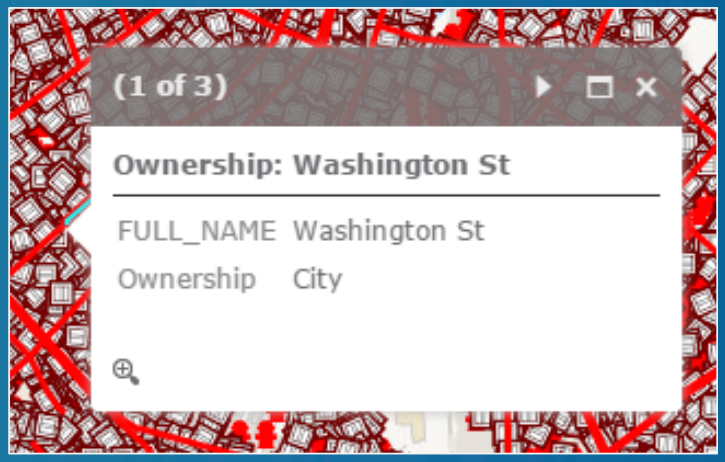
Demonstration and Discussion

# EMBEDDING STORY MAPS

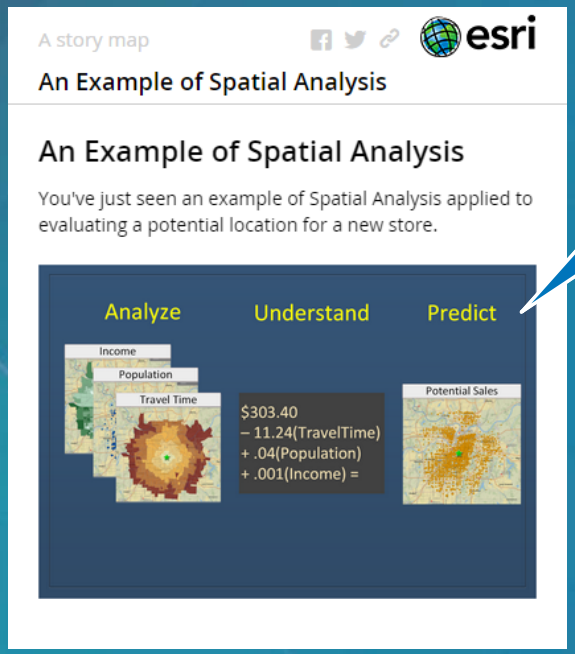
# COMMON PITFALLS

# WHY ARE YOU YELLING AND WHAT'S AN OBJECTID?



# Where’s the larger view?

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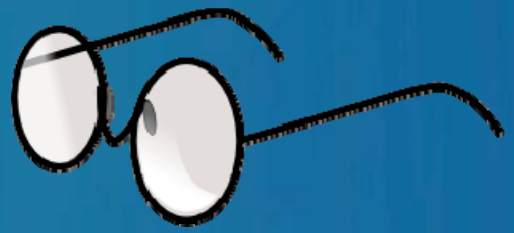
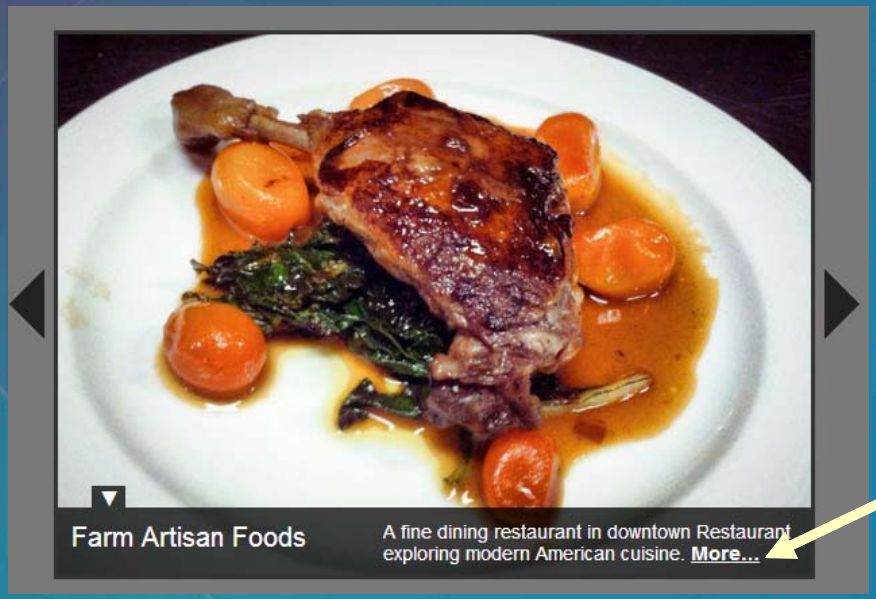


# Too Much Information…

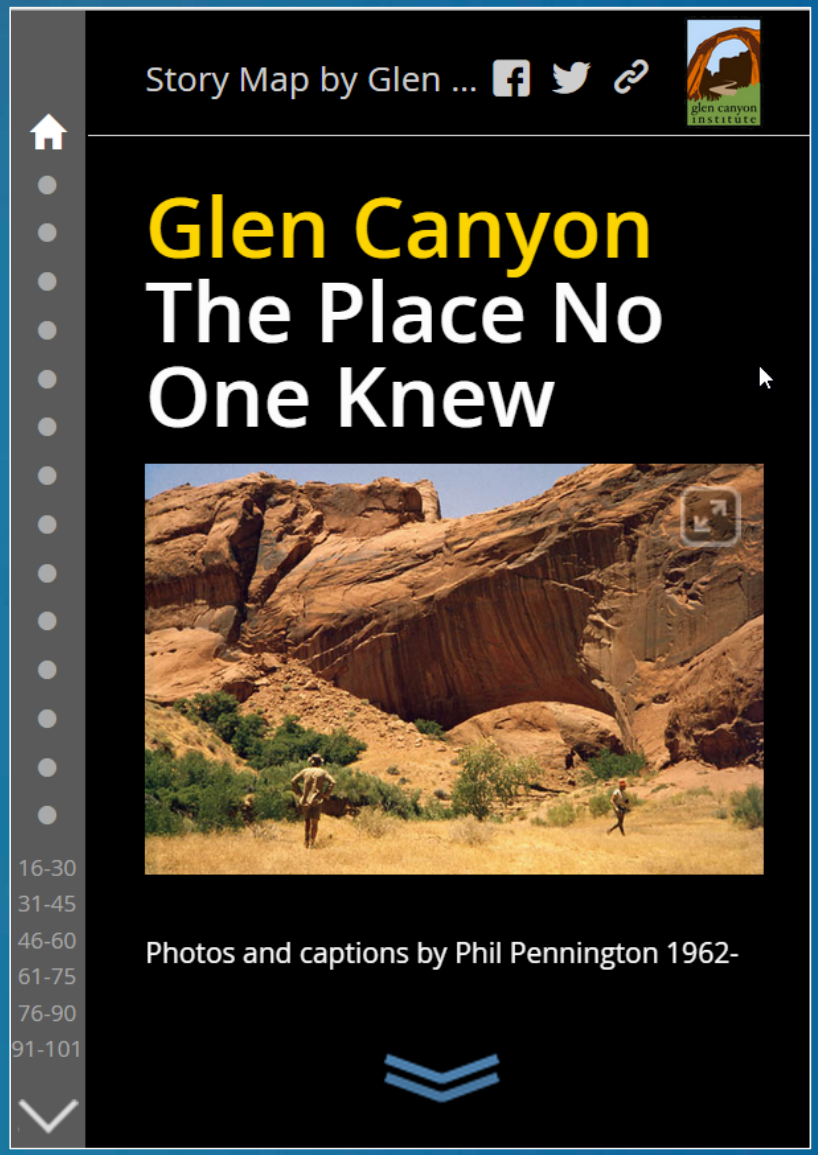
# Tell me more…!



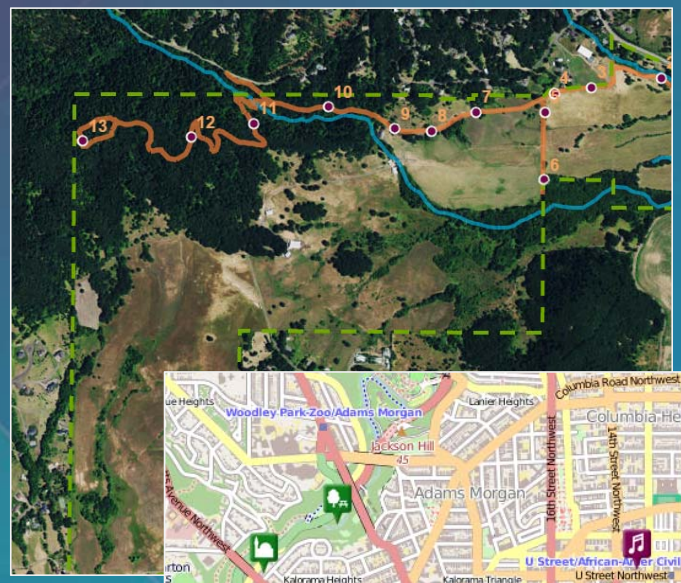

Links

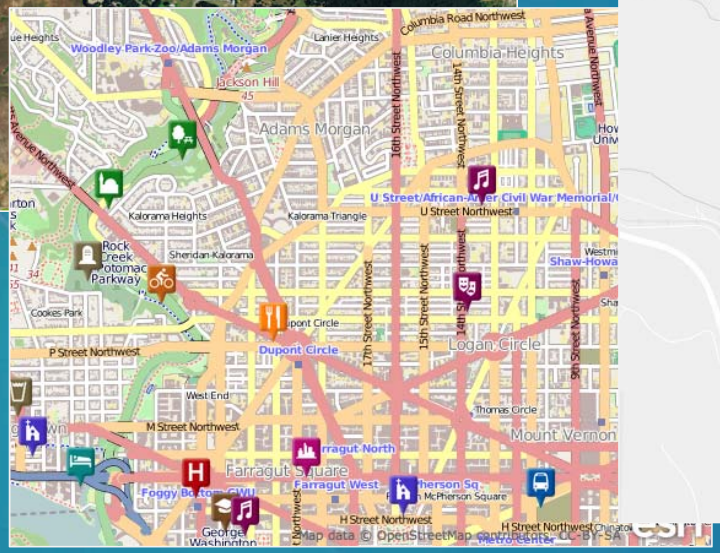
# Less is Often More

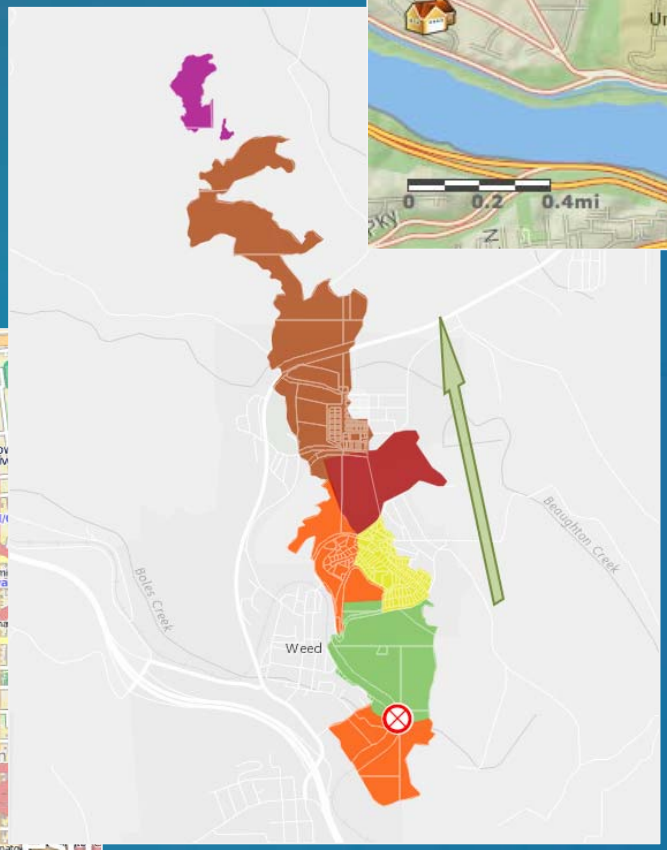
The place no one knew…
…and probably still won't know
is somewhere around section 80

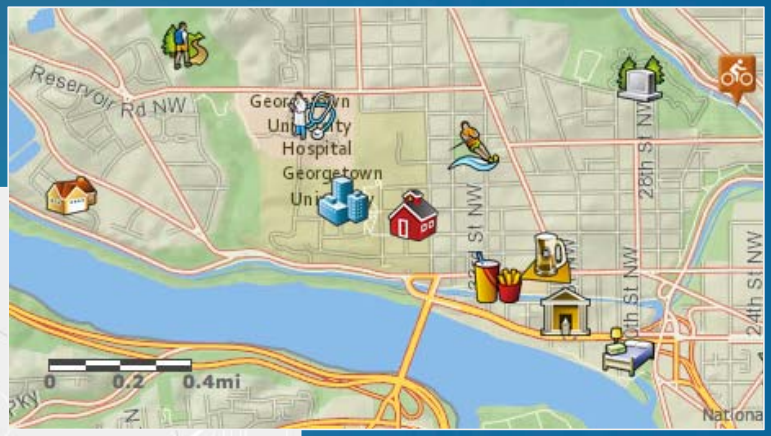


# Mind your maps!

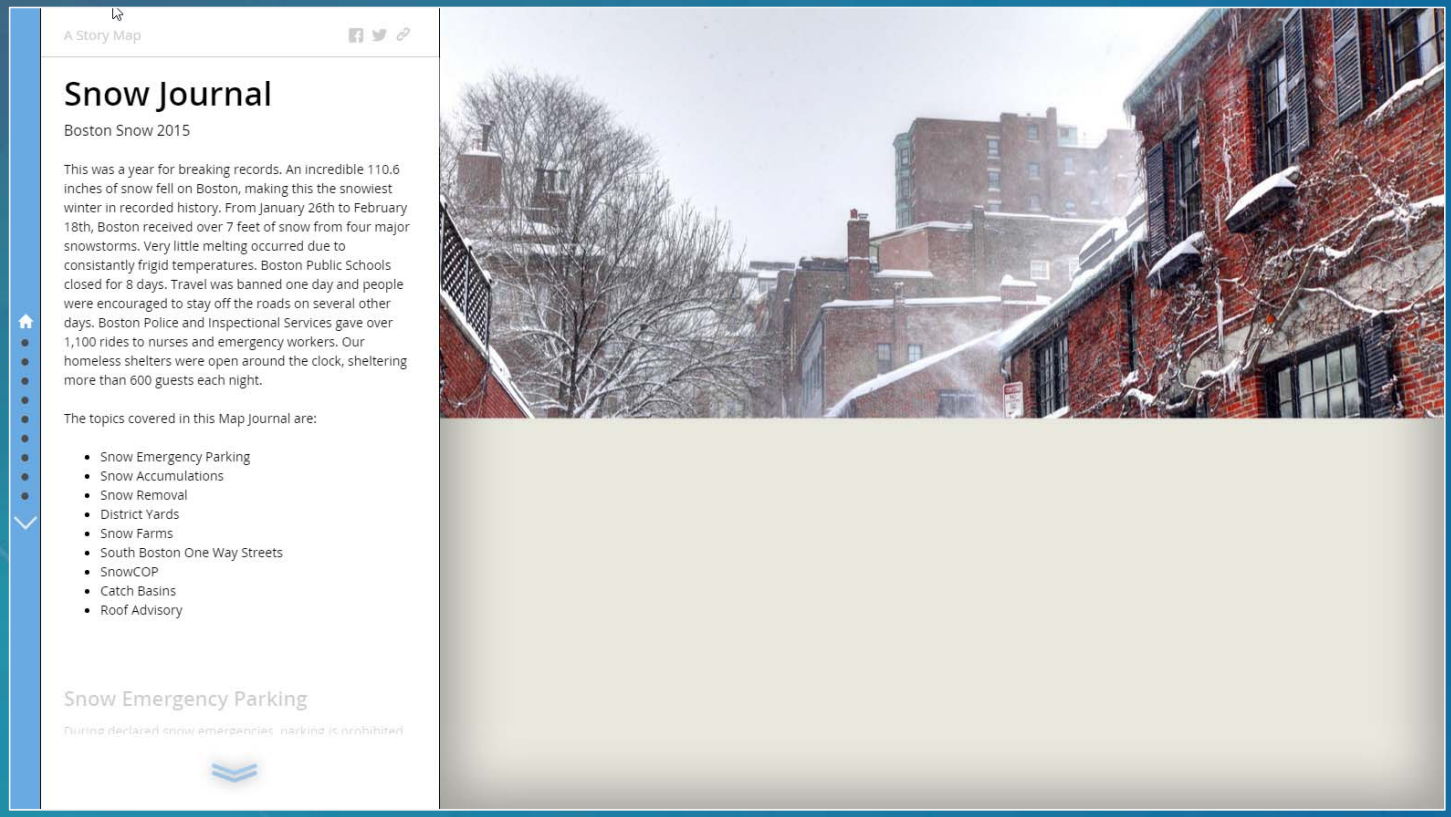


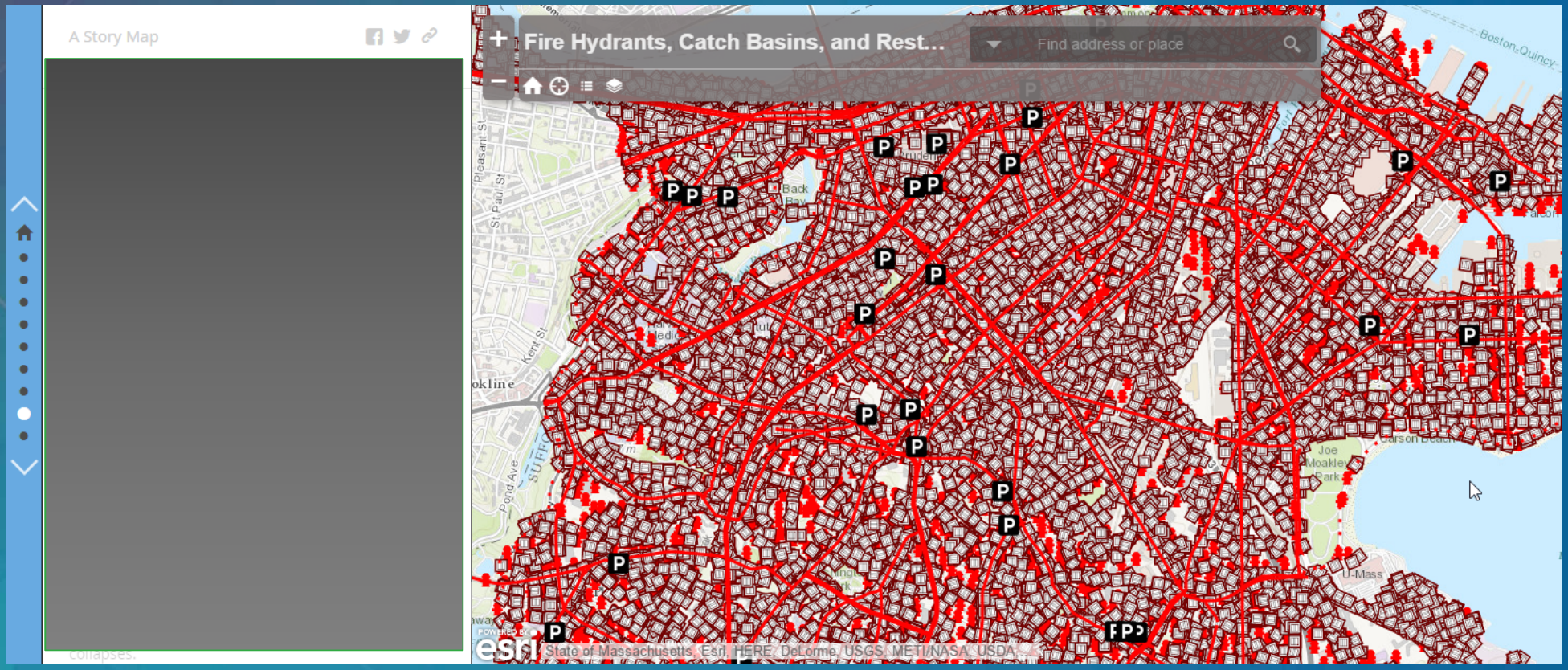



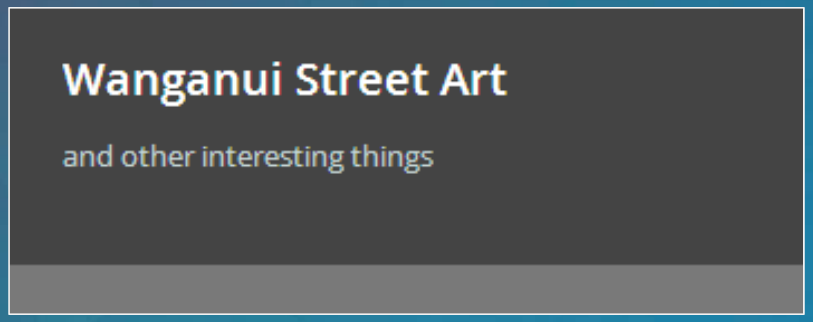
# Time is of the essence….

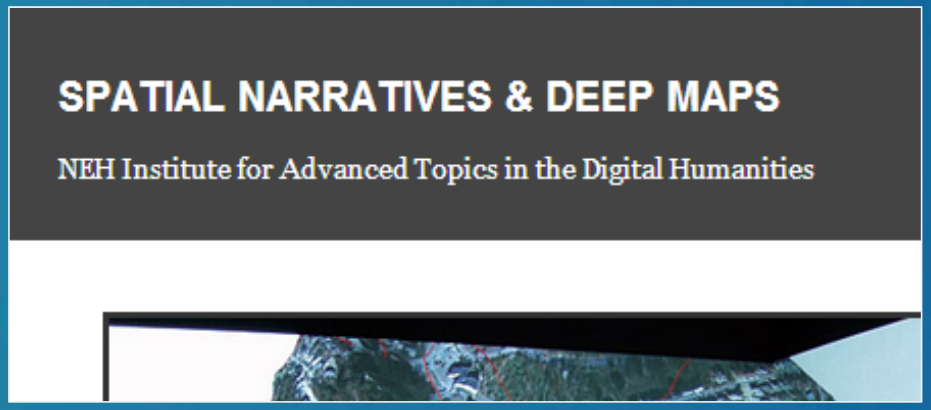


# Just because you can….



# This doesn’t sound interesting…



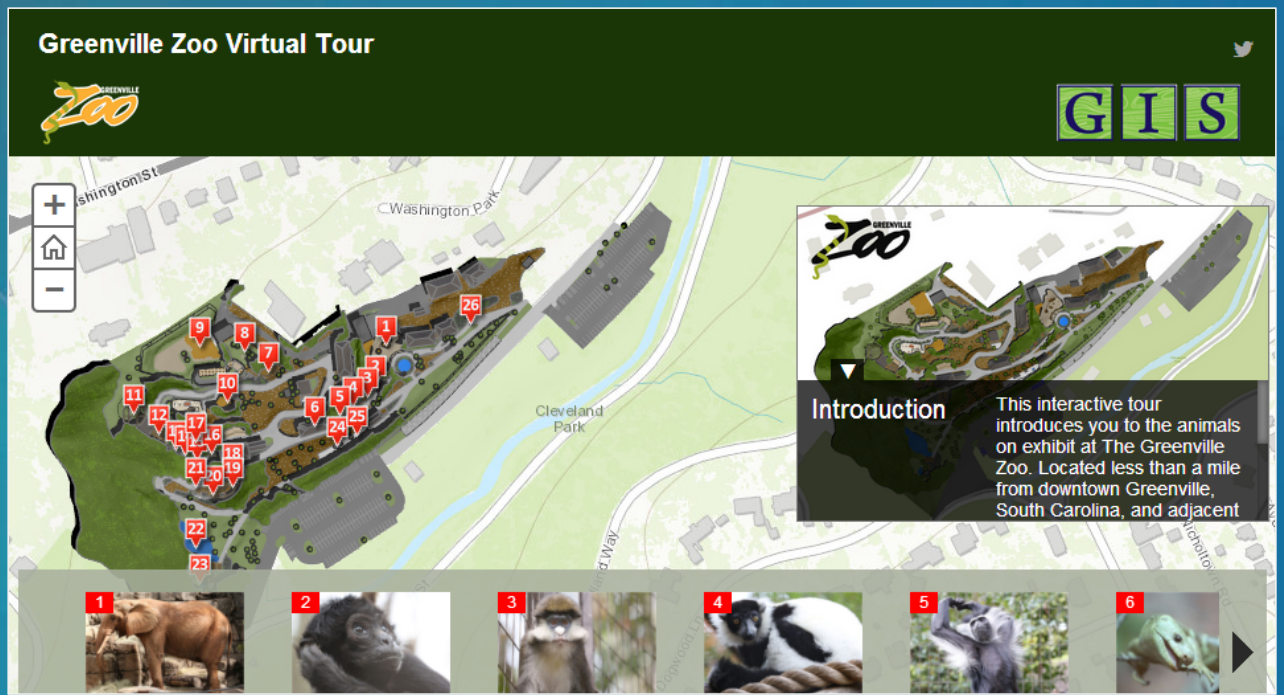
# Ok, you got me! I'm interested!

# Who are you?

A story map

esri

Your logo and link



questions?
&answers

# Thanks!

**Bern Szukalski**

**bszukalski@esri.com**

**@bernszukalski**