



splunk>

Splunk Insights for Web and Mobile Apps (BETA)

DEV1222: Make Your App Stand Out

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Hello!



SAM GAZITT

Product Manager
Splunk, Buttercup Games




HEMENDRA CHOUDHARY

Principal Software Engineer
Splunk, Buttercup Games

Who are you?

And what you'll learn...

1. Web or Mobile App Developer
2. Application Support Professional
3. Product Manager
4. Engineering Management
5. Other?

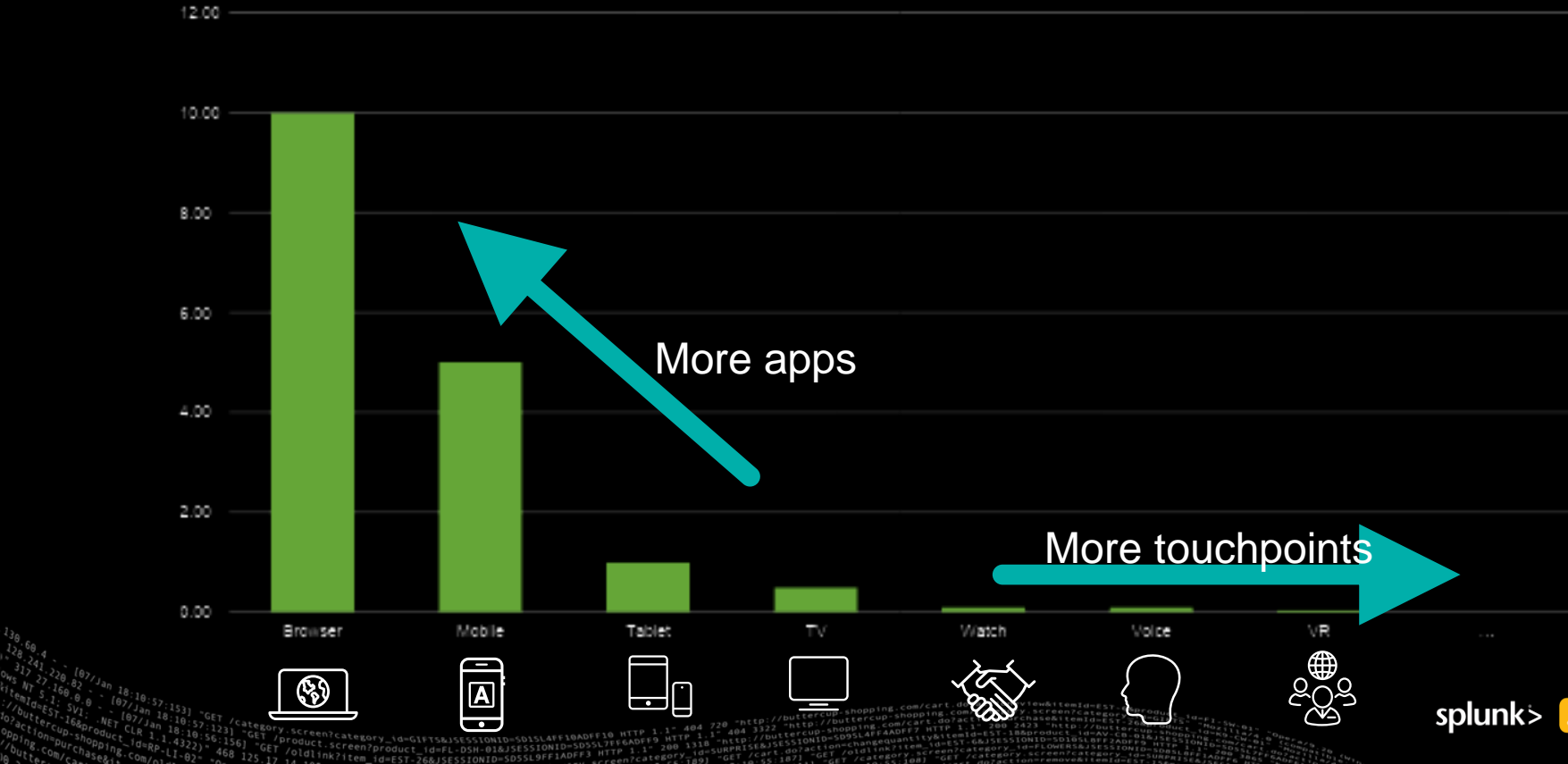


How do you *make your apps stand out* from the rest?

Improve quality, engagement, and performance

Explosion of Touchpoints!

Millions of apps across hundreds of form factors



What Makes a Great End-User Experience?

"Started from the bottom, now we here"

Delivers business goal

Optimized design

Fast and fluid
interactions

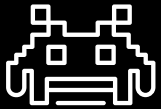
Functions correctly

Doesn't crash

Empowering Your Developers

Put analytics directly in their hands!

Good:



Customer finds issue



Support handles



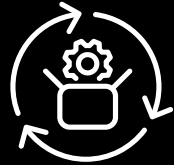
Details in ticket



QA investigates

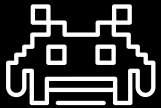


Dev fixes



Ops releases

Better:



App crash or event



splunk>

Crashes and events in Splunk.

App support team creates dashboards and alerts



QA/Dev responds to alert



Ops releases

Best:



splunk>



Developers design analytics in Splunk, App support team enhances with more data sources

Introducing...

Splunk Insights for Web and Mobile Apps (BETA)

Drum roll please...

What Makes a Great End-User Experience?

Move up the pyramid with Splunk insights for Web and Mobile Apps (BETA)



Delivers business goal



Collect critical events, transactions

Optimized design



Collect navigation events

Fast and fluid interactions



Collect static asset load times

Functions correctly



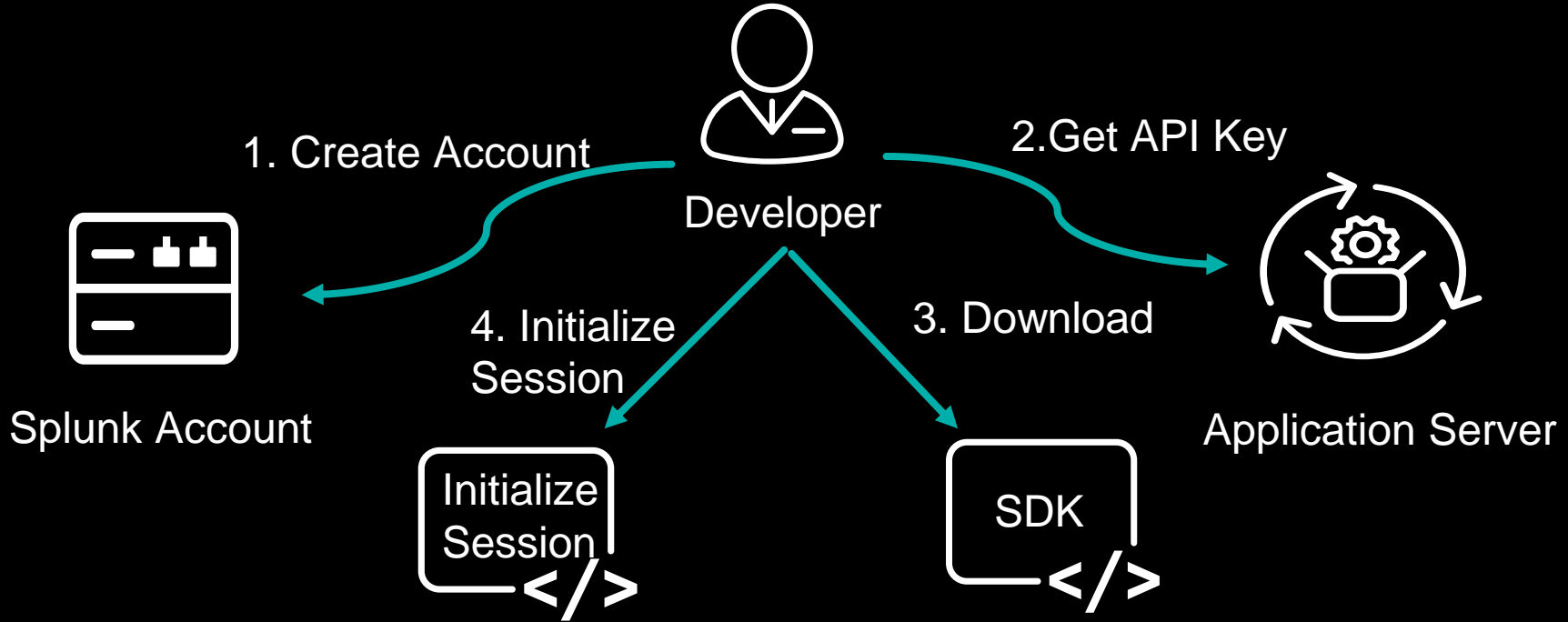
Collect API calls and responses

Doesn't crash

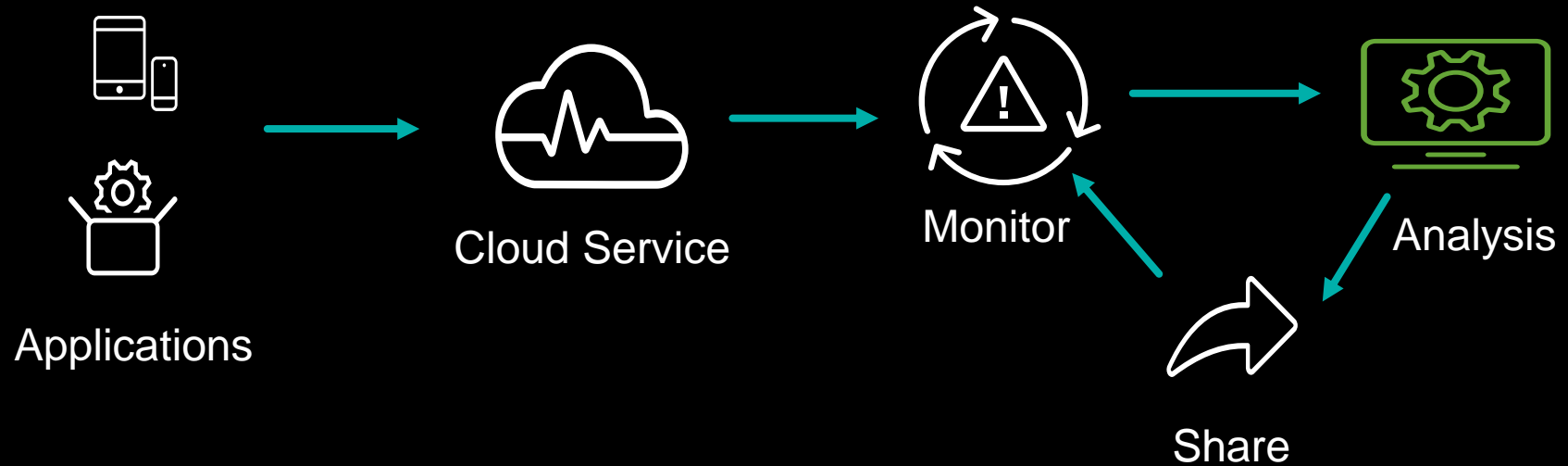


Collect iOS, Android, and JS crashes

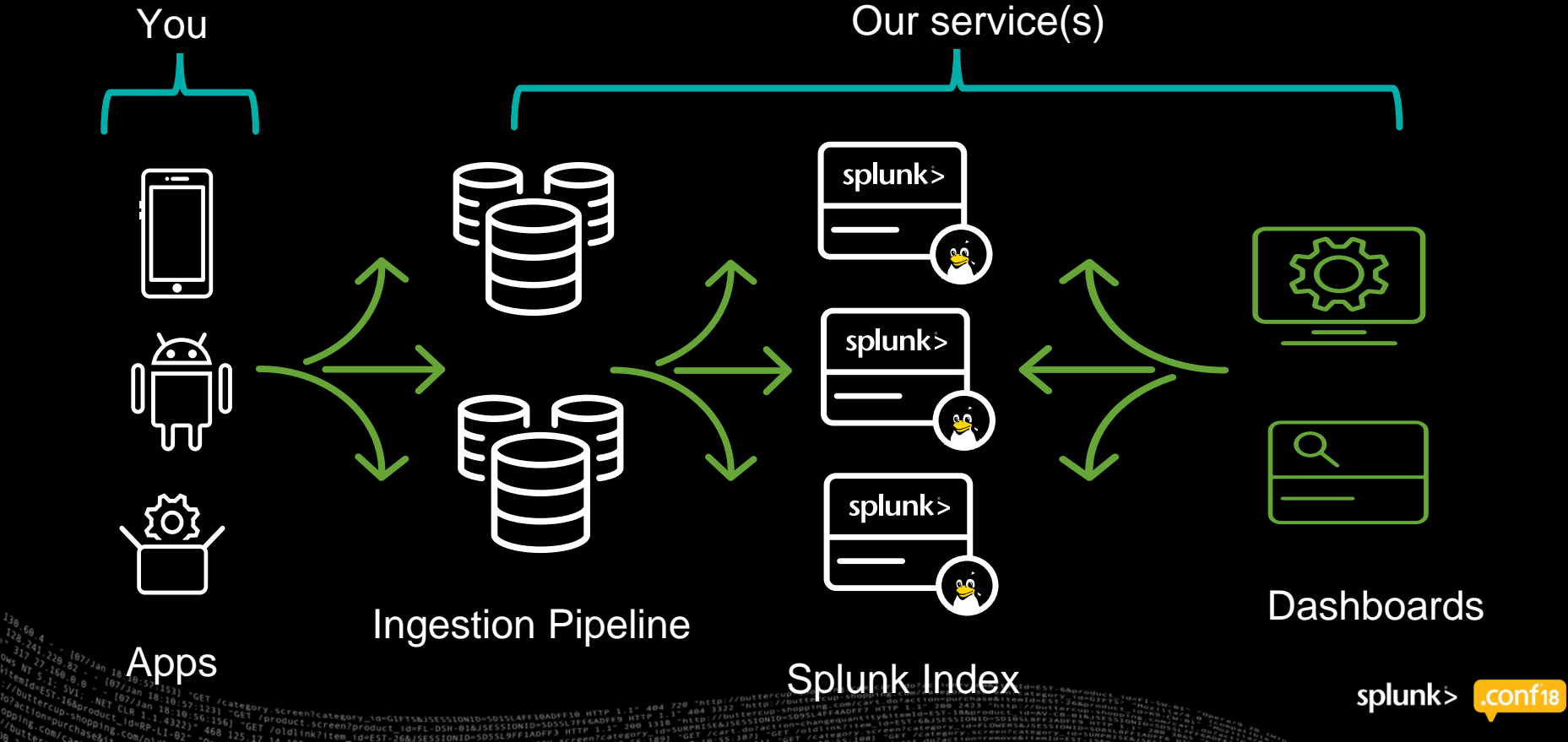
Using Splunk Insights for Web and Mobile Apps



Using Splunk Insights for Web and Mobile Apps

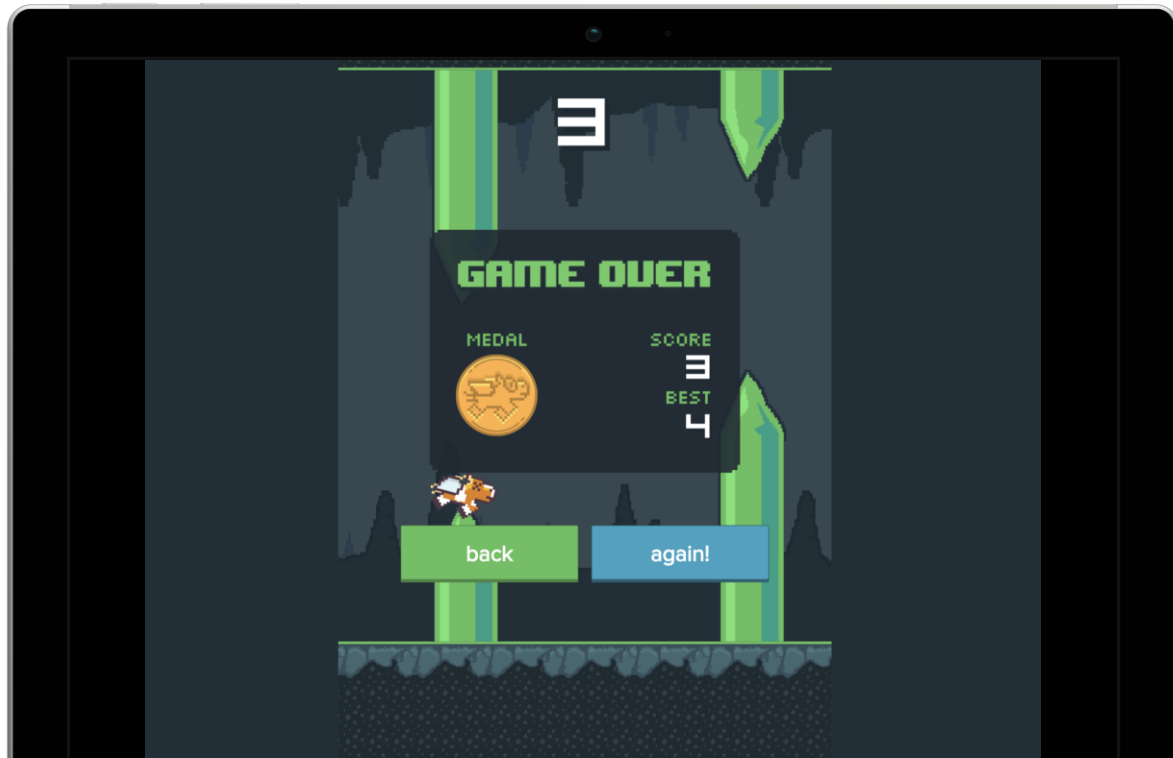


What's under the covers?



Demo Time!

ButterCup Go launches their game on the Web



- ▶ Setup
- ▶ Instrumentation
- ▶ Web UI
 - Mobile App Crashes
 - Web Sessions
 - Best Users
 - Web Performance
 - Sharing Results
- ▶ Getting Insights!

Setup

Get API Token and SDK

- ▶ Create an account and generate an API key for each app that you want to monitor.
- ▶ Install the Web or Mobile SDK using popular package management tools like npm or CocoaPods
- ▶ Offline install options also available such as adding SDK manually in Android Studio or embedding JS SDK in a <script>

🔑 API key **bc777fc3**

```
$ npm install keystone-js --save
```

```
184 "dependencies": {
185   "babel-polyfill": "6.13.0",
186   "chalk": "1.1.3",
187   "compression": "1.6.2",
188   "express": "4.14.0",
189   "fontfaceobserver": "2.0.1",
190   "history": "3.0.0",
191   "immutable": "3.8.1",
192   "invariant": "2.2.1",
193   "ip": "1.1.3",
194   "lodash": "4.15.0",
195   "keystone-js": "1.0.0"
196 }
```

Get started in < 5 mins

Instrumentation

Start a session

- ▶ Embed the minified script in <head>
- ▶ Initialize a session to automatically collect
 - Console logs
 - Explicitly logged events
 - Console errors (handled, unhandled)
 - Environment information
 - Page load timings

```
<script>
  // Initialize Keystone
  initAndStartSession({ apiKey: 'bc777fc3', appVersionName:'1.0.0',
    appVersionCode:'1.0.1', collectLogs: true,
    collectNetworkCalls: true, collectLogs:true,
    collectUnhandledErrors:true, collectPageLoads:true,
    collectDisplayInfo:true });
  setPackageName('Buttercup-Go');
  logEvent('Logging to Keystone from Buttercup-Go: App
    Initialized', 'info');
  closeSession();
</script>

</head>
```

The SDK collects many things automatically

Instrumentation

Specify the user

- ▶ You can optionally tag events with a user identifier (such as email)
- ▶ The SDK generates a unique uuid for you as well.

```

true });
setPackageName('Buttercup-Go');
setUserIdentifier('<email address from
social login>');
logEvent('Logging to Keystone from
Buttercup-Go: App Initialized', 'info');
closeSession();

```

Track behavior of each user

```

130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=61f75&SESSIONID=SD55L9FF1ADFF3 HTTP/1.1" 200 1318 "http://buttercup-shopping.com/cart.do?action=view&item_id=EST-6&product_id=EST-SW-05" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_12_6; rv:54.0) Gecko/20100101 Firefox/54.0"
128.241.220.82 - - [07/Jan 18:10:57:123] "GET /product.screen?product_id=FL-DSH-01&SESSIONID=SD55L7FF6ADFF9 HTTP/1.1" 200 2423 "http://buttercup-shopping.com/category.screen?category_id=61f75&SESSIONID=SD55L9FF1ADFF3" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_12_6; rv:54.0) Gecko/20100101 Firefox/54.0"
317.27.160.0 - - [07/Jan 18:10:56:156] "GET /oldlink?item_id=EST-26&SESSIONID=SD55L9FF1ADFF3 HTTP/1.1" 200 1318 "http://buttercup-shopping.com/category.screen?category_id=61f75&SESSIONID=SD55L9FF1ADFF3" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_12_6; rv:54.0) Gecko/20100101 Firefox/54.0"
130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=61f75&SESSIONID=SD55L9FF1ADFF3 HTTP/1.1" 200 1318 "http://buttercup-shopping.com/category.screen?category_id=61f75&SESSIONID=SD55L9FF1ADFF3" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_12_6; rv:54.0) Gecko/20100101 Firefox/54.0"
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130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=61f75&SESSIONID=SD55L9FF1ADFF3 HTTP/1.1" 200 1318 "http://buttercup-shopping.com/category.screen?category_id=61f75&SESSIONID=SD55L9FF1ADFF3" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_12_6; rv:54.0) Gecko/20100101 Firefox/54.0"
128.241.220.82 - - [07/Jan 18:10:57:123] "GET /product.screen?product_id=FL-DSH-01&SESSIONID=SD55L7FF6ADFF9 HTTP/1.1" 200 2423 "http://buttercup-shopping.com/category.screen?category_id=61f75&SESSIONID=SD55L9FF1ADFF3" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_12_6; rv:54.0) Gecko/20100101 Firefox/54.0"
317.27.160.0 - - [07/Jan 18:10:56:156] "GET /oldlink?item_id=EST-26&SESSIONID=SD55L9FF1ADFF3 HTTP/1.1" 200 1318 "http://buttercup-shopping.com/category.screen?category_id=61f75&SESSIONID=SD55L9FF1ADFF3" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_12_6; rv:54.0) Gecko/20100101 Firefox/54.0"

```

Track a sequence of user interactions

- ▶ Define custom user interactions
- ▶ Events are anything you want to capture and count
- ▶ Transactions represent a sequence of user events.

```
//The game begins
transactionStart('Gameplay started');

//Sad- they stopped playing during a game
transactionCancel('User navigated away');

//The game ends
transactionEnd('Gameplay stopped', {'score':
17});
```

Please help us

Go to
<http://buttercup.run>

Summary

Make your apps stand out

1. Experience matters
2. Empower your developers
3. Create an end-to-end view with Splunk

A laptop is shown from a front-facing perspective, slightly angled. The screen is white and displays the text "Get Started Today" in a large, dark grey sans-serif font. Below it, the URL "splunk.com/iwma" is displayed in a larger, bold, dark grey sans-serif font. The laptop's keyboard is visible at the bottom of the frame, showing black keys with white lettering. The laptop's bezel is dark grey.

Get Started Today
splunk.com/iwma