Platform overview

Putting heritage on the map

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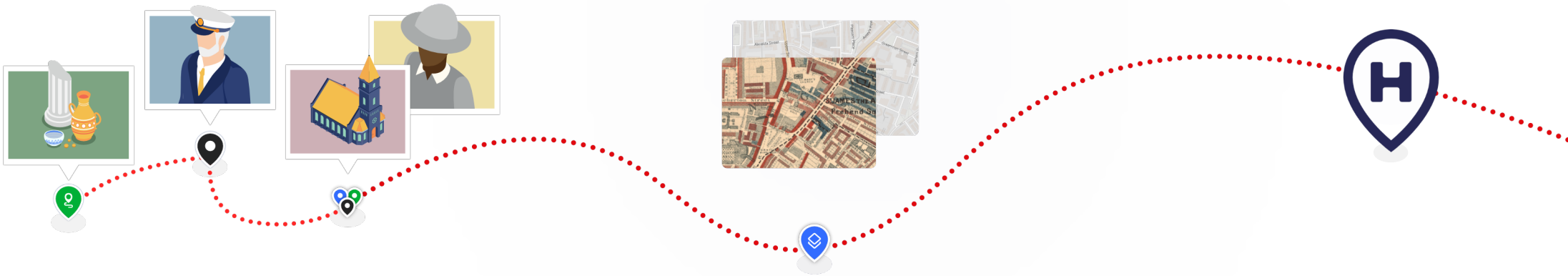
About Humap

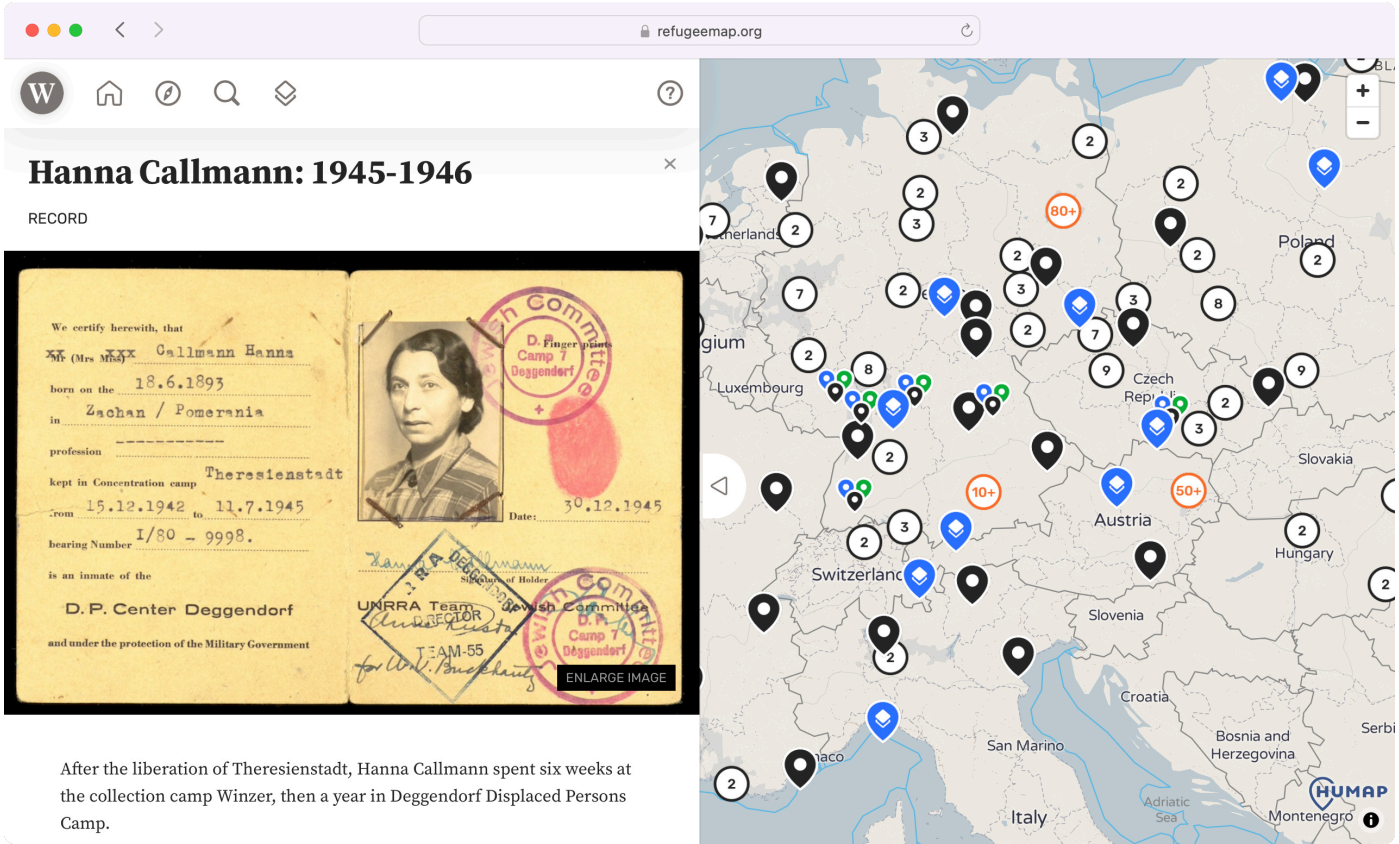
An interactive mapping platform that connects place with people, events, and artefacts.



Humap is a geospatial storytelling platform designed to make interactive mapping more user-friendly. The platform's visual narrative experience makes it easy to create and share maps – no coding required.

Humap empowers its clients to create and curate digital resources and assets for any purpose and audience, without having to worry about any of the tech stuff.

As a business, Humap was founded in 2020 after several years of platform development and testing with the successful Layers of London project. Since its launch, the platform has been employed by The Wiener Holocaust Library, Islington Council London, Coventry UK City of Culture, DigVentures, and the Institute of Historic Research, University of London.



Humap features

Records*

Records are the lifeblood of your Humap instance and can be about an event, a building, a person, an object. Describe a record using text and tell a story. Include images and rich media in the record's gallery to enrich the user experience. Attribute it and make it findable with tagging and open searching, and link out to other resources elsewhere on the internet.

Collections*

Collections are made of records united by a common theme. Multiple collections can be viewed together or separately on the map. Each collection can tell a different story within your project about different characters, places, or themes. The system is so flexible, a record can belong to many different collections.

Overlays*

Humap is designed to show layers of geo-rectified maps or datasets on top of a modern base map. Maps and data can be grouped together to form one layer and multiple layers shown. Users can switch overlays on and off, make them transparent or reorder them.

Search*

Searching for content is integral to Humap's interactivity. Your audience can free text search across records, collections, overlays and trails. By creating taxonomies around your content, they can also search content through associated categories and tags.

Trails*

Walking trails and historic journeys can be created, where records are ordered and show as paths on the map. Choose a number of records, put them in an order and then view them as a route on the map. Optimised for mobile devices for when your audience is out and about!

Categorisation and tagging*

Create associations between your project's records, collections, and overlays by assigning categories and tags through Humap's taxonomy system. As the project owner, you decide on the terms and structure of your taxonomy. A powerful feature that can reveal previously unseen links across seemingly disparate content types.

Web pages or embedded

Your project can exist as a standalone website, with a custom domain name. It can appear as an entirely self-contained entity, rather than part of a larger platform. Alternatively, if you have an existing website or application, you can simply embed your project on a page or screen that already exists – allowing your project to sit in context with a wider piece of work.

Data integration

Humap can integrate with many data systems, simple or complex, to showcase your collections, records and overlay content. At the base level, import data via a Microsoft *Excel* spreadsheet. For more complex requirements such as API integration we can provide our data integration service, if we don't already support the system you use.

Branding

Brand your project and make it your own by adding a logo and colour scheme. The mapping platform can reflect your signature colour and also allows you to add your project or organisation logo as an icon. You can upload your own images to the web pages element of Humap to further enhance your organisations presence within the project.

* Included in the standard Humap instance plan

Humap features

Rich media & IIIF support*

Humap supports the *International Image Interoperability Framework*, a technology with a set of common application programming interfaces (APIs) supporting interoperability between image repositories. IIIF gives researchers and scholars an unprecedented level of uniform and rich access to image-based resources such as a high level of image magnification.

User-generated content

Crowd source and engage at a deeper level with your content by allowing users to add their own records. Give your audience access to your project for the ultimate in community engagement allowing them to add their own records and join Projects. Humap's UGC Lite offers a level of control meaning user submissions will need approval before being published.

Projects

Projects are a level above collections. With projects, you can collate content with the benefit of being able to detail the project in different ways. A project may be a team, department, or yes, an actual project you are working on. Projects can be created to live on the same Humap instance without the need to create a new instance for each.

Legacy plan

Legacy mode is a built-in feature that lets you put your map in stasis. This ensures that your successful project can be maintained and kept online for future users after the project ends.

Content management system*

Your content management system is where you and your team will add, edit, and publish content. If you're familiar with popular website content management systems, then you'll feel comfortable working in the Humap admin system. Enrich records, upload rich media, categorise and cross-link content, create content in draft mode and publish at a later date.

Analytics*

Gain insights into your audience and boost your engagement with our analytics dashboard. Humap analytics measure which records or collections are driving the most traffic, enabling you to optimise your content.

Internationalisation

Your Humap instance is accessible globally and will soon be available Arabic, French, English, German, Hebrew, and Hungarian. Other languages will be added on a per project basis.

Routes

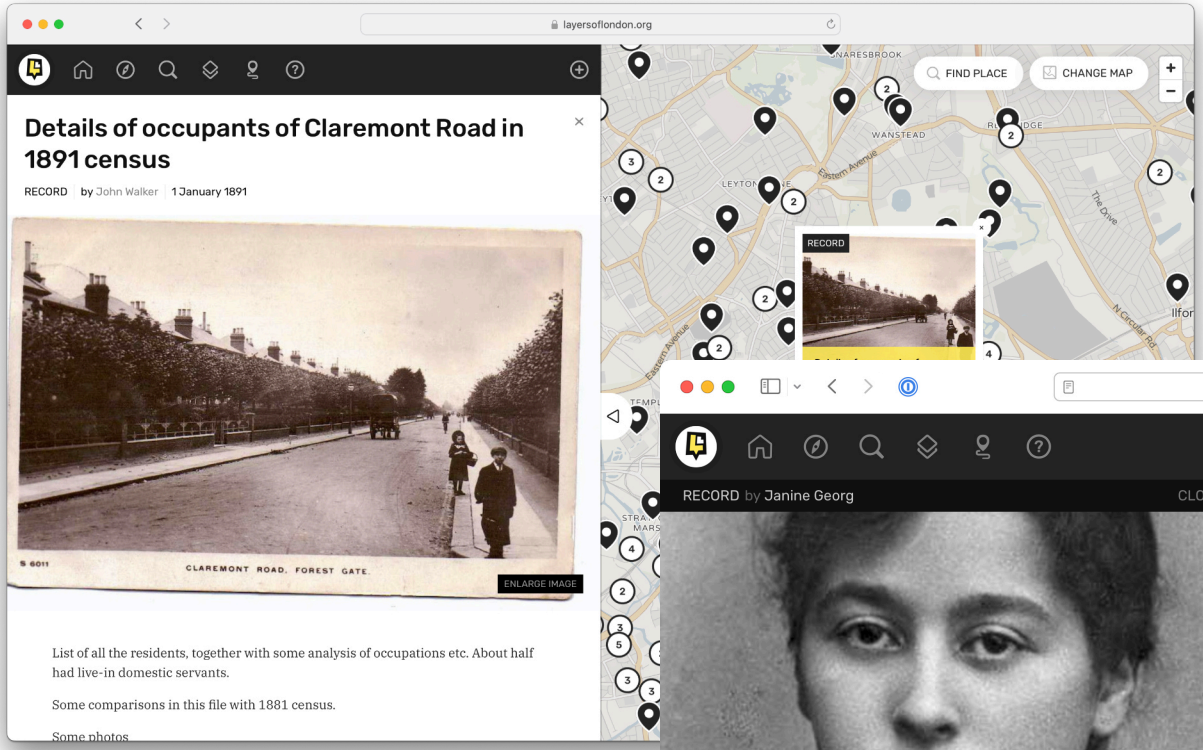
A route is a journey expressed over time. Think of it as a collection and a trail through time. Records, collections, overlays, and trails can all exist as interconnected elements with a route. For example, a route could be an explorer's expedition across many continents and over many years. Crucially, the route can be interrogated by date, giving the user a snapshot of content at a particular time and place.

Embedded records*

The embedded record feature allows a viewer of your Humap project to embed any record on another website or web page. For example, embed a record about a person, place, or object in a news article to back up the content of the article.

* Included in the standard Humap instance plan

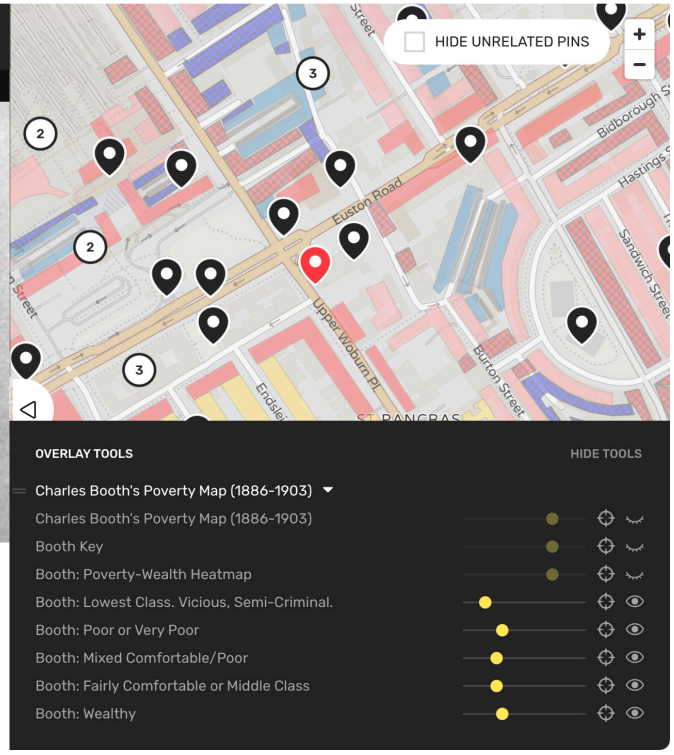
Case study – Layers of London



Amy Levy

Date: 10 September 1889

Amy Levy (1861–1889) was a writer and poet. She lived at 7 Endsleigh Gardens, Bloomsbury, where she committed suicide shortly after having made her final corrections on her *A*



> **“Diverse communities now have a place to record their stories: Layers has set out to source the recording the experiences of diverse communities: for example: Black History, Asian corner shops, the Cypriot community; LGBTQ+ experiences and counter cultures.”**
>
> – Independent Heritage Lottery Fund report, 2020

> **“Layers’ has reimagined what community heritage can mean, moving from a focus on geographical area to the idea of communities of interest – coming together to share stories of a particular topic, enabled by online sharing.”**
>
> – Independent Heritage Lottery Fund report, 2020

Case study – Layers of London

In 2016, we developed a proof-of-concept and partnered with the institute to successfully win Heritage Lottery funding for the main project, which was then delivered for launch in September 2018.

Throughout the project we collaborated with a number of client partners including the Museum of London Archaeology, the London Metropolitan Archives, and the London School of Economics. Significantly, we worked in partnership with a core project team at the Institute of Historic Research over the course of five years to deliver the platform, and are still engaged in the legacy phase of the work.

Features and use of datasets

Layers of London brings together digitised historic maps, video, audio, imagery, and integrated datasets provided by key partners across London including the British Library, London School of Economics, London Metropolitan Archives, Historic England, The National Archives, and MOLA.

Geo-referenced layers are superimposed over interactive maps allowing users to create and interact with many different 'layers' of London's history, from the Romans to Victorians, and to the present day.

Layers include historic maps and imported datasets for parish boundaries, regions, and building vector data; and plotted point data such as WWII bomb impact points across London.

The interactive map was used to crowdsource data for the famous Charles Booth map of 1903. Charles Booth is famous for plotting areas of wealth and deprivation, street by street across London. Booth's resulting map marks all of this data on paper, but it has never been digitised due to the complexity of the drawings. Using the Layers of London platform, we created an interface that allowed users to 'trace' & colour code vector data over sections of a street, signifying what level of wealth or poverty Booth had marked on the map. The end result was an entirely crowdsourced dataset that was able to be provided back to the project partner, London School of Economics, for further analysis.

The platform also uses advanced searching and filtering through taxonomies and categorisation. It allows public users free access to create a user account and add their own records and collections: a process which was carefully crafted to account for potentially sensitive content being generated across a broad spectrum of emotive subject matter.

Measures and outcomes

Metrics for the Layers of London project were based around engagement with holders of record and collection data, organisationally, and on an individual basis; how many records users created over the period of the project; and usage analysed as growth across the life-time of the project.

Record, collection, and layer data growth

- Project launch 4k records; 100 collections; 50 data layers
- Feb 2021: 12k records; 650 collections; 415 data layers

Audience and usage growth

- 2018-2019* 17k users; 70k page views
- 2019-2020 76k users; 515k page views
- 2020-2021 165k users; 615k page views

*Platform launched in September 2018.

Since its launch, Layers of London has grown year-on-year as an interactive map platform and has gained high-level publicity with featured articles covered in publications such as the Evening Standard and TimeOut. It is also heavily featured across London-centric portals such as Londonist.com.

The platform is currently in the final stages of migration to the Humap platform and will be relaunched at the end of 2021.

Contact details for Layers of London

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Typical plans

Storyteller
FROM £245 per month

- **One map**
- **2 user accounts**
- **2000 records per project**
- **50 collections**
- **3 trails**
- **3 overlays**
- **Marketing web pages or embed anywhere**
- Optional Content modelling workshop
- Optional data import integration
- Self-service knowledge base
- Tech support ticketing system
- Bespoke data integrations costed separately

Community Builder
FROM £450 per month

- **One map**
- **Unlimited user accounts**
- **Unlimited records**
- **Unlimited collections**
- **5 trails**
- **5 overlays**
- **UGC (User Generated Content) feature**
- Content modelling workshop
- Unlimited content managed web pages
- Embed map on own website
- Data import integration from bespoke systems
- Self-service knowledge base
- Tech support ticketing system
- Bespoke data integrations costed separately

Enterprise
FROM £1200 per month

- **4 + map instances**
- **Unlimited user accounts**
- **Unlimited records per map instance**
- **Unlimited collections**
- **Unlimited trails**
- **Up to 50 overlays per map instance**
- **Access to timelines, routes, and more features**
- Dedicated account management
- Content modelling workshop
- Unlimited content managed web pages
- Embed map on own website
- Data import integration from bespoke systems
- Self-service knowledge base
- Tech support ticketing system
- Bespoke data integrations costed separately

All prices quoted exclude VAT.

The Humap team

Ed Jones

Head of Technical Development

Ed's commercial and operational experience is coupled with a deep understanding of the technology landscape and its applications to companies of all sizes. He has worked for companies as diverse as national radio broadcasters, digital consultancies and a large e-commerce retailer. Ed has a degree in education, a background in project management and business analysis, and has been developing software for the web since 2002. His specialisms include consultancy and technical direction on every project.

Martin Chapman Fromm

User experience & requirements lead

Martin leads on user experience consultancy and the discovery process for client requirements as well as continual design and user experience development of the Humap platform. Trained as a typographic designer, Martin has worked with clients such as The Health & Safety Executive, Bupa, Sony Games, BBC, Tate, and V&A. In his spare time he also runs a community darkroom, and also runs the photographic book publishing company, Ten O'Clock Books.

Andy Wilkinson

Visual design & development

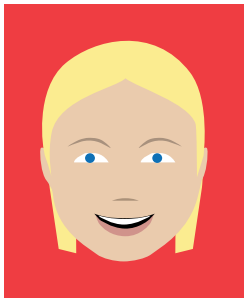
Andy leads on design and front-end development. Andy's professional interests lie at the convergence of web technology and user-centred design, where he designs user experience-led, multi-platform responsive applications. As a designer and front-end developer, he has kept the team at the forefront of creativity and technology and works with Martin to shape key prototyping consultancy projects and the Humap platform.

Natalie McGowan

Marketing & Comm's Manager

With a degree in *Ancient History*, University of Birmingham and an MSc in *Visual, Material, and Museum Anthropology* from the University of Oxford, Natalie has extensive experience in the UK heritage scene.

Most recently working with online magazine Mainly Museums, the Bury St. Edmunds Guildhall, and the Ashmolean Museum; Natalie now manages Humap's social media coordination, copywriting, and content marketing and is also involved in account management and customer welfare.



Elisabeth Weise

Operations

Elisabeth has previously managed a £2 million open source R&D project to develop a city modelling platform with Mastodon C (a big-data specialist) and the Greater London Authority. This work included sourcing city-wide data both from within the GLA, but also using external data sources such as the London Data Store, the ONS, Ordnance Survey and individual London boroughs. Elisabeth now heads up Humap's operations.