AggieMap Analytics

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TEXAS A&M
UNIVERSITY.

AggieMap: The Official TAMU Map

- Authoritative
- Accurate
- Interactive
- Used (a lot)

We Are Seeking Partnerships

1	2	3	4
You got research question?	We make data.	You want data?	We got data.

Overview

Nuts + Bolts + Capabilities + Bells + Whistles

Architecture
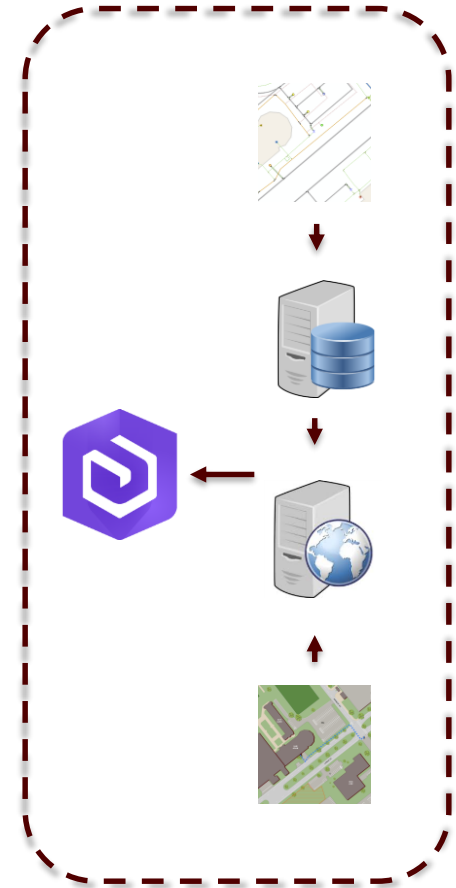

Front End

Horsepower

Back End

TEXAS A&M UNIVERSITY
Aggie Map

Q Find Building or Parking

Layers

- ● Construction Zone
- ○ Points of Interest
- ○ Unisex Restrooms
- ○ Lactation Rooms
- ○ Visitor Parking Kiosk
- ● Accessible Entrances

Legend

- Unversity Building
- Non-University Building
- Off Campus Building
- Garage Parking
- Restricted 6am to 6pm
- Paved Surface
- Sidewalk
- Railroad
- Construction Area
- Ⓐ Assisted Open Entrance
- Ⓜ Manual Open Entrance

Typical Mapping Stuff

- Pan
- Zoom
- Toggle
- Legend
- GPS
- Rotate
- Select
- Search
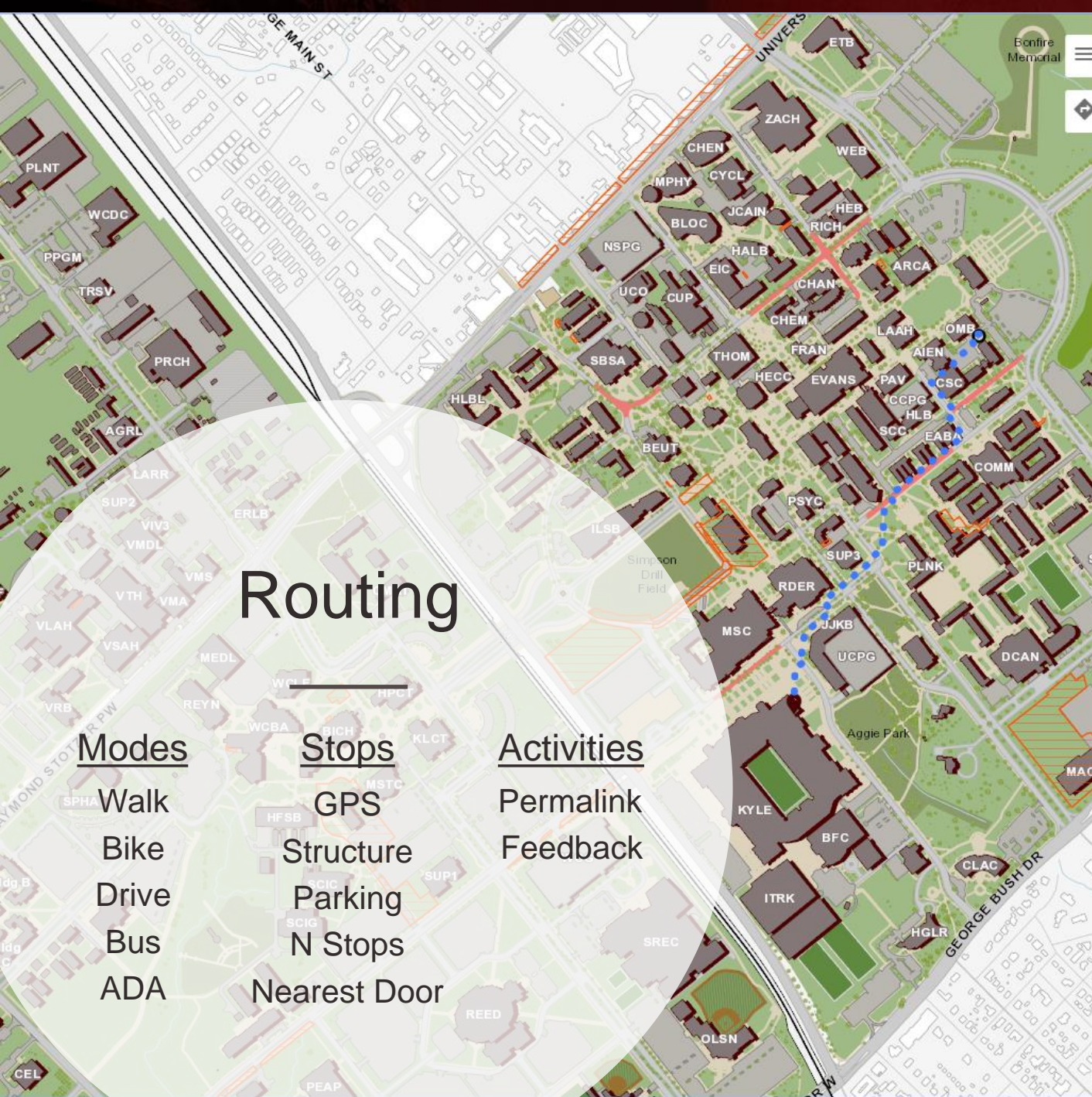
Routing

Modes
Walk
Bike
Drive
Bus
ADA

Stops
GPS
Structure
Parking
N Stops
Nearest Door

Activities
Permalink
Feedback

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Aggie Map

Current Location ✕

Kyle Field ✕

Routing/20190208 ▼

🚶 🚴 🚗 🚌

☐ Accessible Friendly Directions

12 Minutes   **0.60** Miles

↺ Start Over   ‹ Share   ❝ Feedback

○ Start at Location 1

↑ Go west on Cross Street toward Pathway / Sidewalk and continue for **50 feet**.

↰ Turn left on Sidewalk and immediately turn right on Sidewalk and continue for **84 feet**.

↗ Bear right on Pathway and continue for **138 feet**.

↖ Bear left on Sidewalk and continue for **211 feet**.

↰ Turn left to stay on Sidewalk and continue for **216 feet**.

↱ Turn right on Curb Cut and continue for **4 feet**.

↑ Continue on Crosswalk and continue for **35**
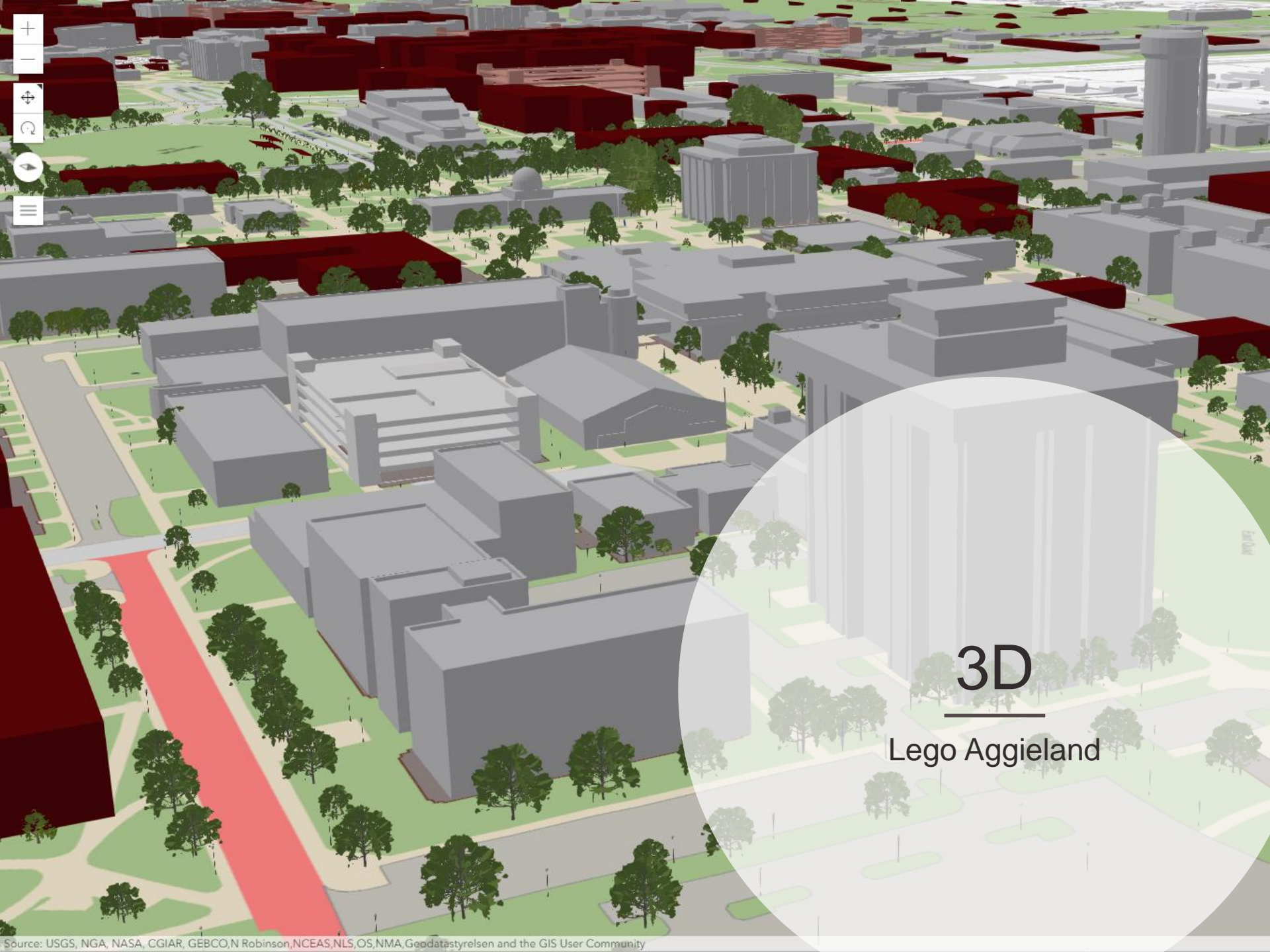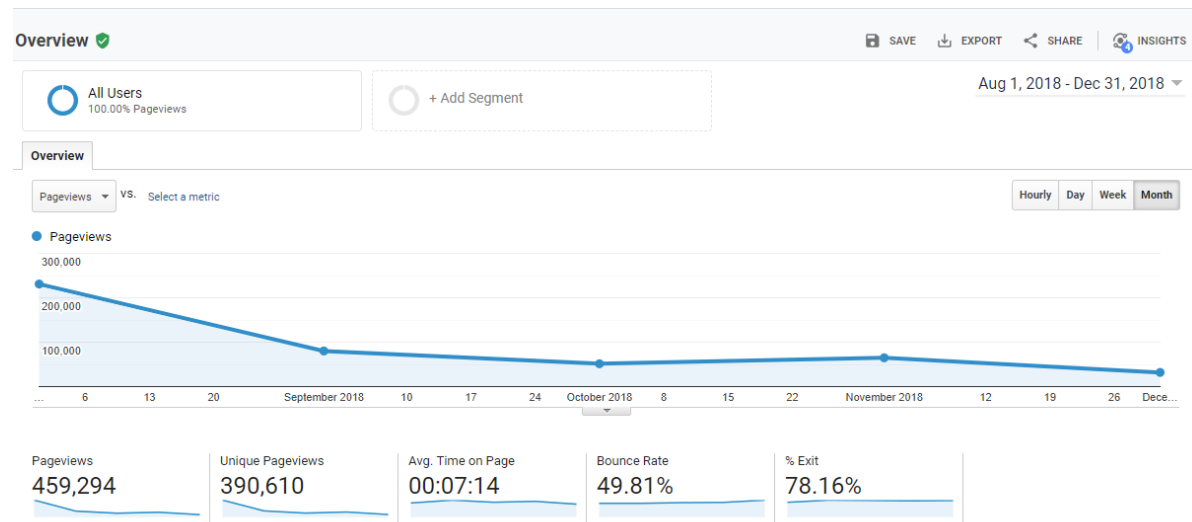
3D

Lego Aggieland
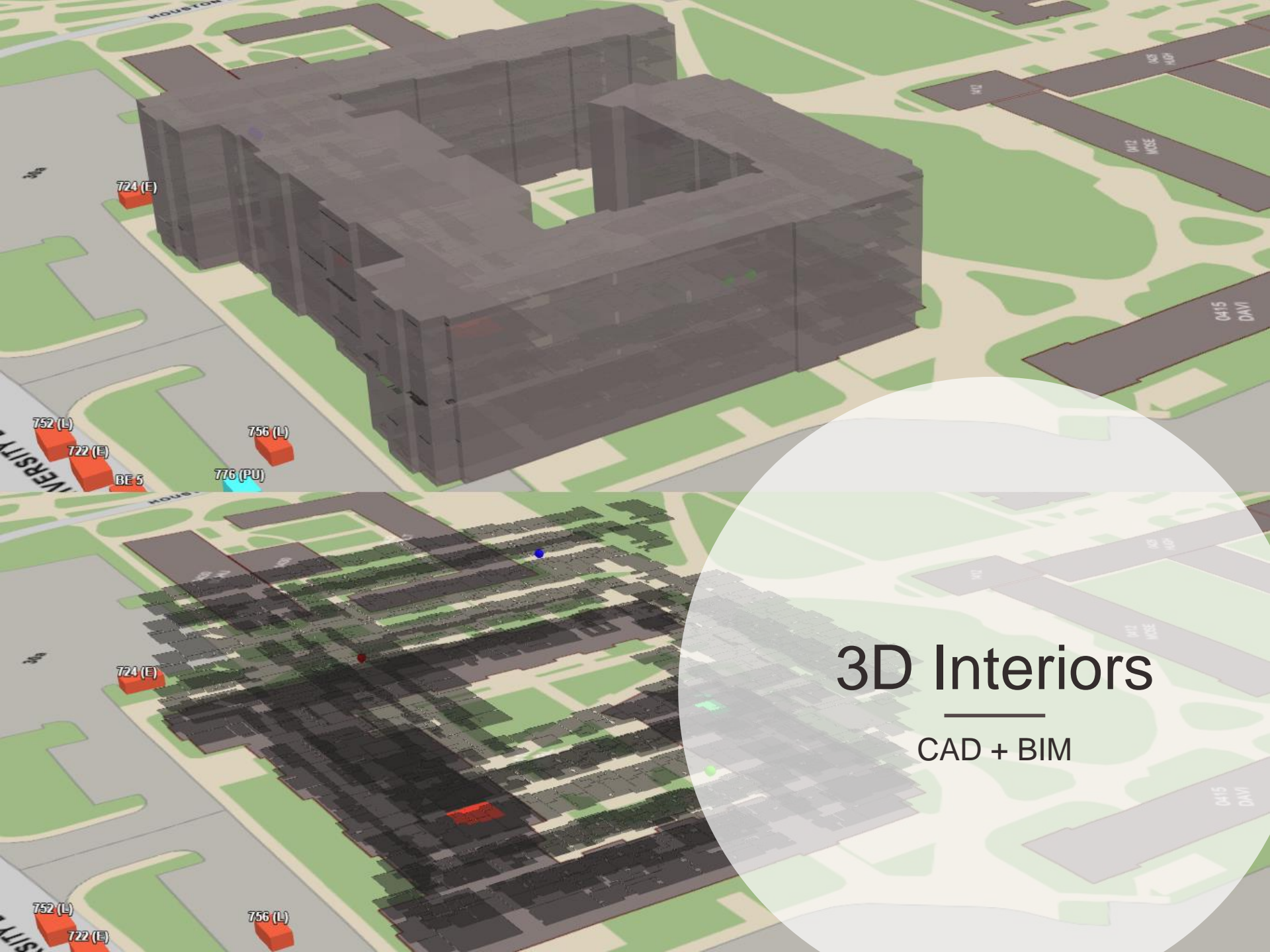
3D Interiors

CAD + BIM

Telemetry Driven Development

AggieMap Usage

- Pageviews through fall semester

- ~450K pageviews
- ~250K in August
- ~140K first week of class

Telemetry Categories

7/2018 – 2/2019 : Now

- Searches (43%)
- UI (27%)
- Trip Planning (26%) : (36%)
- Exception (2%)
- Geolocation (1%)
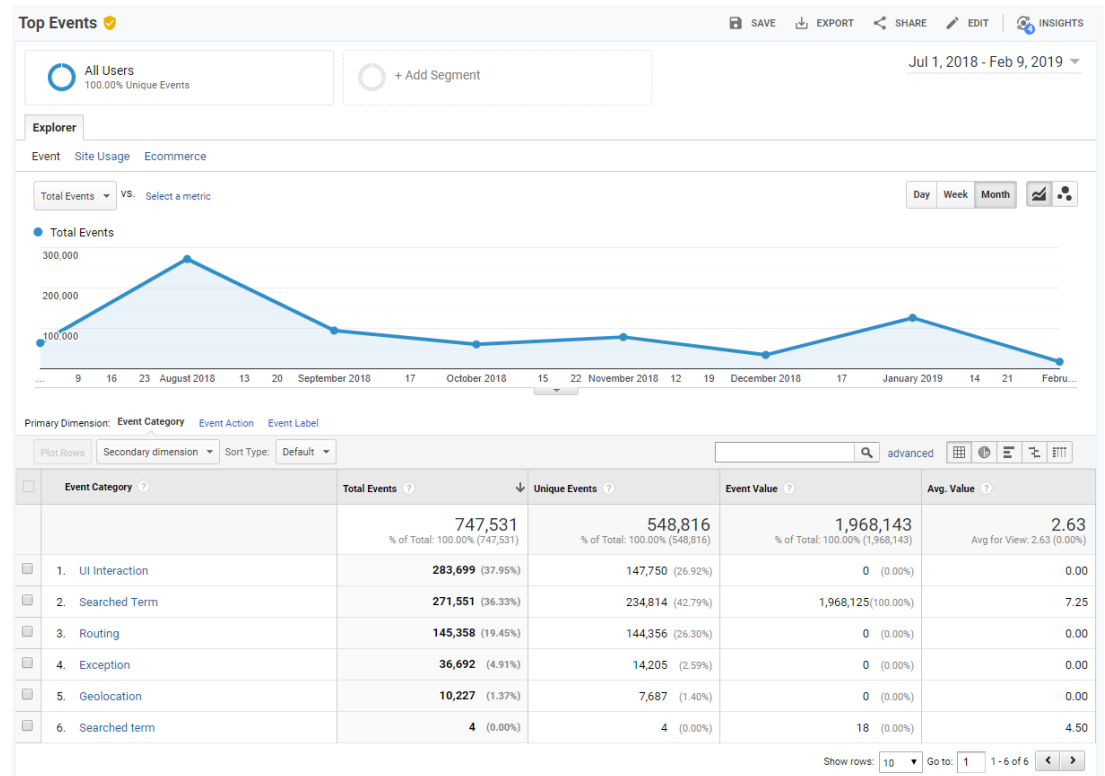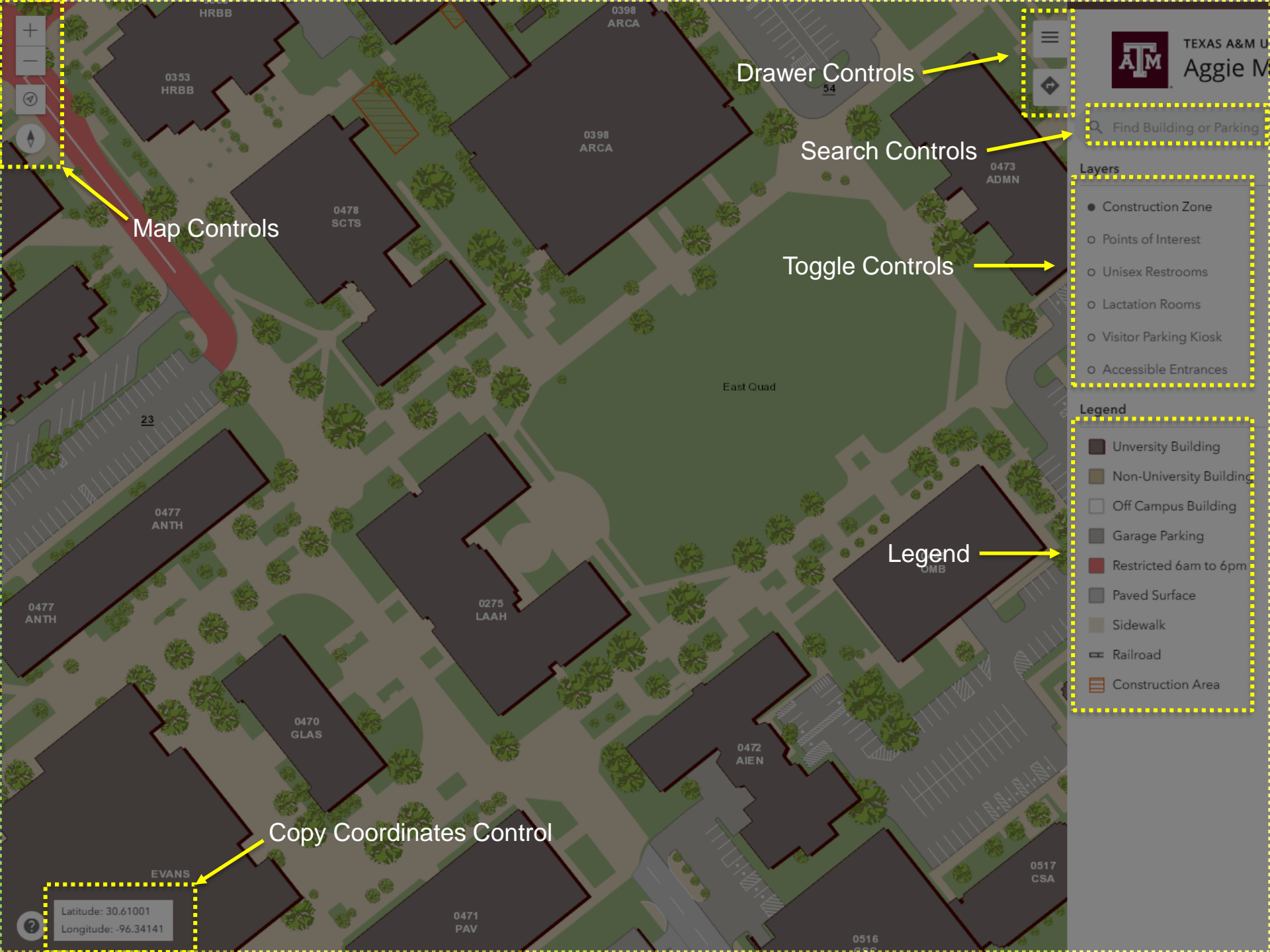
Drawer Controls

Search Controls

Find Building or Parking

Toggle Controls

Legend

Copy Coordinates Control

Map Controls

TEXAS A&M U
Aggie M

Layers
- Construction Zone
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Legend
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Latitude: 30.61001
Longitude: -96.34141

UI Actions

Limited Real Estate

- Map Controls: 42%
- Layers: 21%
- Drawer: 21%
- Proctor: 6%
- Legend: 3%
- Copy Coordinates: 0.5%

What Should Go/Stay?

Toggle Layers

Limited Real Estate

- My Classes: 17%
- Parking Kiosk: 4%

What Should Go/Stay?

All Users
5.64% Unique Events

+ Add Segment

Explorer

Event | Site Usage | Ecommerce
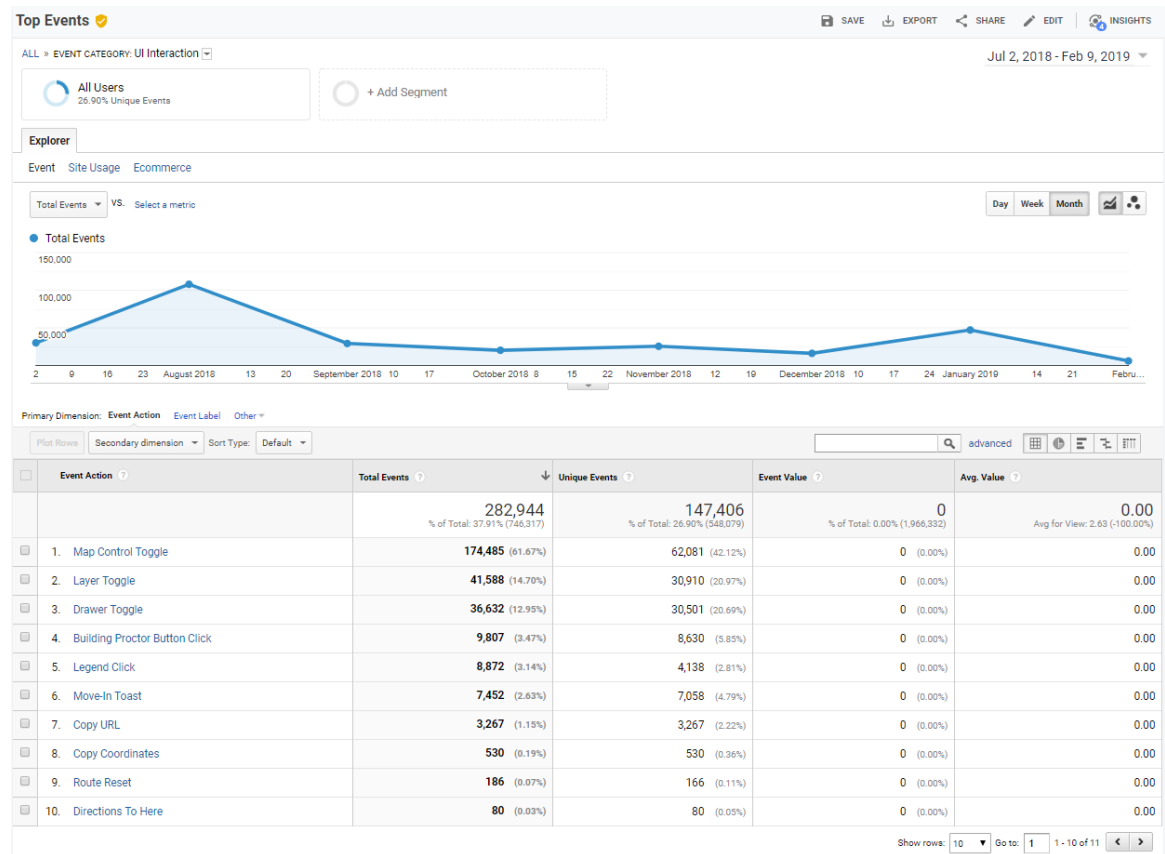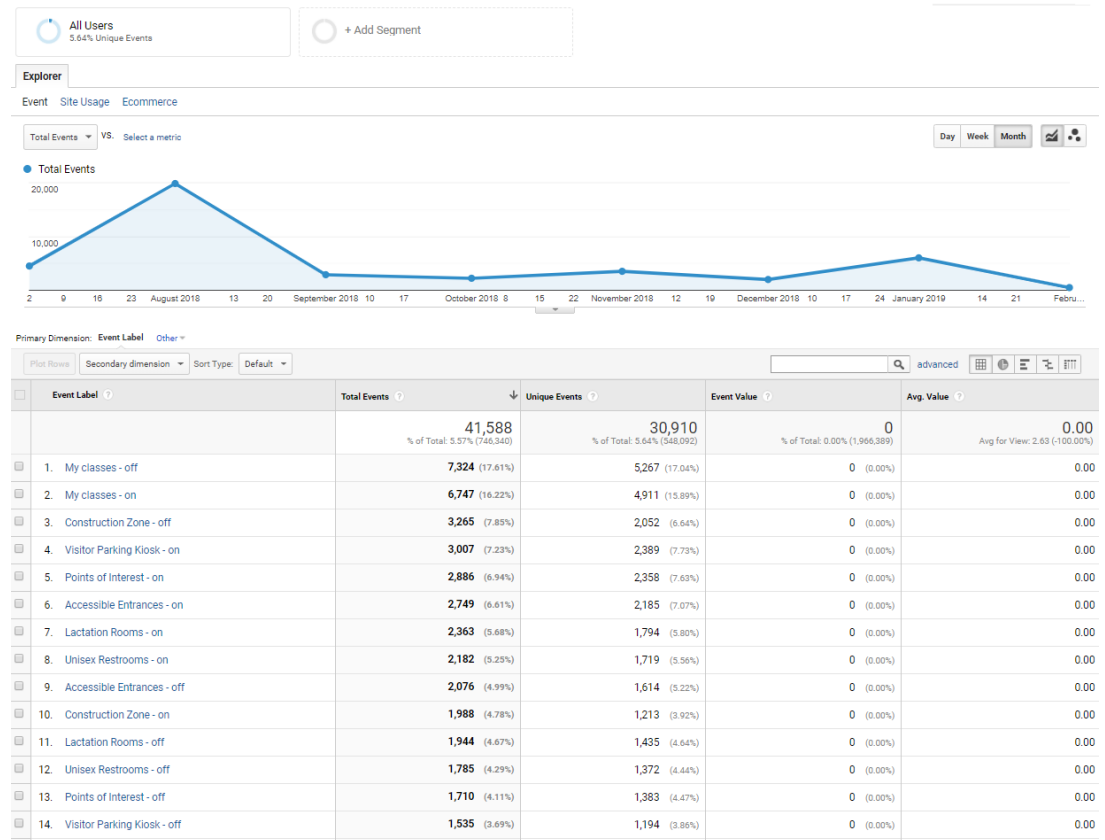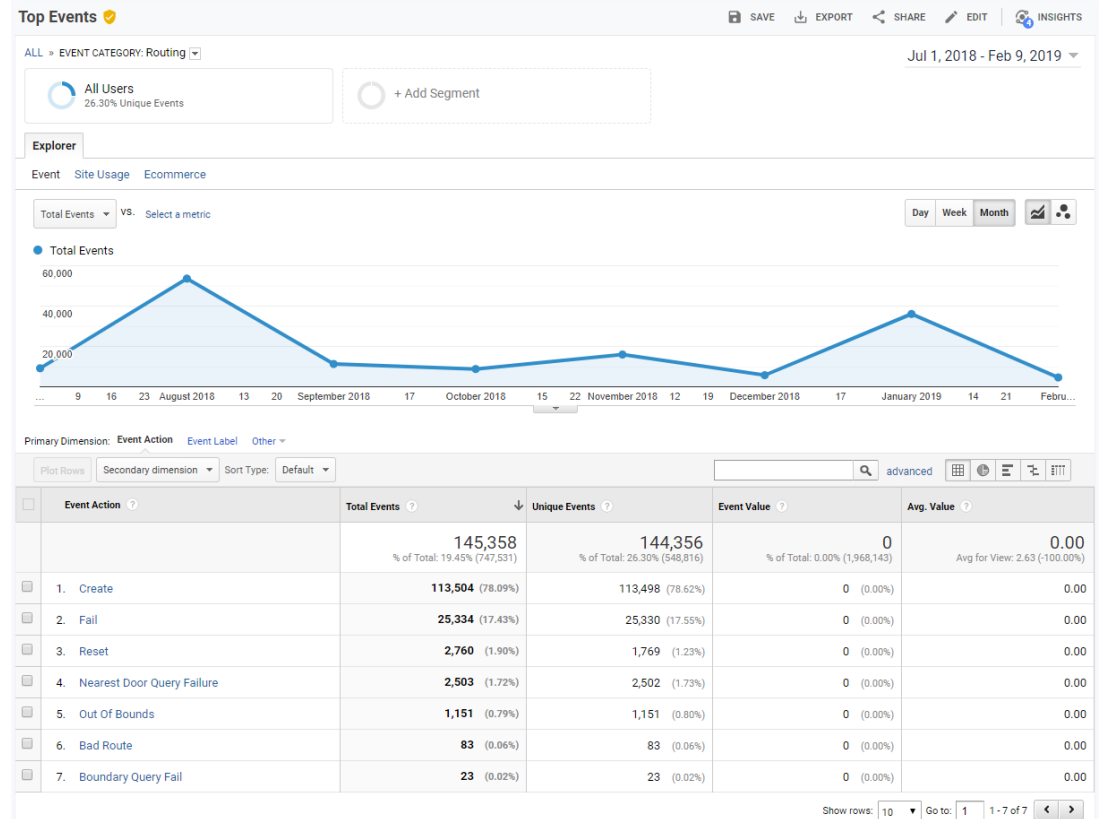
Total Events VS. Select a metric

Day Week Month

Total Events
20,000
10,000

2 9 16 23 August 2018 13 20 September 2018 10 17 October 2018 8 15 22 November 2018 12 19 December 2018 10 17 24 January 2019 14 21 Febru...

Primary Dimension: Event Label Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Event Label	Total Events	Unique Events	Event Value	Avg. Value
		41,588 % of Total: 5.57% (746,340)	30,910 % of Total: 5.64% (548,092)	0 % of Total: 0.00% (1,966,389)	0.00 Avg for View: 2.63 (-100.00%)
1.	My classes - off	7,324 (17.61%)	5,267 (17.04%)	0 (0.00%)	0.00
2.	My classes - on	6,747 (16.22%)	4,911 (15.89%)	0 (0.00%)	0.00
3.	Construction Zone - off	3,265 (7.85%)	2,052 (6.64%)	0 (0.00%)	0.00
4.	Visitor Parking Kiosk - on	3,007 (7.23%)	2,389 (7.73%)	0 (0.00%)	0.00
5.	Points of Interest - on	2,886 (6.94%)	2,358 (7.63%)	0 (0.00%)	0.00
6.	Accessible Entrances - on	2,749 (6.61%)	2,185 (7.07%)	0 (0.00%)	0.00
7.	Lactation Rooms - on	2,363 (5.68%)	1,794 (5.80%)	0 (0.00%)	0.00
8.	Unisex Restrooms - on	2,182 (5.25%)	1,719 (5.56%)	0 (0.00%)	0.00
9.	Accessible Entrances - off	2,076 (4.99%)	1,614 (5.22%)	0 (0.00%)	0.00
10.	Construction Zone - on	1,988 (4.78%)	1,213 (3.92%)	0 (0.00%)	0.00
11.	Lactation Rooms - off	1,944 (4.67%)	1,435 (4.64%)	0 (0.00%)	0.00
12.	Unisex Restrooms - off	1,785 (4.29%)	1,372 (4.44%)	0 (0.00%)	0.00
13.	Points of Interest - off	1,710 (4.11%)	1,383 (4.47%)	0 (0.00%)	0.00
14.	Visitor Parking Kiosk - off	1,535 (3.69%)	1,194 (3.86%)	0 (0.00%)	0.00

Trip Planning

Success (78%) : (92%)

Fail (18%) : (4%)

Where/What to fix?

Analytics Driven Routing Improvements

- Prioritize areas for routing network improvement

Routing Telemetry

- Start: GPS

- End:
  - Kyle: Directions to Here
  - Building #: Centroid
  - Centroid: Nearest Door

```json
[{
    "type": "geolocation",
    "value": {
        "latitude": 30.616789952362602,
        "longitude": -96.3364634997989
    }
}, {
    "type": "directions-to-here",
    "value": {
        "key": "",
        "searchTerm": "0367|KYLE"
    },
    "transformations": [{
        "type": "query",
        "value": {
            "latitude": 30.6099,
            "longitude": -96.3405
        }
    }, {
        "type": "nearest-door",
        "value": {
            "latitude": 30.611222474833355,
            "longitude": -96.34002809189869
        }
    }]
}]
```

We Are Seeking Partnerships
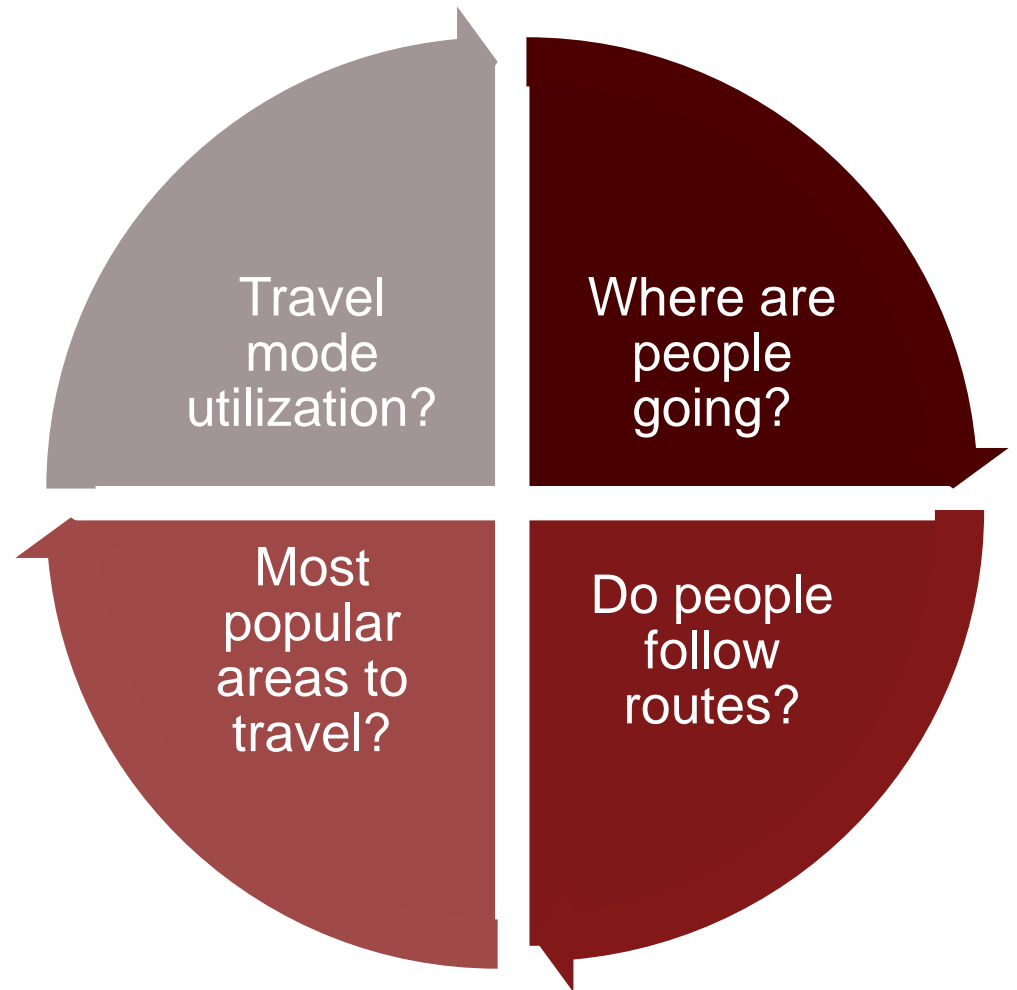
1 You got research question?

2 We make data.

3 You want data?

4 We got data.

Example Questions

Travel mode utilization?

Where are people going?

Most popular areas to travel?

Do people follow routes?

Thanks & Questions?

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