**Steve: (1.5 min)**

Hello, my name is Steve Brush; 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 patrons with meaningful information about an 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)**

As Brandon showed (or spoke to... or leave this transition out completely if Brandon doesn't talk about it), for the purposes of this demonstration, we used a third-party beacon app on our phones to send patrons (ourselves) to our application so we could track beacon traffic for analytics. In a finished product, our app would need to handle this on its own—it’d be built natively for Android and iOS in order to detect beacons and drive those analytics. For you Titanium people out there, there are a few modules that could help us out here.

Currently, our app is collecting analytics anonymously. Clients would really like to know who specifically is in the museum and where they are spending their time. Besides being creepy, this might be good for targeting individuals for donations to specific exhibits in a museum or for causes those exhibits may be associated with. In order to obtain this constituent-link, our app will need to provide more patron-focused features. For example, maybe the app has your membership card, your ticket information... You get the idea. What we have here can be just the beginning of that user experience.

And, as Steve mentioned, we'd ultimately like to suss out the pieces of this project that can be shared across products in a 'One Blackbaud' sense. For example, products may have their own definition what a Beacon is--like an Exhibit or a Docent in the case of Altru--but products can still benefit from a shared service that allows them to do that configuration, track beacon usage, and ultimately, provide the analytics they care about. And, you know, we'd make this Service accessible from the API and call it Sky something--like we have here. It'd be a winning formula for Blackbaud and for our clients.

And that's why you should vote for team Full of Ideas.

Thank you.

\*bows\*

\*cries\*