Starwatch Metrics & Analytics

Natalie Podrazik & David Jacobs for CocoaHeads NYC

February 2012

Mixel by Puili Nantanat

29th Street Publishing

- Services and products (prototypes, for now) while we figure it out.
- We love to partner with other companies & clients
- We've brought some publishing relationships from past work...
- and that's a complicated landscape. Revenue, ownership, distribution models are all being tested, and privacy issues are in the center of that discussion.

techcrunch.com/2012/02/08/super-bowl-apps/

HOME STARTUPS MOBILE GADGETS SOCIAL VIDEO MORE

HOT TOPICS EDITOR'S PICKS APPLE FACEBOOK ANDROID FACEBOOK IPO

APPS

Flurry: When The Super Bowl Bored Us, We Opened Apps

JOSH CONSTINE | posted 2 hours ago | 8 Comments

App Usage During Super Bowl 98M

Super Bowl TV Audience 111M

During the lackluster moments of this year's Super Bowl, we turned to our second screens. A study released by Flurry today shows that during great ads and the half-time show we kept our devices stowed, but returns from commercial breaks, boring ads, and waning interest in the 3rd quarter caused spikes in mobile app usage.

This means advertisers and TV producers need to get flashier, because every viewer has a wildly engaging device in their pocket. Subtle, conservative, slow-building ads just don't cut it any more.

Overall, the Super Bowl was still more popular in the U.S. than apps, with 111 million people watching the game, while 98 million people accessed mobile apps in the same time period.

App Sessions Started per Second in U.S. During Super Bowl

Flurry employed a clever new way to measure how entertaining broadcast content is by charting how our often our fickle population moved to check Facebook, Twitter, and play games. The chart above shows dips in app usage during eye-catching ads for Battleship, Coca-Cola's polar bears, Madonna's half-time show, and the tense final minutes of the game — which means the only thing people were doing as the clock ran down was updating social media. Tweets spiked to 10,000 per second in the last 3 minutes, the 2nd highest frequency ever.

Hulu, General Motors, and General Electric had the most boring ads according to the study, as app usage spiked while they were on screen. Meanwhile, Verizon's Droid Razr and TaxAct.com's ads inspired the least compulsive app usage of the tech companies and websites paying for airtime.

This year's Super Bowl was the most watched television program in history and more people in the US watched it than opened apps. Next year the NFL might not be so lucky, though. It will have to analyze what moments caused spikes in app usage, and consider how to jazz them up. The

GOT A TIP? TELL US.

SUPER BOWL: TIMELINE

Flurry: When The Super Bowl Bored Us, We...

2.5.12 Twitter: In The Final 3 Minutes Of The Super Bowl, There...

2.5.12 First Legal Streaming Super Bowl A Success, But Audience...

2.3.12 Watch 2012 Super Bowl Commercials Now With Facebook + USA...

2.6.11 Tech Returns To The Super Bowl Big Time, An Ad Roundup

→ ALL ARTICLES FOR SUPER BOWL

POPULAR POSTS

TRENDING FOR YOU MOST READ

Pinterest Hits 10 Million Monthly Uniques...

Amazon & Viacom Announce Streaming Video Deal

Executives Of Swedish Start-Up Klama Arrested...

Google Updates Chrome Browser, Now Offers...

Microsoft To Launch

This kind of post is not helpful - we're interested in creating a great user experience, not aggregate behavior across apps.

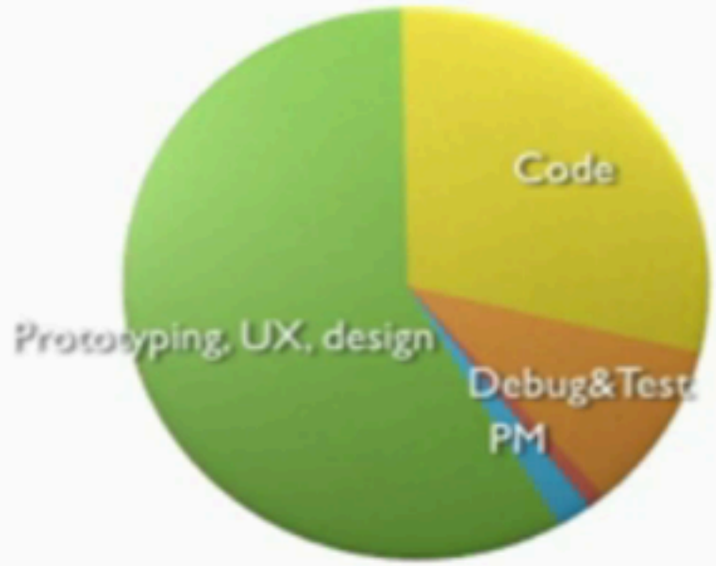
How do people read, and why?

"Aggregate" data isn't useful

Development vs. Design

Traditional

Mobile

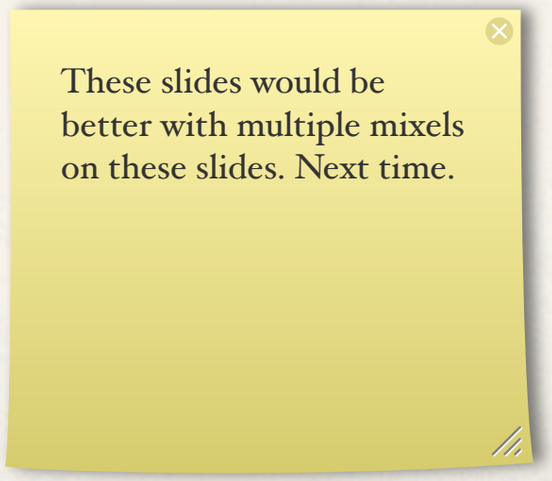


How do apps get made?

As prototyping & development takes more and more of our time, we should focus more on on how early testers actually use our products.

Requirements

- As Developers, we care about:
  - Real-time access to quality reports
  - Users should be anonymous and have near-nil UX overhead
  - Easily extended and human-readable data & platform

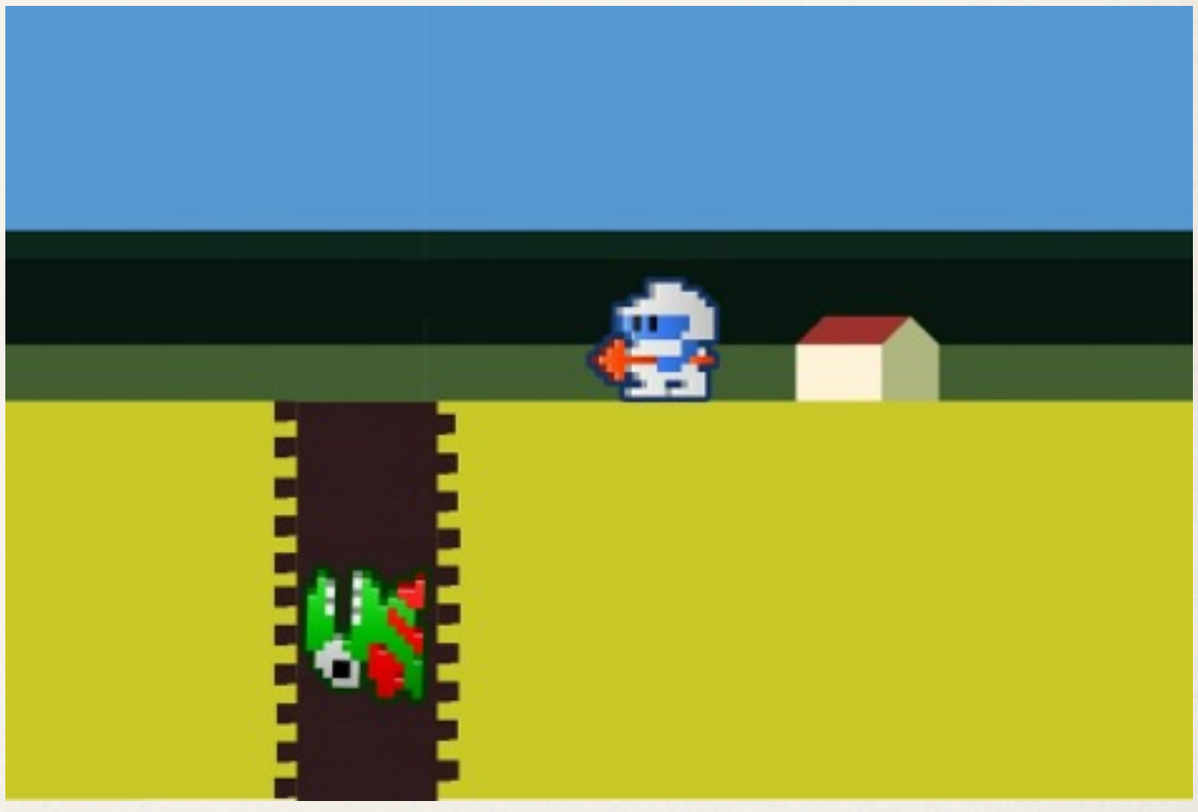


Mixel by David Jacobs

… other prior art

We probably recommend using custom events in Google Analytics' new ios tools, but haven't played enough with it. We love statsd but don't need all of that yet.

- Google Analytics has a new iOS module
- Etsy's statsd
- Flurry
- Omniture
- Apigee / Usergrid
- (many others…)

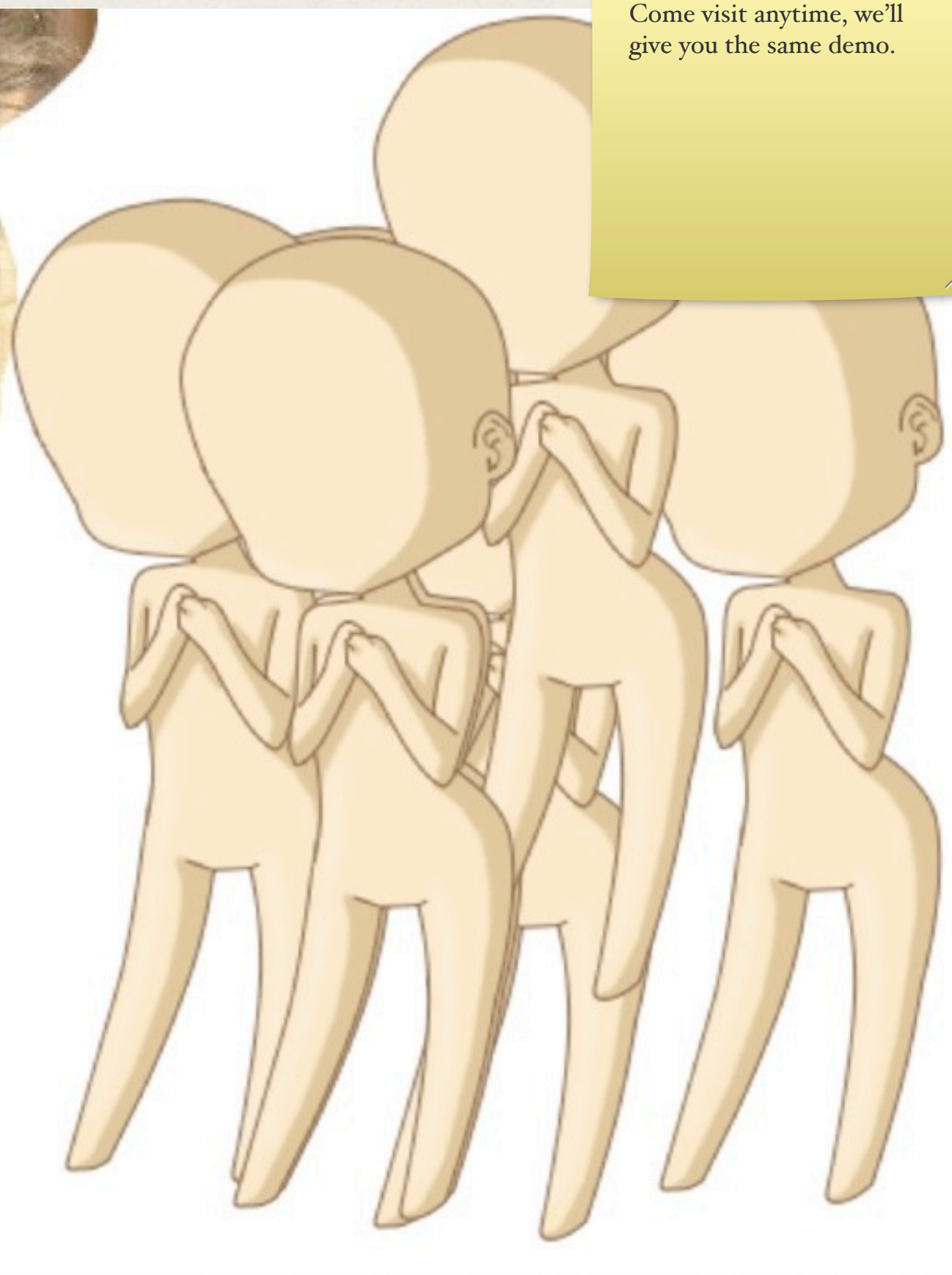


Mixel by Matt Walker

Remote Data

We chose MongoLab, but we may switch to Dynamo.

- MongoLab
  - Easy, but scales
  - Cheap, but supported
  - Fast, but flexible
  - Cons: data sent in the clear (for now), connection limit of 20K at once
- Dynamo
  - Guaranteed low latency
  - Cons: Requires TVM, not supported, odd API



Come visit anytime, we'll give you the same demo.

Mixel by David Jacobs

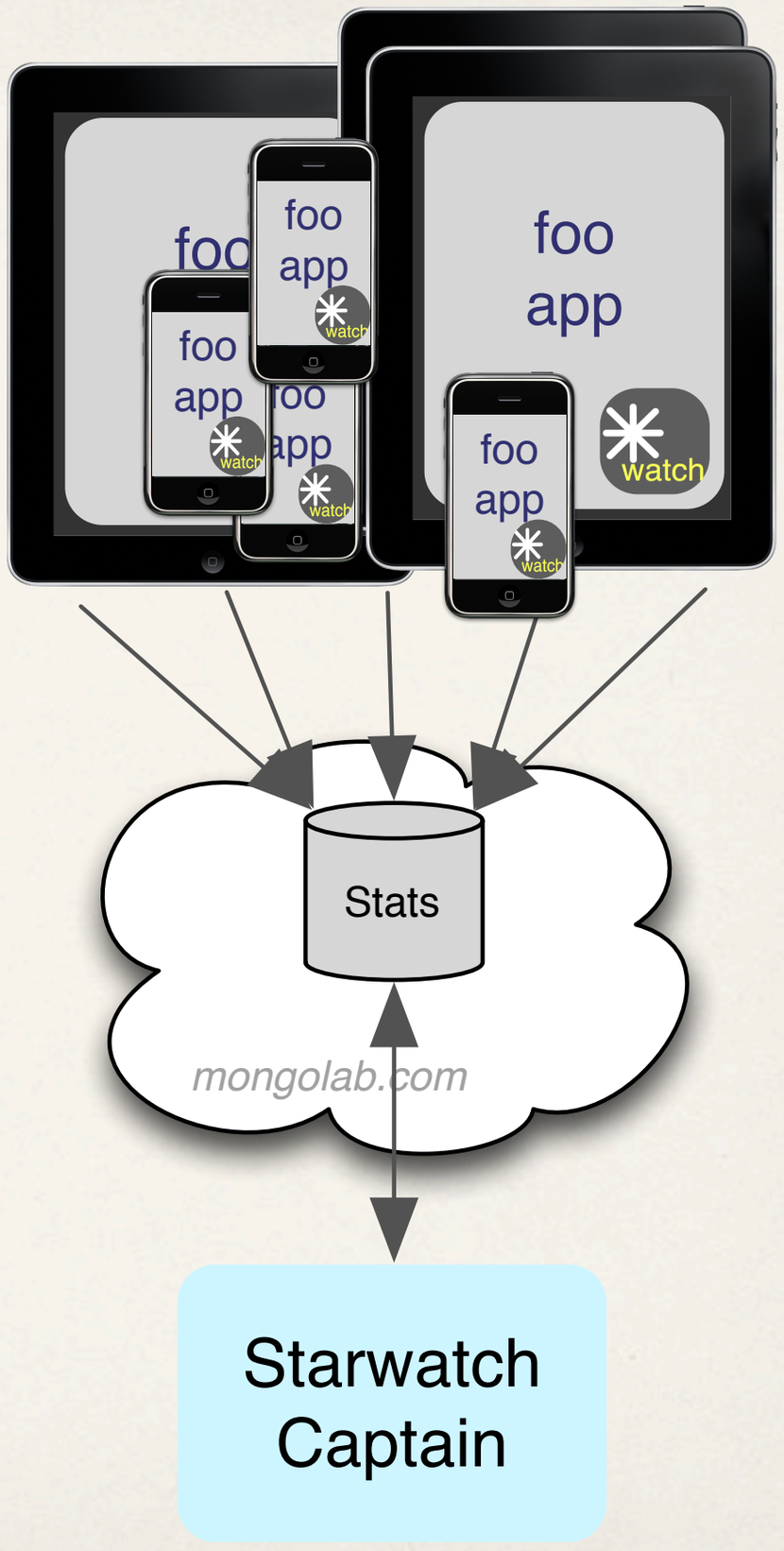
Architecture

Deployment

Client Side Submission & Collection

Server Side Data Processing

Console Display & Visualization



Graffle by Natalie Podrazik

Deployment & Code Profile

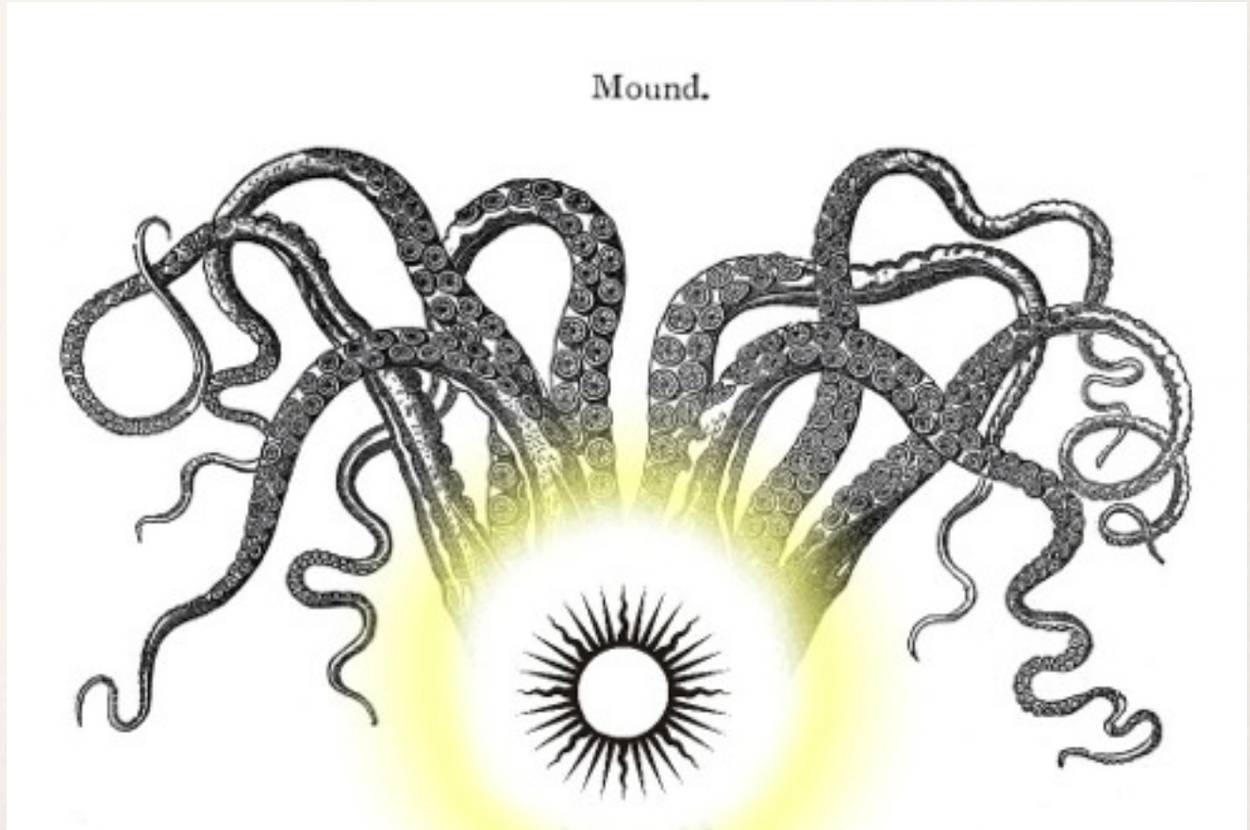
- Dependencies: FMDB, Mongo-C-driver, JSONKit, CFNetwork, libsqlite 3 (not Core Data)
- Utility Files: StarWatchDatastore, SWCUtility, SQLite schema
- Collectors: SWCViewController, SWCUIButton
- Sender: SWSender
- Service is running on Django, will be deployed w/ Tornado & Nginx

Collection

- Subclass of UIView & UIButton to capture every view change (and other custom events) from the session

- Easily extendable (through a category)

- Stores n (currently 10) rows of data before transmitting from local sqlite collection to server



Mixel by Ariel Aberg-Riger

Data Submission

- The iPad app makes direct calls to Mongolab in background

- Mongolab credentials are stored in Configuration plist

Mixel by William Bee

Data Processing

- Collection & processing app currently served by vanilla Django

- Server-side sorting of view actions by session & device

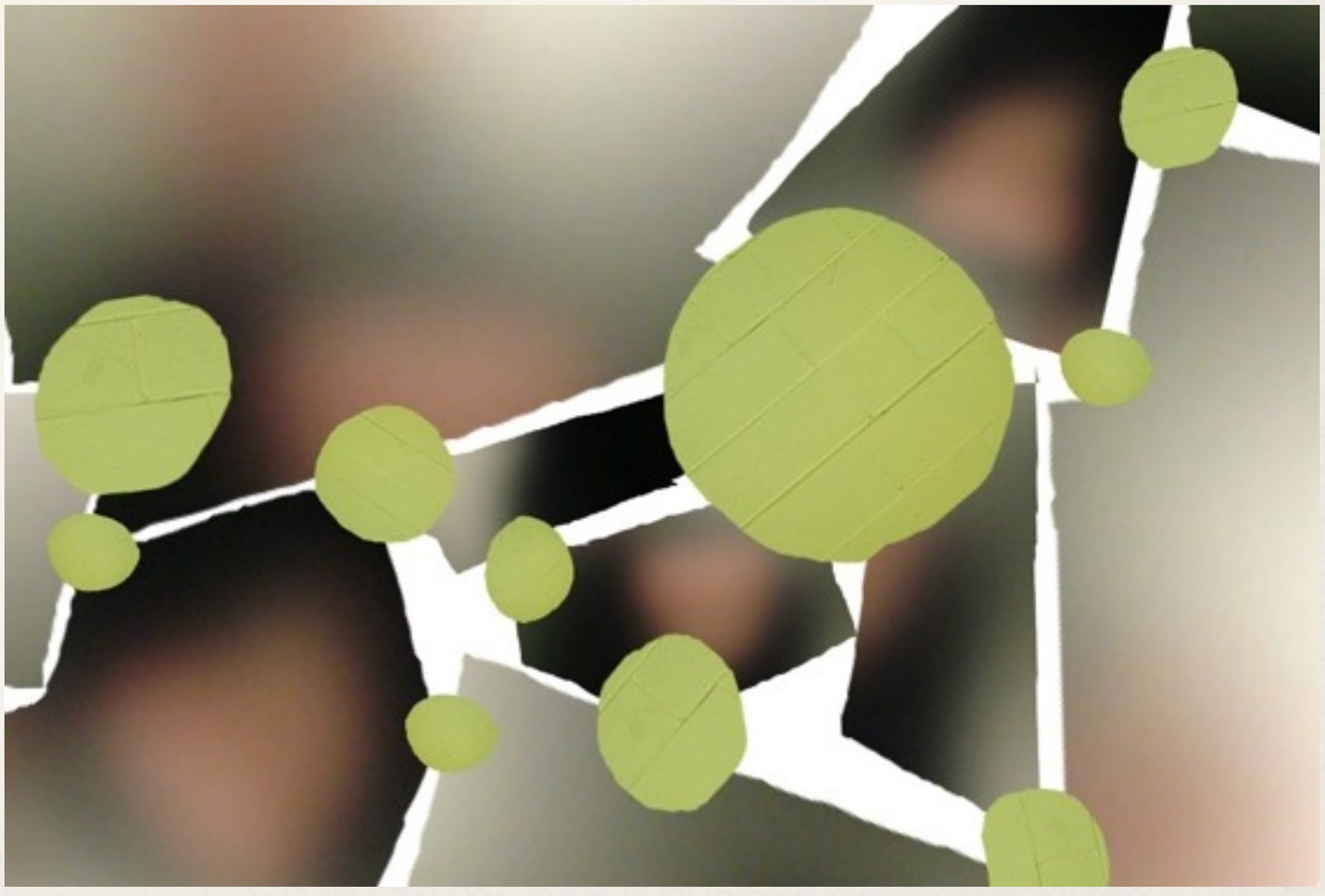
- We're not (yet) using the aggregation pipeline, we will definitely play with it

- Amazon Elastic Mapreduce will also work with Dynamo

Mixel by Murgatroyd Kiltron

View

- Twitter Bootstrap for CSS
- Protovis (nee D3.js) for graphs
- Thanks Liz Lettieri



Mixel by Jorge Colombo

Open Questions

- Some View Controllers explicitly respond to touch events and call touchresponder and then super instead of simply [super]
- Better distribution of DB credentials (and other secrets)
- What kind of data collection policy should we have?
- Best mechanisms for Open Source support?

Mixel by Joelle Alcaidinho

Mixel by David Jacobs, thank you Mixel!!