AggieMap Analytics

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AggieMap: The Official TAMU Map

- Authoritative
- Accurate
- Interactive
- Used (a lot)
We Are Seeking Partnerships

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

Nuts + Bolts + Capabilities + Bells + Whistles
Architecture

Front End

Horsepower

Back End
**Typical Mapping Stuff**

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

**Layers**
- Construction Zone
- Points of Interest
- Unisex Restrooms
- Lactation Rooms
- Visitor Parking Kiosk
- Accessible Entrances

**Legend**
- University 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
Routing

Modes
- Walk
- Bike
- Drive
- Bus
- ADA

Stops
- GPS
- Structure
- Parking
- N Stops
- Nearest Door

Activities
- Permalink
- Feedback

Permalink: Routing/20190208

Minutes: 12
Miles: 0.60

Accessible Friendly Directions

Start Over
Share
Feedback

Directions:
1. Go west on Cross Street toward Pathway / Sidewalk and continue for 50 feet.
2. Turn left on Sidewalk and immediately turn right on Sidewalk and continue for 84 feet.
3. Bear right on Pathway and continue for 138 feet.
4. Bear left on Sidewalk and continue for 211 feet.
5. Turn left to stay on Sidewalk and continue for 216 feet.
6. Turn right on Curb Cut and continue for 4 feet.
7. Continue on Crosswalk and continue for 35 feet.
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%)
UI Actions

Limited Real Estate

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

What Should Go/Stay?
Limited Real Estate

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

**What Should Go/Stay?**
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": "8367|KYLE"
  },
  "transformations": [{
    "type": "query",
    "value": {
      "latitude": 30.6099,
      "longitude": -96.3405
    }
  }, {
    "type": "nearest-door",
    "value": {
      "latitude": 30.611222474833355,
      "longitude": -96.34002809189869
    }
  }]
}]
```
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Example Questions

- Where are people going?
- Do people follow routes?
- Most popular areas to travel?
- Travel mode utilization?
Thanks & Questions?

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