



iOS Analytics

DEVELOPER'S PERSPECTIVE

Analytics break down into individual pieces of data. Our role as client-side developers is to gather that data and send it to the server.

VOCABULARY

Tags

The individual pieces of data being sent to the server.
Often sent as strings.

Reporting Suites

The ID on which data for this application is filtered. A single analytics user may be looking at reports from several different applications.

Dashboards

Web views configured in such a way to make relevant data readable to the user.

Hits

Tags that are sent to the server.

TAG TYPES

Page

Page tags stem from web. Both Google Analytics and Adobe Site Catalyst were originally used to gather web data. The page metaphor breaks down somewhat on tablets.

Detail

Quantifiable data.

- What was the amount of that check deposit?
- Which ATM did the user select on the map?

Event

These tags are sent when a specific action happens. Tap events, service timeouts, alert views, logouts, etc.

Meta

These tags are usually sent alongside every other tag to provide context.

- Device type
- App version
- User identifier

PRO TIPS - REPORTING SUITES

- Track different apps in separate reporting suites
- Track different platforms of the same app on the same suite
- Use separate suites for debug and release

PRO TIPS - DEBUGGING IN PRODUCTION

- Leverage analytics for production support
- Stack traces
- Exceptions
- Actions log if available
- Service errors
- Alert view information

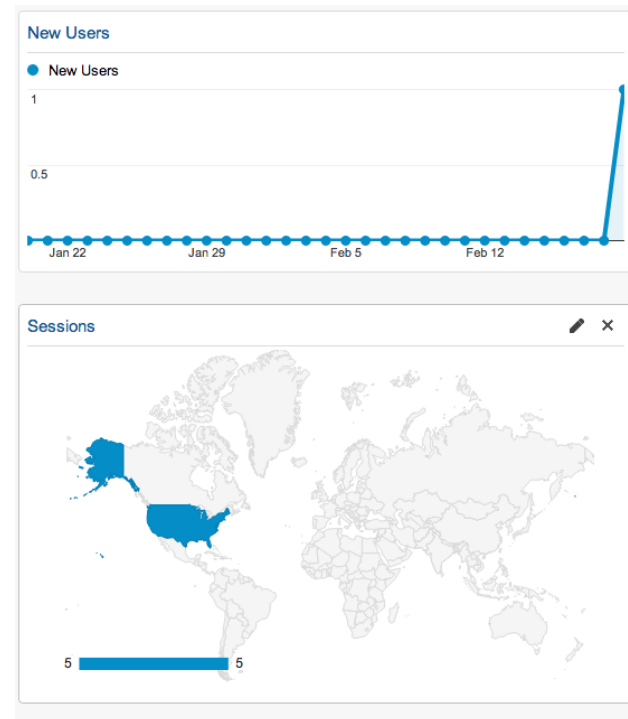
DEVELOPMENT PRACTICES

- Make analytics an afterthought for future development
- Let your app scale gracefully
- Assert when necessary
- Hide the inner gears within a utility

KNOW YOUR USER

For other features the consumer is your user.
For analytics your user is the product owner.
Give your user a great UX.

- What reports does the product owner view?
- What are we trying to measure or answer?
- Collect lots of data
 - └ Reduce clutter in dashboards
 - └ Provide page context for detail tags
- Consider A-B testing up front



Remember the UX you are crafting with analytics lives in the dashboard, not the app.

EDUCATE YOUR QA

Because analytics is not a customer-facing feature, its QA is often neglected. To launch with faulty analytics is as bad as launching with none. Data collection is of great importance to the product owner. Make sure your QA are testing analytics in the same way that the product owner will be viewing them.

DEMO

<http://www.github.com/jconkin/AnalyticsDemo>