

ArcGIS Online

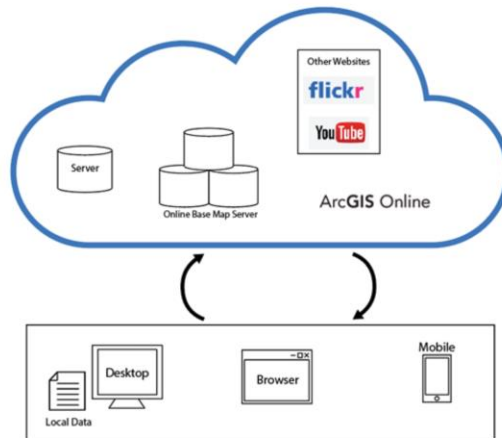
GIS III: GIS Analysis Toolset



- Understand a new GIS paradigm
- Learn to create and publish a web map
- Learn to build a story-telling web application with ESRI Story Map



- A way to easily share maps and geographic information with other people by taking advantage of cloud services



Desktop applications – ArcGIS for Desktop (ArcMap, ArcCatalog, etc.)

Browser applications – Web Maps, Story Maps

Mobile applications – Collector for ArcGIS

Let's focus on the architecture ArcGIS Online provides for us.

- Hosted by ESRI
- Easily searchable
- Living Atlas of the World

Featured Maps from the Living Atlas

Sort By: Most Recent

Maps

Show:

All

Imagery

Basemaps

Historical Maps

Demographics & Lifestyle

Landscape

Oceans

Earth Observations

Urban Systems

Transportation

Boundaries & Places

Story Maps

Area:

All

World

Apps

Search the website or visit the

Android Marketplace



Explore Melbourne's Public Transport System



Low Birth Weight Prevalence by County



Preterm Birth Prevalence by County



USA Critical Habitat



GIS Portal mesta Nitra



Low Birth Weight



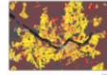
Santas Around the World



Celebrating Women's Rights



Discover Green Spaces and Wildlife in Berlin



Population Density Around the Globe

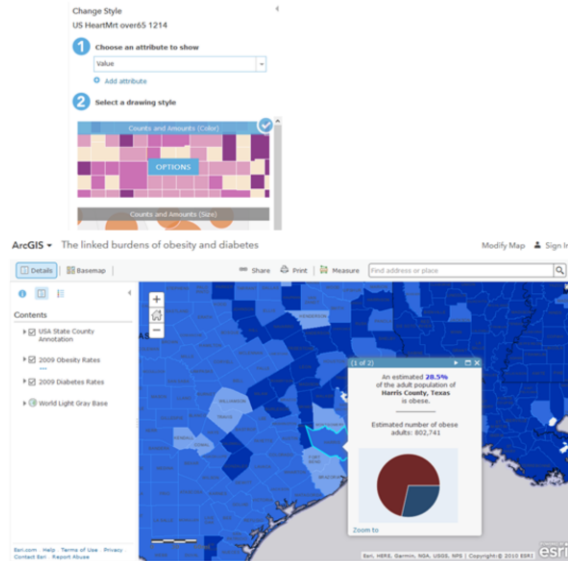


Dallas Transit Frequency by Parcel



Dallas Transit Frequency by Parcel

- Simplified map creating without software installation
- Sharable by URL to anyone with web access
- Interactive (zoom in, click for details, turn off layers, etc.)



<http://arcg.is/09GLC9>

Simplify and generalize data – Optimize the browsing experience, for example, smooth and fast movement of the map.

Upload data sets to ArcGIS online server – Transfer data from local to cloud

Share the map with URL – Make the map publicly accessible.

CEHI
Children's Environmental Health Initiative

Story Maps

Montana Tobacco Retailer Mapper

Point-of-Sale | Youth Access | Retailer Density | Reports | Youth Population | Retailers Near Schools | Retailers Compliance

Point of Sale

Most tobacco products are bought in convenience stores, gas stations and grocery stores where the industry focuses the majority of its marketing efforts. Point-of-sale strategies can reduce exposure to tobacco products and advertising in stores as detailed in the following sections:

Implement Prevention & Restrict Point-of-Sale

1. Cessation Messaging
2. Advertising
3. Restrict Product Placement

DISCOUNTS AND COUPONS KEEP TOBACCO AFFORDABLE AND ACCESSIBLE TO ANYONE

THE CATCHPHRASE "TASTE IT ALL" IS DISPLAYED AMONG THE PRODUCT AND IS JUST BELOW THE HEIGHT OF THE AVERAGE ADULT

LARGE NAME BRAND SIGNS MAKE TOBACCO IMPOSSIBLE TO MISS AT CHECKOUT

COUNTER TOP DISPLAYS ARE DIRECTLY IN A CHILD'S EYESIGHT

TOBACCO PRODUCTS ARE VULNERABLE BECAUSE THEY ARE OUT OF THE CASHIER'S EYESIGHT

WHILE THIS MAY SEEM RESPONSIBLE, SOME KIDS SEE THIS AS A REMINDER OF WHEN THEY WILL BE ABLE TO BUY TOBACCO

TOBACCO PRODUCTS AT A CHILD'S EYE LEVEL AND MIXED IN WITH CANDY

CIGARILLOS AND LITTLE CIGARS COST LESS THAN CANDY

[Click here to view an example](#)

Online maps are a useful communication tool

A map without context can be hard to read

There are challenges with using a single map to tell a story

Story Map is a multi-media map aimed at storytelling

- Story Map Tour
- Story Map Journal *
- Story Map Series
- Story Map Swipe/Spy Glass



Story Map Tour – single map on multiple locations

Pros: simple and easy to build. Cons: It can only handle manually inputted points

Story Map Journal – journal style sequential multi-media maps

Pros: traditional journal style is great for storytelling. It is flexible to all types of content. Cons: maps and contents are sequential. It's not ideal to organize loosely related content.

Story Map Series – multiple non-sequential map content

Pros: flexible web portal style. Cons: free style could make the story less appealing and less focused.

Story Map Swipe/Spy Glass – compares two maps with swipe/spy glass.

Pros: handy tool to compare two maps. Cons: it's designed specifically to compare two maps.

* Our exercise will be focused on Story Map Journal

Visit <https://storymaps.arcgis.com/en/gallery/#s=0> to see examples of all types of story maps.



ArcGIS Online Service Credit System

Service	
Storage	
Feature Services Storage	2.4 credits per 10 MB stored per month
Tile and Data Storage	1.2 credits per 1 GB stored per month
Analytics	
Geocoding	40 credits per 1,000 geocodes
Simple Routes	0.04 credits per simple route
Optimized Routes	0.5 credits per optimized route
Drive Times (Service Areas)	0.5 credits per drive time
Closest Facilities	0.5 credits per closest facilities route
Multivehicle Routes (VRP)	1 credit per multivehicle route
Spatial Analysis	1 credit per 1,000 features
Elevation Analysis	1 credit per 1,000 features
Location/Allocation	0.1 credit per demand point
Demographics & Lifestyle Maps	
Demographic and Lifestyle Maps	10 credits per 1,000 map requests
Data Enrichment	10 credits per 1,000 data variables (attributes)
Infographics	10 credits per 1,000 views
Reports	10 credits per report
Other	
Map Tile Generation	1 credit per 1,000 tiles generated

200 service credits are available for each SHD with the free trial

2500 service credits are available/ year with the “5-user license” account

Credits are consumed for premium hosted services

- Storage

- Analytics

- Demographic & Lifestyle Maps

- Think about your story
- Choose your story map apps
- Build your map in ArcMap
- Assemble your contents
- Build your story and refine it



Thinking about your story – This is a crucial step. Good stories communicate better.

Choose your story map apps – Different story map applications have different pros and cons. Plan it well.

Build your map in ArcMap – You've learned it!

Assemble your contents – Upload your images, videos and maps to web service provider (flickr, youtube, ArcGIS Online and etc.)

Build your story and refine it – It's an interactive process. Web application is interactive. You should not include everything on the page. Build a concise and appealing story with links to details.

Additional Tips

Minimize the size of the shapefile – this benefits both web display speed and credit consumption; makes it compact. Less than 1000 shapes is recommended.

Clean the data table and keep only useful information with clear notation – Less storage consumption and faster display

Try to include legend in content panel if you have trouble configuring it in

the main stage panel where the legend configuration is limited.