Welcome to the Esri Story Map Shortlist application template

Quick Start Tip: Before you continue reading this document: *Be sure to have a look at the* Story Map Shortlist section *of the* Esri Story Maps *website if you've not already been there. It includes an overview of the Story Map Shortlist, a gallery of great examples, and a* tutorial *that outlines the steps for making a Shortlist. Read that first efore continuing with this document. You may find you can get your Shortlist up and running just by reading that. Then come back here to this document if you need to.*

What's new in the latest version of the Shortlist

Welcome to version 1.4 of the Story Map Shortlist^{SM} application template. Read this section if you are already familiar with the Story Map Shortlist and want to find out what's new. Otherwise you can skip to the next section.

Enhancements

The key enhancements in this release make it easier to create and manage the data used in your Shortlist and also opens up more possibilities for automating the generation of Shortlist content from GIS databases:

- The Shortlist now supports **feature services** for the point layers used to define the Shortlist tabs. You can also use feature service layers for supporting clickable point, line, or polygon layers. Previously only shapefiles or CSV-file based layers were supported for tabs and clickable supporting layers. Feature services published with ArcGIS Online and ArcGIS for Server are supported. This was a frequent request from authors and something we were late in providing but it is now there. Support for feature services make it much easier to publish a Shortlist from points you assemble in ArcMap or ArcGIS Pro. Previously you had to either export your points as a CSV file after first adding Lat and Long fields into its attribute table, or save them as a shapefile (at which point the 254 character maximum for text fields kicked in which could truncate your descriptions). Note: in order to use feature services to define the tabs in a Shortlist, don't apply a scale visibility range to those layers in your web map. *Note: If your existing Shortlist web map contains a feature service based point layer that simply displays some supporting data on your map, the Shortlist may now treat that as defining a tab. So put that layer's name in this parameter in the Index.html file to prevent that: POINT_LAYERS_NOT_TO_BE_SHOWN_AS_TABS.*

- The Shortlist now supports up to **200 places per tab**. Previously the limit was 99. This was a frequent request from authors. For usability and performance reasons we don't recommend having 200 places in a tab - it may be better to separate that many places into two or more different tabs. But if you want to have more than 99 in one tab, you can now.

- You now have the option to define all the tabs in a Shortlist with a **single point layer**. Previously every tab had to be defined using a different point layer. While using one layer per tab is still supported, the option to define all the tabs using one layer can simplify creating and maintaining Shortlists because you can assemble all your points of interest in a single dataset.

    With this option the Shortlist uses the value of a field called TAB_NAME in the point layer to determine the name of the tab each place will belong to. This makes it easy to move places between different tabs because instead of having to delete the place from one layer and add it into another layer you can simply edit its TAB_NAME value. The order in which the names in the TAB_NAME field occur in the table also determines the order of the tabs in your Shortlist.

    When the Shortlist launches, if it finds a point layer in the web map containing a TAB_NAME field, it will use that point layer to define all your tabs. Although the Shortlist gets the names of the tabs from the TAB_NAME field, we also provide a new configuration parameter that lets you specify aliases for your TAB_NAME values. In this way you can change the names of your tabs without having to edit your data source. Similarly, a new configuration parameter also lets you change the order of the tabs you have defined via the TAB_NAME values, so you can easily change the tab order without having to modify your source table.

- The Shortlist now **automatically numbers the places** in your tab(s) based on the record order in the attribute table of the layers that define the tabs. Previously the Shortlist required a NUMBER field to be present in those layers and it uses the value of that field as the number. This made it hard to maintain Shortlists because

if you added or deleted places, you would have to update the NUMBER field for the remaining places to keep them sequential. With this enhancement you can just add or delete places and all the remaining places in your tab will be renumbered. This also matches the way that the Story Map Tour application numbers the points in a tour based on a layer you provide.

The NUMBER field is no longer required. However it is still supported. If the Shortlist finds a NUMBER field in a layer that defines a tab, it *will* use that field to number the places instead of automatically numbering the places based on the record order of the records in the attribute table of the layer. This is to ensure that the numbering in your existing Shortlists won't change if you upgrade them to this updated version. It also provides a way to control the numbering via a field if you want to do that (for example if you want to automate the maintenance of your Shortlist) instead of sorting or reordering the records to change the numbering.

If you want to take advantage of the automatic numbering in this version of the Shortlist, delete or rename the NUMBER field in the layers that define your tab(s). This will make the Shortlist use the order of the records in your attribute table for the numbering. If your records are not in the order you want, you should sort the attribute table on the NUMBER field first before you delete that field. This operation will involve reloading the data into your web map. *Tip: Even if you let the Shortlist auto-number your places based on the record order in the table, it can still be useful to keep a numeric field in your attribute table that stores the sequential record order of your places. In this way you can edit this field and then sort the table on the field in order to change the numbering of your places. Use a name other than NUMBER for that numeric field.*

- To improve compatibility with the data schema used by the Story Map Tour application template, the Shortlist schema now accepts these **alternative field names**. (There's no need to update your existing data: all your current field names are still supported):

    - NAME can be used instead of TITLE
    - DESCRIPTION or CAPTION can be used instead of DESC1
    - PIC_URL, THUMB_URL, or PICTURE can be used instead of IMAGE_URL

Other enhancements:

- The Shortlist now supports web maps and layers that are **not shared publicly**. If you make a Shortlist pointing at a web map that is not shared publicly, or that contains a layer that is not shared publicly, it will prompt the user to login with their ArcGIS Online account in order to open the web map and its content. This enables you to create a Shortlist containing data that can't be accessed publicly so that only members of your ArcGIS Online Organization can view it. It also enables you to test your Shortlist before you share your web map to a wider audience.

- We have added built-in support for **black** numbered marker symbols. So the COLOR_ORDER variable in the Index.html now supports "black".

- Improved support for **US Federal Section 508** accessibility requirements. Users can use the TAB key to navigate through the user interface and access each element of the story.

- You have the option to install the Shortlist application and use that one installation for multiple Shortlists by taking advantage of the ability to pass configuration variables, such as the web map ID, color order, details_panel. etc as parameters in the URL used to call your Shortlist, overriding the configuration variables specified in the Index.html file. This is convenient because you can customize and install the Shortlist once, such as with your agency's logo and color scheme, and then use that one installation for multiple Shortlists. In order for the Shortlist to accept a web map ID via the webmap URL parameter, the ArcGIS Online account

name of the owner of the web map must be specified in the new AUTHORIZED_OWNERS configuration variable in Index.html. If that variable is left blank, your Shortlist won't accept a webmap ID via the URL and it will only use the webmap specified in the WEBMAP_ID variable in the Index.html file.

- We have standardized the filenames of the numbered marker symbols. All the numbered marker symbols now use the filename convention NumberIconAXXX.png where A = the first letter of the marker's color and X = the number it represents.

- Shortcut: In the Details panel, end users now can click the photo to launch the website referenced in the WEBSITE field (if that field is present and populated) instead of clicking the Website link.

Main bug fixes

- The place name in the title of the popup can no longer collide with the popup's Close control (the 'X' control).

- If the Shortlist can't access the web map we now provide a message. Similarly if the web map exists but doesn't contain any correctly formatted point layers to define the Shortlist tabs, we now provide a message. Previously the Shortlist would hang in loading mode and not give users a message in both of those cases.

- If your subtitle doesn't fit in the available space, we now provide a scroll bar to the right of it so people can scroll through it. Previously it just got clipped. However we recommend using single line, brief subtitles.

- The Shortlist now works if your web map uses a basemap that has a spatial reference other than Web Mercator Auxiliary Sphere (WKID 102100). Previously the Shortlist would hang if the basemap was not in that projection. (Esri bug number: NIM099707).

- In the tabs, we only show a maximum of three lines for long place names. Previously we showed a fourth line that was partially clipped by the bottom of the tile. Make sure your place names don't exceed three lines otherwise users won't see the complete name.

Introduction

The Esri Story Map Shortlist^{SM} story map application template enables you to publish an easy-to-use, attractive online map application that enables people to discover places of interest in an area. Users browse the places in a series of tabs next to the map, each showing a particular set of places based on a theme. Places are listed with images to make the browsing experience fun and attractive. If users see a place in a tab they are interested in, they can click (or tap) on it and a popup will show its location on the map. Users also click or tap on a place directly on the map to get the popup about it. As users navigate around the map, the list of places shown in the tab updates to show them places in the current map extent, so the experience is similar to travelling around in the real world and discovering new places. So if a user navigates to a particular location, the tabs just show places in that location. The Shortlist is responsive so the layout automatically changes when it is opened on smaller screens or in smaller web browser windows.

Tip: You can find some great examples of Shortlists in the [gallery on the Story Maps website](). Be sure to look at those to get a feel for what works well for your subject area or target audience

The hardest part of making a Shortlist is the editorial work of choosing the places you want to feature, getting photos and writing the text. But that's the fun part too! The technical part is fairly straightforward. Here's the overview of what you do to author and deploy a Shortlist:

- Assemble the **set of images** that the Shortlist will display for your places, one per place. The Shortlist can handle any image size but small ones work best: Our recommended size and shape is 280 pixels by 210 pixels. The Shortlist references images via URLs, so you need to put your images onto the web somewhere so the Shortlist can access them, such as in a folder on any public-facing website or web server. You can also use any third-party web hosting service, such as iPage™. You just need to be able to get URLs to your images. You may be able to do this yourself or you may need to have, say, your IT Department do this step for you depending on the level of access you have.

- Assemble the **descriptive information** about each place. You might already have information about these places that you will load into your Shortlist. Or you may need to create the data from scratch. The Shortlist expects a certain set of fields to exist in your data so it can display your places. The Shortlist download includes a Samples folder containing ready-to-use data templates you can use. Appendix A in this document describes the contents of the Samples folder and Appendix B details the Shortlist data schema.

- Create a **web map** in [ArcGIS Online]() and load your assembled place data into it as layers. You can use any ArcGIS Online account to create a Shortlist. Your web map can also include additional supporting layers that you want to display in your Shortlist.

- The Shortlist download includes the source code for the application. You'll edit the Index.html file in this set of files to **configure your Shortlist.** At a minimum you'll edit the line in that file that tells the Shortlist which web map it should point at. You can optionally change other settings too. No programming is required: configuration just involves editing a few lines in one text file. If you have web development skills you can also tweak or customize the Shortlist code to change the look and feel, for example, to reflect your brand's color scheme.

- Finally, **install** the Story Map Shortlist source code onto any public-facing website or web server. Like with getting your images online, you may be able to do this yourself or you may need to have someone with the appropriate access rights and knowledge do this for you.

1. Assemble your Shortlist places

Your Shortlist can contain one or more tabs. There's no limit to how many tabs you have. However we typically recommend not more than 5 or 6 tabs. If your Shortlist only has one tab we automatically hide the tab control itself, so users only see the tab controls if they are needed. If your Shortlist has more tabs than fit across the width of the end-users web browser we automatically wrap the row of tab controls over onto another line.

Each tab in a Shortlist can contain up to **200** features. For usability and performance reasons we recommend using less than that, or dividing up large datasets into two or more separate tabs based on some useful category. So if you have 200 restaurants and bars, break them out into two different tabs. But avoid having too few places in a tab: if someone opens your Shortlist and sees just a handful of places it will look too sparse. Look at the examples in the gallery on the Story Maps website to see what you think works best.

The places in Shortlist are defined using one of the following data formats.

CSV files

These are Comma Separated Value files, a common text file format for sharing tabular data. These can be created in any text editor but are normally created by exporting from a program such as a spreadsheet. Assembling your Shortlist in Excel and then exporting it to a CSV file which you upload into a web map is an easy way to create your Shortlist data. A CSV file can use Latitude and Longitude fields or street addresses to geolocate the point features they define.

Feature services

These can be published using ArcGIS Online or ArcGIS For Server. This is the easiest way to assemble your data in ArcGIS for Desktop and then publish it for use in a Shortlist. You can publish feature services from ArcGIS for Desktop to ArcGIS Online using an ArcGIS subscription account with Publisher or Administrator privileges. You will normally share your feature services publicly so that anyone can access your Shortlist. You also have the option of just sharing your feature services to members of your ArcGIS Online Organization, in

Shapefiles

These can be created in ArcGIS for Desktop, zipped up and uploaded into a web map. Shapefiles have a 254 character limit to text fields though, so it can be hard to make your descriptive text to fit. If you want to use ArcGIS for Desktop to assemble your Shortlist data and you can't or don't want to use feature services (see next point) a better workflow than creating shapefiles is to assemble your points as geodatabase feature class layer and then export its attribute table to a CSV file after first adding Lat and Long fields into the table.

The order of the records in the layer's table determines the order in which the places are listed and numbered in the tab, so you don't need to manually assign a number to each of your places.

Tip: We do give you the option to control the numbering of your Shortlist places via a field value: If your data contains a NUMBER field, the Shortlist will use that to number the places and will ignore the record order of the places. However you will have to manually update the NUMBER field to reflect additions or deletions of places. Using a NUMBER field is useful if you want to be able to control the numbering via a field without having to sort the table.

Choose how you want to define your tabs

You have two options for assembling the points of interest for your Shortlist tabs. Which option you use may depend on what is the easiest way for you to get any existing data into your Shortlist and how you want to manage and maintain your data.

Option 1: Each tab in your Shortlist is defined by a separate point layer in your web map

This is the easiest way to assemble your data. Each point layer in your web map will be automatically used to define one of the tabs in your Shortlist. So if you want to have three tabs, each of these tabs will be defined by a different point layer in your web map.

- The drawing order of these point layers in your web map defines the order in which the tabs appear in your Shortlist, so the top-most point layer in your map becomes the top-most tab. You can simply reorder these point layers if you want to change the tab order

- The name of each point layer is used as the name for the corresponding tab. To rename a tab you simply change the name of its point layer in the web map.

Option 2: All the tabs in your Shortlist are defined by a single point layer.

While using a separate layer to define each tab, Option 1, is an easy way to assemble your Shortlist, it may not be convenient if the places you want to display are already in a single GIS layer. For example you may have a point layer containing the complete set of places of interest, differentiated by a field which specifies what type of place it is. Option 1 may also not be convenient if you want to be able to easily move places between different tabs because it requires that you delete the place from one layer and add it into another layer. For these reasons, Option 2 allows you to define all the tabs from a single point layer.

- The Shortlist list looks for a field called TAB_NAME in your layer's attribute table to determine which tab each place should be displayed in. If you want to move a place from one tab to another you just have to edit the value of its TAB_NAME.

- The Shortlist uses the values of the TAB_NAME field as the names of the tabs. But you can also override those values when you configure your Shortlist and supply different names. (See later in this document for how). This lets you use a token value for the TAB_NAME in your data, like "A", "B", "C", and then supply the actual names of the tabs when you configure the Shortlist.

- The order in which the values defined in the TAB_NAME field occur in your layer's attribute table determines the order in which the tabs appear in your Shortlist. You can also override this order when you configure your Shortlist, which allows you to change the tab order without editing your layer.

- This option to use a single layer can be useful if you want to drive your Shortlist content from a database especially when using a feature service as the data source for your layer to help automate the process.

The sample datasets that come with the Shortlist download include examples using both of the options above. The Shortlist automatically determines which of the two options you are using: if it finds a point layer in your web map with a field called TAB_NAME it assumes you are using Option 2 and it will use that layer to define all the tabs. If it finds more than one layer with a TAB_NAME field it uses the first one in the drawing order.
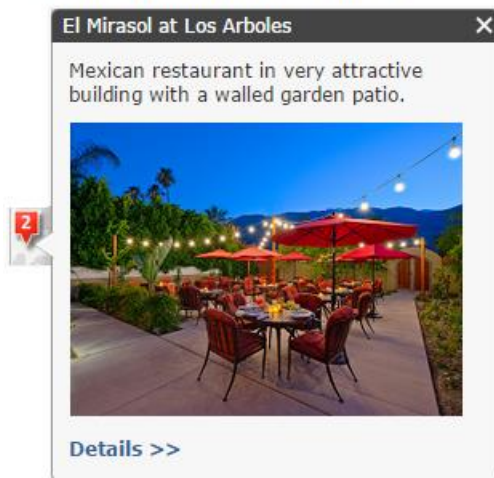
Assemble your images

Each place shown in your Shortlist is represented by one image. Images are accessed by the Shortlist using URLs, so the images must be accessible publicly via URLs if your Shortlist will be accessed by the public, which is the normal configuration. The images can reside on any website or web server.

The image will usually be a photograph of the place but could also be a graphic such as a logo. This can be a good option if it is hard to find a good photograph of a place like a restaurant or museum.

Each image needs to be in either PNG or JPG format and for best results should be in landscape orientation at a 4:3 aspect ratio. The recommended image size and shape is 280 pixels wide x 210 pixels tall. At this size the picture not only fills the width of the Shortlist popup but also fits nicely into the width of the display when a Shortlist is viewed on a smartphone. The minimum size for images is 200 pixels wide by 150 pixels tall, which is the same 4:3 aspect ratio but a bit smaller:

Shortlists look best when all the images are the same size and shape. If you have a mixture of landscape and portrait images then the tabs may look rather irregular because people will see all those different shapes. It is best to avoid portrait orientation images if possible because they don't fit nicely into the Shortlist tiles and popups.

Larger images and different shapes are supported but the Shortlist s are scaled down to fit into the popup. So even if you use an image that is wider than 280 pixels, it will be scaled down to 280 pixels when it is displayed in the Shortlist popup. Using larger images can slow down the initial load speed of the Shortlist because all the images in the first tab are loaded when it is launched, so it pays to resize your images if they are much larger than the specifications above.

We don't recommend simply pointing at images on third party websites. It is best to make and store your own copies of images. This enables you to resize and crop them however you like, and also ensures that they are available. If you reference third party images via URLs it is hard to know when these images are no longer available and you have no control over their size.

## Choose which popup style you want to use in your Shortlist

Before you start assembling the data files containing your places you should choose which popup style you want to use. The Shortlist offers two different popup styles depending on how much information you want to provide to your end users. The choice you make applies to all the places in your Shortlist and can't be different for different tabs. The descriptions below show you which field names in the data files the Shortlist displays.

Popup Style 1: Just a popup (the default style)

The default popup style lets your users access a simple popup with an image and optional fields.
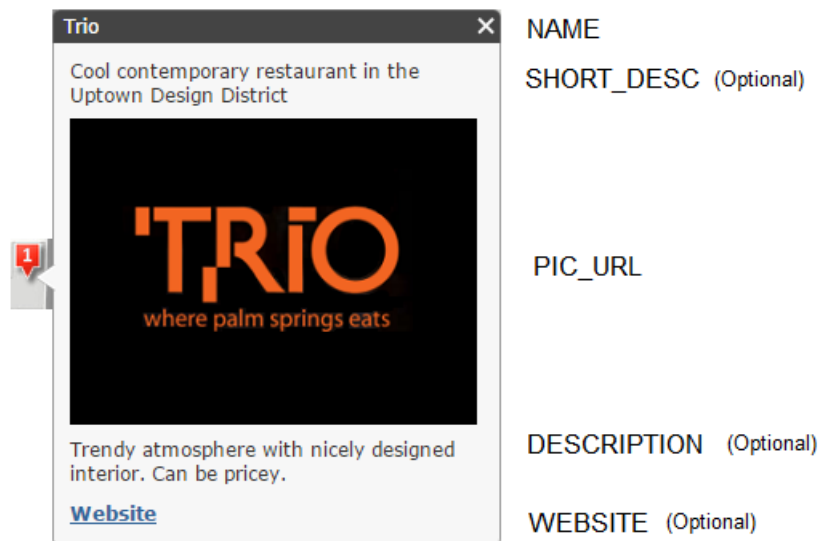
Three of these fields are optional (SHORT_DESC, DESCRIPTION and WEBSITE). This means that the fields can be either be omitted completely from the layer or the fields can be present in the layer but not populated for one or more features. (The optional fields that are present can vary from layer to layer in your Shortlist). So for example by omitting the SHORT_DESC field from a layer you can get this popup:
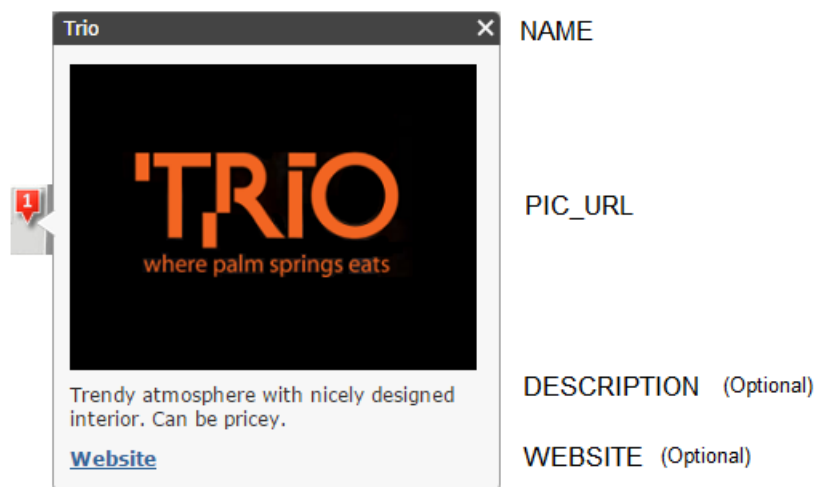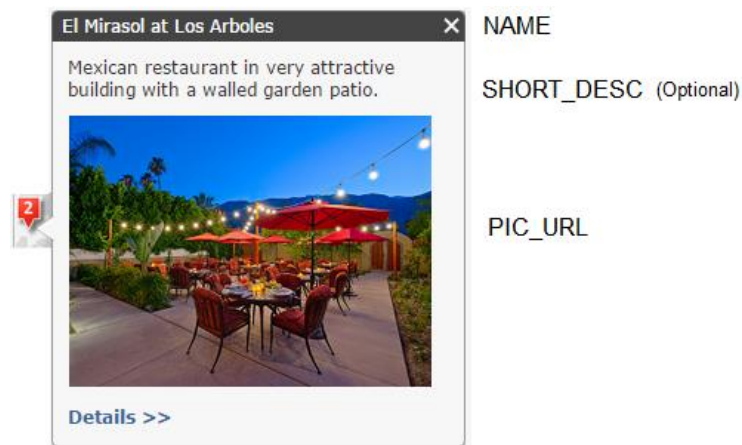

These alternative field names are also supported:
    NAME can be TITLE
    DESCRIPTION can be CAPTION or DESC1 (DESCRIPTION is too long for use in a shapefile)
    PIC_URL can be IMAGE_URL, THUMB_URL or PICTURE

Popup Style 2: Popup and Details panel

With this option the popup contains an image and the SHORT_DESC, plus a 'Details' link that launches a separate Details panel where you can present full information about the place.

The Details panel supports up to 5 description fields on the right. Each DESC field contains one paragraph of text and the right hand side of the panel can be scrolled if the text doesn't fit.

These alternative field names are also supported:
NAME can be TITLE
DESC1 can be DESCRIPTION or CAPTION
PIC_URL can be IMAGE_URL, THUMB_URL or PICTURE

Popup style 1 is recommended if don't have a lot of info to provide. The Shortlist defaults to use Popup Style 1 unless you change the appropriate setting in the Shortlist configuration. The Details panel in Popup style 2 doesn't look good if you only use two or three of its fields. Which optional fields appear in the popup and details panel is automatic: if the optional fields are present and populated in your data, their values will be displayed: you don't need to tell the Shortlist which optional fields you want to include.

Tip: If you are not sure which popup style to use at this point, choose Popup Style 2 so your data has the full set of Shortlist fields. Both sets of field names are interchangeable so you can switch between the two styles in the Shortlist configuration without changing any of your field names.

Assemble your data layer(s)

The easiest way to assemble the layer(s) for use in the Shortlist with the expected attributes is to use one of the sample datasets that you'll find in the Samples folder in the [Shortlist download](#).

See Appendix A in this document for a description of what's in the Samples folder.

See Appendix B in this document if you want to see a list of all the fields used in the Shortlist schema. However this is just provided for reference. You can prepare your Shortlist data just by using the appropriate sample data from the Samples folder

2. Assemble optional supporting layers

In addition to the point layers that define the tabs in a Shortlist, the web map that your Shortlist uses can optionally also contain additional layers to show other features on your map such as study area outlines, light rail routes, etc, or provide additional detail or information.

Your Shortlist will display these layers as-is with one important exception: the Shortlist doesn't support popups defined for feature layers in your web map. The Shortlist has its own schema for popups, so it doesn't use the popups defined for features in the web map. However it does allow you to add point, line or polygon feature layers into your web map that users can click or tab to get information about the features, if they use the Shortlist schema. These are called **clickable supporting layers**. Users can also hover their cursor over these features to get a map tip showing their title.

For example the San Diego Shortlist uses clickable supporting layers to indicate some recommended areas such as neighborhoods and beaches, trolley routes and stations, and also to show users the ferry routes over San Diego Bay. The Phoenix Shortlist uses supporting layers to show neighborhoods, parks, the light rail line, and stations on the light rail route. Another use of a supporting point layer in a Shortlist might be to show a point feature like a convention center or hotel if your Shortlist is showing places to go near to the location of an event.

These supporting layers are totally optional, so you can have no supporting layers, just one, or multiple. Just like the layer(s) defining the tab(s) in your Shortlist, each clickable supporting layer has to be based on a CSV file (which can only be used to define clickable point layers, not lines or polygons), a shapefile, or a feature service.

The names of the supporting line or polygon layers aren't displayed in the Shortlist, so any name can be used for these layers in your web map.

The easiest way to create clickable supporting layers is to use the samples in the Samples folder as templates to create any supporting layers you want to display. See Appendix A in this document for a description of what's in the Samples folder. In addition to point layers, the Samples folder includes line and polygon shapefiles and geodatabase feature classes.

The fields expected for supporting layers are the same as the fields expected for the point layers that define the tabs. Note that for clickable supporting layers, the optional NUMBER field is not supported, because these features aren't numbered. The TAB_NAME field also does not apply. (These and any other fields are ignored if they are present). Your clickable supporting layers will use the same popup style as the places in your tabs.

In the section of this document about configuring your Shortlist we show you how to tell it which layers in your web map it handle as being clickable. By default, layers in your web map that don't define tabs are assumed to not be clickable. If you decide to include a point supporting layer in your Shortlist, we show you we also show you how to tell the Shortlist that so it knows which of your point layers define tab(s) and which are clickable supporting layers.

3. Create your Shortlist web map

Now that you have assembled the point layer(s) to define your Shortlist tab(s) and also assembled any clickable supporting layers you want to include in your Shortlist, you can add them into a web map. You can create a new web map for your Shortlist or use an existing one. Either way, you add your assembled layers into the web map.

Add the point layer(s) that define your tabs

In your web map you don't need to specify **symbology** for the point layer(s) that define your tab. The Shortlist automatically applies its own built-in numbered marker symbols to the data in the layers. So it doesn't matter what symbology you apply to these point layers in your web map: it is ignored by the Shortlist

Similarly in your web map you don't need to **configure the popups** for these point layers, because the Shortlist automatically applies its own built-in popup configuration to the data in the layers. So it doesn't matter whether you configure popups or not for these point layers.

Note: Don't apply a **scale visibility range setting** to the point layers in your map that define your tabs. If you are using feature service point layers to define your tabs, the tab won't appear in your Shortlist if it is not drawn on the map at the scale your Shortlist is initially drawn at. If CSV files and shapefiles have scale visibility range settings applied to them, the Shortlist ignores those settings and displays the tabs anyway. But in general it is best to just not set scale visibility ranges for any of these point layers that define tabs.

Optionally, add point, line or polygon layer layers that define clickable supporting layers

Unlike with the point layer(s) that contain the places in your tabs, the **symbology** you choose for your clickable supporting layers in your web map is used as-is by the Shortlist. The Shortlist doesn't apply its own symbology to your supporting layers. So be sure to symbolize your supporting layers the way you want them to appear in the map. **Scale visibility range settings** are also taken into account.

But just like the point layers that contain your places, you don't need to **configure the popups** for the supporting layers, because the Shortlist automatically applies its own built-in popup configuration to the data in the layers.

Optionally, add other layers

Other layers in your web map are displayed as-is by the Shortlist, including symbology and scale range settings. Popups from these layers are not supported in the Shortlist

Choose the initial extent of your map

The initial extent of a web map is simply the spatial extent it shows when it is opened. This extent is whatever extent was being displayed the last time that the map's author saved the map. When a user opens a Shortlist app, the first extent they see is the initial extent of the web map. After they've navigated around the map, they can also return to this initial extent by using the Home button (the house icon) on the map. This provides a nice way for people to get back to base after they've been somewhere else.

Your initial extent is an important information design choice for your Shortlist application. As the tabs only show places that are inside the extent that the user is currently viewing in the app, if your initial extent doesn't cover the entire area of your map that contains your places, people will only see a subset of the places in your map when they first launch the app and they may not realize that there are other places in the map. So we recommend

that your initial extent cover all of your shortlist points. The user can then browse through the tabs to see all the places, and they can also zoom in on the map if they want to focus just on what is in one area.

Optionally, add some bookmarks

Your web map can optionally contain some bookmarks. When your web map contains some bookmarks, they automatically appear in a dropdown menu in the top right hand corner of the Shortlist. By default, this menu is called 'Zoom' but you can change this name easily (see later in this document for how). For example, for a Shortlist showing places in a city where you've defined bookmarks for key neighborhoods you might want to change the Zoom menu to be called Neighborhoods. If you choose not to have any bookmarks, the menu is automatically hidden in the Shortlist. Your bookmarks should have fairly short names. Bookmarks are listed in the order in which they appear in your web map.

Bookmarks are an important way for you to guide your users around the areas on the map you want them to look at. For the San Diego and Palm Springs Shortlists, we treated the bookmarks as part of the set of recommendations we want to give users. So instead of trying to list every neighborhood in town, we chose the ones that we wanted to recommend people visit. As described above, we also included a bookmark called Overview that covers the entire city. We avoided bookmarks for areas that would give the user no places, so that the user always gets something in their tabs if they visit each of the places in the bookmarks dropdown.

Specify the title and summary for your web map

The Shortlist automatically uses the title of your web map as the title of the Shortlist application and uses the summary text of your web map as the subtitle in the application. To edit the title and summary of your map in ArcGIS Online go to the entry for your web map in ArcGIS Online. The other information on the Details page is not used by the Shortlist.

Take care to make the subtitle for your Shortlist interesting and compelling. Don't just repeat the title of the Shortlist. For example if your Shortlist is about places to go in a newly revitalized neighborhood of a city, make the subtitle something that draws the user in, such as "There's lots to do and discover in our downtown so we've selected some of the best for this map".

Save your map and share it

Save your web map and Share your web map publicly. This is the usual configuration because you want everyone in the world to see your Shortlist! If you are using feature services in your Shortlist, make sure those are shared publicly too.

You can also choose to make your Shortlist only be accessible to members of your ArcGIS Online Organization. In this case people when your Shortlist launches people will have to sign in with their ArcGIS Online account to show they are members of your ArcGIS Online Organization. This enables you to create a Shortlist containing data that is not publicly accessible. To do this, share your web map just to your Organization instead of publicly. If you are using feature services to define your Shortlist you should also share them just to your Organization instead of publicly.

4. Configure your Shortlist

To configure the application, you first download the [Shortlist application zip file](#) and save it locally on your computer so that you can make edits to it. No programming is required. The only one of the Shortlist source code files you have to edit is **index.html**. Open this file in the text editor of your choice.

A) Update the application configuration section of the Index.html file

In the Index.html file you'll see the following variables:

```
//----------------------------------
// Application configuration
//----------------------------------

var WEBMAP_ID = "88b187a860934d8491bdff591d0b1e1a";
var BOOKMARKS_ALIAS = "Zoom";
var COLOR_ORDER = "green,red,blue,purple,black"; // will only use as many colors as you have tabs
var DETAILS_PANEL = "false"; // specifies whether or not popups have a link to a separate Details panel
//
// Specify point feature layers on your map that do NOT define a tab in the Shortlist.
// These point layers will be displayed as supporting layers.
// if there's more than one layer, use the "|" character as delimiter
var POINT_LAYERS_NOT_TO_BE_SHOWN_AS_TABS = "";
//
// Specify supporting feature layers in your map that will be clickable in the Shortlist.
// These layers must use the Shortlist attribute schema for their popups to appear.
// If there's more than one layer, use the "|" character as delimiter
var SUPPORTING_LAYERS_THAT_ARE_CLICKABLE = "";
//
// Location button that locates user (on supported browsers)
var GEOLOCATOR = false;
//
// If the tabs are defined using a single layer, you can optionally use these parameters to
// override the tab order and names defined in that layer without editing the layer.
// If you specify TAB_NAMES: a) all tabs must be included in TAB_NAMES, whether or not
// you want to rename them, b)  TAB_ORDER must be specified too,
// c) TAB_NAMES order must correspond with TAB_ORDER. For example:
// var TAB_ORDER = ['Design', 'Fun', 'Food'];
// var TAB_NAMES = [
//    {'Design': 'Design'},
//    {'Fun': 'Activities'},
//    {'Food': 'Snacks'}
// ];
var TAB_ORDER = [];
var TAB_NAMES = [];
//
// Optionally to be able to use the webmap URL parameter, configure here the list of webmap authors
// whose webmaps are allowed to be viewed by this Shortlist deployment
// This is the ArcGIS Online username of the webmap owner (e.g. ["user1"], ["user1", "user2"])
var AUTHORIZED_OWNERS = [];
```

- REQUIRED: Edit the **WEBMAP_ID** variable to be the ID of your ArcGIS Online web map. This tells the Shortlist app which web map to use. For example, our Palm Springs Shortlist web map has this URL: [http://www.arcgis.com/home/webmap/viewer.html?webmap=**88b187a860934d8491bdff591d0b1e1a**](http://www.arcgis.com/home/webmap/viewer.html?webmap=88b187a860934d8491bdff591d0b1e1a) and the ID of this map is the last part 88b187a860934d8491bdff591d0b1e1a. *WEBMAP_ID is the only variable you have to modify in order to configure your Shortlist. The other variables are optional.*

- OPTIONAL: Edit the **BOOKMARKS_ALIAS** variable if you want to specify a different name for the bookmarks menu in the top right corner of your Shortlist app. By default, this name is "Zoom".

- OPTIONAL: Update the **COLOR_ORDER** variable to specify a different color ordering for the five colors that the Shortlist supports for the places in each of your tabs. The default order is green, red, blue, purple, black, so green is used for the points in the first tab, red for the points in the second tab, etc. If your Shortlist has less than five tabs, you don't need to specify all the colors. If your Shortlist has more than five tabs, you can either specify which colors you want to use for each tab, or let them default, in which case, the colors for specified for the first five tabs will be repeated.

- OPTIONAL: Change the **DETAILS_PANEL** variable to be "true" if you want your popups to contain a link to the Details panel (popup style 2 described in the previous section of this document). If you leave this set to "false" your Shortlist won't use the Details panel and will therefore use popup style 1.

- OPTIONAL: If your web map contains any point feature layers that you want the Shortlist to draw on your map as clickable or non-clickable supporting layers instead of using them to define tabs, put their layer names into the **POINT_LAYERS_NOT_TO_BE_SHOWN_AS_TABS** variable. Any point feature layers in your web map that are **not** listed in this variable will be used to define tabs. Use the | character as the separator if you have two or more layers. For example here is how you would specify this variable if there at there are two point layers in your web map that you want to be treated as supporting layers instead of defining tabs. The layer names are case insensitive:

  ```
  var POINT_LAYERS_NOT_TO_BE_SHOWN_AS_TABS "Light rail stations | Bus stops";
  ```

- OPTIONAL: Use the **SUPPORTING_LAYERS_THAT_ARE_CLICKABLE** variable to list the names of any feature layers layers in your map that will be clickable by the user because you have given them the fields that the Shortlist uses for popups. Don't list the point layers that define your Shortlist tabs in this variable. The only point point layers that you'll list in this variable are those that do not define tabs that you still want users to be able to click to get a popup. Use the | character as the separator if you have two or more layers.

- OPTIONAL: Set the **GEOLOCATOR** variable to true if you want your Shortlist to display a geolocator button that users can click or tap to show their current location on your map. This is off by default because not all Shortlists are made specifically to be used by people who are inside the area shown on the map. When the button is enabled in your Shortlist, users can click or tap on it and the Shortlist will center its map on their current location, as reported by their browser, and display a blue symbol at that location. The blue symbol disappears after 10 seconds.
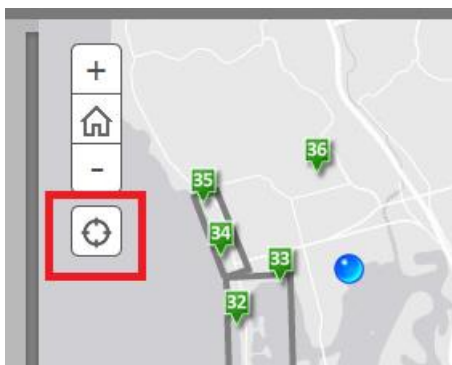
  Note that when the user clicks or taps this button they will usually be prompted by their browser to confirm that they want to share their location with the Shortlist so it can be displayed on the map.

- OPTIONAL: If your Shortlist tabs are defined by a single point layer in your web map, the names of those tabs are defined by the values in the TAB_NAME field in that layer and the order of those tabs is defined by the order in which those values occur in the layer. But you can override those names and/or that order using the **TAB_ORDER** and **TAB_NAMES** variable in the application configuration, without having to edit the layer.

  For example if your single layer defines three tabs called 'Fun', 'Food', and 'Design' in that order, you can override that order:

  ```
  var TAB_ORDER = ['Design', 'Fun', 'Food'];
  var TAB_NAMES = [];
  ```

  and you can override their names to rename 'Fun' to 'Activities' and 'Food' to 'Snacks'

  ```
  var TAB_ORDER = ['Design', 'Fun', 'Food'];
  var TAB_NAMES = [
     {'Design': 'Design'},
     {'Fun': 'Activities'},
     {'Food': 'Snacks'}
  ];
  ```

  Note that if you specify TAB_NAMES you have to specify TAB_ORDER too, even if you don't want to override the order, and in TAB_NAMES you have to list each of the tabs in the same order as TAB_ORDER even if you don't want to rename them all. So in the example above, the Design tab has to be listed in TAB_NAMES too.

- OPTIONAL. After you install the Shortlist application (see the next section in this document) you also have the option to use that one installation for multiple Shortlists by taking advantage of the ability to pass configuration variables, such as the web map ID, color order, details_panel. etc as parameters in the URL used to call your Shortlist, overriding the configuration variables specified in the Index.html file. This is convenient because you can customize and install the Shortlist once, such as with your agency's logo and color scheme, and then use that one installation for multiple Shortlists. In order for the Shortlist to accept a web map ID via the webmap URL parameter, the ArcGIS Online account name of the owner of the web map must be specified in the **AUTHORIZED_OWNERS** configuration variable in Index.html. You can then launch your Shortlist by including the ID of the web map owned by an authorized user in the URL:

  ```
  http://www.example.com/shortlist?WEBMAP=8504932f183c4b8699dc6ba28235e39
  ```

  You can also include the following additional parameters to override the corresponding configuration variables:

  ```
  http://www.example.com/shortlist?WEBMAP=8504932f183c4b8699dc6ba28235e398&DETAILS_PANEL
  =true&GEOLOCATOR=true&COLOR_ORDER=green,red,blue,purple&BOOKMARKS_ALIAS=ZOOM&POINT_LAY
  ERS_NOT_TO_BE_SHOWN_AS_TABS=Light%20rail%20stations&SUPPORTING_LAYERS_THAT_ARE_CLICKAB
  LE=Light%20rail%20stations|Light%20rail|Neighborhoods|Parks
  ```

  If the AUTHORIZED_OWNERS variable is left blank, your Shortlist won't accept a webmap ID via the URL and it will only use the webmap specified in the WEBMAP_ID variable in the Index.html file. If you specify one or more authorized owners and a web map ID is not included in the URL that launches your Shortlist, the Shortlist expects the web map specified in the WEBMAP_ID variable in the Index.html file to be owned by an owner specified in AUTHORIZED_OWNERS variable.

B) Optionally, update the Index.html file to reflect the name of your Shortlist and your agency's identity

- In the **head** section at the top of the index.html file update the TITLE tag:

  `<title>`Shortlist`</title>`

  to match the name of your Shortlist.

- In the **Facebook sharing** section update the three meta properties that control how a post referencing your Shortlist in Facebook appears:

  ```
  <!-- Facebook sharing -->
      <meta property="og:title" content="Shortlist"/>
       <meta property="og:description" content="This story map was created with the Esri Story Map
  Shortlist application."/>
          <meta property="og:image" content="resources/images/esri-globe.png">
  ```

- In the **header** section of the index.html file you'll see the following line defining the links in the top right hand corner of your Shortlist app:

  `<a id="msLink" tabindex="-1" href="http://storymaps.arcgis.com" target="_blank">A story map</a>`

  If you want to have a different link and target where we currently have 'A story map', modify that line

  You'll also see the following lines that specify the graphic logo that you see in the top right hand corner of your Shortlist app:

  `<img tabindex="-1" id="logoImg" src="resources/images/esri-logo-white.png" alt="Esri - Home">`

  If you want to use your own logo graphic, update the images/Logo.png file in the source code with your own design. We recommend using the same size graphic to keep the same layout. Update the URL target as well to where you want the user to be taken if they click the logo.

Save the index.html file.

C) Optionally, make additional customizations to your Shortlist source code

You can of course edit and customize the code in any way you want! That's why we freely provide the complete code for the application template. It can also be a good way to start learning JavaScript.

You can find some nice examples of customized Shortlists in the Story Maps gallery

- Here's a blog post with some information about how to get started customizing your Shortlist:
  http://blogs.esri.com/esri/esri-insider/2013/10/30/creating-and-customizing-a-story-map-from-a-non-giser/

- If you don't want the popup to show the picture of the place (which is how the Shortlist originally worked), you can set this parameter in the CSS file:

  `.infoWindowPictureDiv {display:none}`

5. Install your Shortlist

Now you have created your web map and shared it, you are ready to deploy the application by installing the application's source code, containing the configuration edits you made (see the previous section in this document and any other customizations) onto a website or web server so it can be accessed.

Note that we don't mean installing the application onto ArcGIS For Server. ArcGIS For Server is a product that allows organizations to create and serve web services that use GIS data. ArcGIS For Server is not needed in order to use the Shortlist. By 'web server' we mean the standard web server that you use for your website. This might be a web server that you or your organization maintains. Or it may simply be a folder on a shared or hosted web server that you use for your website. In an enterprise situation you might have a system administrator load the files onto a server. Or if you are an individual or small organization you may simply log in to a system like iPage™ where your website is hosted and copy the files onto your website, in the same way that you or they would put HTML, PNG, and other files if you were adding a new web page. You could also use a file sharing system like Dropbox™.

When you copy the contents of the Shortlist application template zip file into a folder on your website or web server, the location of the application template's Index.html file defines the URL that will be used to access your shortlist. For example if your website is using a web server like Internet Information Services(IIS) you can create a folder in its root file structure (C:\inetpub\wwwroot) and copy the contents of the application template zip file into it. So if you created a folder called:

        C:\inetpub\wwwroot\shortlist

and your website's domain is http://www.example.com then the URL of your shortlist will be:

        http://www.example.com/shortlist

That's it! Your Shortlist should now be working.

Optionally, add a 'web mapping application' entry into ArcGIS Online to represent your Shortlist

Now you've deployed your Shortlist, we recommend that you add a 'web mapping application' entry, like this one: http://links.esri.com/storymaps/website/generic_app_entry_example to represent your application in ArcGIS Online. You've already got an entry in ArcGIS Online for the web map you are using in your Shortlist, but you don't have an entry in ArcGIS Online for the application itself.

Although you aren't required to add a 'web mapping application' entry into ArcGIS Online for your Shortlist in order for it to work, it is highly recommended because a) it enables people who search in ArcGIS Online to discover and launch your application. Without one of these entries, people can find your web map but won't be able to find your app, b) it enables Esri staff to discover your application when they look for interesting examples and creative work by the user community, c) it enables your application to be added into an ArcGIS Online-based gallery, such as your organization's ArcGIS Online home page, the Living Atlas, or the Story Maps Gallery. These galleries reference web mapping application entries.

To add a 'web mapping application' entry, go to My Content in ArcGIS Online, and click the Add Item button, and then in the dialog that appears choose 'The item is an application', enter the URL of your shortlist and other information, including tags.

Be sure to include 'story map' and 'shortlist' in the Tags you add so that your entry can be found easily when people search for examples using those keywords. If you have performed a lot of interesting customization in your shortlist, add the tags 'custom' and 'customization' too which will help other story map authors find your work. You should also include tags such as the name of the city, state or province, and country the shortlist covers, plus additional Tags to reflect the theme or content of the shortlist. This all helps people find your work if they search ArcGIS Online and makes it show up in the Shortlist search we showed you in the Introduction part of this document.

After you've added the entry, you can edit it directly in ArcGIS Online to give it a nice looking thumbnail image, like a little screenshot of the app or one of the pictures from it, and specify credits, etc.

Finally, be sure to share your web mapping application entry publicly.

Appendix A: The Samples folder

The \Samples folder in the Shortlist download contains files you can use as template for creating the point layers that define the tabs in the Shortlist, and optionally, clickable point, line or polygon supporting layers that are also displayed in your map. Irrespective of whether you use feature services, CSV files, or shapefiles, your layers need to contain certain attributes that the Shortlist expects, such as an image, title, short description, etc. The easiest way to assemble your layers so that they contain the correct attributes is to use the appropriate sample file in the \Samples folder. These files already use the Shortlist attributes, so you can simply fill in your own information in place of what is there. The Samples are divided into two folders, depending on what style of popup you want to use.

> `\samples\Popup_Only`
>> *(Use this folder if you'll be using the default style popup, which doesn't have a separate Details panel)*
>
> `\samples\Popup_and_Details_Panel`
>> *(Use this folder if you'll be using the popup style that has a separate details panel showing more information, accessed via a link on the popup. The files in this folder have the additional attributes that are used in the Details panel. If you are not sure which popup style you want to use for your Shortlist, use this folder: you can populate as much of the data as you like and then decide on the popup style later.)*

For the point data used to define tabs, both folders contains samples for the two options you have for defining the tabs in a Shortlist:

- A "Points" layer used to define a single tab. So if your Shortlist will have three tabs you would make three copies of that Points layer.

- A "Points For Multiple Tabs" layer used to define all the tabs using one layer. This layer contains a Tab_Name field which defines which tab each place will be displayed in. So if your Shortlist will have three tabs, you would put all of your places into this one layer and specify the name of the tab that each place will be displayed in using the Tab_Name field.

CSV files

These folders contain ready-made CSV files along with the Excel files used to create each CSV file. There's a separate folder for each of the geocoding styles supported in ArcGIS Online for CSV files. You can upload CSV files directly into an ArcGIS Online web map by opening the web map and then using the Add > Add Layer From File command. If you want to use Excel to assemble the point data, use the XLSX file and then save it as CSV file using the Save As command in Excel. You can also use the Points file to create an optional clickable supporting point layer for your Shortlist which won't be used to define a tab.

> `\csv_file__lat_long`
>> `Points.csv`
>> `Points.xlsx`
>> `Points_for_multiple_tabs.csv`
>> `Points_for_multiple_tabs.xlsx`
>
> `\csv_file__address__one_field`
>> *These files store the street address with which the points are geolocated when the file is uploaded into a web map in one field: the Address field*
>> `Points.csv`
>> `Points.xlsx`
>> `Points_for_multiple_tabs.csv`
>> `Points_for_multiple_tabs.xlsx`
>
> `\csv_file__address__four_fields`
>> *These files store the street addresses with which the points are geolocated when the file is uploaded into a web map in four fields. In the Popup_Only folder the fields are Address, City, State and Zip. In the Popup_and_Details_Panel folder the fields are Address2, City, State and Zip because the Address field is used to store the full address of the place that can appear in the Details panel whereas Address2 is the street part of the address used in geocoding.*
>> `Points.csv`
>> `Points.xlsx`
>> `Points_for_multiple_tabs.csv`
>> `Points_for_multiple_tabs.xlsx`

Geodatabase feature classes for creating feature services

This folder contains a geodatabase with four feature classes. You can load these into ArcMap or ArcGIS Pro, publish them as feature services in ArcGIS Online or ArcGIS Server, and then add those services into an ArcGIS Online web map. The Points and PointsForMultipleTabs feature class can be used to define the tabs in your Shortlist. The Points, Lines and Polygons feature class can be used to define optional clickable supporting layers. There's an ArcMap MXD file that references the feature classes that you can open to prepare your data easily. You can also load that MXD file into an ArcGIS Pro project.

    \Geodatabase
        Geodatabase (containing Points feature class)
            Points
            PointsForMultipleTabs
            Lines
            Polygons
        MXD file

Tip: The Points and PointsForMultipleTabs feature classes can also be used If you want to create your Shortlist data in ArcMap or ArcGIS Pro but without publishing them as feature services. You can use them to generate CSV files from ArcMap which you can then upload into a web map. You could use Shapefiles instead (see below) but shapefiles impose a 254 character limit on your text fields. Before you export either point layer's attribute table to a CSV file, you will need to add Lat and Long fields to the table (use the Double field type letting scale and precision default) and populate their values using the Calculate Geometry command in the ArcMap table window.

Shapefiles

This folder contains four shapefileswith four feature classes. You can load these into ArcMap or ArcGIS Pro, edit them, and then add them into an ArcGIS Online web map by first zipping them up into a zip file (one zip file per shapefile) and then upload the zip file directly into an ArcGIS Online web map by opening the web map and then using the Add > Add Layer From File command. The Points and PointsForMultipleTabs shapefiles can be used to define the tabs in your Shortlist. The Points, Lines and Polygons shapefiles can be used to define optional clickable supporting layers. There's an ArcMap MXD file that references the shapefiles that you can open to prepare your data easily. You can also load that MXD file into an ArcGIS Pro project.

    \Shapefiles
        Points
        PointsForMultipleTabs
        Lines
        Polygons
        MXD file

Appendix B: The Shortlist data schema

Here is a description of each of the fields that the Shortlist application looks for. These fields are in addition to the standard ones used by the file the layer is based on, such Lat, Long or Address fields in the case of CSV files, and the standard fields like FID, Shape or ObjectID used by shapefiles and feature services, which we don't list here.

The field names have to match the names in English shown below. Field names are not case sensitive even though they are listed in upper case here. The fields can be in any order. Additional fields not listed below are allowed to be present in the data but are ignored by the application. Optional fields can either be omitted from the layer completely or be present but not populated for some or all features. So for example if a URL isn't specified for the WEBSITE field for one or more features in a layer, the Website link will automatically not be present when someone opens one of those features.

If the Shortlist finds multiple fields in your layer that match a field it is looking for, it will use the right-most field in left-to-right field order. So for example if your layer contains PIC_URL and THUMB_URL fields, both of which are supported field names for the field containing the URLs to the Shortlist images, it will use THUMB_URL if that is to the right of the PIC_URL field in the table.

REQUIRED FIELDS:

NAME
A text field containing the name of the place. This appears below the photo in the tile representing the feature in the tab, as a map tip when the user hovers their cursor over the place on the map, in the title bar of the popup, and in the title bar of the optional Details panel. The main constraint on name length is that it has to fit into the available space underneath the photo tile in the tab which is limited to a three line wrap around. Any text that doesn't fit into the available three lines is clipped. *This field must be present and must be populated for each feature.* (This field can also be called TITLE).

PIC_URL
A text field containing the full URL of an image showing or representing the place. This graphic appears in the tabs to the left of the map, in the popup and, if you choose to use one, in the Details panel. *This field must be present and must be populated for each feature.* (This field can also be called PICTURE, THUMB_URL or IMAGE_URL).

REQUIRED FIELD IF YOU WILL BE DEFINING YOUR TABS FROM A SINGLE LAYER

TAB_NAME
A text field containing the name of the tab that each place defined in your layer will be displayed in. The order of these values in the layer's attribute table is used to determine the tab order. The tab names and the tab ordering defined by this field can be overridden in the Shortlist configuration so that they can be changed without editing the data in the layer.

OPTIONAL FIELDS IF YOU WILL BE USING POPUP STYLE 1 (THE DEFAULT POPUP STYLE)

SHORT_DESC
A text field containing a description of the place that users see when they open the popup for a place. This is best kept short, and is easiest to read if it isn't a complete sentences.

DESCRIPTION
A field containing one paragraph of descriptive text. (This field can also be called CAPTION or DESC1, for example if you are using a shapefile, as DESCRIPTION is too long to be used as a field name in a shapefile.)

WEBSITE
Text field containing the full URL of a website or web page about the place. When the user follows this link, it gets launched in a new tab in their web browser.

OPTIONAL FIELDS IF YOU WILL BE USING POPUP STYLE 2 (POPUP WITH DETAILS PANEL)

SHORT_DESC   A text field containing a description of the place that users see when they open the popup for a place. This is best kept short, and is easiest to read if it isn't a complete sentences. It is not shown in the Details panel (so people don't see the same text twice).

DESC1 - DESC5   These are five optional text fields containing one paragraph of description. They appear in the optional Details panel. You can populate some of these fields or all of them. *Although these fields are all optional you will want to populate at least the DESC1 field if you are using the Details panel because the whole point of the Details panel is to give people more information and it will look bare without at least some text.* The field name DESCRIPTION or CAPTION can also be used instead of DESC1. So you can switch between Popup Style 1 and Popup Style 2 without changing the name of this field.

ADDRESS   A text field containing the address of the place. This doesn't have to be an actual street address: it can contain any text you like. *Don't put too much text in this field: In the Details panel, the left hand column isn't scrollable so if the user is viewing the Shortlist in a small browser window, the bottom of the left hand column may be clipped.*

HOURS   A text field containing the opening hours of the place or any other text about a place. Don't put too much text in this field: In the Details panel, the left hand column isn't scrollable so if the user is viewing the Shortlist in a small browser window, the bottom of the left hand column may be clipped.

WEBSITE   A text field containing the full URL of a website or web page about the place. When the user follows this link, it gets launched in a new tab in their web browser.

OPTIONAL NUMBER FIELD

By default the places in a Shortlist tab are automatically numbered based on the record order of the attribute table of the point layer that defines the tab. This makes it easy to maintain Shortlist data because if you add or delete one or more places, the places get automatically renumbered sequentially. To change the numeric order of the places in a tab you can change the order of the records in your table to get the order you want. For example if you want certain places to come first in your tab you could move those records to the top of your table by adding a numeric field into the table, editing its values to get the numeric order you want, and then sorting the table on that field. You can do that in Excel if you are using CSV files or do it in ArcGIS for Desktop as you create your shapefiles or feature services.

If your attribute table contains an integer field called NUMBER, the Shortlist will use the value of that field for each record to number the places in your tab. This enables you to control the number for each place via a field and override the record order. However you will have to manually update the NUMBER field to reflect additions or deletions of places. The value of NUMBER should be an integer between 1 and 200. Using a NUMBER field is useful if you want to be able to control the numbering via a field without having to sort the table.

If you are using CSV files or feature services for your layers, all the descriptive text fields (SHORT_DESC, DESCRIPTION, DESC1-DESC5, ADDRESS, HOURS) can contain text with an unlimited number of characters. If you are using shapefiles text field has a 254 character limit.