

2021 Innovation Challenge

Instructions for ArcGIS Business Analyst / StoryMap

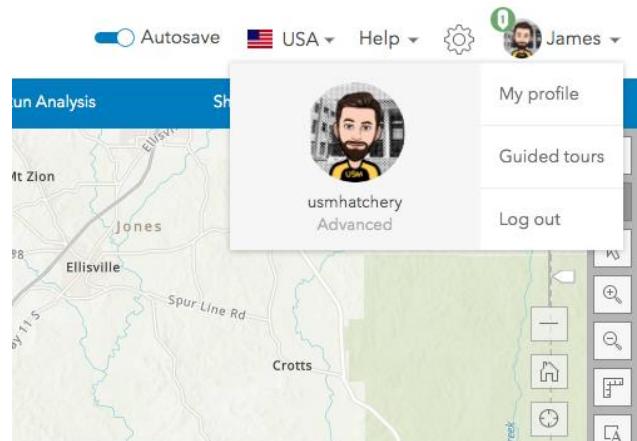
Step 1: Signing In

1. Email James Wilcox to request a unique username/password for each Team.
2. Student Teams will use the provided username/password to log in at:
<https://bao.arcgis.com/esriBAO/login/>
3. Pull up our sample StoryMap (Mulvi's Coffee Co.) to see what we are creating:
<https://usmhatchery.maps.arcgis.com/apps/Cascade/index.html?appid=a133b8a726c842ddaf707d4e6988914f>



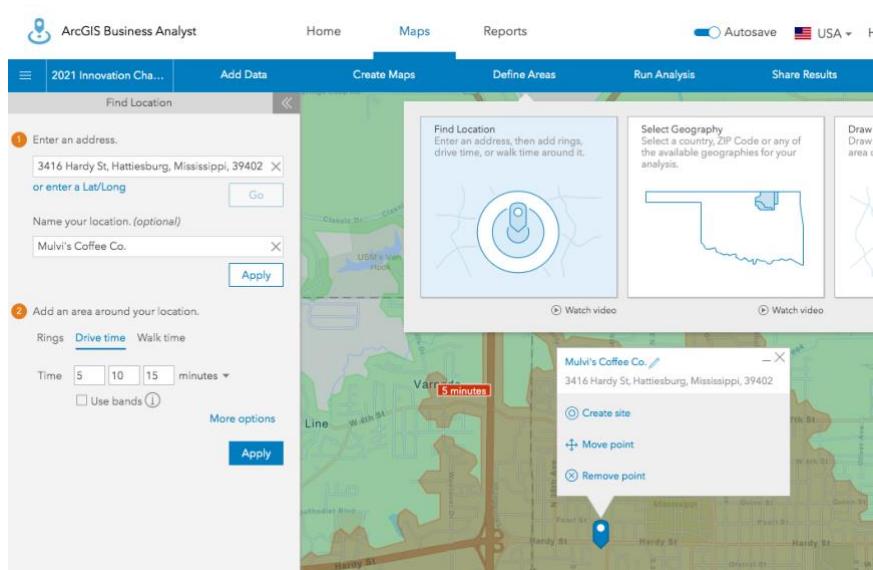
Step 2: Getting Oriented

1. Follow the prompts to complete the “Create a Project” guided tour. Your project name should be the name of the entrepreneur you are presenting on.
2. If not automatically prompted, this and other **Guided tours** can be found by clicking on your profile icon in the top righthand corner.



Step 3: Getting Started

1. Go to **Maps > Define Areas > Find Location**.
2. Enter an address (e.g., 3416 Hardy Street, Hattiesburg, MS 39402)
3. Name your location (e.g., Mulvi's Coffee Co.)
4. Add an area around your location to show the local market (e.g., consider how far away most customers are and how they access this business -- online, by car, or on foot).
5. Click **Next**.
6. In the next screen, click **I'm Done**.

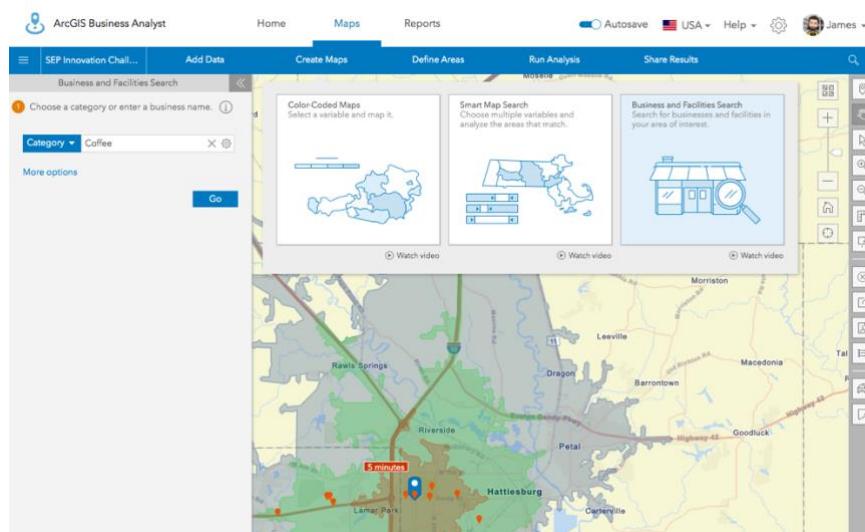


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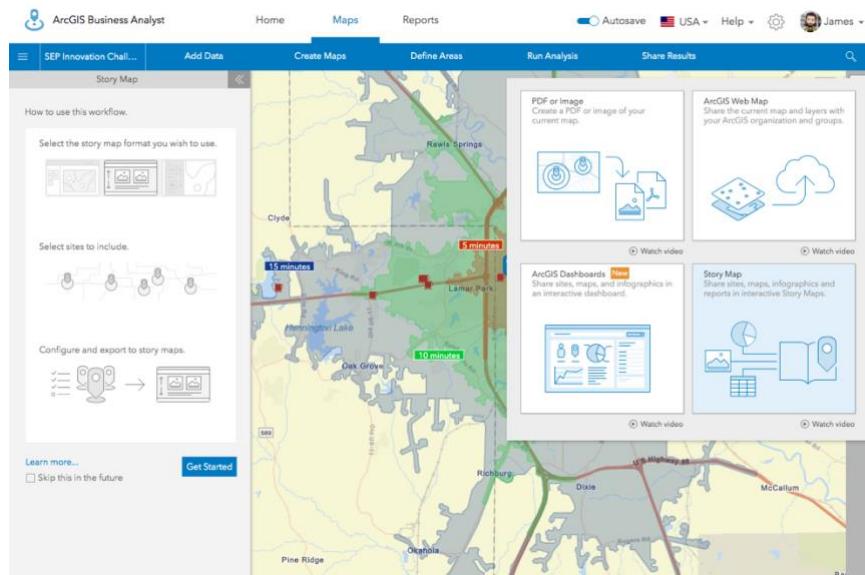
Step 4: Adding Market Info

1. Go to **Maps > Create Maps > Business and Facilities Search** to add relevant businesses (e.g., local competitors) to your map.
2. Enter a business name, keyword, or manually select Category boxes using the dropdown menu (e.g., Category > Food & Restaurants > Coffee Shops)
3. Click **Done**.
4. Add additional Categories or click **Go**.
5. Review the results and unselect any if needed.
6. Click **Next**.
7. Modify the style of your search results (tip: deselect **Cluster points** to show each individual result).
8. Click **Next**.
9. In the next screen, click **I'm Done**.
10. Go to **Maps > Share Results > ArcGIS Web Map** to save your map for easier access later.
11. In the Share Map dialog...
 - a. Enter title = [Business Name] Local Market
 - b. Choose sharing options = select **My groups**
12. Click **Share**.



Step 5: Creating a StoryMap

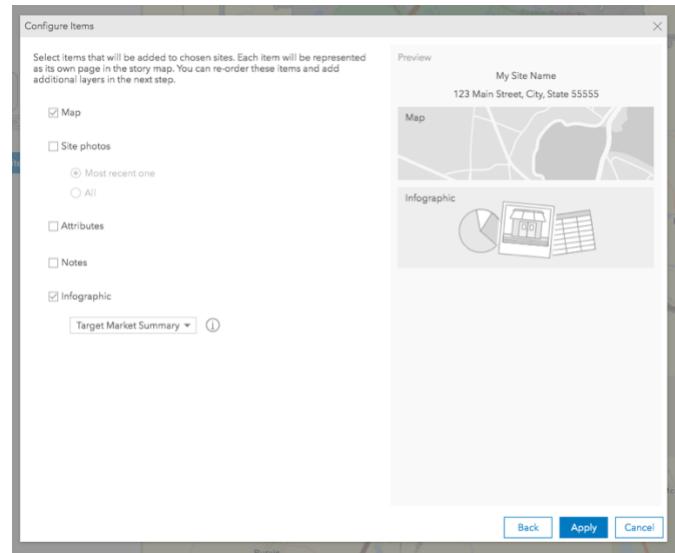
1. Go to **Maps > Share Results > Story Map**.
2. In the Story Map dialog, click **Get Started**.
3. Click **Cascade** template.
4. Click **Add Sites**.
5. Select the site(s) you created in Step 3 (e.g., Mulvi's Coffee Co.).



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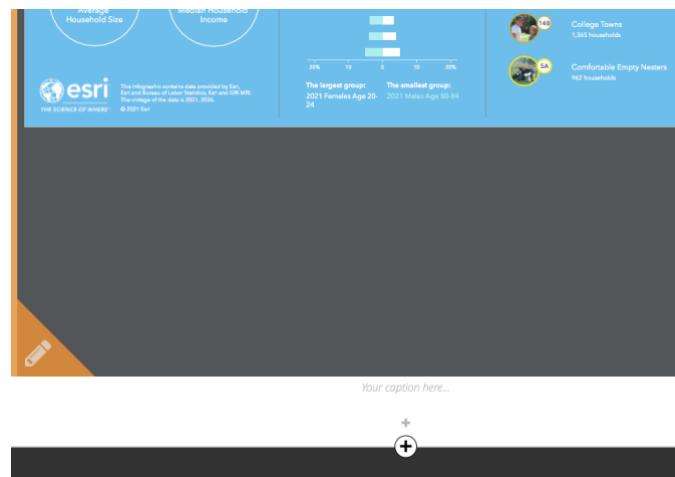
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6. In the **Configure Items** dialog, make sure that only **Map** and **Infographic > Target Market Summary** are selected.
7. Click **Apply**.
8. In the Story Map dialog...
 - a. Enter title = Entrepreneur Name
 - b. Enter subtitle = Business Name
 - c. Select a base map = Choose from the provided list (tip: OpenStreetMap is generally a great option)
 - d. Choose sharing options = select **My groups**
9. Click **Next**.
10. Click **Create**.
11. In the Story Map Ready dialog, click **View Story Map**.



Step 6: Adding content

1. For reference, revisit the sample StoryMap provided in Step 1: Signing in.
2. Pull up your StoryMap, found at: <https://storymaps-classic.arcgis.com/en/my-stories/>.
3. To get started, click **Edit** at the top right corner of your StoryMap.
4. Use the **Cascade Builder** to rearrange features and to add **Text** to describe your Problem (map), People (market infographic), and Potential (recommendation).
5. As you edit, make sure to continuously **Save** your progress.
6. Use the **pencil** icon in the bottom left of each feature (e.g., map, title, image) to edit.
7. Use the **plus** icon located between features and at the bottom of the page to add additional features (tip: use **Unsplash** for stock photos instead of Flickr).
8. Add **Immersive** features to copy the format of the sample StoryMap with dynamic text boxes (tip: when adding or changing media, select **ArcGIS > My Content** to access your saved maps)
9. Rearrange features in the side panel by clicking **Organize** and dragging/dropping as needed.
10. Use the **Credits** page to list your Authors (e.g., Student 1, Student 2...), your School, and your Sponsor (teacher's name).



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Step 7: Finishing up

1. Make sure that your StoryMap isn't Private (lock icon). Choose to share it with the **Organization** (building icon) or make it **Public** (globe icon).
2. That's it!

*Feel free to explore and use more ArcGIS Business Analyst features.
(For example, Create Maps > Color-Coded Maps is a fantastic tool for showing local demographics.)*

But more importantly, have fun exploring and celebrating the spirit of entrepreneurship in our local communities!