LIVE SHOW

Ask us for a presentation!

Statistics 2.0
User Manual | S-MAN-002-EN15 | Issue B | 06.03.2017

Statistics 2.0 is an online service from 3d-berlin, which evaluates the users' interactions with your kiosk systems. This user manual explains step-by-step how to define the parameter of the analysis in *Period*, how the info graphics can be evaluated in *Charts* and how the data base looks like in *Table*.

Period	Charts	Table

1.1

1.2

1.3

23643 events

Link (copy): http://statistics.3d-berlin.com/Mall.php?project=100030&from-date=2015-08-24&to-date=2015-08-30&from-time=10%3A00%3A00&to-time=
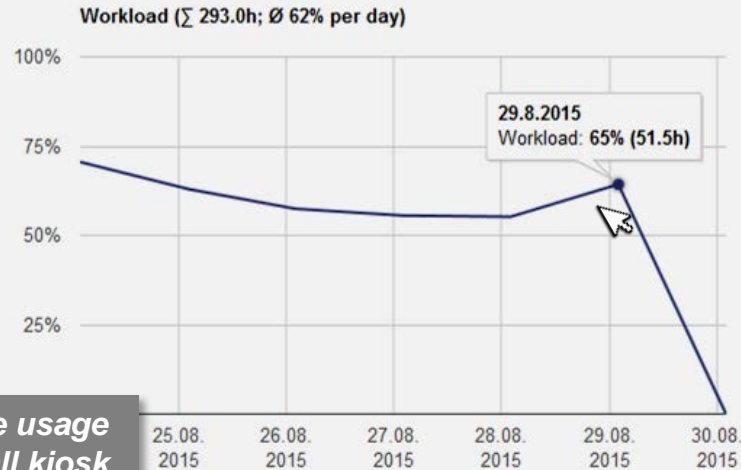
1.1 KIOSK SYSTEM/S

Directly under the building name, you can choose the kiosk system you want to evaluate.

1.2 TIME SETTING

You can determine the period under consideration exactly to the day and hour incl. the time zone.
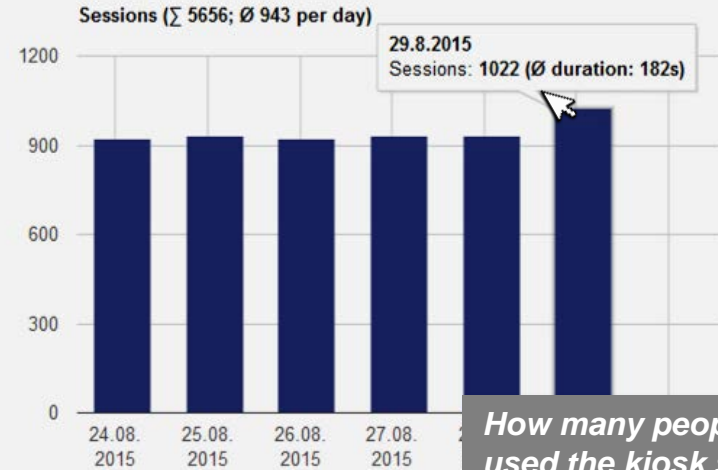
1.3 EVENTS & SHARE

After setting point 1.1 and 1.2 you will receive the number of events that are evaluated. These setting parameters you can share with others (copy link).

Workload (∑ 293.0h; Ø 62% per day)

29.8.2015
Workload: 65% (51.5h)

Sessions (∑ 5656; Ø 943 per day)

29.8.2015
Sessions: 1022 (Ø duration: 182s)

What is the usage of one or all kiosk systems?

How many people have used the kiosk system for how long?
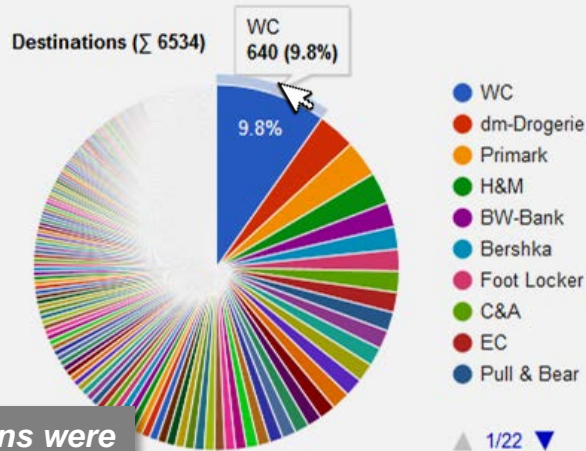
2.1 USAGE

Learn to what percentage the systems
were in active use exactly to the day.
It will display an average daily usage as
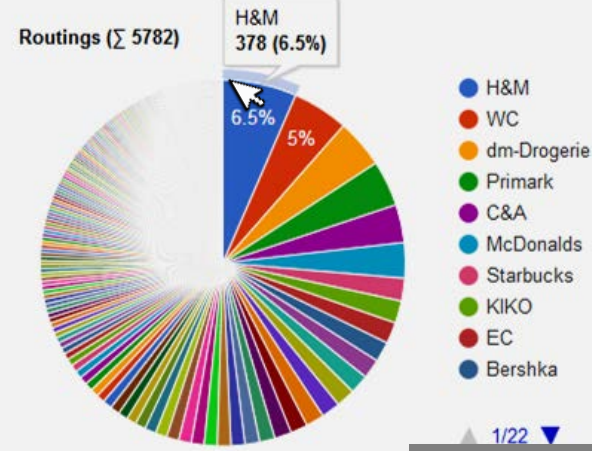well as the total usage of hours.

2.2 SESSIONS

By interacting with the screen the standby
loop is deactivated und a session starts.
The sessions are counted and their average
duration is logged. One session equates
with the minimum number of users.

3

Destinations (Σ 6534) — WC 640 (9.8%)

- WC
- dm-Drogerie
- Primark
- H&M
- BW-Bank
- Bershka
- Foot Locker
- C&A
- EC
- Pull & Bear

1/22

Which destinations were directly inquired most?

Routings (Σ 5782) — H&M 378 (6.5%)

- H&M
- WC
- dm-Drogerie
- Primark
- C&A
- McDonalds
- Starbucks
- KIKO
- EC
- Bershka

1/22

Where did they guide to?

2.3 DESTINATIONS

The called up destinations targeted via search are logged. Random touches on the map are thereby excluded. This makes it possible to estimate the real number of people interested in offers.

2.4 ROUTINGS

It is logged to which destination the routing guides. Whereto and how often the system guides may allow conclusions about the number of visitors at the physical destination.

4

	Period		Charts		Table

Index	Date-Time	Type	Sub-Type	Value	Data
1	19.8.2015, 10:05:28	information	screensaver	false	
2	19.8.2015, 10:05:37	information	start,end,mode	L04P1000,L04P2413,M0110	Gamestop
3	19.8.2015, 10:06:40	information	start,end,mode	L04P1000,L04P2710,M0110	Segafredo Sajtovic
4	19.8.2015, 10:07:19	information	start,end,mode	L04P1000,L04P2320,M0110	Eckert
5	19.8.2015, 10:08:13	information	end	L04P2248	Elbenwald
6	19.8.2015, 10:08:20	information	end	L04P2238	Nici
7	19.8.2015, 10:09:04	information	screensaver	true	

INDEX 1   Standby loop was deactivated which marks the beginning of a session **(2.1)**.

INDEX 2-4   For three destinations routings were executed **(2.4)**. Furthermore, it can be seen that the visitor was standing at the system L04P1000 and was guided to the destinations L04P2413, L04P2710 and L04P2320. All three routings were viewed in the first person perspective.

INDEX 5-6   Two destinations were selected via the search without executing a routing **(2.3)**.

INDEX 7   Standby loop was activated which marks the end of a session **(2.2)**.

Dr. Björn Clausen | CEO

bjoern.clausen@3d-berlin.com

T: +49 (0) 30-81 61-20 80

Madlen Rehse | Marketing Management

madlen.rehse@3d-berlin.com

T: +49 (0) 30-81 61-20 79