Outlined below is a list of tasks required to include an analytics system that will pull data from the Inspiration Station and add it to an online database. Phase 2 will take this data from the online database and populate a Google Doc. Below are the features required;

* Ability to view the total number of YourFloor images upload by customers to the website.
* View the total number of customers that uploaded their YourFloor image to the website and then accessed it on an Inspiration Station.
* View the total number of customers that uploaded their YourFloor image to the website and then didn’t upload to the station.
* View the total number of emails sent from the Inspiration Station to a customer’s email address.
* View the total number of emails sent from the Inspiration Station to a stores email address.
* View the total number of videos viewed on the Inspiration Station.
* A list of the total number of times each room settings is viewed on the Inspiration Station. *Note: Because the bedroom 1 setting and the kitchen 1 setting are viewed by default when entering the carpet and hard floor ranges, these will not be added to the count unless going back to them after viewing a different room setting. This may cause a bias in favour of all other room settings as a user may be less likely to go back to bedroom 1 and kitchen 1 after already viewing them.*
* A list of the total number of times each category is viewed on the Inspiration Station, e.g. carpet, timber, bamboo, vinyl, laminate, window furnishings and rugs.
* View the total number of times the campaign banner on the homepage or product page is selected.
* View the total number of times the paint feature is accessed within a product page.
* View the total number of times the features are accessed within a product page.
* View the total number of times the floor calculator is accessed.
* View the average duration the Inspiration Station is in use for a given month. This is calculated on a per store basis.

{

"device": "CC02\_SEPT\_15",

"store\_id": 1,

"event": "{\"event\": \"Room Clicked\", \"value\": \"Kitchen\"}"

}