Enhancing Exhibit Engagement Metrics with Open Source

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Library Space is Transforming

Before

After

Intellectual Crossroads of the University
Library Space is Transforming
Expanding Exhibit Space
Expanding Exhibit Space
OU president critical of university’s finances

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NORMAN, Okla. – The University of Oklahoma’s president said he’s still finding inefficiencies and waste in the institution’s finances.

University President James Gallogly told the Tulsa World he’s concerned about the university’s investments in student housing and residential colleges. He said low occupancy at new housing facilities is causing the university to lose money and consider rent subsidies.

Gallogly said the university’s debt load is more than $1 billion. He said the university is projected to have $14.5 million in operating losses for the current fiscal year.
Measuring Exhibit Engagement

CHALLENGES OF NON-TRADITIONAL SPACES

- Busy walkway (entrances on both ends)
- Multiple points of entry into exhibit space
- Pass through traffic (coffee shop, cutting across campus)
Exhibit Engagement Metrics

MAIN FLOOR EXHIBIT SPACE
Exhibit Engagement Metrics
But what about engagement?
Commercial Solutions

Prysm Skylabs

- 5 Users / 50 Cameras
  - $18,000 / year (Educational Discount)
  - Upgrade existing hardware

- Cost & Privacy Concerns
Measure the Future Project

http://measurethefuture.net
Measure the Future Project

3D Printed Mounts  
Raspberry Pie  
Open source code
Measure the Future Project
Privacy
Exhibit Engagement Metrics
North Alcove
From 11-07-18 2:00:00 pm to 11-07-18 3:00:00 pm

**Metrics**
- Engagement: 4.16 seconds
- Number of interactions: 68
- Total traffic: 683
- Engagement Percentage: 9.96%
North Alcove
From Wed Nov 07 2018 18:00:00 GMT-0600 (Central Standard Time) to Thu Nov 08 2018 17:45:00 GMT-0600 (Central Standard Time)

Metrics
Engagement: 8.40 seconds
Number of interactions: 429
Total traffic: 5928
Engagement Percentage: 7.24%
North Alcove
From Wed Nov 07 2018 18:00:00 GMT-0600 (Central Standard Time) to Sun Nov 11 2018 23:45:00 GMT-0600 (Central Standard Time)

**Metrics**
- Engagement: 8.71 seconds
- Number of interactions: 1257
- Total traffic: 17045
- Engagement Percentage: 7.37%
North Alcove
From Wed Nov 07 18:00:00 GMT-0600 (Central Standard Time) to Fri Nov 30 2018 16:15:00 GMT-0600 (Central Standard Time)

Metrics
Engagement: 8.59 seconds
Number of interactions: 5950
Total traffic: 73330
Engagement Percentage: 8.11%
Lessons Learned

- The project took longer to set up than anticipated.
- Angle of the camera matters
- Video screens will trigger engagement counts
- Configuration fine tuning is essential
Next Steps

- Establish a baseline & evaluate trends
- Reassess scout deployment
- Build user dashboard
- Automate data download
Questions