Nicholas Muscara

CIS440

10:30am

**Information radiator proposal**

**Track which Event Planners are logging in and logging out**

See what event planners are logging in and logging out on the Vivifi Site and what their activity is. If an event planner is searching through the database but does not choose anything a certain amount of time, a popup could ask the user if they need help and direct them to a contact form.

Another function of this radiator could be to track users who rarely use the site and give the company an option to send out emails to people who no longer use the site as much to hopefully prompt them to come back.

**Where would the code go?**

I believe this code would be a part of the php that would log users in and out. The php code would use a string to hold the username and some type of timer to track the amount of time the user has been logged in. once the user logs out the timer would stop and store their “session” in a personal array to show logins and logouts of the site.

**Benefit to client**

The client would be able to learn the behavior of their potential customers. They would also be able to see if someone is logged in for a long amount of time but not making any purchases. They could also see if frequent users are moving away from the site and potentially send an email to invite them back to the site.