# **Mapping Platforms**

## **ArcGIS**

*ArcGIS Online enables you to connect people, locations, and data using interactive maps. Work with smart, data-driven styles and intuitive analysis tools that deliver location intelligence. Share your insights with the world or specific groups.​ Build interactive maps that explain your data and encourage users to explore. Map your own data and gain perspective by adding the authoritative location-based data included in ArcGIS Online. Use smart mapping to guide your data exploration and visualization. ​*

**Technical Complexity:**

**Pros:**

* Free with Tulane’s subscription
* Ability to add extra information to points on the map
* Build on dynamic and high-quality maps
* Lots of room for specialization, allows for animations and time slider
* Also includes graphing options

**Cons:**

* Occasional difficulties embedding in sites
* From reviews, arcGIS has a steep learning curve.

## **Flourish**

**Description:**

**Technical Complexity:**

**Pros:**

* Includes several compelling options for map visuals - including Point Maps, which look similar to the maps produced in Palladio, and Story Maps, which more closely resembles the maps produced in arcGIS. Connections Globe is another cool template - visualizes pathways on a 3D globe.
* Movement can be incorporated into the maps - i.e. sliding scale shows how map changes overtime

**Cons:**

* According to one review, the public version of Flourish processes/visualizes data slowly. This could potentially be a hassle given the amount of data we want to visualize.

## **Gephi**

**Description:**

No web version and works with Mac OS, Windows, and Linux. In order to align data on a geographic map, you have to download the GeoLayout plugin otherwise, the data takes on a very abstracted form that doesn't really tell us much.

**Technical Complexity:**

**Pros:**

* Very elegant visualization!

**Cons:**

* From reviews, Gephi apparently has a steep learning curve and can be difficult to get the hang of. There are many tutorials available on the internet, but many reviewers mentioned that it was hard.
* Although I really like the abstract data visualization style, without the GeoLayout plugin. This adds one more level of software that the team will have to get the hang of.

## **Mango**

*Mango offers a variety of different mapping options for various industries – including local governments, demographics, business analysis, and land use and planning.​ The maps are interactive, and the platform allows you to integrate multiple workflows.​ Mango maps can be easily embedded in your website or blog with a simple iframe embed code, or in a popup modal.​*

**Technical Complexity:**

**Pros:**

* Customizable - allows you to add additional information like video, photo, and audio
* Full brand integration
* Data Sync - automated dataset and visualization updates from your desktop GIS

**Cons:**

* Only free for 30 days
* Does not appear to have an integrated navigation system

## **Mapbox**

*Mapbox is a platform that allows users to customize maps that fit their needs. Come in light mode, dark mode, street mode, outdoor mode and satellite mode.​ Satellite mode uses global satellite and aerial imagery from commercial providers, NASA, and USGS for up-to-date and clear imagery.​ An iframe can be used to embed a Mapbox map into a website, insulating all the code that makes your map work from the code on your website.​*

**Technical Complexity:**

**Pros:**

* Satellite and aerial imagery, navigation
* Built features - building footprints, rail stations, landmarks, etc
* Available on phone, tablet, computer, and smart watches

**Cons:**

* Might require some coding
* Does not show where it allows you to add additional information to the markers

## **Palladio**

**Description:**

**Technical Complexity:**

Pros:

* Fairly easy to use, tutorials are available online, reviews are generally positive.
* Includes point-to-point data visualization option
* Data can be easily edited before converted into visualization

Cons:

* Lacks specialization of other software like arcGIS (according to testimonials on Palladio website.) Depending on the final format of the map, this may be limiting.

## **Tableau**

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## **Description:**

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## **Technical Complexity:**

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**Pros:**

* Lots of room for specialization - includes point-to-point visualization, animations, 3D options

**Cons:**

* Steep learning curve

## **ZeeMaps**

*ZeeMaps is a real-time mapping platform that allows users to add markers to their own locations of choice along with any additional photo, video or audio. ​Publish a map, including search, on your own website by embedding a few lines of HTML in your web page.​*

**Technical Complexity:**

**Pros:**

* No account needed to make maps
* Add videos, audio, photos, etc to markers
* Trip planner - Multi-point route optimizer for distance or time

**Cons:**

* Might require more work on the design end