

# Using Immersive data visualization to highlight changing travel patterns in Maine due to COVID 19.

By Colleen Metcalf and Charlotte Aucoin, faculty mentors Tracy Michaud and Laura Michelle Yeitz.

The Story Map featured in the presentation can be accessed at:

[Changing Travel Patterns in Maine due to COVID-19](#)

One of the unique challenges of this project was to present the data in an accessible and visually appealing way. The data was multifaceted, it came from several different sources, and was geographic in nature. The subject matter engages a broad audience, including industry leaders, policy makers, stakeholders, and the public. We wanted to create a standalone product that could tell our story in an engaging and interesting way, and digital storytelling presented an ideal format.

Research suggests that proper data visualization facilitates the recognition of patterns and relationships to communicate a message in a more compelling and interesting way. (Archambault, et al. 2015) ESRI describes the story map as "...a web map that has been thoughtfully created, given context, and provided with supporting information so it becomes a stand-alone resource. It integrates maps, legends, text, photos, and video and provides functionality, such as swipe, pop-ups, and time sliders, that helps users explore this content." (ESRI 2013) By combining all these techniques, we created an immersive and self-driven experience that can be accessed at any time by a broad audience.

## Works Cited

Archambault, Susan Gardner, Joanne Helouvry, Bonnie Strohl, and Ginger Williams. 2015. "Data visualization as a communication tool." *Library Hi Tech News* 1-9.

ESRI. 2013. *What can you do with a Story Map*. Accessed 04 17, 2017.  
<https://www.esri.com/about/newsroom/arcuser/what-can-you-do-with-a-story-map/>.