

LFE Medieninformatik • Moritz Bader  
Bachelorarbeit – Abschlussvortrag

# Konzeption und Umsetzung einer webbasierten interaktiven Analyseumgebung für die Auswertung der Nutzung ortsbezogener Dienste

Betreuer: Dipl.-Medieninf. Alexander De Luca

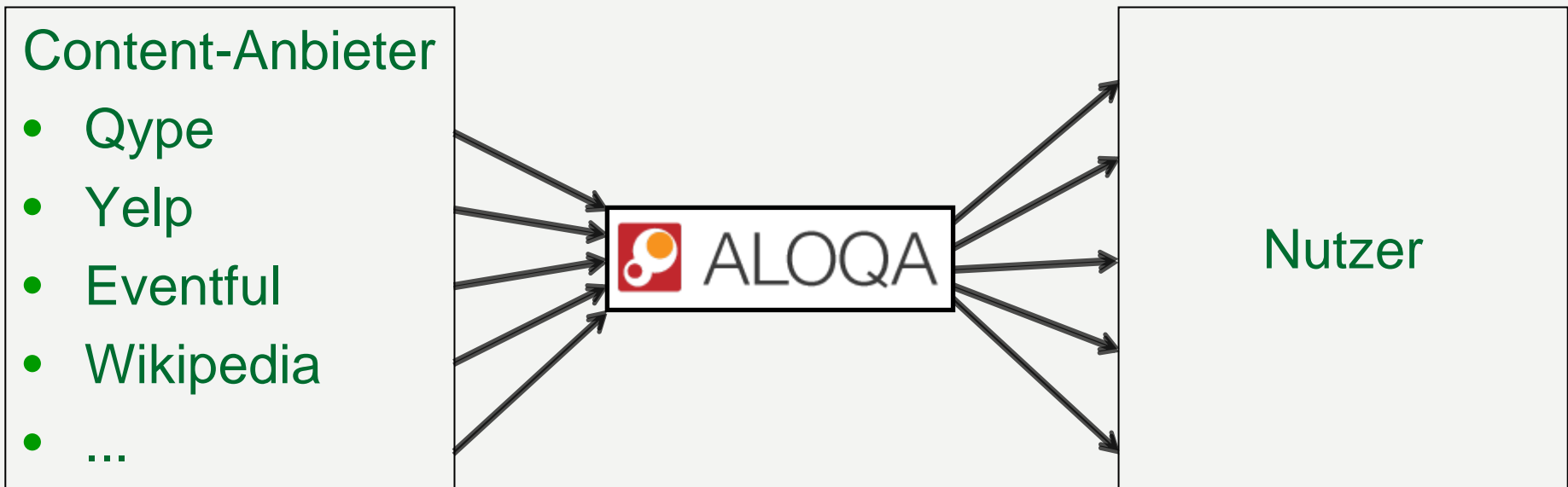
Verantw. Hochschullehrer: Prof. Dr. Andreas Butz

Bearbeitungszeitraum: 28.09.2009 bis 24.11.2009

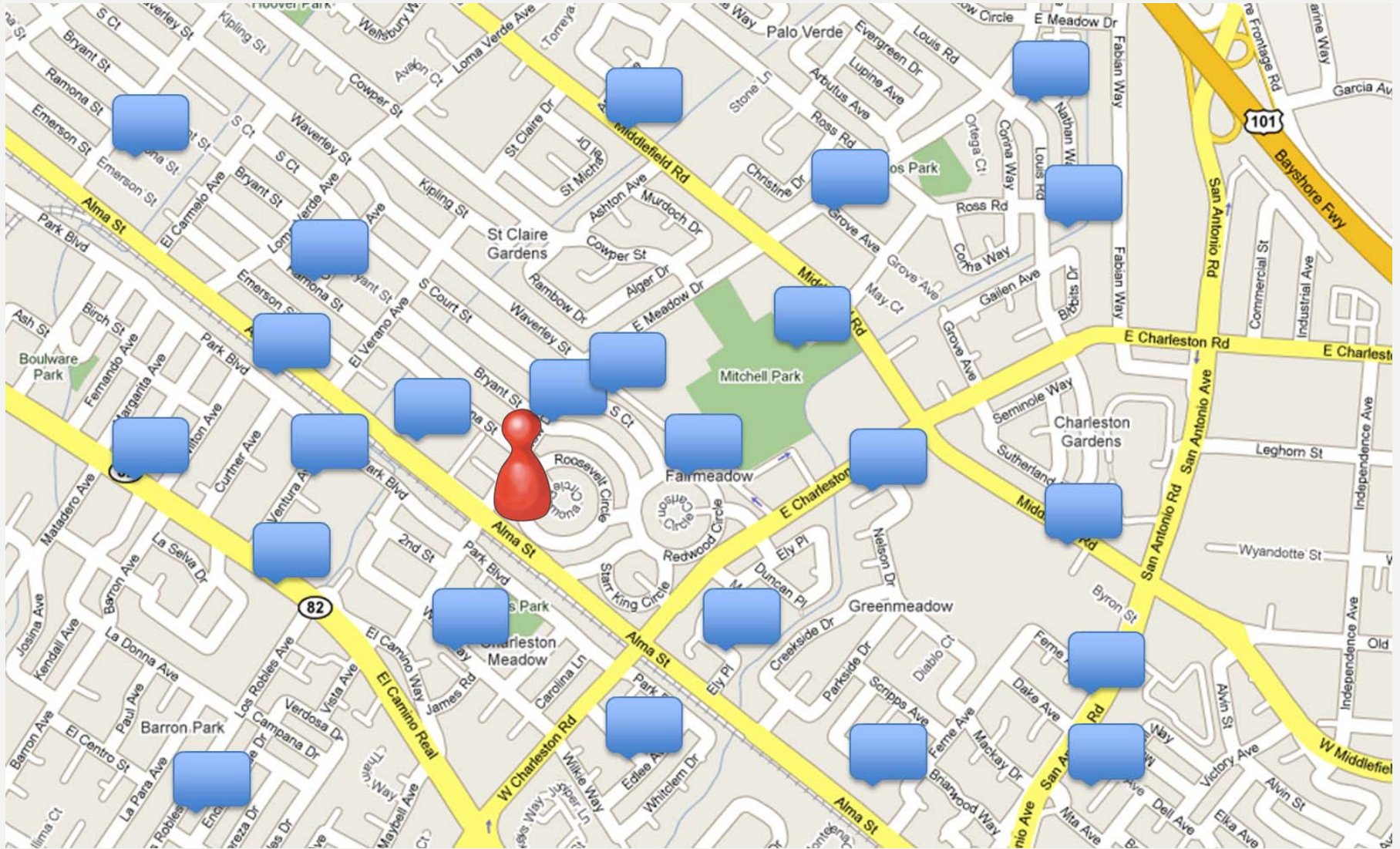


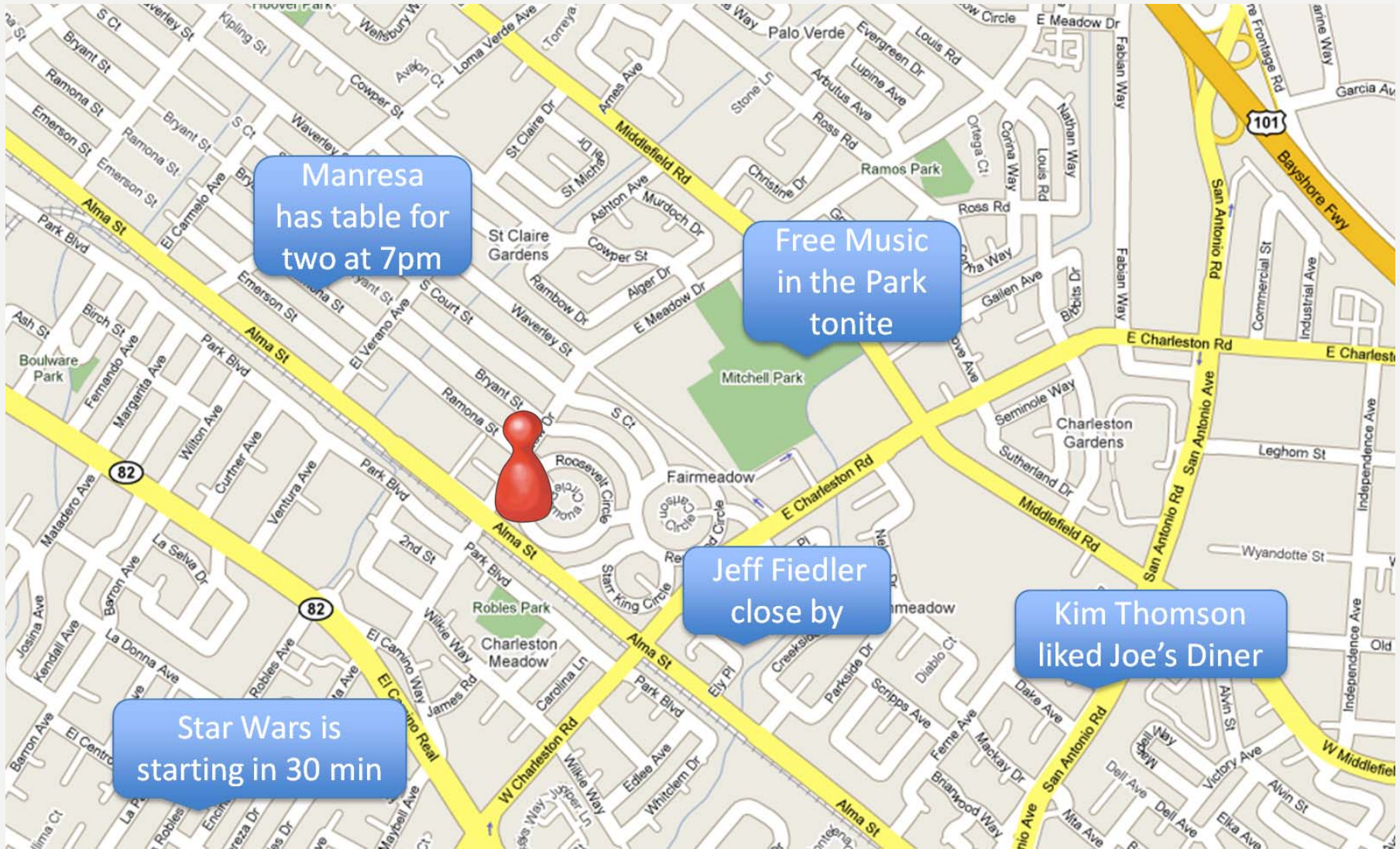


*Bringing to life all the world's location-targeted content and services  
by delivering them contextually and in real time*



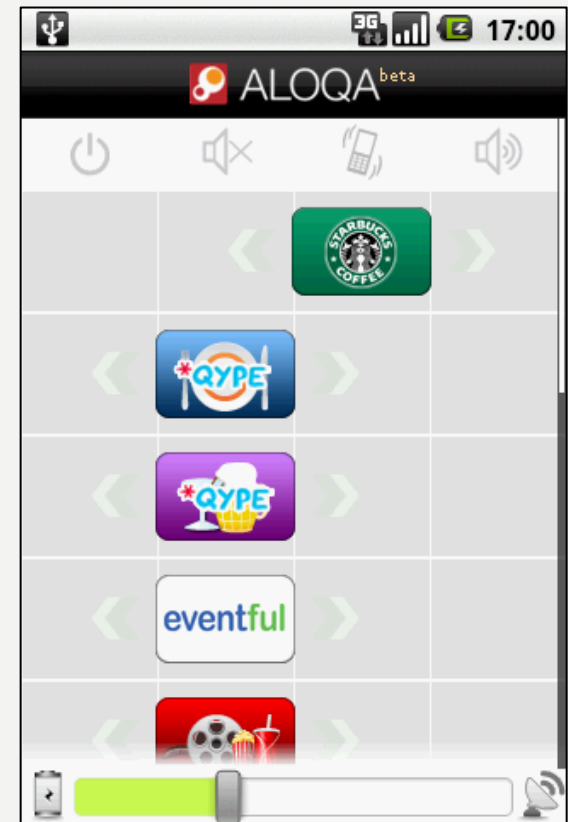
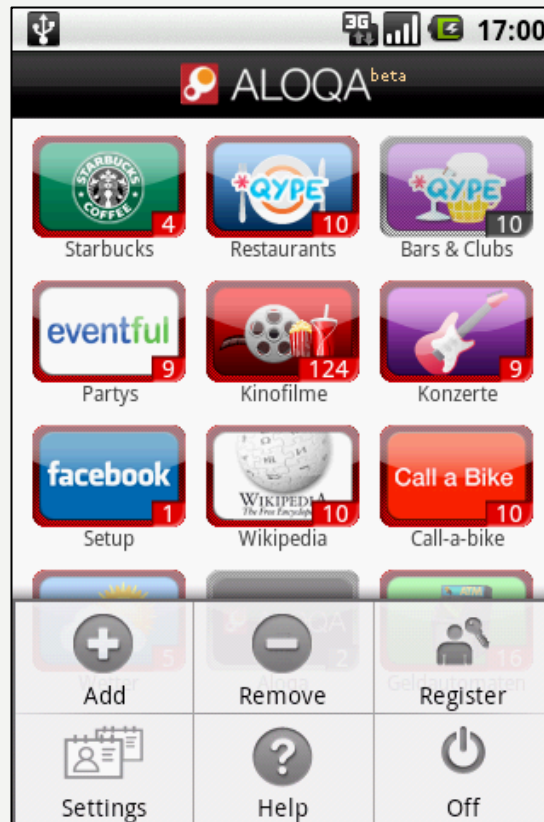
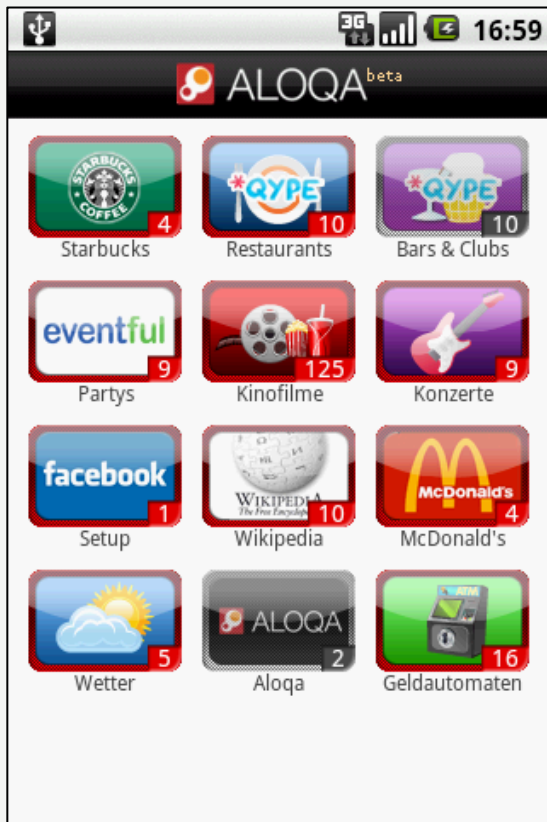
# Idee von Aloqa





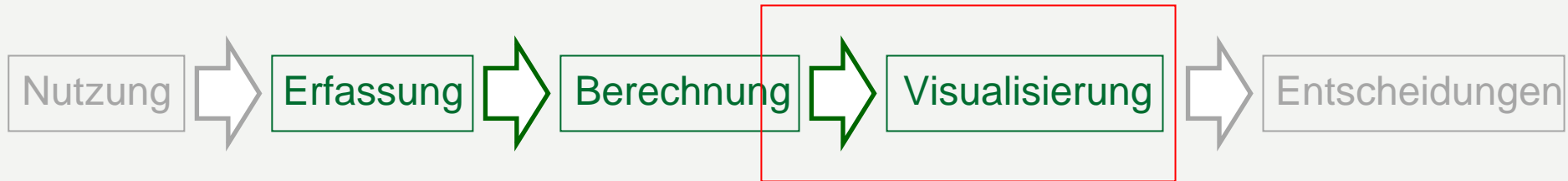


## Always Be A Local





- Ziel: Darstellung von Nutzerdaten

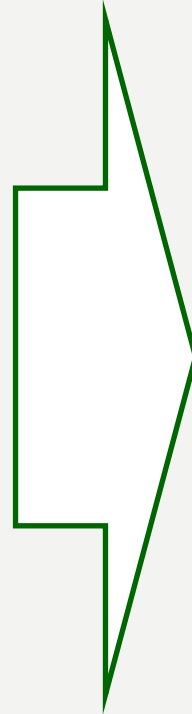


- Zielgruppen:
  - Manager
  - Softwareentwickler



- Vorgehen: Anwendungsfälle

- Downloads
- Nutzer
- Kanäle
- Entwicklung



## Anforderungsanalyse

- Zeichnen von Diagrammen
- Ermöglichen von Interaktionen



- Leistung
- Sicherheit
- Portierbarkeit
- Wartbarkeit
- Bedienbarkeit

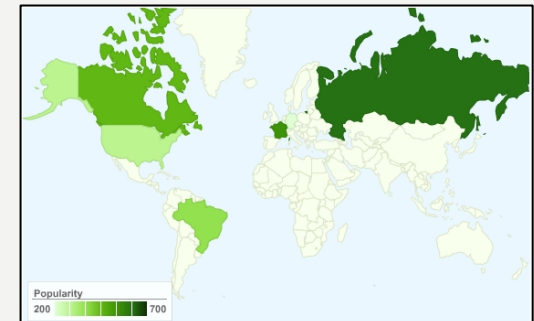
- Ergebnis: Webanwendung in Ruby on Rails



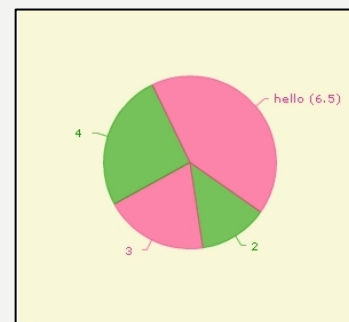
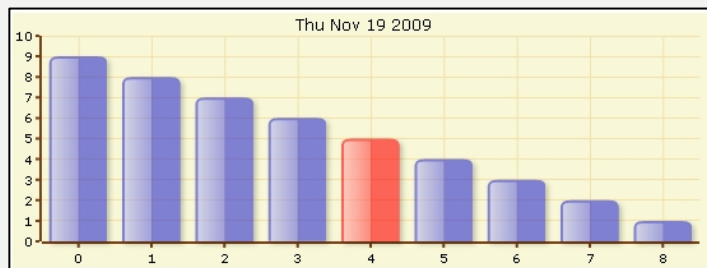
- Diagramme:

- Google Visualization API:

Name	Salary	Full Time Employee
1 Alice	\$12,500	✓
2 Mike	\$10,000	✓
3 Jim	\$8,000	✗
4 Bob	\$7,000	✓



- Open Flash Chart:

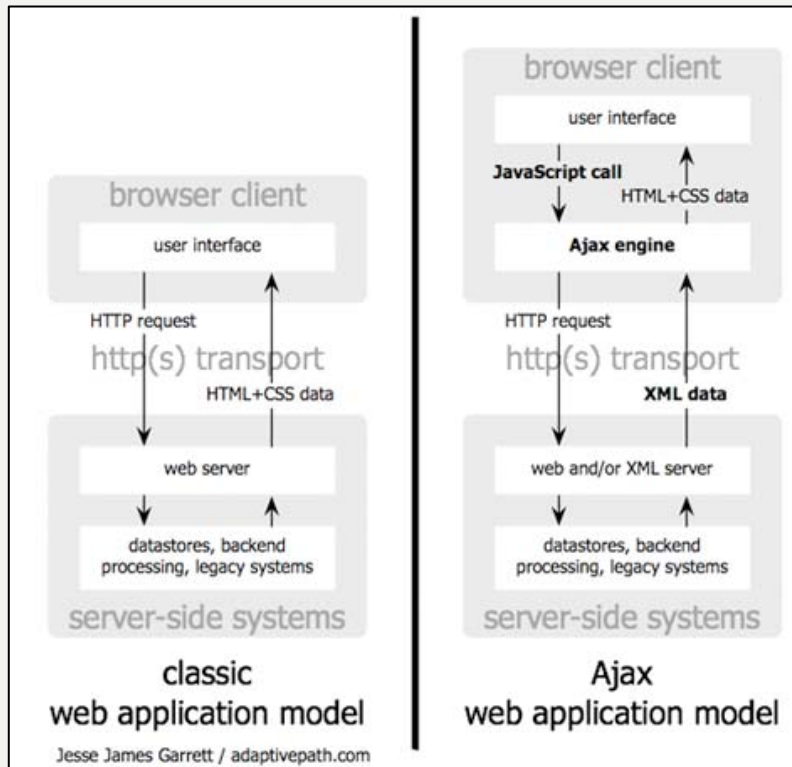


- Interaktionen: Prototype und Script.aculo.us





- Ajax



- Event-Handler

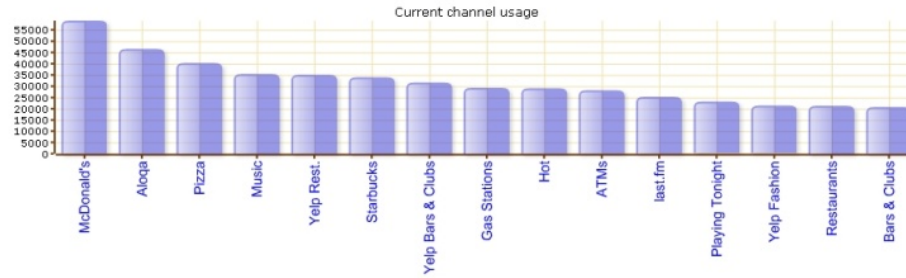
- Downloads
- Users
- Channels
- Development
- Logout

Channels

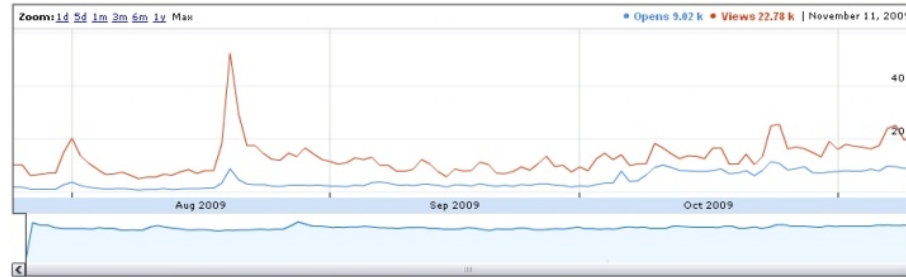
Change Platform:

Change Branding:

Top channels:



Channels served:



Available channel details:

1,978,048 pages served overall, leading to 112,175 actions. 862,063 channels open events in total.

Channel	Avg. Weekly Opens	Avg. Weekly Visits	Avg. Weekly Page Views	Avg. Weekly Actions	Avg. Weekly Conversions	Avg. Page Views per Open	Avg. Conversion Rate (%)	Avg. Actions per Conversion
1 <a href="#">?rzte</a>	3	1	2	1	0.5	0.7	16.7	2
2 <a href="#">ATMs</a>	757.8	327.9	2356.8	134.3	52.8	3.1	7	2.5
3 <a href="#">Abschleppdienst</a>	15.3	6.8	12.6	0.6	0.3	0.8	2.2	1.8
4 <a href="#">All coffee</a>	84.7	31.2	181.5	11.9	4.2	2.1	5	2.8
5 <a href="#">Alona</a>	1428.8	614.5	1434.3	123.1	35.7	1	2.5	3.5
6 <a href="#">Aloqa Buzz</a>	192.2	36.7	331	87.5	28.6	1.7	14.9	3.1
7 <a href="#">Angesamt</a>	943.3	334	910.7	95.7	35.3	1	3.7	2.7
8 <a href="#">Animals/Nature</a>	307.8	138.9	2390.1	63.8	19.2	7.8	6.2	3.3
9 <a href="#">Apotheken</a>	82.6	34.1	53.7	16	4.6	0.7	5.5	3.5
10 <a href="#">Art</a>	107.3	42	110.7	6.7	2.3	1	2.2	2.9
11 <a href="#">Art Galleries</a>	49.8	22	193.3	6.5	2.4	3.9	4.8	2.7
12 <a href="#">Attractions</a>	31.3	10	73.3	14.7	4.3	2.3	13.8	3.4
13 <a href="#">Augen?rzte</a>	20.8	9.4	15.4	0.8	0.2	0.7	1	4
14 <a href="#">Auto Repairs</a>	20.9	9.2	76.1	2.1	0.8	3.6	4	2.5
15 <a href="#">Auto?ndler</a>	24.5	10.1	39	1.9	0.8	1.6	3.1	2.5
16 <a href="#">Bars/Clubs (Qvpe)</a>	4	1	4	2	1	1	25	2
17 <a href="#">Bars</a>	21.8	8.9	30.8	2.8	0.7	1.4	3.1	4.2
18 <a href="#">Bars &amp; Club</a>	2	1	0	0	0	0	0	0
19 <a href="#">Bars &amp; Club32</a>	2	1	0	0	0	0	0	0
20 <a href="#">Bars &amp; Clubs</a>	788.1	294.3	1124.2	116.8	37.5	1.5	4.9	3.1

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Channels: Overview for channel: McDonald's

Change channel:

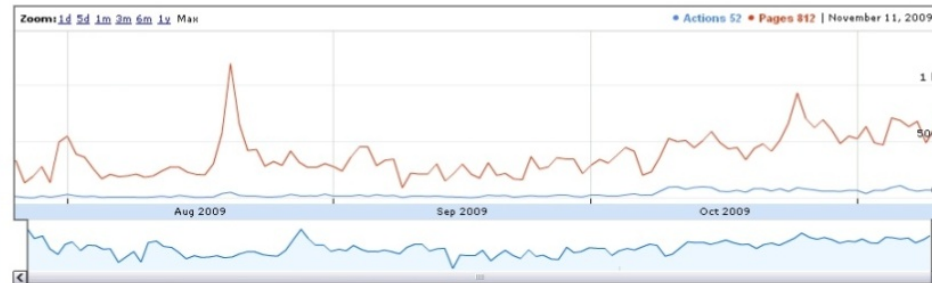
Change Platform:

Change Branding:

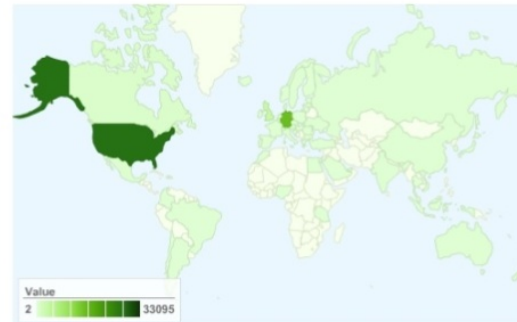
Channel usage:



Delivered content:

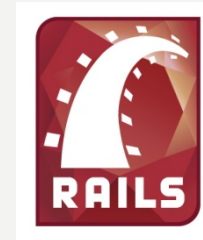
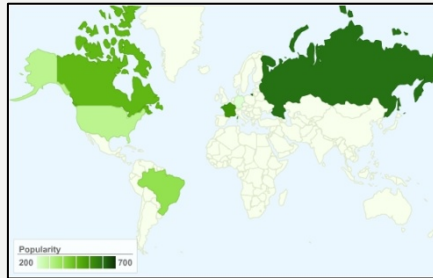
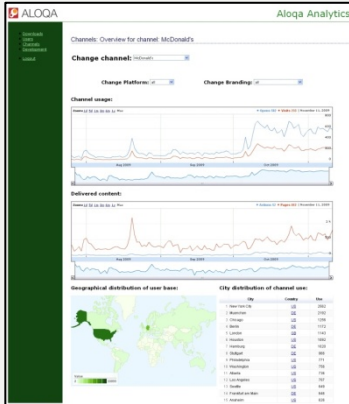


Geographical distribution of user base:

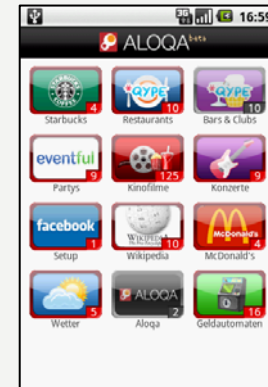


City distribution of channel use:

City	Country	Use
1 New York City	US	2562
2 Muenchen	DE	2192
3 Chicago	US	1256
4 Berlin	DE	1172
5 London	GB	1143
6 Houston	US	1092
7 Hamburg	DE	1020
8 Stuttgart	DE	966
9 Philadelphia	US	771
10 Washington	US	756
11 Atlanta	US	736
12 Los Angeles	US	707
13 Seattle	US	649
14 Frankfurt am Main	DE	646
15 Anaheim	US	626



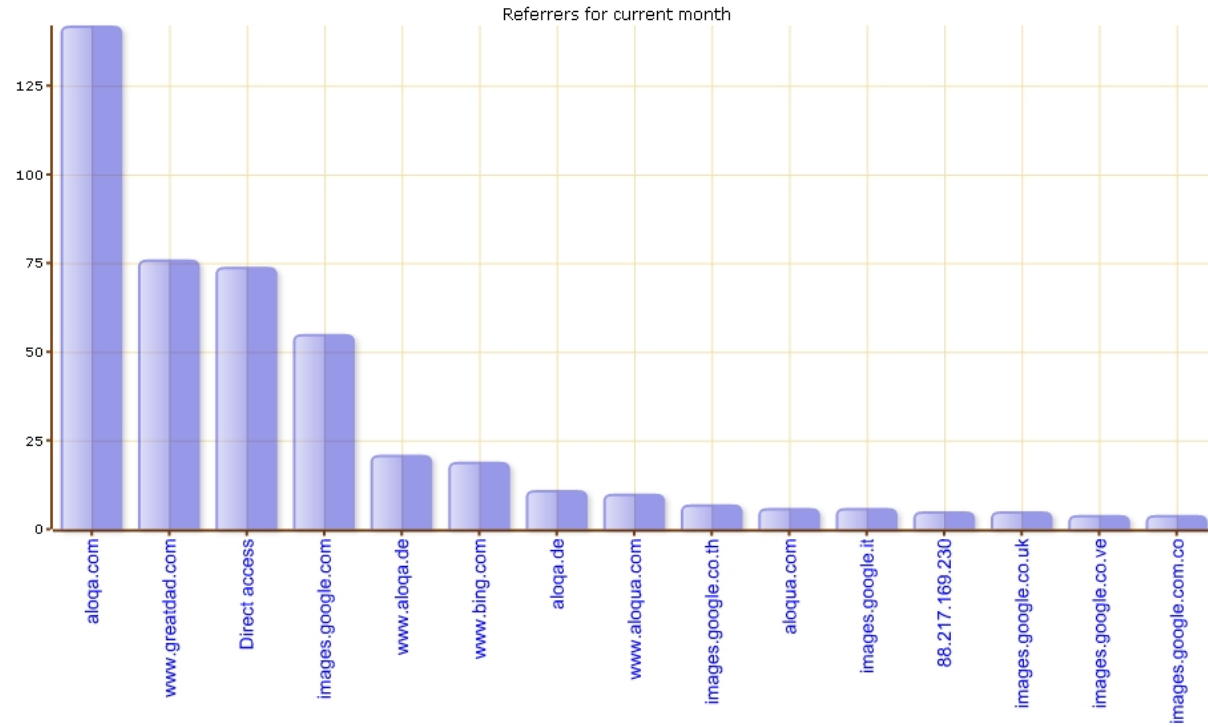
## Noch Fragen?



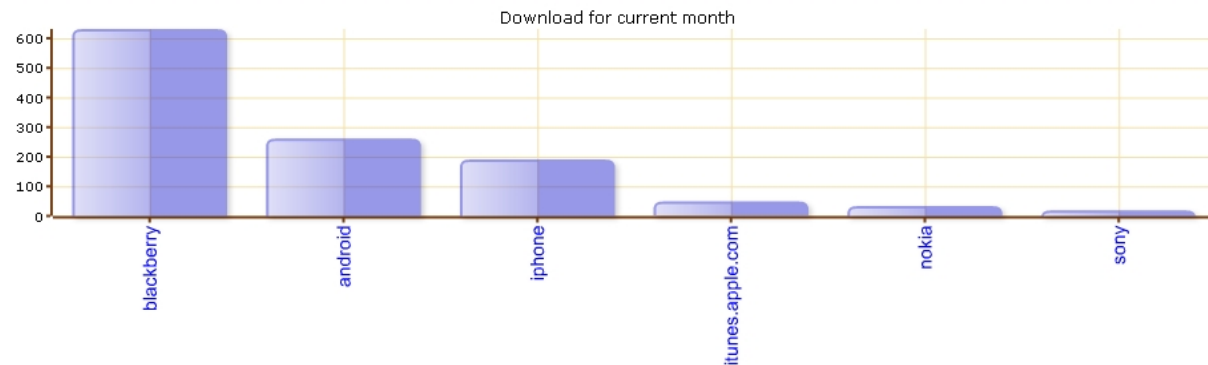
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- [Channels](#)
- [Development](#)
- [Logout](#)

Downloads

Referrers:



Phone type interest:



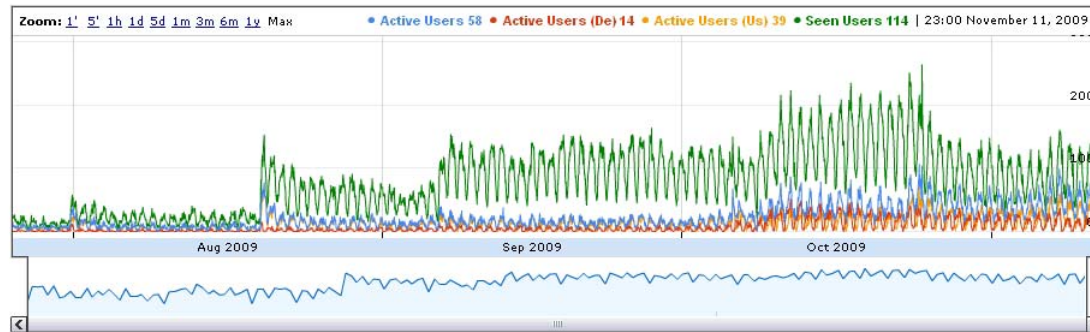
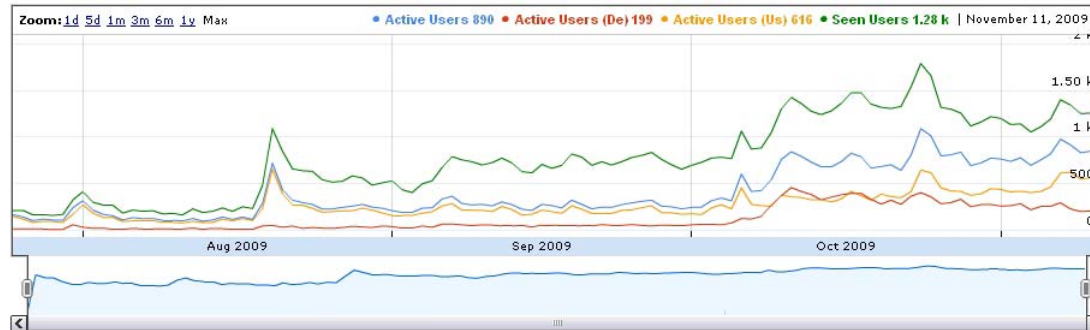
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## Users

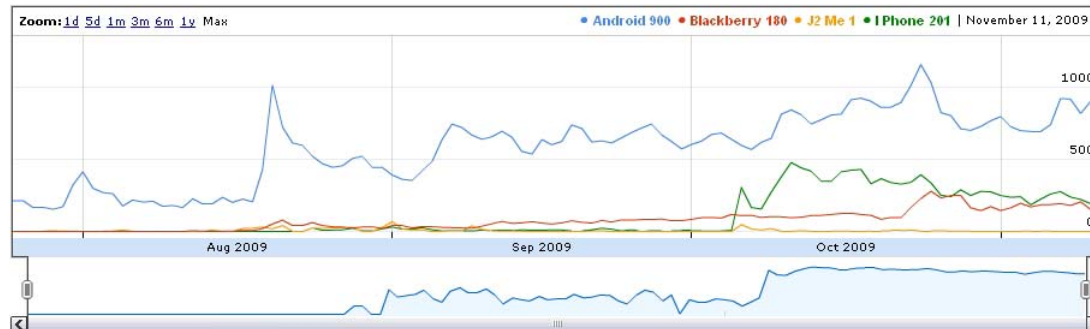
Change Platform:

Change Branding:

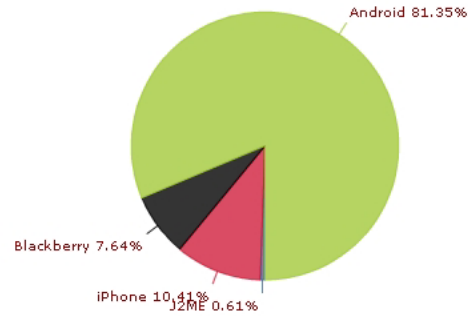
### Active users:



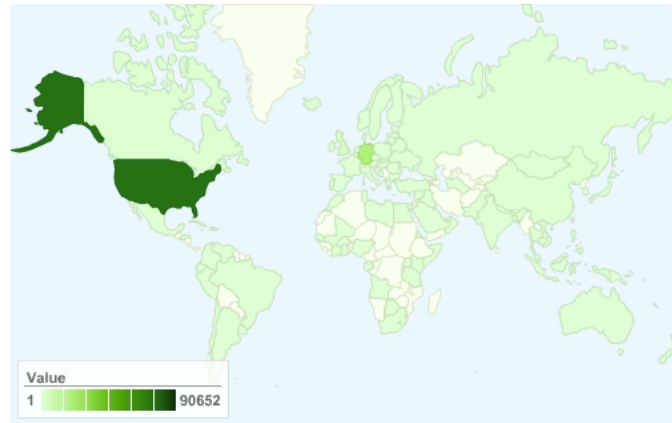
### Seen users by platform:



Users by Platform



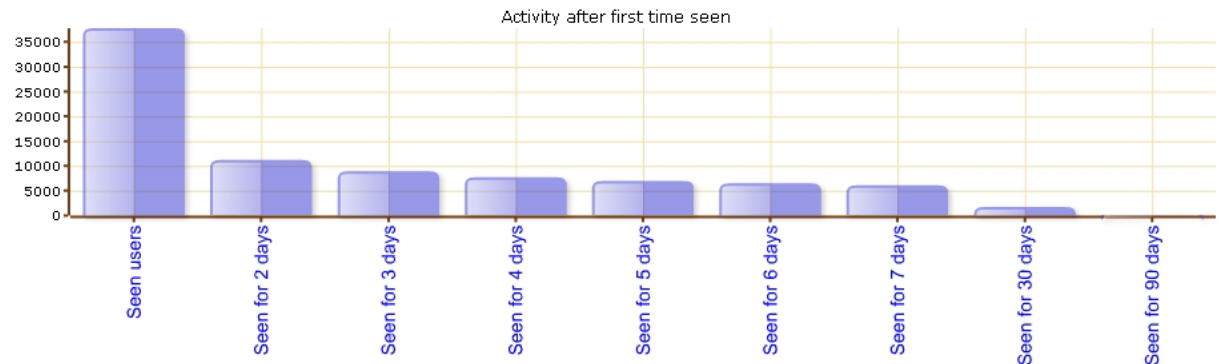
Geographical distribution of seen users:



City distribution of seen users:

	City	Country	Use
1	Muenchen	<a href="#">DE</a>	4984
2	New York City	<a href="#">US</a>	4576
3	Chicago	<a href="#">US</a>	2767
4	Houston	<a href="#">US</a>	2606
5	Los Angeles	<a href="#">US</a>	2156
6	Atlanta	<a href="#">US</a>	1842
7	Philadelphia	<a href="#">US</a>	1745
8	Seattle	<a href="#">US</a>	1671
9	Berlin	<a href="#">DE</a>	1641
10	Washington	<a href="#">US</a>	1628
11	Hialeah	<a href="#">US</a>	1383
12	Anaheim	<a href="#">US</a>	1315
13	Hamburg	<a href="#">DE</a>	1229
14	Orlando	<a href="#">US</a>	1223
15	North Glendale	<a href="#">US</a>	1177

User churn:



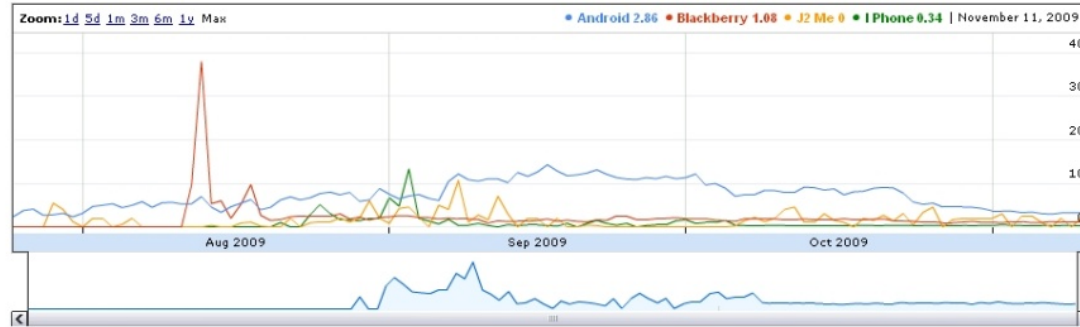
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Development

Change Platform:

Change Branding:

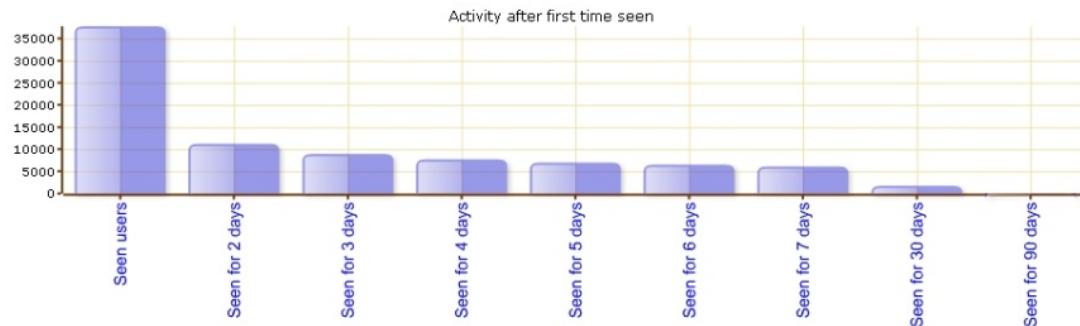
Avg. restarts per user:



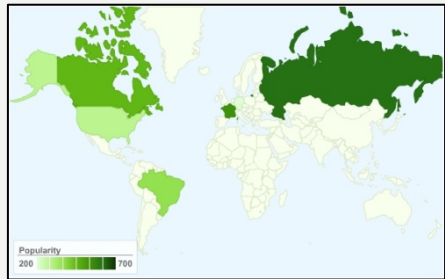
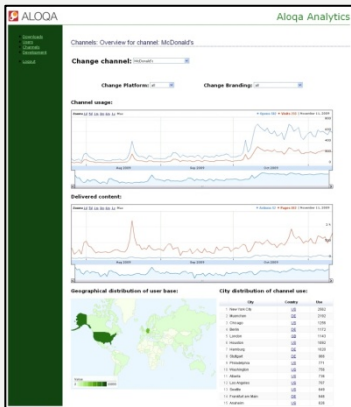
Avg. wait time for first event (in s):



User churn:







## Noch Fragen?

