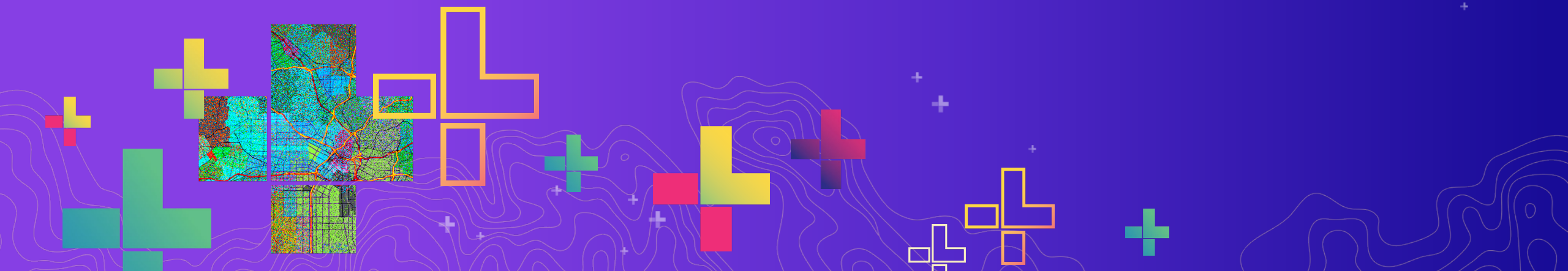




Designing Enterprise Sites

Graham Hudgins | Product Engineer | ArcGIS Hub & ArcGIS Enterprise Sites

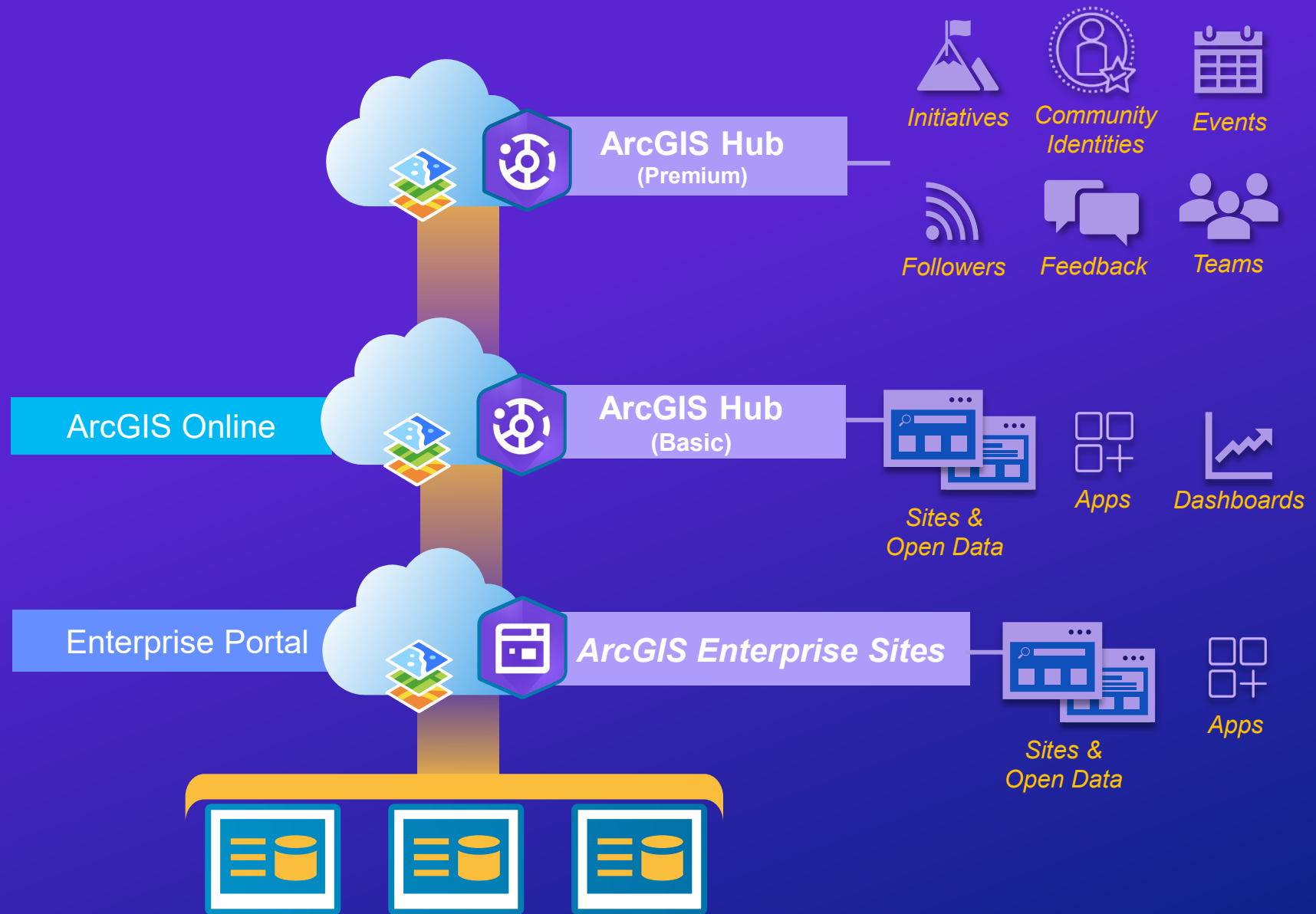
2020 ESRI DEVELOPER SUMMIT | Palm Springs, CA



Sections

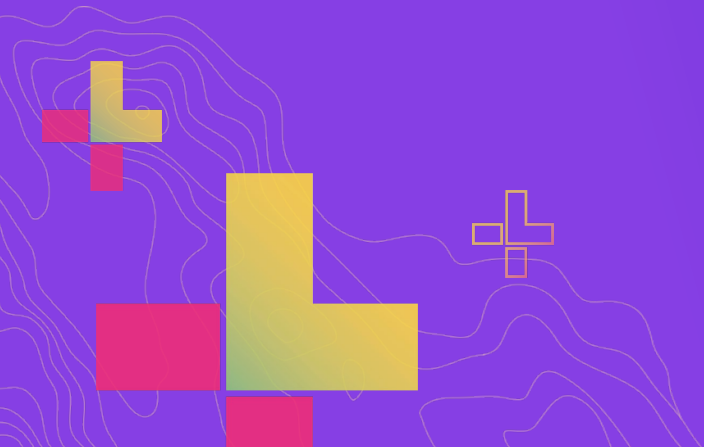
- High level introduction of Enterprise Sites (& Hub for Online)
- Planning
- Round table: tips from design professionals
- Design fundamentals distilled
- Layout tips that can boost your design
- Tool belt / Resources

ArcGIS Enterprise Sites is a capability that allows you to **create customized websites & webpages** to feature content from your portal to **non-GIS** users



Basics

Build something with no plan to get a feel for things



Making your first Site

- **Creator User Types w. Essential Apps**

- **Privileges required**

- Create Content
- Create Group
- Share to Group
- View Org Groups
- View Org Items











- **Nice to have Privileges**

- Create group with update capabilities (*allow others to edit my site*)
- (Administrative) Assign users (*Force users into groups instead of invite*)

App bundles

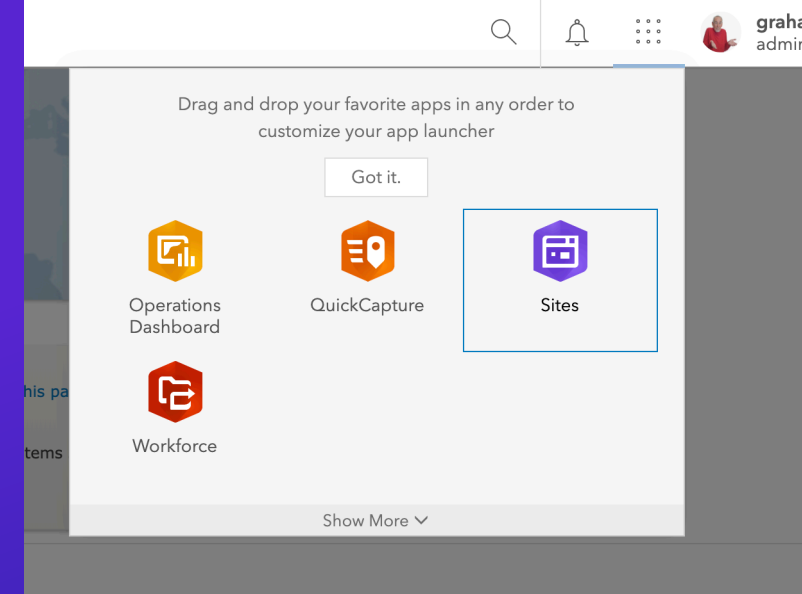
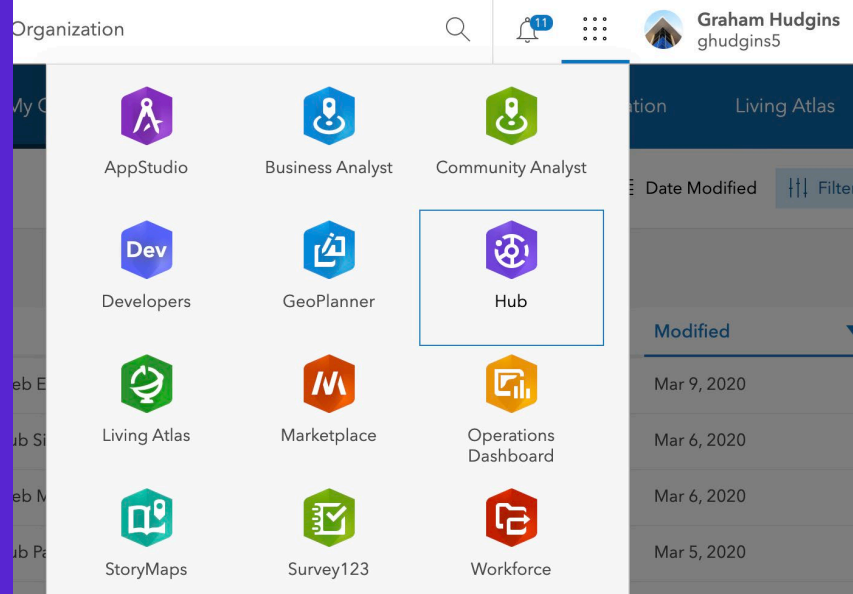
Essential Apps
0 assigned — 50 available | 50 total

Included applications

 AppStudio	 ArcGIS Items
 Configurable Apps	 Hub Sites and Pages
 Map Viewer	 Operations Dashboard
 QuickCapture Designer	 Scene Viewer
 StoryMaps	 Web AppBuilder

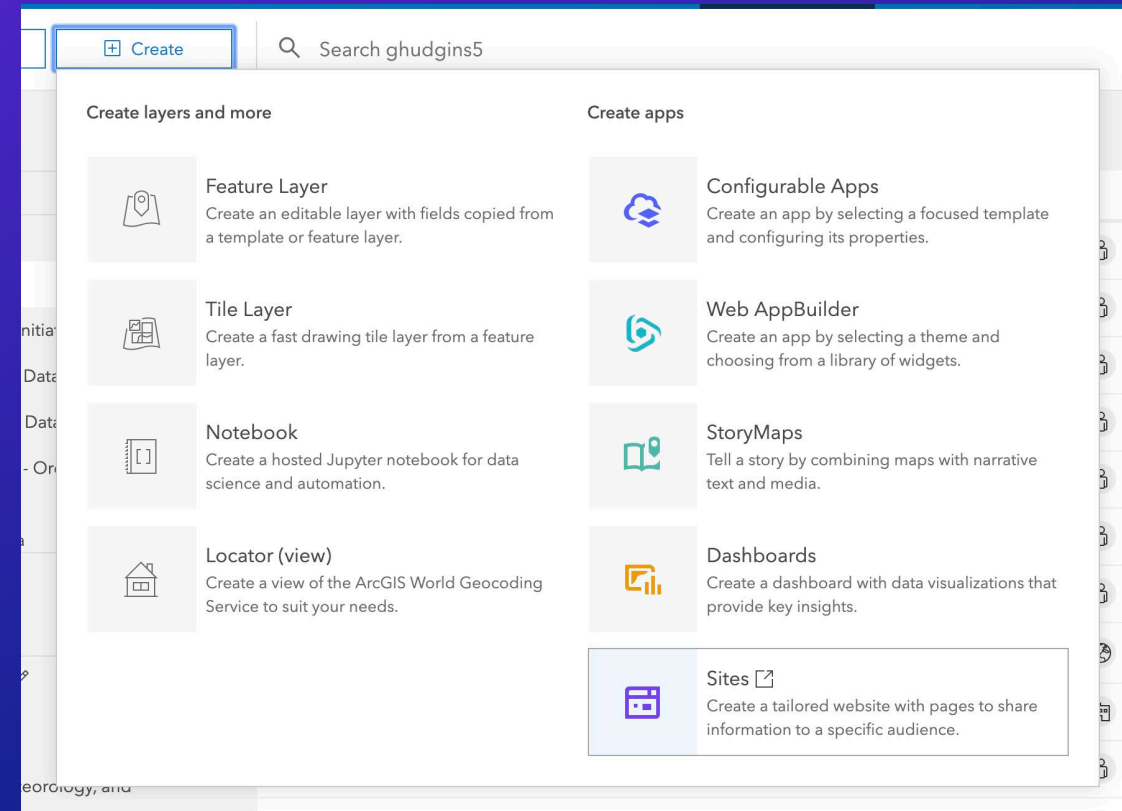
Compatible user types 1 [Manage](#)

Finding the app



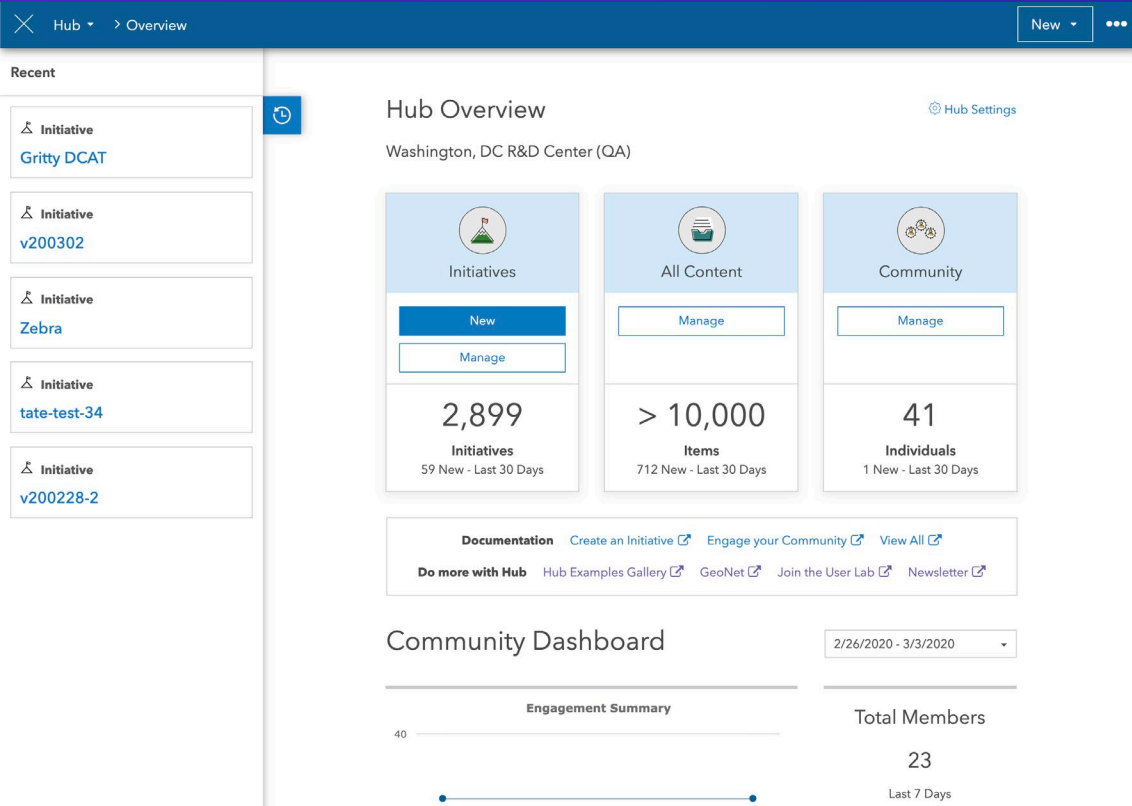
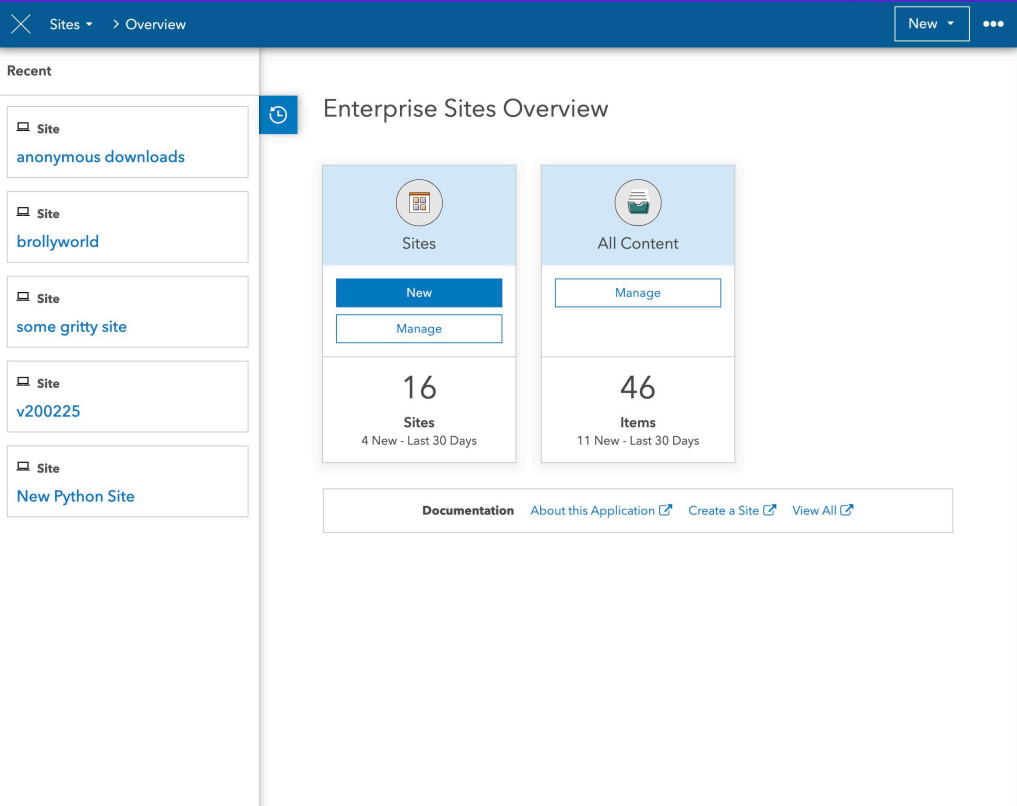
1. App Launcher

2. Create Menu (Online only)



Overview & making your first site

Sites/Hub Overview is useful for making new Sites/Initiatives and returning to your already created work



Examples to draw from



A photograph of two divers underwater, silhouetted against a bright light source, likely the sun, creating a dramatic blue and white scene. The divers are positioned in the center-right of the frame, with their bodies angled towards the light. The water is a deep blue, and the light creates a strong lens flare effect. The word "Planning" is overlaid in white text on the left side of the image.

Planning



Up front conversations are vital

The web is someone's domain in your organization

Involving key stakeholders early helps ensure integration

You may get free site design advice/resources if you



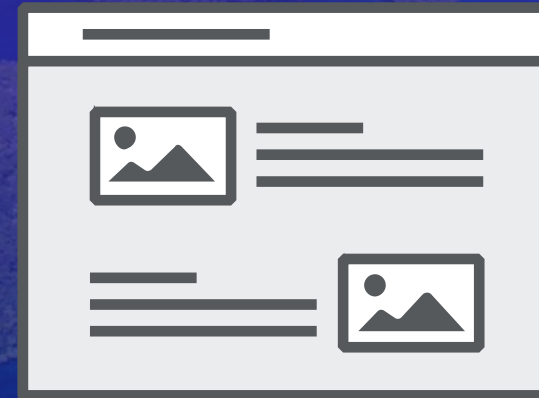


Two important questions that will drive your Site Map

- **How will this site fit into your existing organization site? Will it?**
 - A cautionary tale: in your success you will likely have to confront this question even if you don't up front
 - Matching header systems is a good idea (even if it is branding)
- **Do you need a site that demonstrates all of your work?**



Sites are purpose-built for each application with different requirements



Using the portal home app as your jumping off site



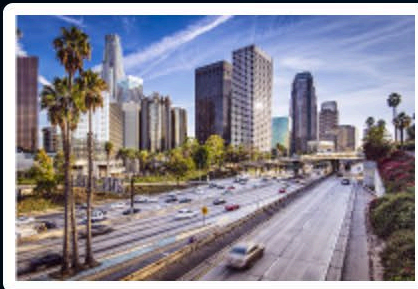
ArcGIS Enterprise Sites Demonstration Portal



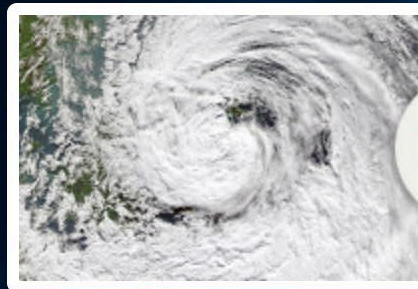
Crime Control Strategies



Fire & Emergency Services



Capital Projects



Hurricane Season



Demonstration
Gallery

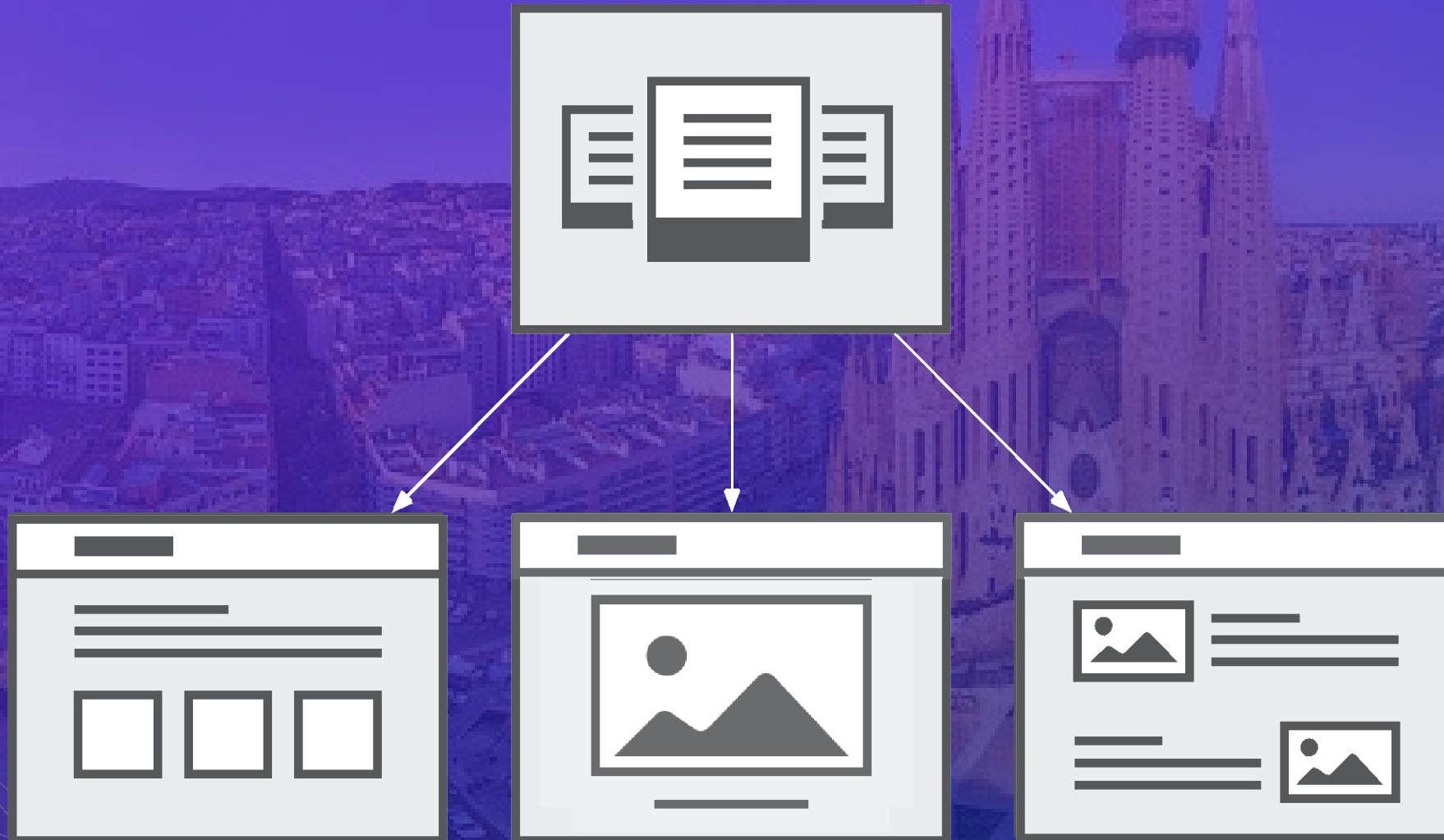


Template
Gallery



Information
& Training

Using the same header system on each site + portal home app root site



Using a site as the root site



Public Safety

Education

Environment

The District is using a combination of regulations, outreach, education, and incentive services to fulfill our mission. We work with residents, businesses, and institutions to promote environmentally responsible behavior leading to a more sustainable urban environment. We invite you to browse the data below, jump into government apps, create your own and share in our progress by engaging in some of our green programs.

Mayor

"When people remember the relentless single DC

Read More
Browse

We come
government
programs

Economic

The District

ABOUT

Press Releases

influence society and thrive
thorough and joyful learning
jump into government apps,

18

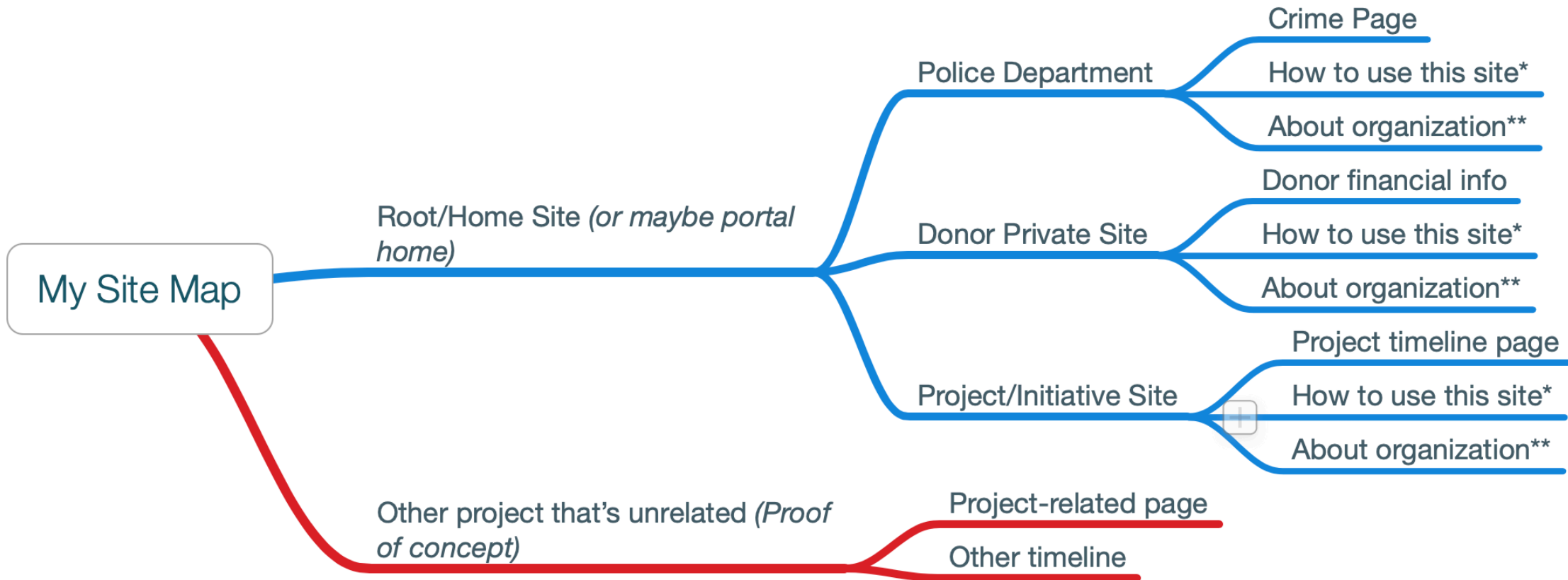
7

12,014

Don't forget, every site has a level underneath - pages



How to make a site map



PP: C
hub: 544: 4eB

- Hbs Admin? Or, Admin
"Hub team"

- Init Mgr
• Prio
• explicit by user/site

? Site → Initiative
• upgrade?
• certain tabs blocked?

HB - Communicate - Site
+ Engage - Eng
+ Collaborate - X

Init Gre
P

Init Cont
P
J

Init Comm
Cory

+ Hub Team

Trihub
IC

Diagram description: The diagram illustrates a network architecture for a 'Hub Home' system. At the top, 'Hub Home' is connected to a 'HDC' (Hub Data Center) and a 'HDC' (Hub Data Center). Below 'Hub Home', there are three 'Init' (Initiative) components: 'Init 1', 'Init 2', and 'Init 3'. 'Init 1' is connected to 'Init 2' and 'Init 3'. 'Init 2' is connected to 'Init 3'. 'Init 3' is connected to a 'Site' component. The 'Site' component is connected to a 'SA' (Site Administrator) component. The 'SA' component is connected to 'Init 4'. 'Init 4' is connected to 'Init 5'. 'Init 5' is connected to 'Init 6'. 'Init 6' is connected to 'Init 7'. 'Init 7' is connected to 'Init 8'. 'Init 8' is connected to 'Init 9'. 'Init 9' is connected to 'Init 10'. 'Init 10' is connected to 'Init 11'. 'Init 11' is connected to 'Init 12'. 'Init 12' is connected to 'Init 13'. 'Init 13' is connected to 'Init 14'. 'Init 14' is connected to 'Init 15'. 'Init 15' is connected to 'Init 16'. 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Designer Roundtable

Lets here from professional designers

feat.

Klara Schmitt, UI / UX Designer

Sam Hunter, UI / UX Designer



**most important thing you do
when planning your Site?**



specific layout favorites?



common pitfall areas that make your eye twitch



Design Fundamentals

Things you should think about for every site



Here is the list of 8-good design principles which will make your website aesthetic, user-friendly, effective, and engaging:

- Simple Is the Best. The over-designed **website** may not work. ...
- Consistency. ...
- Typography & Readability. ...
- Mobile Compatibility. ...
- Color Palette and Imagery. ...
- Easy Loading. ...
- Easy Navigation. ...
- Communication.

Jun 26, 2018

wpastra.com › good-website-design ▼

8 Principles of Good Website Design - Astra Theme

? About Featured Snippets ! Feedback



clear navigation
engaging imagery
clear actions to take

Mary • Now



Brian Rollison 2:43 PM

1. Responsive
2. Minimalist (i.e. not the "kitchen sink", leverage progressive disclosure of functionality)
3. Clear Purpose/Utility (i.e. don't give me a bunch of jargon then tell/show me what I'm supposed to do here) (edited)

I guess 🙋 can I also say non-aggressive colors and theming

new messages

Layout fundamentals



You have 5 seconds to capture someone's attention



Make it personal



Let photos speak for you



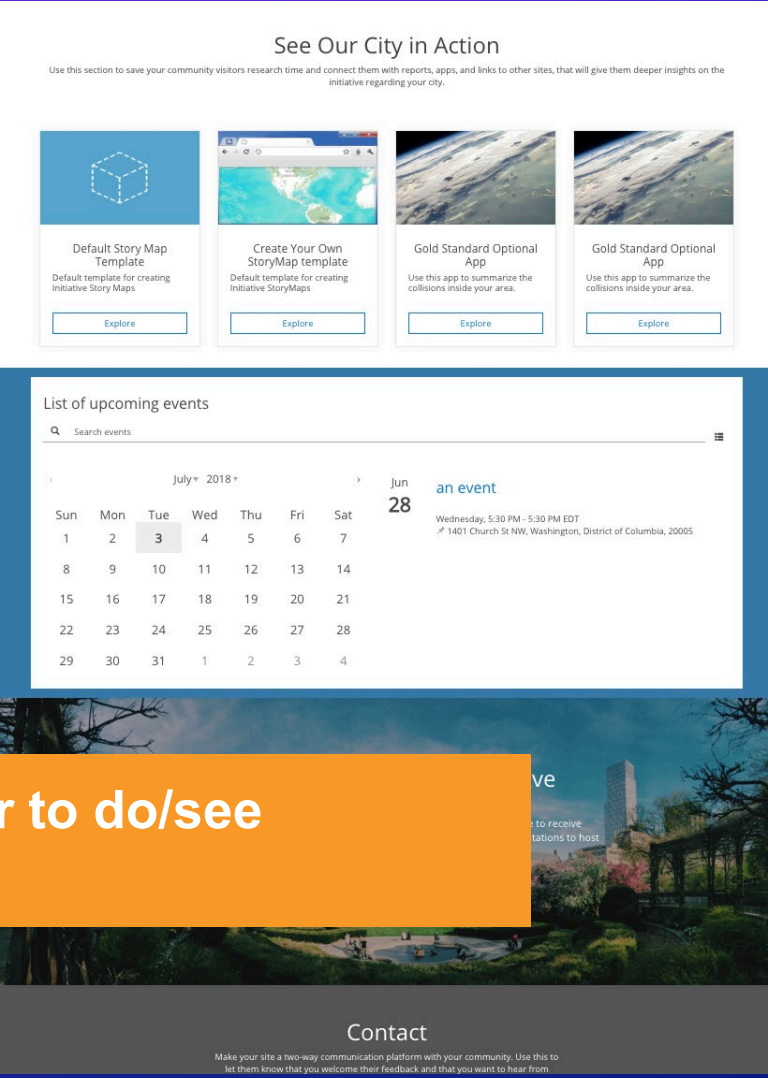
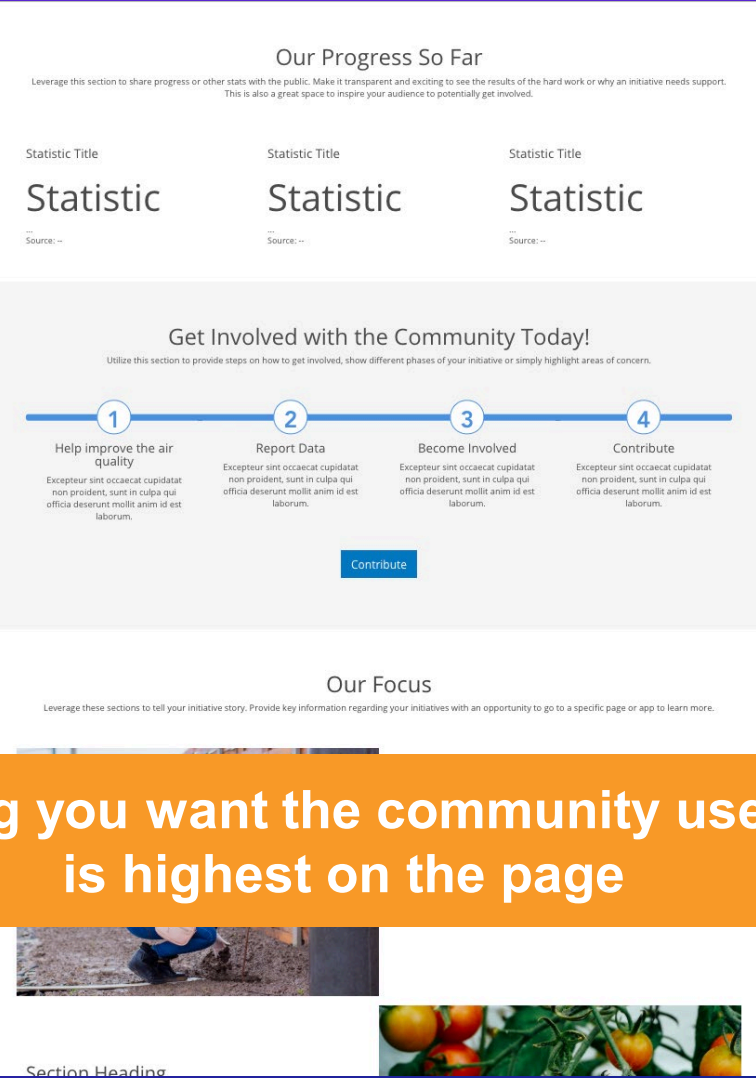
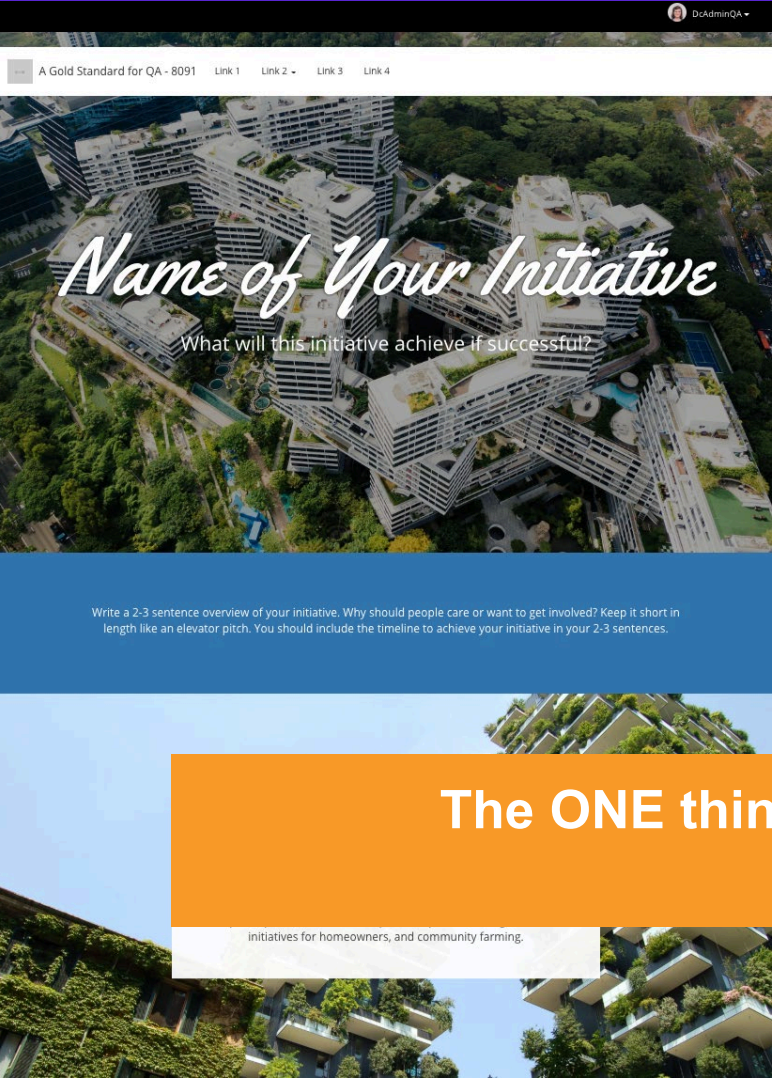
Encourage participation



Keep it simple



Hub Sites



The ONE thing you want the community user to do/see is highest on the page



保林

大樹成蔭需要上百年，摧毀卻可以是一夕間。

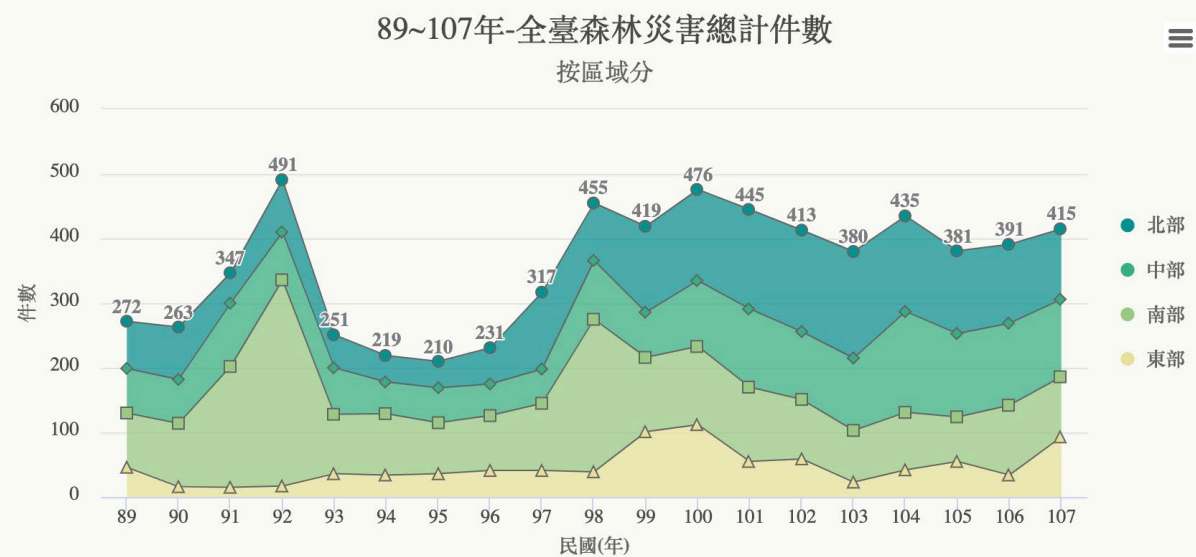
讓我們一起守護這片森林，一起乘涼。

-森林災害-

歷年趨勢-按區域分

總計件數

總計面積



Open Data ESRI R&D Center

Discover free public data, tools, and resources from ESRI R&D Center

Keep up with Our Work

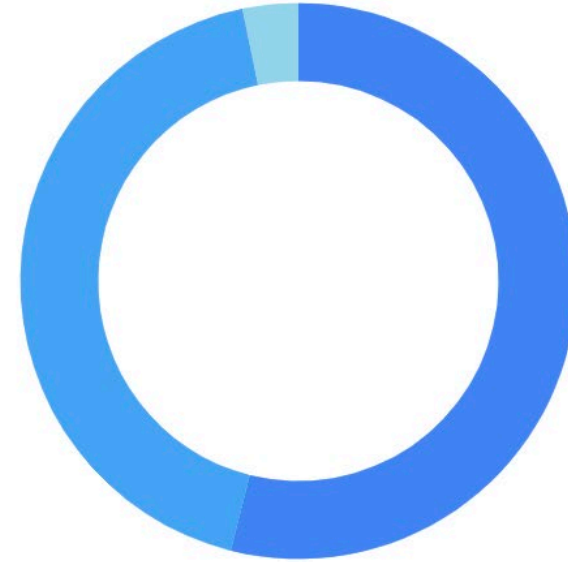
By following this initiative you will get updates about new events, surveys, and tools that you can use to help us achieve our goals.

 Unfollow



What are your top devices?

Sessions by device



Mobile

53.9%

↑526.6%



Desktop

42.9%

↑99.2%



Tablet

3.2%

↑302.3%

Last 7 days ▾

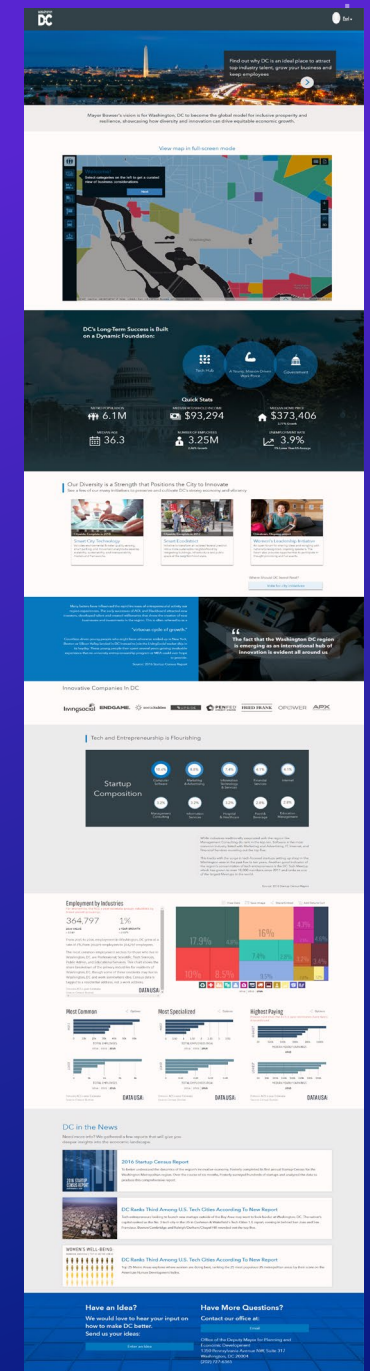
MOBILE OVERVIEW



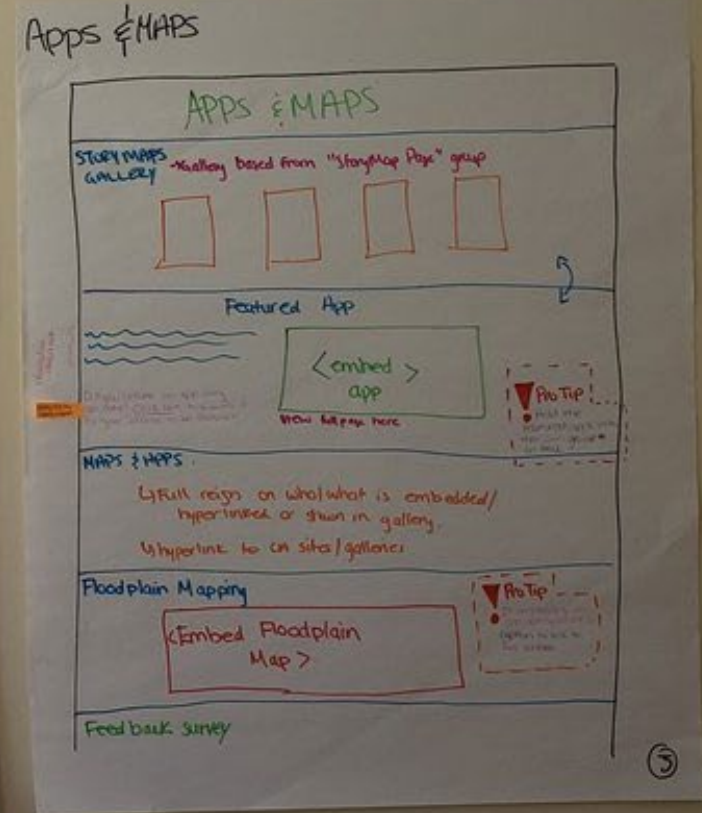
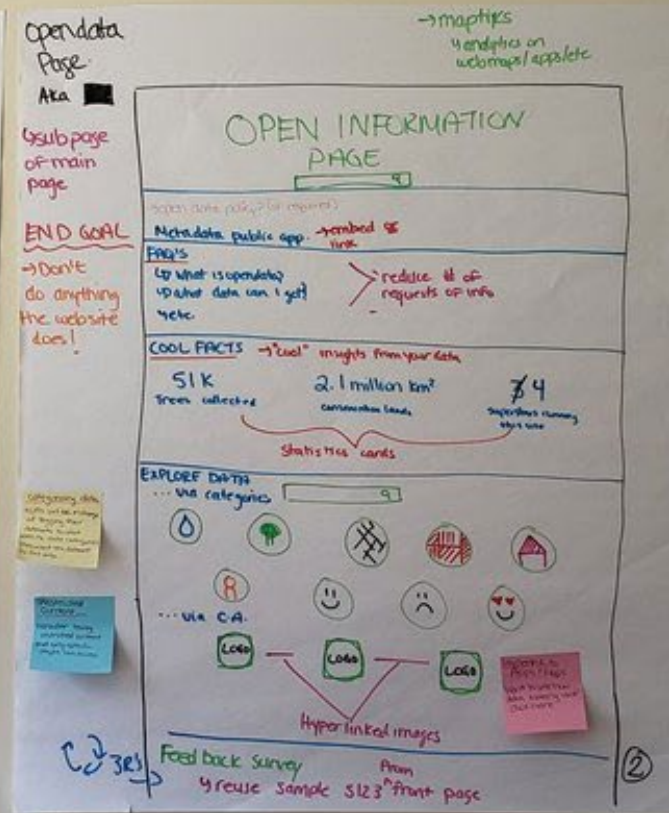
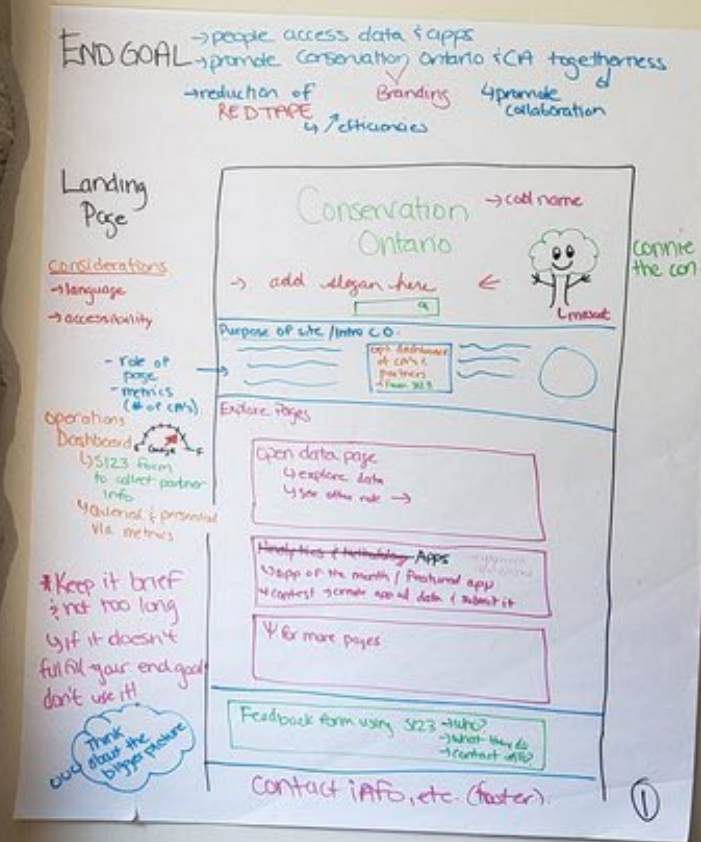
Site Layout Vocabulary

- **Header:**
 - Refers to the very top of the page - contains useful links, sign in, branding, home link
- **Theme:**
 - The default set of colors & fonts used on a site
- **Row Card:**
 - The card that all other cards go into. Contains theme override & display options
- **Cards:**
 - A place-able piece of content on the site's main layout. There are many types of cards supporting different site design choices
- **Footer:**
 - The bottom of the Site, useful for having extra resource links that are well "below the fold"

- Site Header
- Mission
- Embedded Apps
- Or Analysis
- Performance
- Related Content
- Other Sites
- Stories
- Maps & Data
- Ways to Engage
- Surveys
- Events
- Participating Agencies



Sketch your design / Sketch the purpose



Setting a theme for your site

- Find your organization's brand guidelines / seed primary colors into generators
- Avoid dramatic fonts that are hard to read
- Test every page in your site (not just the layout)
 - Dataset / item page
 - Search result page
 - Any page you create / link

[< Customize](#) Theme

Header Background Color

#0079c1

Header Text Color

#ffffff

Body Background Color

#ffffff

Body Text Color

#5c5c5c

Body Link Color

#73b2ff

Button Background Color

#0079c1

Button Text Color

#ffffff

Apply Changes

Base Font ?

Avenir Next

Heading Font ?

Avenir Next

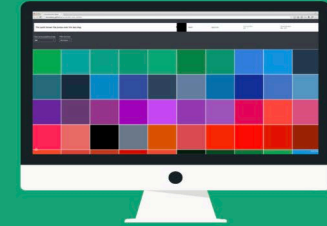
Reset to Defaults

Feed a primary color into one of these tools

colors.co/
colorsafe.co/

COLOR SAFE

Empowering designers with beautiful and accessible color palettes based on WCAG Guidelines of text and background contrast ratios.

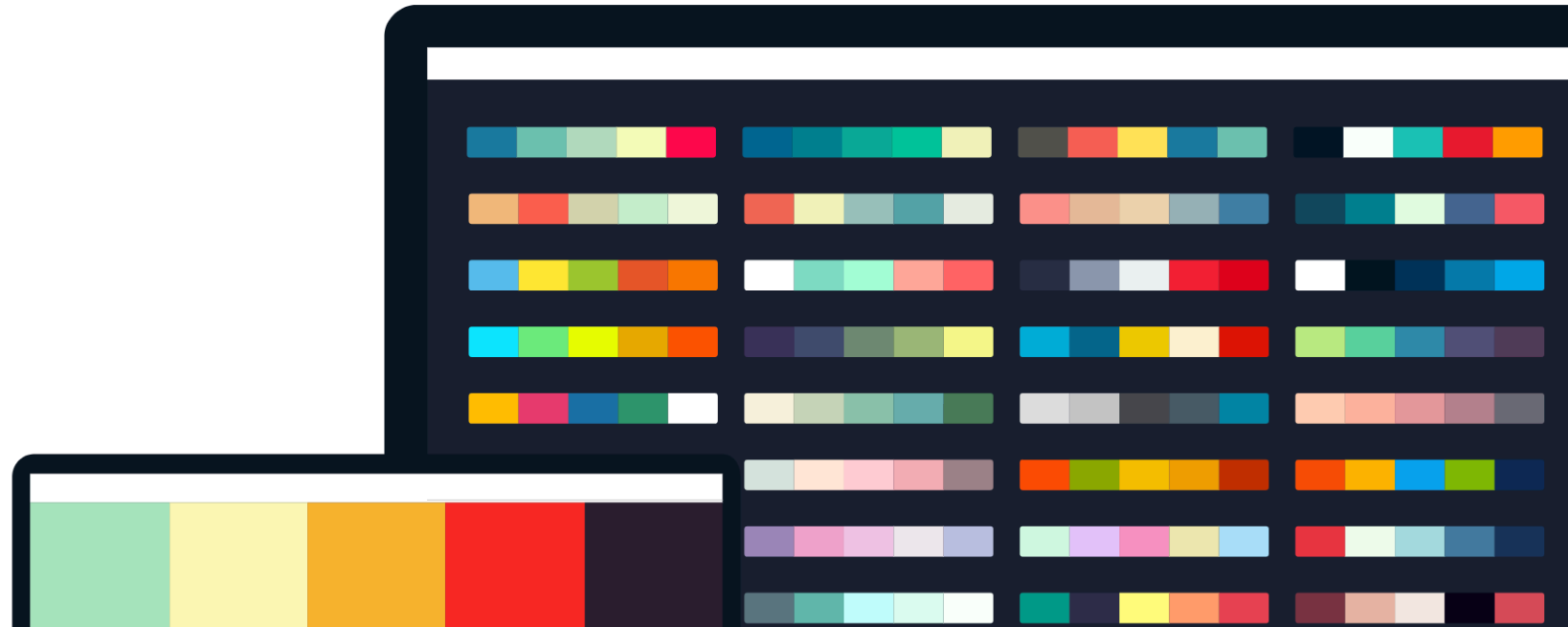


GET STARTED

The super fast color schemes generator!

Create, save and share perfect
palettes in seconds!

Start the Generator, it's free!



Header Choices

Implement your site map's navigation in your header

Custom HTML & CSS for full control design

Short names / alt text

< Customize

Header

Appearance

☒ Standard (60px)

☐ Prominent (130px)

☐ Custom HTML/CSS

Layout

Box

Wide

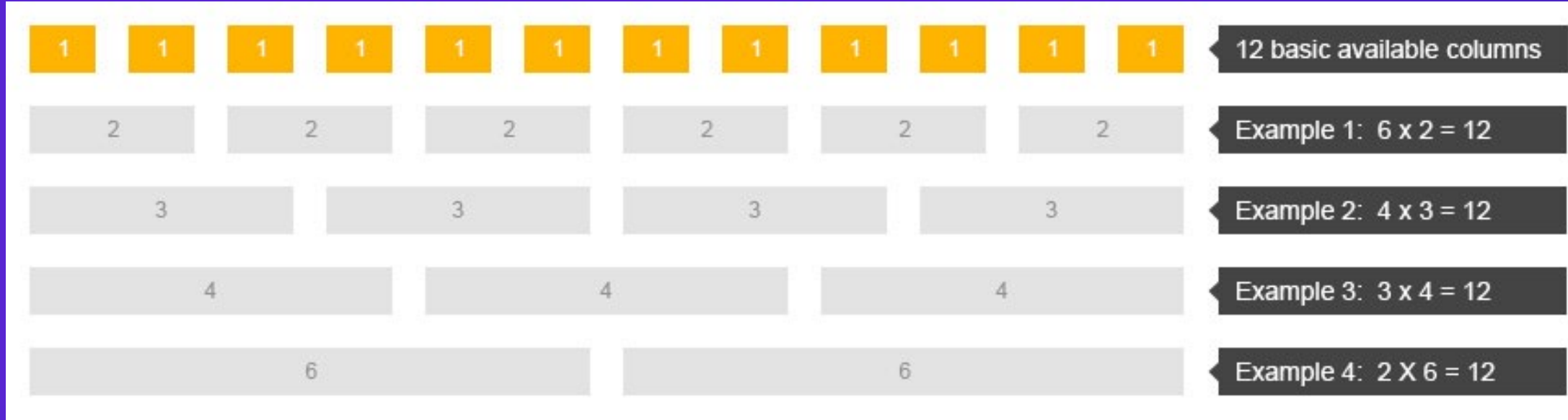
Branding

Menu

Social Icons

A quick lesson in bootstrap & cards

Columns

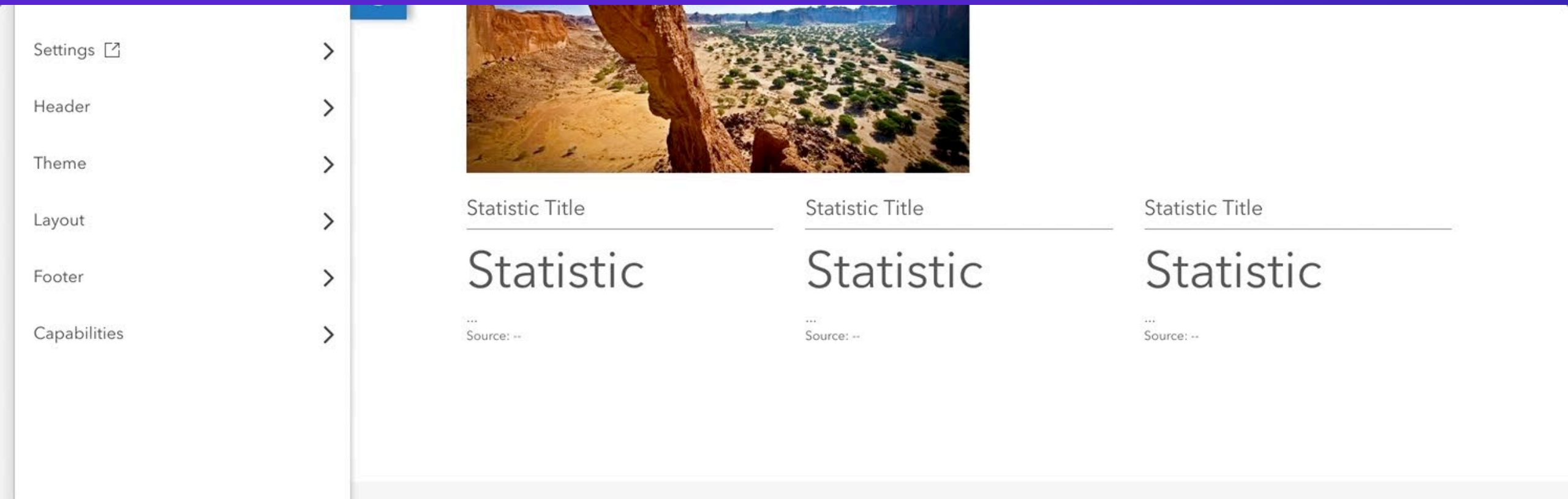


Sizes

The Grid Sizes		
.col-xs-\$	Extra Small	Phones Less than 768px
.col-sm-\$	Small Devices	Tablets 768px and Up
.col-md-\$	Medium Devices	Desktops 992px and Up
.col-lg-\$	Large Devices	Large Desktops 1200px and Up

How the layout system translates to placing cards in rows

The layout system handles moving cards across the bootstrap grid



Demo time

Using the bootstrap grid in Hub

Text & Custom HTML

- Easy scannable headings
- Take an inventory of your terminology
- Hierarchy clear
- Consistency
- Chunk the site for different audiences

choosing **Public**.

Note:

The items you've shared on your site, including web maps and additional pages, must also be shared publicly. For more information, refer to the note in the **Local Resources** section of this guide.

Customize to fit your organization

Now that you have updated your site with your local information, you may want to make additional changes so that it matches your organization's branding, or to add more information or resources. Below are a few more aspects of your site that can be modified.

Editing page information, theme, and header

The **Customize** menu on the left side of the Site Builder includes several advanced configuration options to update the site information, visual theme, and site header bar.

- **Settings:** you can change Site Name, summary (which appears in search engine results), favicon image, and website address (URL). You can also add Google Analytics code for website engagement. [Click here to learn more about Settings](#)→
- **Header:** you can update elements of the top header bar, such as Header name, logo, and menu links. [Click here to learn more about the Header](#)→
- **Theme:** you can set colors and fonts for your site. This theme will flow to any pages added. You can change fonts by selecting one on Google Fonts (shown in [this blog post](#)). [Learn more about the Theme](#)→

Editing the site layout and adding pages

As you may have already noticed while editing the site, the layout is organized by a series of cards that contain other cards, such as a **web map** card or a **text** card. Cards can be dragged and dropped into the Site Layout editor from the **Layout** section of the **Customize** menu on the left-hand side of the screen. Cards can be used to:

- Add **text and image cards** to provide more information
- Display **maps and application cards** for items created using ArcGIS Online tools, **summary cards**, **statistic or chart cards** for related data
- Incorporate other web content using **iFrame cards**
- Highlight additional content, such as web maps, pages, and story maps, using **gallery cards**. For guidance on manually or dynamically adding content to the gallery, see [Link apps and content to your Local Resources section](#) above or [the related Hub documentation](#))

Custom HTML

- **Great CSS resources**

- **Flexbox:** <https://css-tricks.com/snippets/css/a-guide-to-flexbox/>
- **CSS tricks** (down caret): <https://css-tricks.com/snippets/css/css-triangle/>

- **Bootstrap** (note that Enterprise Sites uses 3.3.6)

- Overview of Bootstrap grid system: <https://getbootstrap.com/docs/4.0/layout/grid/>
- Bootstrap dropdowns: <https://getbootstrap.com/docs/4.0/components/dropdowns/>

- **Google fonts:** <https://fonts.google.com/>

- **ARIA:** <https://www.w3.org/TR/wai-aria-1.1/>

- Remember to always make use of custom CSS classes to prevent colliding with native Hub CSS!

Rows, Row Images, Images

Use rows for edge to edge images

Watch contrast with row content (bleed with background to increase contrast)

Use images for in layout images

Image size! Consider that your image should be about 1-3MB

< Layout

Row Settings

Layout

BoxWide

Text Color ⓘ


#ffffff

Background Color

#403e3e

Background Image

Image URLUpload



Appearance ^

Fixed Background ☐

Image Transparency

30 %

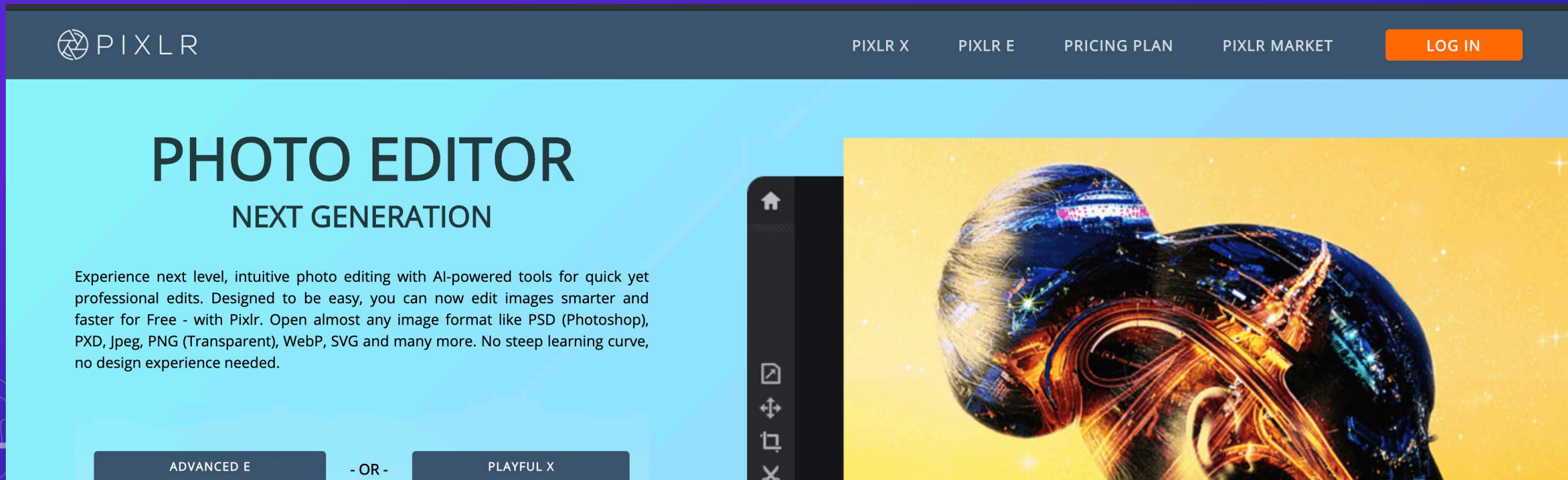
Image Focal Point

Select a position of focus as your image resizes for different screen sizes.

Row CSS Class ⓘ

Edit your photos into the desire maximum height

<https://pixlr.com>



The screenshot shows the Pixlr website homepage. At the top is a dark grey navigation bar with the Pixlr logo on the left and links for 'PIXLR X', 'PIXLR E', 'PRICING PLAN', 'PIXLR MARKET', and a 'LOG IN' button on the right. The main content area has a light blue background. On the left, the text 'PHOTO EDITOR' is in large, bold, dark letters, with 'NEXT GENERATION' below it. Underneath is a paragraph of text describing the AI-powered editing tools. At the bottom left, there are two buttons: 'ADVANCED E' and 'PLAYFUL X', separated by '- OR -'. On the right side of the main area is a large, vibrant image of a futuristic, glowing robot head against a yellow and orange background. A vertical toolbar with various editing icons is visible on the left side of this image.

PIXLR

PIXLR X PIXLR E PRICING PLAN PIXLR MARKET LOG IN

PHOTO EDITOR

NEXT GENERATION

Experience next level, intuitive photo editing with AI-powered tools for quick yet professional edits. Designed to be easy, you can now edit images smarter and faster for Free - with Pixlr. Open almost any image format like PSD (Photoshop), PXD, jpeg, PNG (Transparent), WebP, SVG and many more. No steep learning curve, no design experience needed.

ADVANCED E - OR - PLAYFUL X

Demo time

Image choices



How to show off your great content

- **Embed 1-2 items:** the thing you want people to experience no matter what
- **Gallery:** 4 items ideally...more if you must: alternate / featured ways of looking at data
- **Category card + Search:** 1000's of items...give users the “answer” to what's on your site



Demo time

Content layout choices

Resources



Example gallery

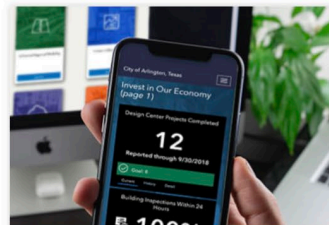
<https://hub.arcgis.com/pages/gallery>

Gallery

See how others are using Hub to communicate and collaborate

Recent ArcGIS Hub Examples

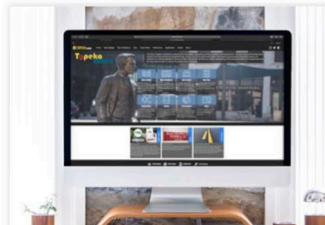
Or [browse by sector and type](#)



Arlington, Texas Performance Initiative

This site shows the metrics Arlington, Texas uses to measure the performance of their city

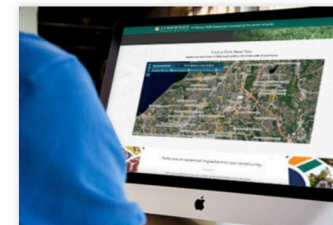
[View](#)



Topeka Open Data

This open data portal provides direct access to the City's financial and operational data.

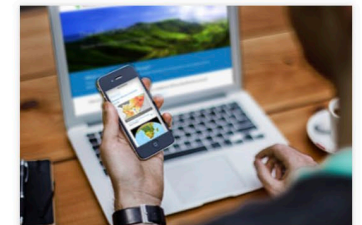
[View](#)



Lynnwood's 10 Minute Walk Campaign

A commitment to make sure everyone has access to a high quality park in Lynnwood.

[View](#)



Africa GeoPortal

The Africa GeoPortal is the best location for geospatial tools data and training, free for users working

[View](#)

What can you do with Hub?

Search across all public initiatives, events, data, documents, apps & maps to find out!

Examples by Sector

Resources

Learn Lessons & Paths available at <https://learn.arcgis.com>

Learn ArcGIS

Lesson Gallery

Teach with GIS


Graham

English

Gallery / Lessons

Get Started with ArcGIS Hub Premium

Create an initiative site using ArcGIS Hub and utilize premium functionality to connect with your community for better park management.



Author
Katie Thompson

Duration
40mins

Sacramento's Youth, Parks, and Community Enrichment department recently secured grant funding to add enhancements to William Land Park. As the department's community outreach coordinator, you've been tasked with learning what the community would like to see improved so that your team can make an informed decision on how to allocate funding. You've decided to start an initiative using ArcGIS Hub Premium so that you can create a mobile-first and accessible website for generating feedback from the public.

View final result

Recent

- 📌 Initiative

Developer Summit 2020
- 📌 Initiative

Esri R&D DC
- 📌 Initiative

Hub User Lab
- 📌 Initiative

hamhanding
- 📌 Initiative

v200505



Hub Overview

ESRI R&D Center

Hub Settings

Initiatives

New

Manage

961

Initiatives

21 New - Last 30 Days

All Content

Manage

7,881

Items

153 New - Last 30 Days

Community

Manage

10

Individuals

3 New - Last 30 Days

Documentation

Create an Initiative

Engage your Community

View All

Do more with Hub

Hub Examples Gallery

GeoNet

Join the User Lab

Newsletter

Community Dashboard

3/3/2020 - 3/9/2020 ▾

ArcGIS Hub sites: Designing for Accessibility

Uncategorized

March 04, 2019



Katie Thompson,
Klara Schmitt

Creating accessible web content matters for everyone. If your organization uses ArcGIS Hub to create sites that share data and information related to internal projects or public initiatives, understanding and applying principles of accessible web design supports you in providing the best experience for everyone, whether or not they have a situational, permanent, or temporary disability.

What is accessibility?

From sighted individuals to aging generations, easily accessible, usable content is imperative to providing equal access to people everywhere. This is why many countries around the world are seeking to improve the accessibility of their web content by adhering to the Web Content Accessibility Guidelines (WCAG) and

<https://www.esri.com/arcgis-blog/products/arcgis-hub/uncategorized/arcgis-hub-sites-designing-for-accessibility/>



Thank you for watching

We look forward to hearing from you on GeoNet

