

How to engage users with a story: Communicating climate challenges with interactive storymapping

Modern climate change is one of the most important global issues requiring not only scientific analysis but also effective communication with a broad audience. Traditional ways of presenting geospatial information, such as static maps and reports, often fail to create a convincing enough connection and a deep understanding of the challenge. Due to this, interactive storytelling maps are gaining increasing importance, as they combine data visualization, storytelling, and multimedia elements.

The project aims to research and develop an interactive web app in which climate themes will be discovered through a combination of dynamic maps, 3D visualizations, animations, and sound effects.

This approach will engage more users in the learning process and make complex climate events more understandable and emotionally expressive.

As a result, an interactive web prototype will be developed to demonstrate the possibilities of storymapping for communication.

Alikhan Beisenbayev