**Steve: (1.5 min)**

Hello, my name is Steve; I’m joined by Brandon Hare and Chris Rodgers and we are Full of Ideas. We worked with the Children’s Science Center, an Altru client with a desire to utilize Beacon Technology within their facility.

[Hold up beacon]

Beacons are small devices that broadcast a single URL within a given radius. A person, when in range of the beacon’s signal, is notified on their phone and given the option to interact with the URL. Much like *Pokémon Go* marries the digital and the physical into a single experience, beacons provide users with contextual information about a physical location, even down to a radius of a few feet.

Within the context of a museum, our assigned objectives were two-fold: 1) to collect analytics concerning each beacon, such as an exhibit's capacity and peak traffic times, and 2) to provide users with meaningful information about the exhibit.

The ultimate vision of our assignment is to create a fully-supported Blackbaud service that augments any one of our CRM’s with Beacon analytics and gives our clients the tools they need to enhance their constituents’ experience on the premises.

Brandon will now share with you what we created.

**Brandon: (4 min)**

We built an app that allows museums to use beacons to provide additional value for their exhibits and gather analytics about their use. There are three main components to the application: the beacon content, beacon administration, and analytics.

For the content, a patron receives a notification on their phone that they are near a beacon. We used a 3rd party app for beacon notifications.

* **Refer to the slide**

When they click on the notification, they are taken to a web page with additional information specific to that exhibit. The user experience is simple and streamlined, providing minimal obstacles between them and the content.

* **Click Enter to activate the link**

From the admin side, museum curators can manage the content associated with each beacon. For example, if the exhibit has been updated and needs some additional information, a curator could update the beacon easily. No resetting required.

* **Edit a beacon and save it**

The real power of beacons is in the analytics. On the back end, each visit to a beacon url logs data about the visit and then redirects users to the content. As patrons interact with the beacons, we collect that data and present it to the museum curators via a dashboard, both individually by beacon and collectively. They can then see how many visitors each exhibit had over different time periods and can use that information to promote less trafficked exhibits for example.

* **Show the individual dashboard.**
* **Show the analytics page.**

Christopher will now share some ideas about how to move forward with beacons.

What did we do (demo)

* Explain different components, front end, admin screen, app
* Screenshots of beacon app, front end, admin screens/analytics
* Walk through the flow, show beacon endpoint in slide? /beacons/90832429384, talk about what it's doing

**Chris: (1.5 min)**

What we need to do

* Service
* Mobile app
* Connect to (any) CRM