

Team Mystic

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ESRI 2015 Map App Challenge: Enjoy Your Coast BC App Characteristics

The *Enjoy Your Coast BC* app has a variety of functions which make it appealing, interesting, and useful for the end user, marine tourist and recreational users in British Columbia.

Appealing: the app is appealing because it has a simple interface making it easy to use and largely follows the same digital map conventions that most users are already familiar with, making it intuitive to use. The aesthetic design of the map is pleasing and capitalizes on strong visual aerial imagery, as well as colourful map symbols that are made larger for use in an online application, but could also be easily viewed on a mobile phone.

Interesting: the content of the map is interesting as it uniquely supports our undervalued relationship with our marine waters in British Columbia. The user can easily learn about a variety marine tourism and recreation opportunities which aren't widely publicized in a single location. The data is freely available from the British Columbia Marine Conservation Analysis (BCMCA) group who holds a data repository of marine spatial data for British Columbia. Some of the data has unique attribute information available that most likely would not be available or published in guide books or online websites that don't view their information spatially. The map also provides buffers centered around the city of Victoria, BC so that the user can visually and conceptually understand the areal disparity that exists between protected marine areas and protected terrestrial areas in Canada.

Useful: the application is useful to the user because it allows for easy exploration of a variety of marine tourism and recreation opportunities and facilities supported by provincial and federal government services. Several standard widgets are provided that most online map users are familiar with which increases their comfort-level when interacting with the map. Unique widgets are also available though, namely the drawing widget and the measurement tool widget. The drawing widget is a unique interactive element that provides a higher level of engagement than the standard widgets, as it is not available with most online map applications. It is useful to the user to collaboratively identify areas and locations of interest with friends for potential future trips. Multiple drawing widgets are included to increase the collaborative aspect of the trip planning by giving each user a sense of ownership over added information

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and decision-making when contributing to the map. The measurement tool is particularly useful when guesstimating kayaking and recreational boating routes since the “directions to” widget doesn’t follow marine routes.

An itemized list of the widgets and their locations is included below.

Standard Widgets:

1. A scale bar is located at the bottom left.
2. An XY locator telling you your exact coordinates is to the right of the scale bar.
3. A “My Location” widget below the zoom in/out buttons will geolocate your position on the map if enabled on your computer or mobile app.
4. A geocoder bar is located towards the top left corner of the page, allowing you to search for a location.
5. A legend can be accessed on the top right corner of the header bar, first button on the left.

Unique Widgets:

1. An attribute table can be accessed via a little black arrow on the bottom center of the page.
2. Two “about” pop-up windows can be found (one below the geocoder widget and the other second button on the top right corner header bar).
3. Multiple “drawing” widgets allow you and your friends to annotate the map with future trip plans (3 tools exist on the top right header bar and one below the geocoder bar on the top left corner of the map).
4. Lastly a measurement tool exists so that you can guesstimate potential kayaking routes or boating routes during your trip planning.