DPLA Interview Talk

Andromeda Yelton
Digital Public Library of America
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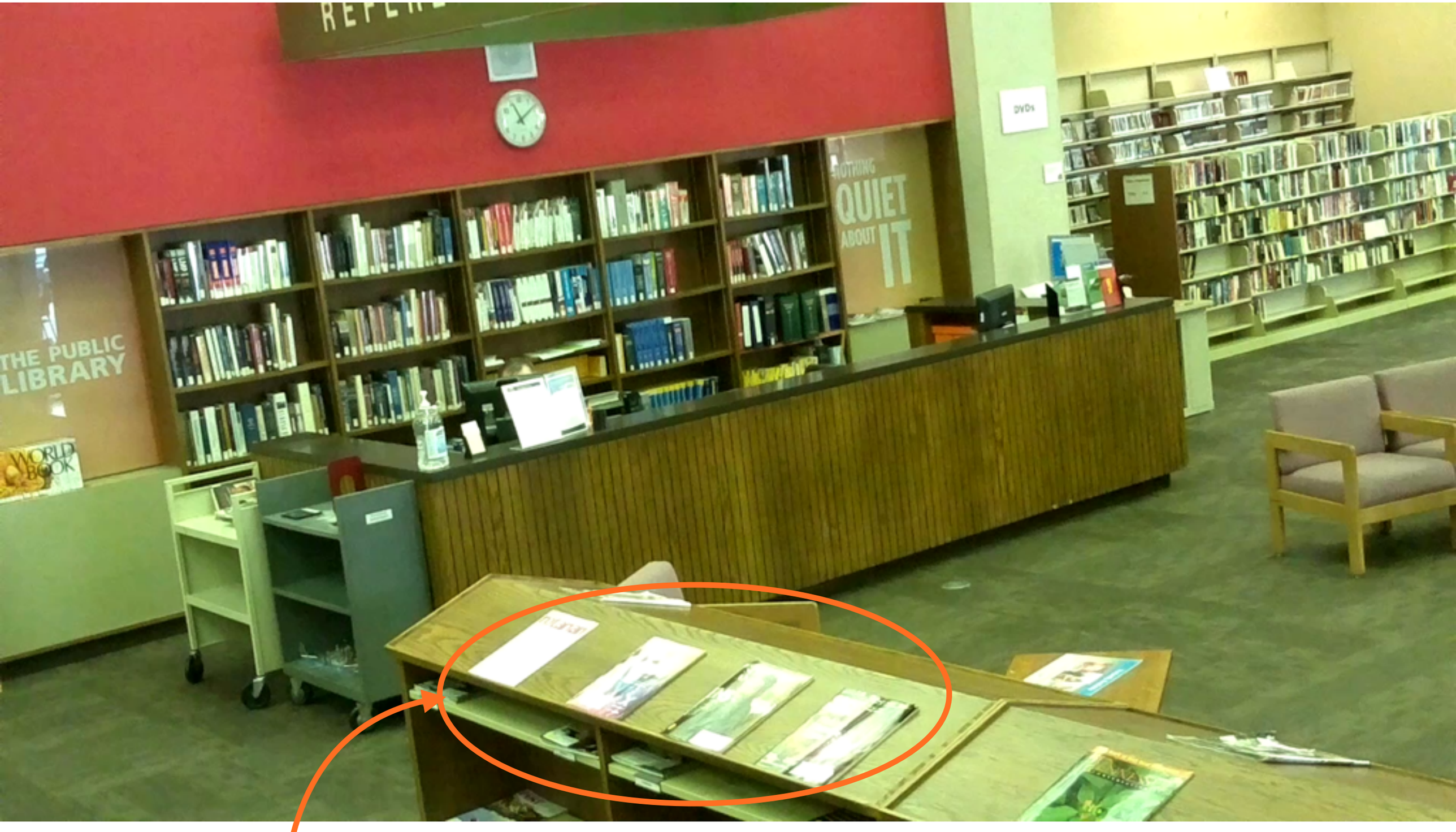
the project

MEASURE the FUTURE

"like Google Analytics for library space usage"

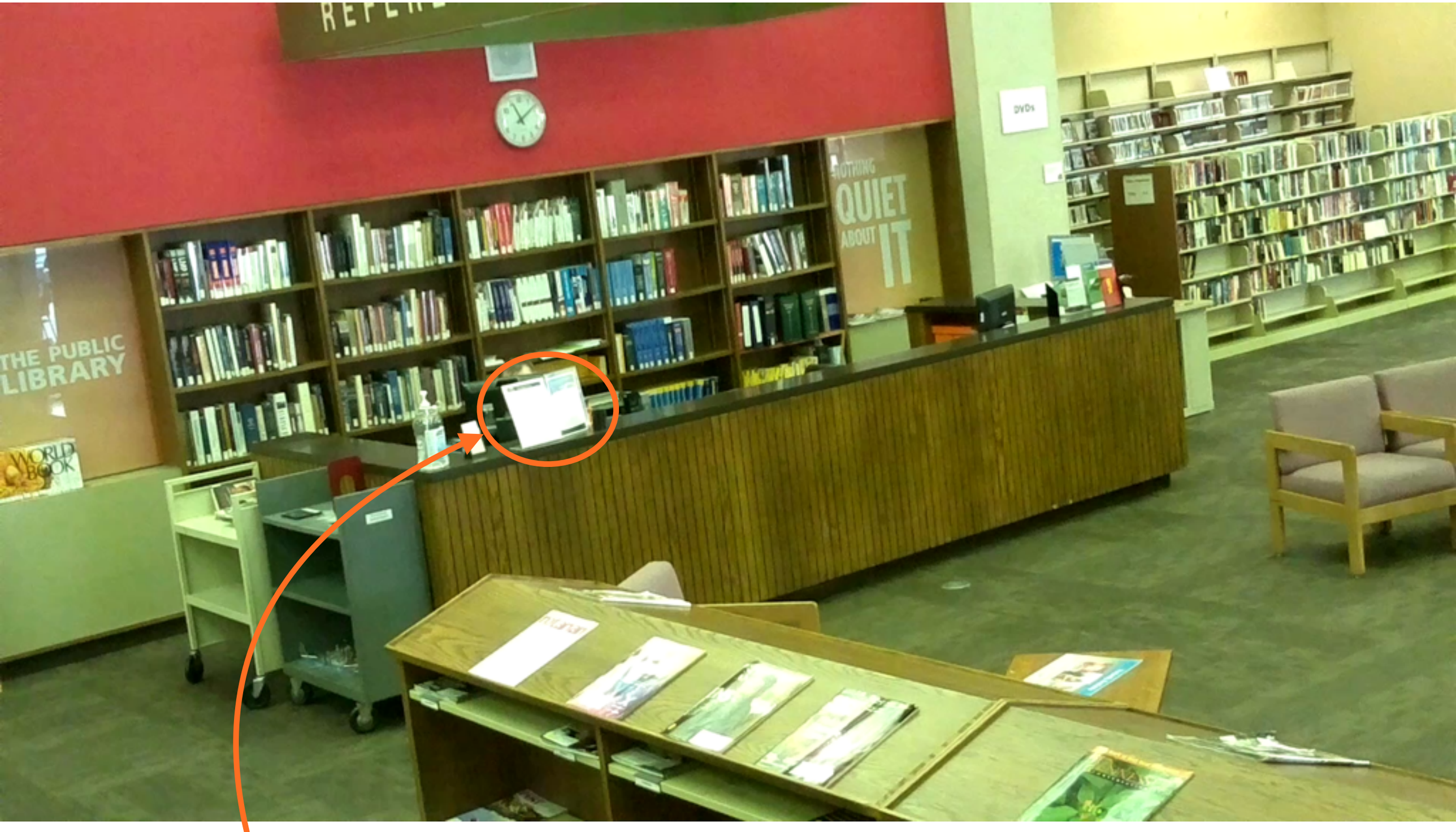
Open source hardware + software



which ones do people look at?

let's A/B test displays in this space

when do people sit here?



does anyone ever look at these signs?

the data

Dashboard

Your most popular hour

None	21:00	21:00
yesterday	last week	all time

Dashboard

Reference desk

Circulation desk

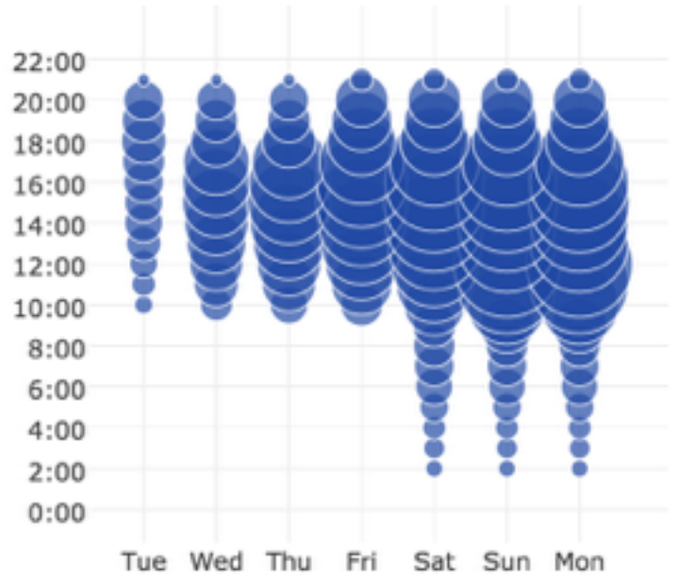
Book display

Reference desk

Circulation desk

Book display

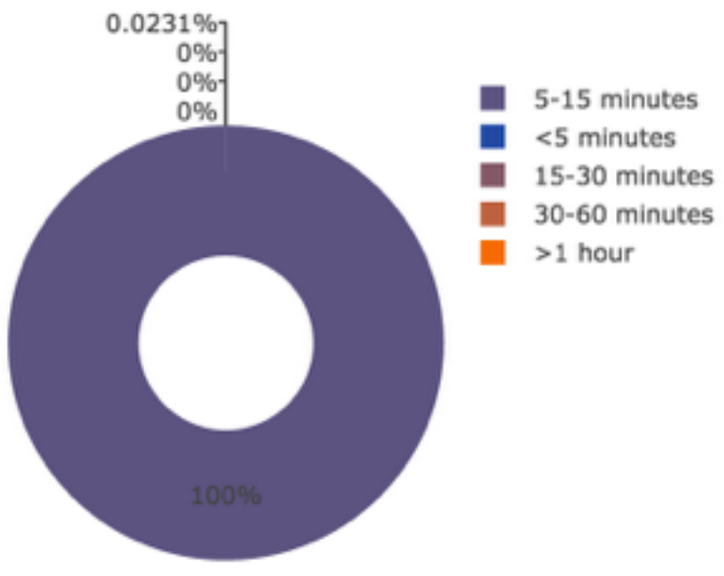
Dashboard



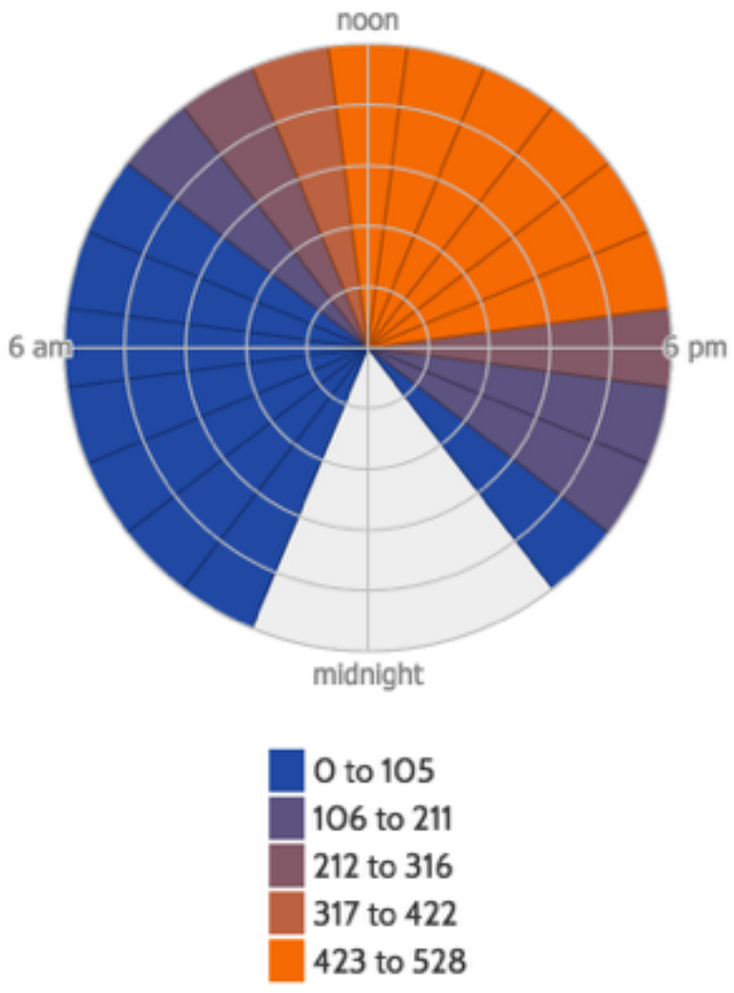
Average time in space

5

minutes

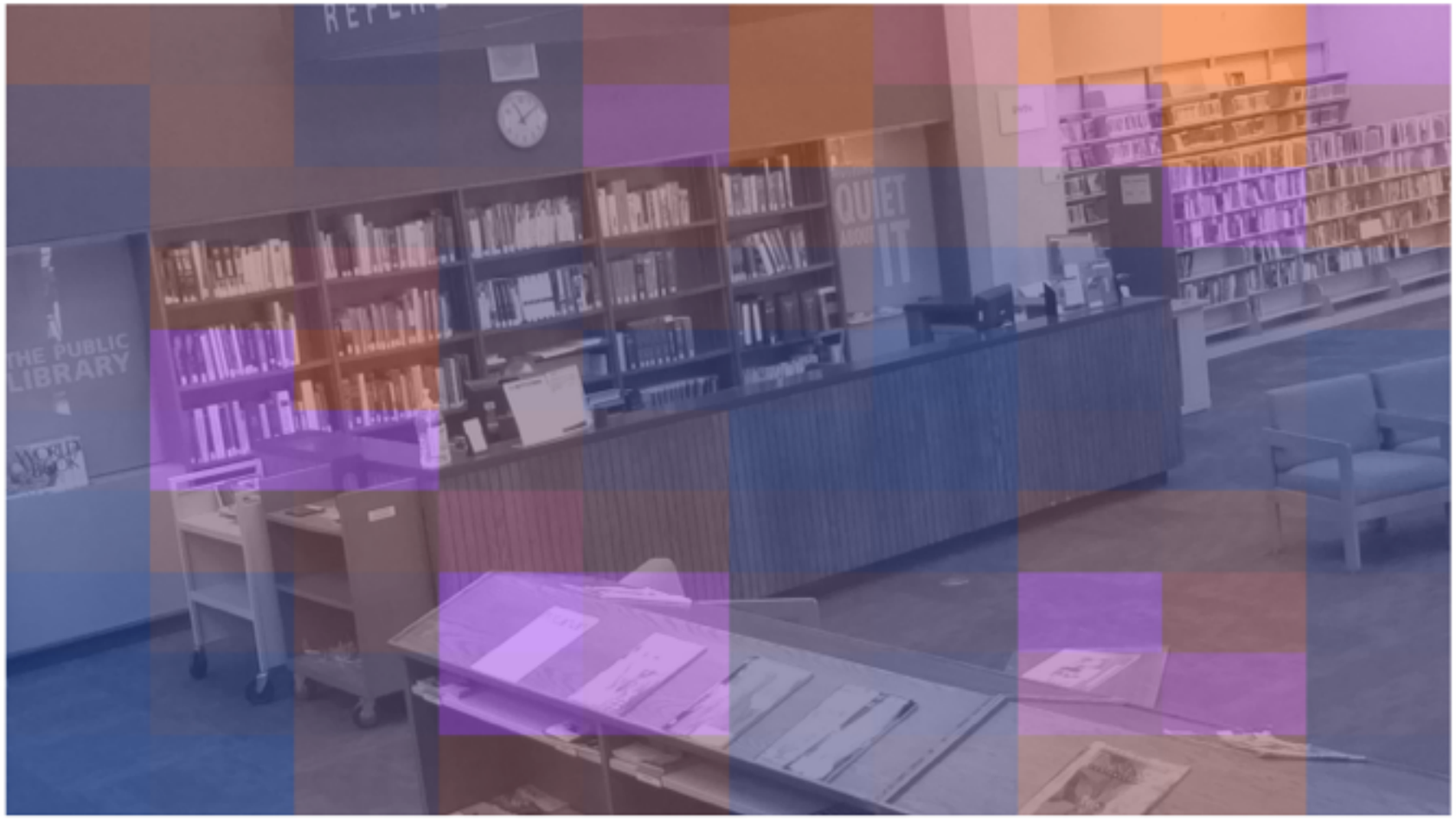


Location Report

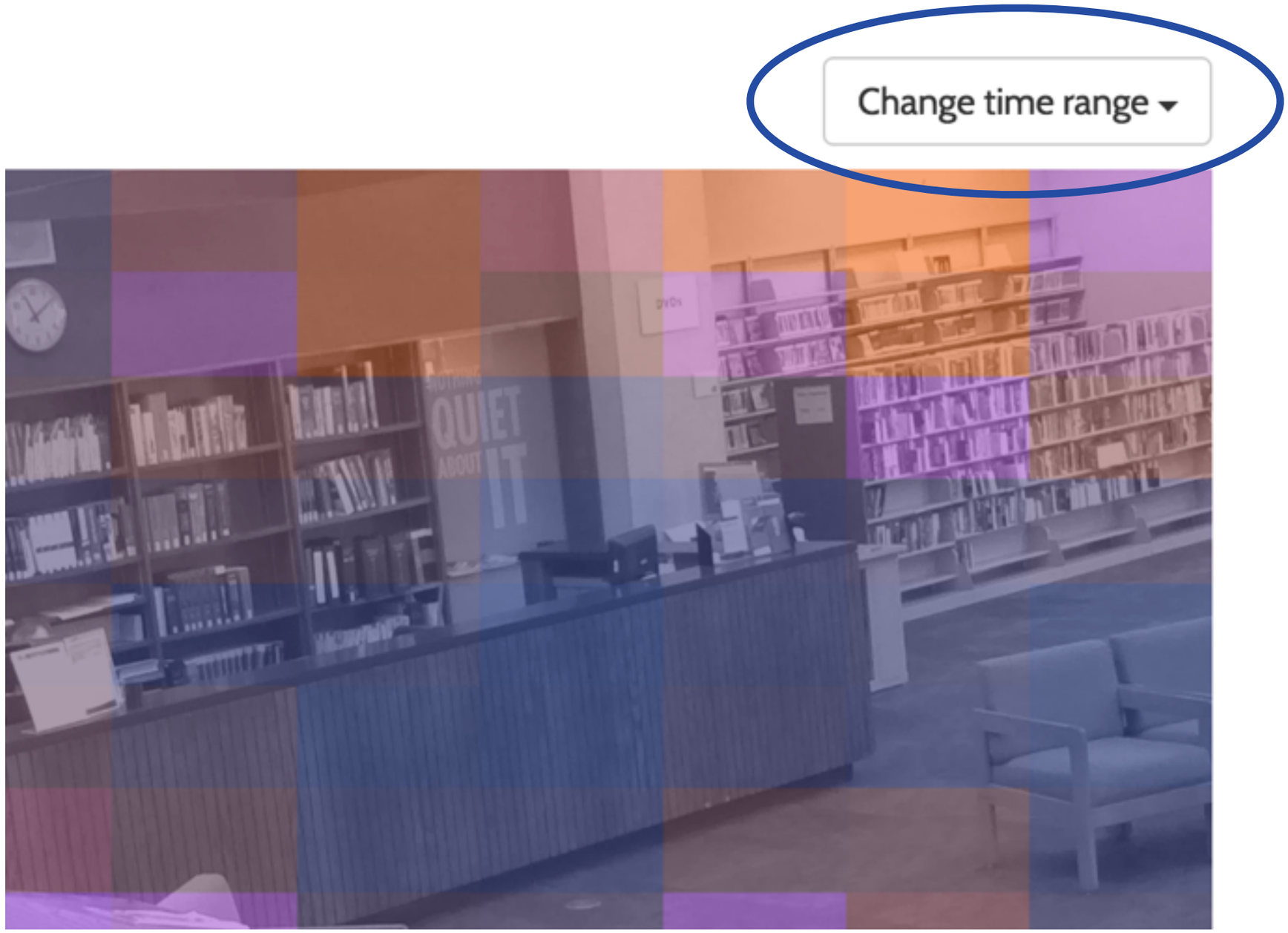


Stats: All time

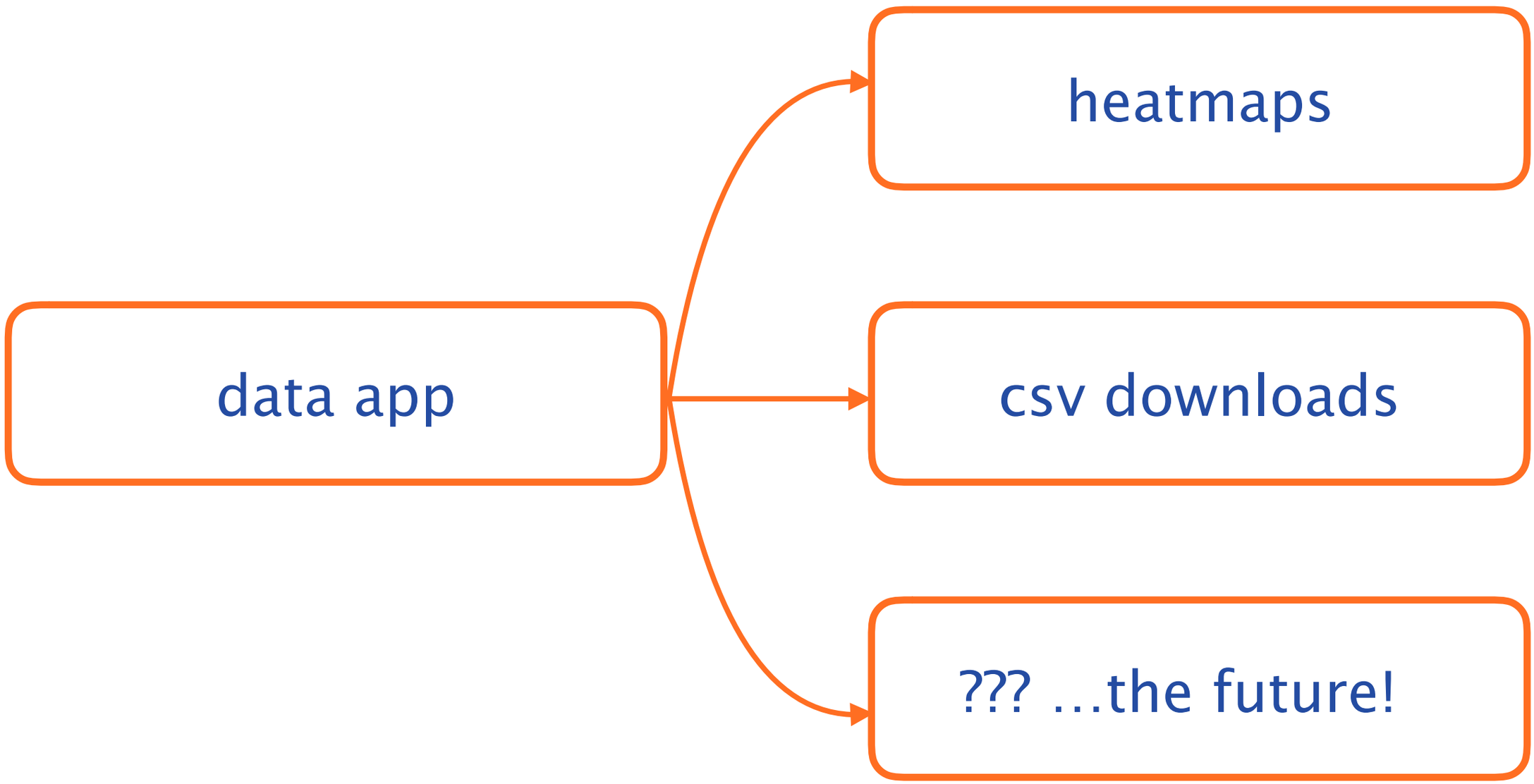
Change time range



But wait! There's more...



Woo yeah data API!

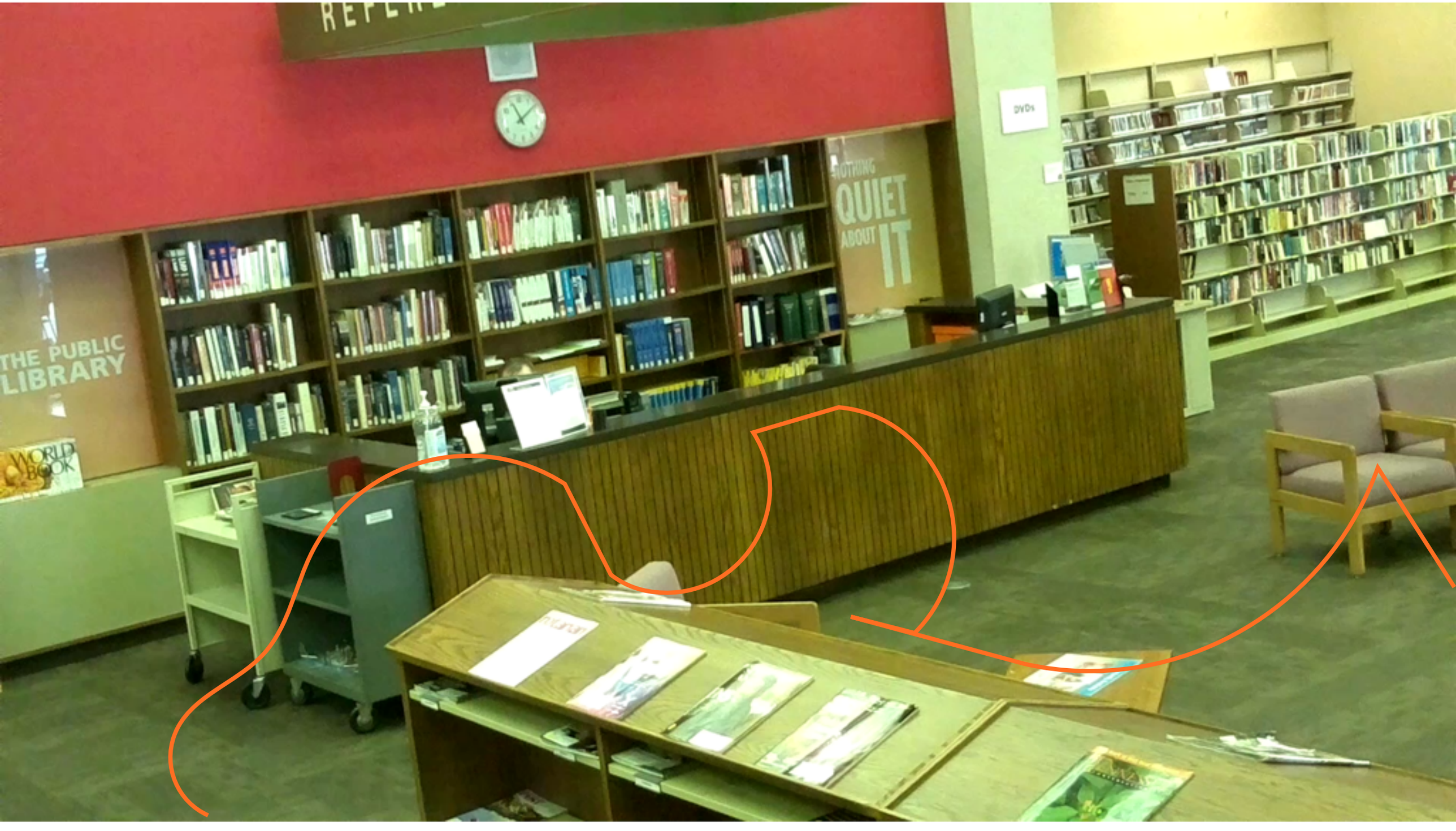


library values

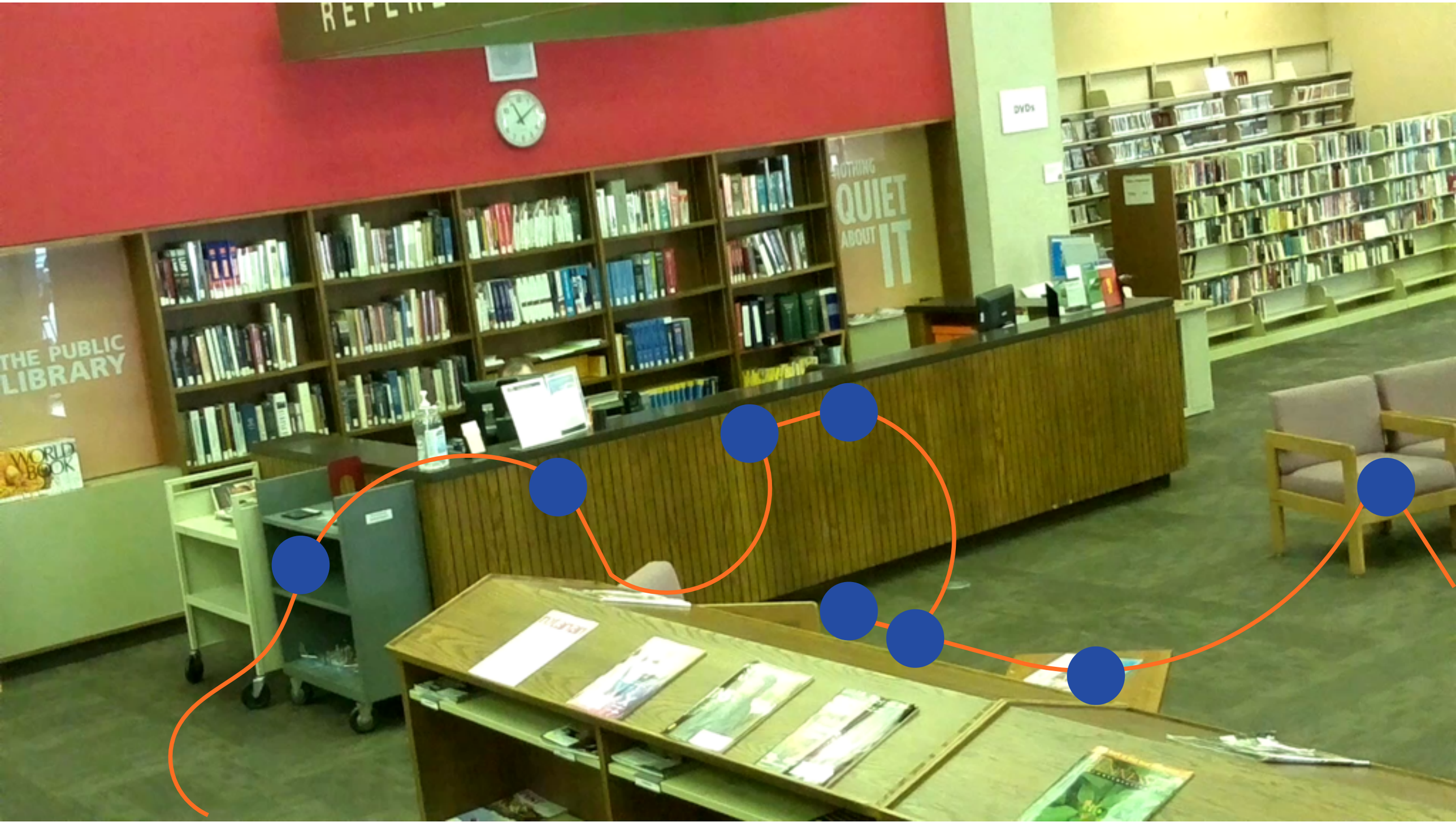
Don’t see the patrons

Don’t see the patrons

(…and then throw the video away)

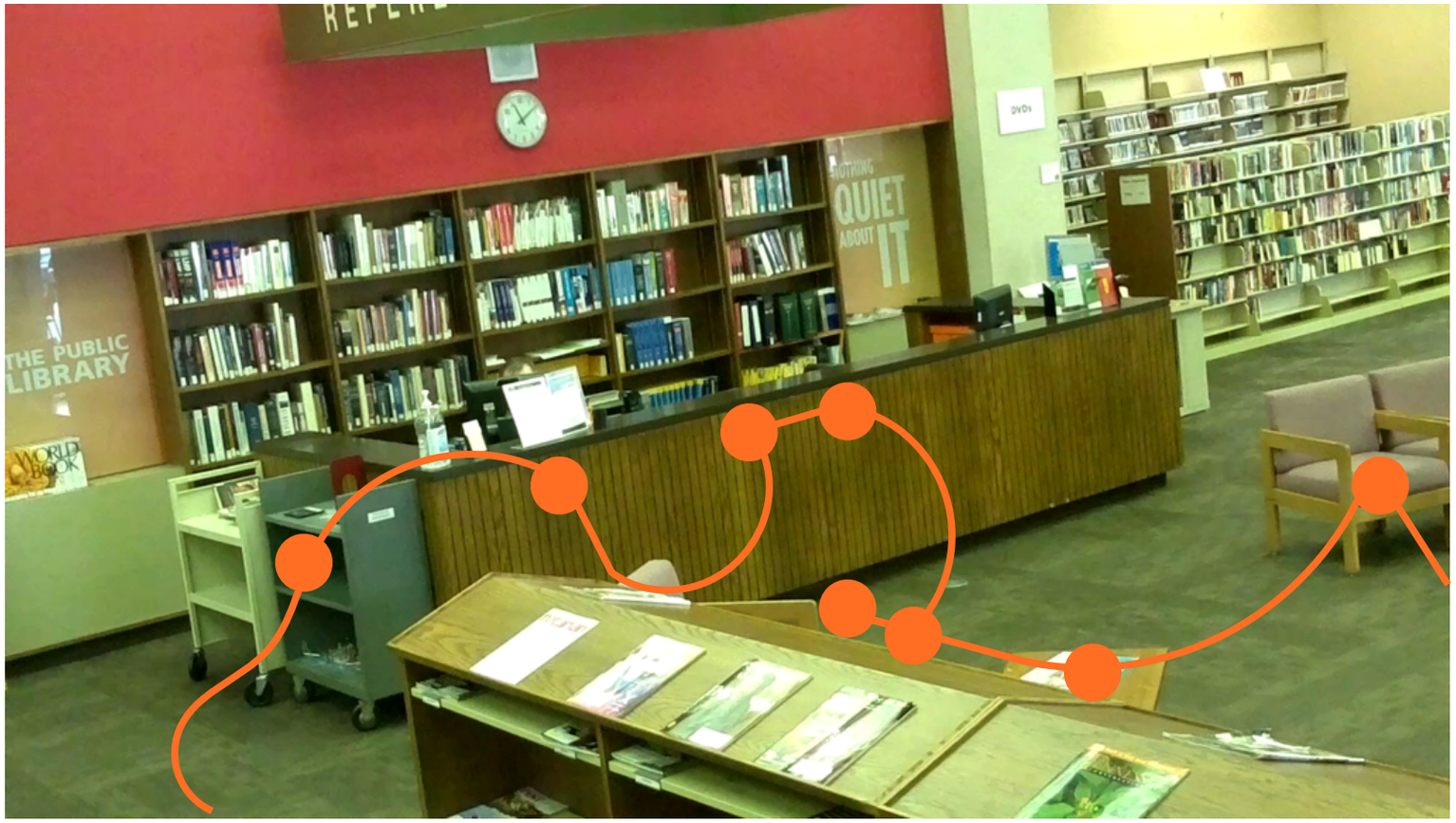


Only sample key points



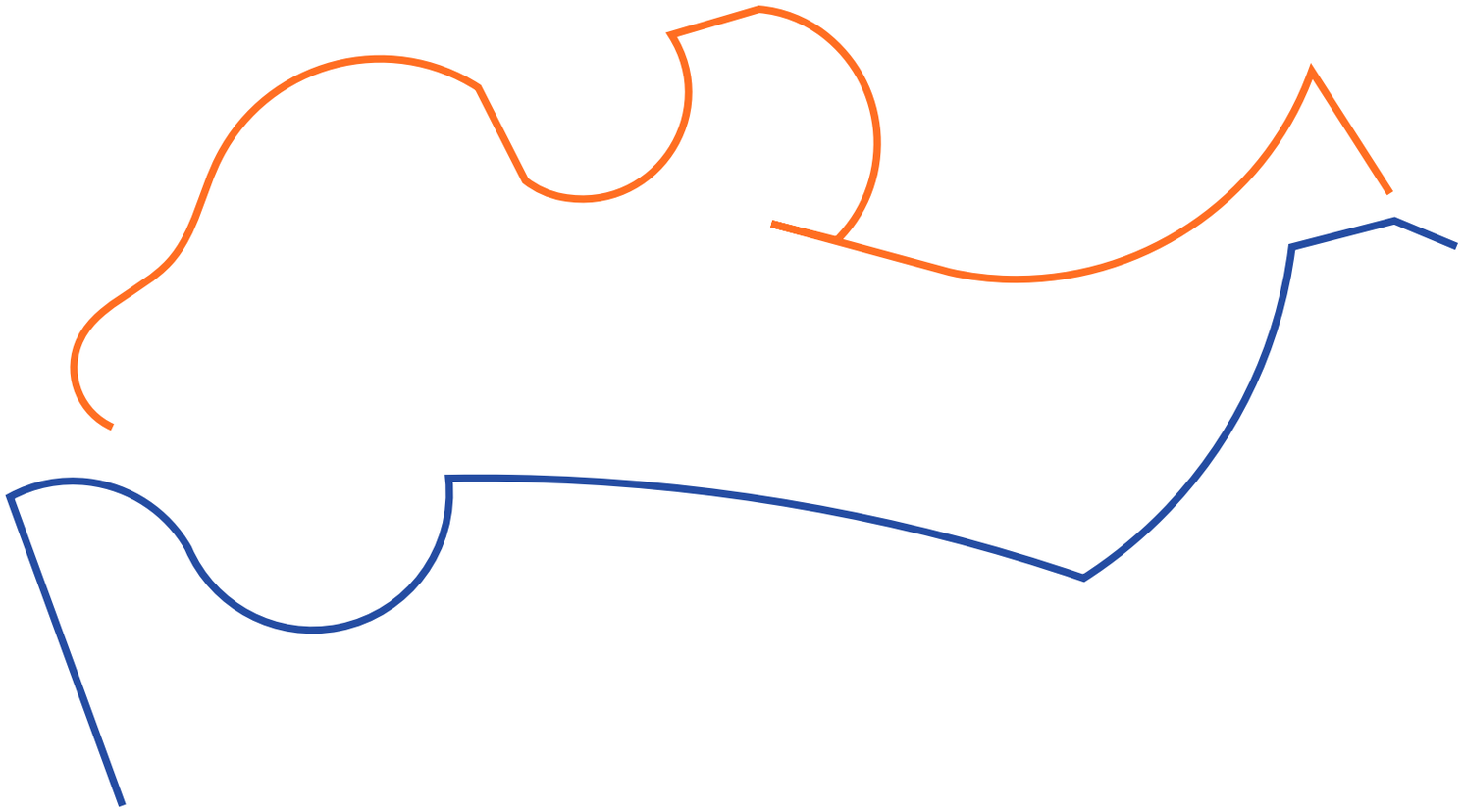
Only sample key points

…discard other data

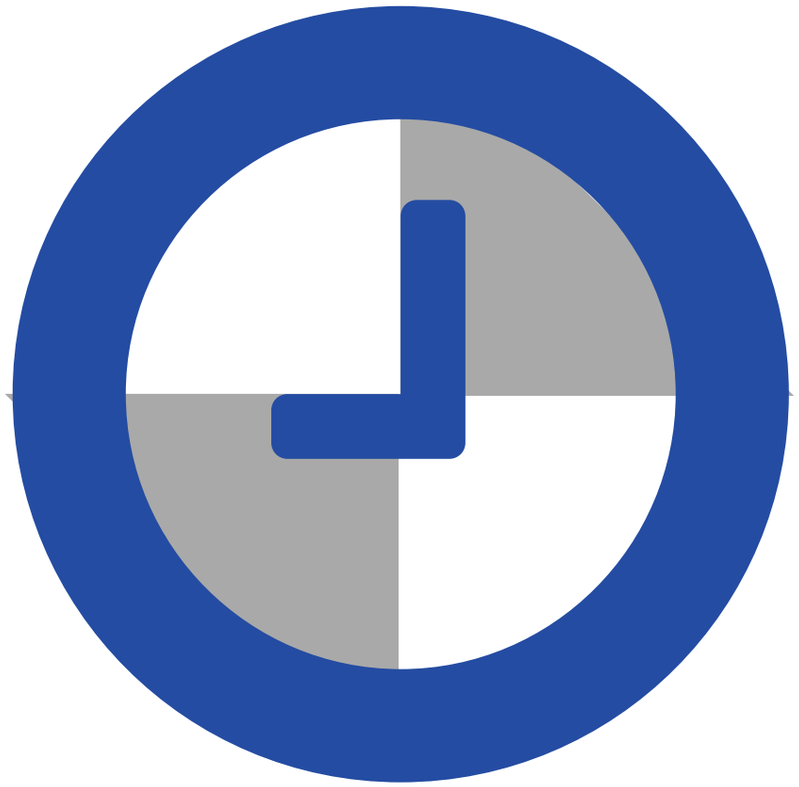


Separate people from activities

Separate people from activities



Time-bucket data in reports



questions?