Lab 3: ESRI Online and Usability Evaluation

TGIS 502: Intro to Geo Spatial Tech
University of Washington Tacoma

Lab 3: ESRI Online and Usability Evaluation

1. Create a point map using ESRI online (present on your website)

2. Compare the UI between Google and ESRI for creating point maps. Compare the output maps that are featured on your website (written assignment, uploaded on canvas or on your website).

3. Conduct a heuristic usability evaluation of your website, including the maps. (written assignment to be uploaded on Canvas)

1. <u>Create a point map using ESRI Online</u>

You are to make a map, similar to the one you made last week, using ESRI online. Let's get started!

If you do not have one already, create an ESRI online account.

Once you are logged in to ESRI online, click your user name in the top right corner, a drop down menu should appear. Click ESRI Online, then click Make a Map.

Upload two different data sets. Think about an idea or phenomenon you are trying to convey with this map. One of the sets can be the same one you used last week.

Like last week, you are going to create a point map and a heat map.

First let's make the point map. For this assignment, you need to display the two different datasets with different symbology. After you have changed the symbology, change the popup windows.

Configure attributes – Often times there is attribute information that the end user does not need to see, it can be distracting. "Configure Attributes" so that the only information that is in the pop up window when a user clicks on your map is relevant to the meaning you are trying to convey to the reader (ie. FID).

Be sure to include the following : Think about what you learned in the Geovisualization discussion
· Legend
· Different icons for different features
· Appropriate color choices

·   Interaction
·   Only Attribute information relevant to the meaning of the map

When you have created your map, post it on your website. You may post it on the lab 2 page and call this assignment dot map, or you may create a new page called lab 3. It is up to you, whatever you think looks best.

2.   **Critical Thinking written assignment** : Post your answers in a WORD document to the questions posed below in a word.

a)   Compare and contrast your experience making an interactive map using Google Maps and ESRI online.
b)   List some of the strengths and weaknesses of each of the software systems in terms of creating the maps?
c)   Which was easier to manipulate? Easier to include a legend?
d)   What does this tell you about each system?
e)   The final map you produced, which one is better in terms of usability?
f)   The final map you produced, which one is better in terms of Geovisualization, meaning which one better communicates the idea you are trying to convey?
g)   Any other thoughts?

3.   **Heuristic usability evaluation** : Have three people evaluation your website including the ESRI and Google Maps.
•   Remember Heuristic usability evaluation is a Systematic inspection of a user interface design to assess its overall usability. The goal is to identify usability problems in a user interface design. In an effort to improve the user interface. This is part of the iterative design process.
What you need to do:

·   Identify usability challenges (heuristic evaluation)

·   Assure yourself that you are not being evaluated (and note to you, you are not being evaluated this is just a method to improve your website.)

·   Evaluate your website and the maps you created for lab 2 and 3.

In your write up, list what usability issues you found that need to be changed (see the 10 heuristics from lecture) and list any usability issues you enjoyed, describe any other feedback you can offer. You may mention verbal or nonverbal feedback you noticed. In your write up summary identify what changes you may make to your website, which ones you did not make and why. Also, describe your users interaction with the two different styles of maps, what meaning did you derive from each, ask them what they learned from the maps. Ask them which one they liked better and why? Report their feedback in your write up.

Your write up should have

Part 2 Answers to questions a-g
Part 3 Usability Evaluation

Extra Credit: Create a Heatmap using ESRI Online or ESRI API

From here below was posted on Canvas
Part 1: Put your ESRI Online Map on your website either on the same page as Lab 2 or a new page, just make sure it is easy for me to find.
Part 2: Written assignment- read directions on the pdf within the module. Upload your word document here so that I may leave comments to give back to you. **Please include your URL in the word document and or in the comment section of assignment page***