

Admin Training

purple



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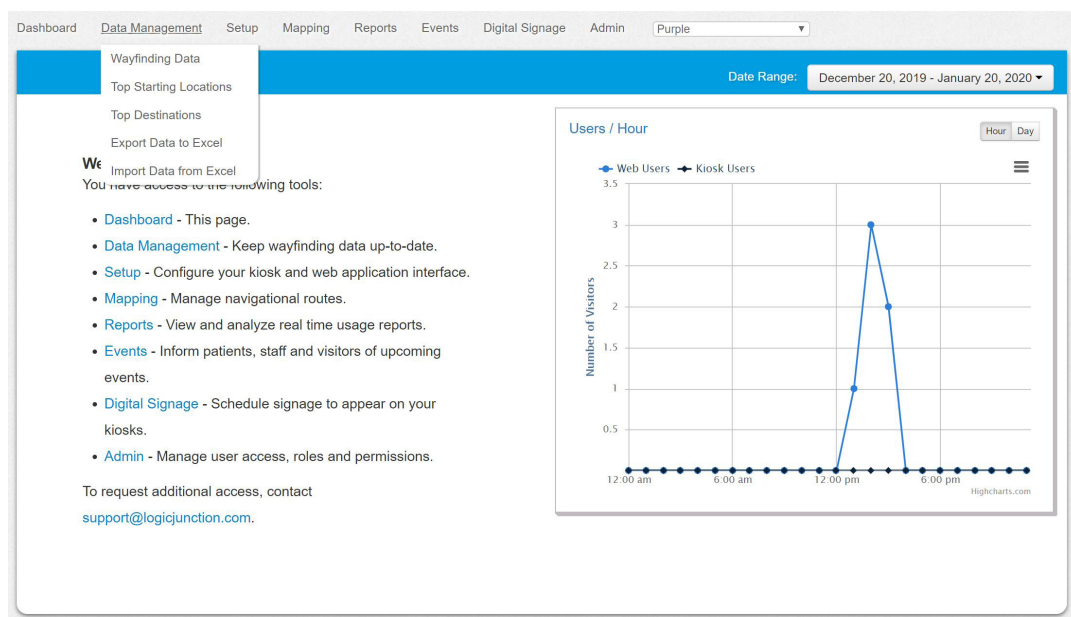
Logging in

Once you log in you will be asked to pick your campus from the drop-down. Most clients will just have one campus in the drop down, but in some instances a client may have more than one location with separate websites.

- Select your campus (Facility) Yes, it can help their caregivers find their way to medical appointment quickly and efficiently

Dashboard Overview

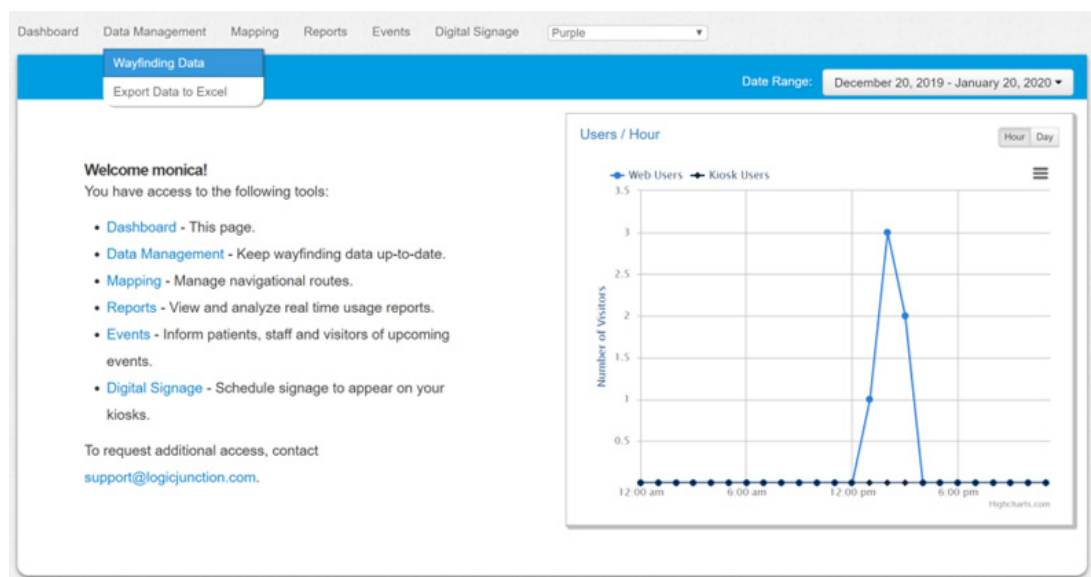
- The dashboard is the first screen you come to and you can navigate to the data control pages from the dashboard links or the drop-down menus at the top.
- A 2-week snapshot of reporting is displayed.



Destination Data Functions

Keeping your data up to date is easy within the administration dashboard. Just follow the instructions below or email your updates to support@purple.ai

- Select Wayfinding data under Data Management.



- Under the Destination Type drop down you will see all the menus that make up your data menu structure for your wayfinding application.
- Choose the menu that houses the data you need to edit.

Add new data

- Choose the plus sign next to the menu you chose:

The screenshot shows the 'Find and Edit Destination Data' form. It includes a 'Destination Type' dropdown menu set to 'Departments', a 'Filter' search bar, and two checkboxes: 'Show Inactive Destinations' and 'Show Destinations with no Quicklink or matching map point.'

Enter the details you want to display for your new location.

- Unique Name is a unique indicator used behind the scenes and does not display to the end user
- Language is a required field, enter English if you have no other languages. If you have additional language you must duplicate the data and assign the proper Language.
- Location is the destination name that shows up in the first column for your users.
- Tags are alternate search terms, comma separate the listings
- Fill in the other columns as needed, not all columns are shown to the end user, refer to your web application or kiosk if you aren't sure which columns are visible.
- If you do not want the data to appear within a certain application you can uncheck the box
- If you are just entering a location with an address and no quicklinks association you can choose Data Only

Add

Add Departments

Unique Name 500 characters left

Language* 500 characters left

Tags 500 characters left

Location 500 characters left

Floor 500 characters left

Details 500 characters left

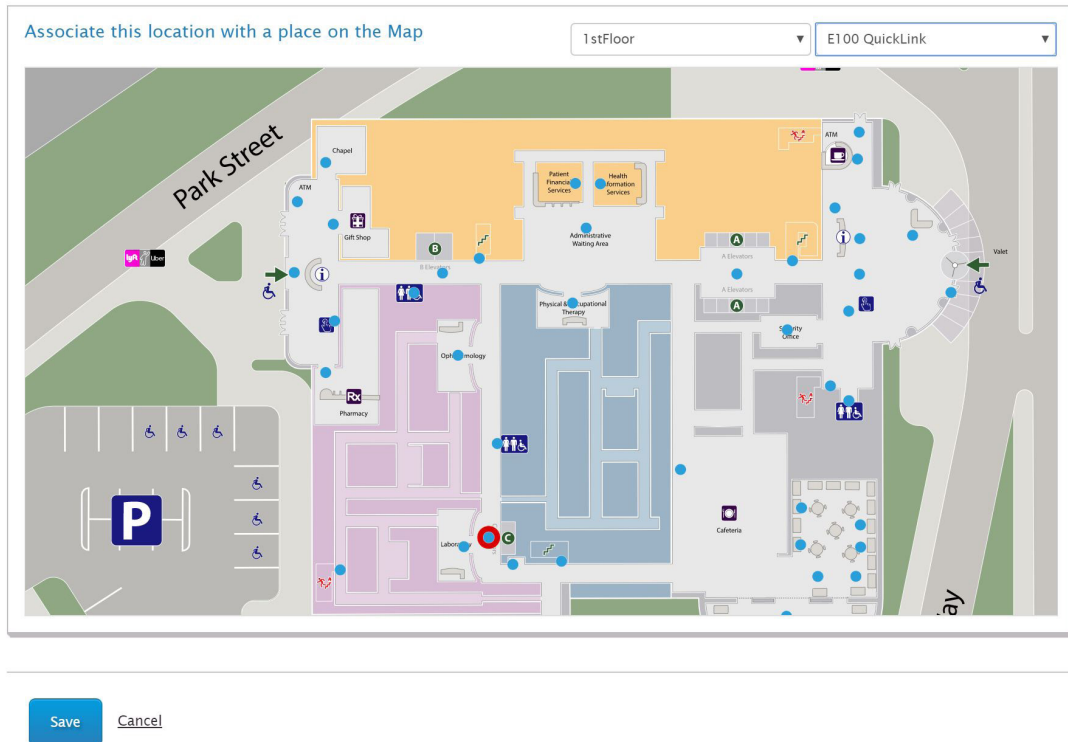
☒ Kiosk ☒ Web ☐ QR ☒ Mobile

☒ Show On Map ☐ Data Only

[Associate this location with a place on the Map](#)

When applicable, identify where this location is on the map.

- Select a floor from the dropdown and then pick a destination drop off point (quicklink) that is near this new location.
- If a quicklink does not exist, contact your Purple account manager and they will add one.



Edit existing data

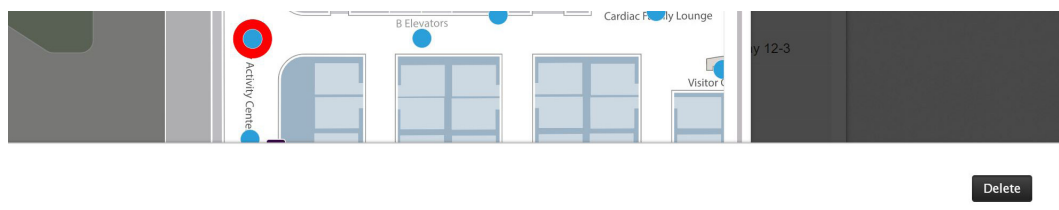
- From the Wayfinding data menu, select the appropriate menu your destination data is listed under.
- Click the edit pencil next to the piece of data you want to edit:

	Unique Name	Tags	Language	Location	Floor	Details
🏥	Cardiology	1st, heart	English	Cardiology Services	1	Check in at the nurse desk
🏥	DiagnosticImaging	n2d, medical imaging, radiology	English	Diagnostic Imaging	2	Check in at the desk
🏥	EmergencyDepartment	1st, ER, urgent, ED	English	Emergency Department	1	Check in at the desk
🏥	FamilyActivityCenter	3rd, fun, friendly	English	Family Activity Center	3	
🏥	GeneralSurgery	surgery, OR, operations, 2nd	English	General Surgery	2	Check in at the desk

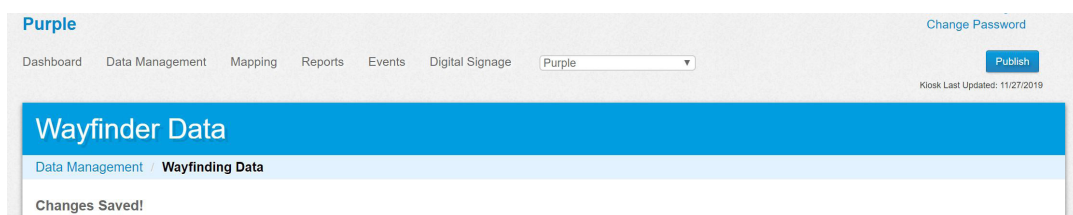
- Edit the fields as needed, you can also move the location by selecting another destination point on the map.
- Click the blue Save button in bottom left corner to save your changes.

Delete data

- Click the edit button next to the piece of data you want to delete.
- Click the black Delete button in the bottom right corner.



NOTE: To push any updates (i.e. Edit, Add or Delete), press the Publish button. Publish will only appear if changes have been made.



Events

- Choose List of Events from the menu at the top of page
- Note there is a date range, if you are viewing events already set up, you may need to adjust the range to see all events.

Events

Date Range: January 20, 2020 - January 27, 2020

Events / List of Events

Add New Event

Filter

Filter By Text

1

Event Title	Description	Starts On	Ends On	Destination Type	Location
<input checked="" type="checkbox"/> Staff Orientation	Join us in the lobby for a weekly staff introduction and meeting every Tuesday and Thursday	01/21/2020 11:00 AM	01/21/2020 12:00 PM	Information Desks	1st Floor - Info Desk (near Main Lobby)
<input checked="" type="checkbox"/> Yoga	Join us for a complimentary yoga session to help you ease the stress of the workweek	01/22/2020 4:00 PM	01/22/2020 5:00 PM	Information Desks	1st Floor - Kiosk (near Pharmacy)

Adding a new event

- Select the Add New Event link and fill in the details
- For Select Destination, you can pick a menu and piece of data and attach it to the event.
- By selecting a destination, if a user selects the event, they will be provided walking directions.
- If you do not select a destination, the event will be viewable information only.
- For Recurrence, you can choose daily, weekly or monthly.
- Click Save

Event Details

Title

Main Lobby Training and Orientat

Description

Located in the main lobby

Starts On:

01/21/2020 09:00 am

Ends On:

01/21/2020 05:00 pm

Set Event Location

Select a Destination:

Visitor Lobbies and Waiting Ai

Main Lobby

Recurrence

Repeats:

Weekly

Repeat every:

1

weeks

Editing an event

- Choose the pencil icon next to the event you want to edit.
- If it is a recurring event, choose the top most event and you can choose to edit all events in the group by checking the box.
- Edit the details as needed.
- Click Save

	Event Title —	Description
	Staff Orientation	Join us in the lobby for every Tuesday and Thu
	Yoga	Join us for a complimer

Deleting an event

- To delete an event, choose the pencil icon next to the event and select the Delete button.
- To delete an entire group of events set up on a recurrence schedule, make sure the "Edit all events in this group" box is checked.

×

Event Details

Title

Staff Orientation

Description

Join us in the lobby for a weekly s

Starts On:

1/21/2020 11:00:00 AM

Ends On:

1/21/2020 12:00:00 PM

Set Event Location

Select a Destination:

Information

1st Floor - Info Desk (near Mai

Recurrence

Edit all events in this group

☐

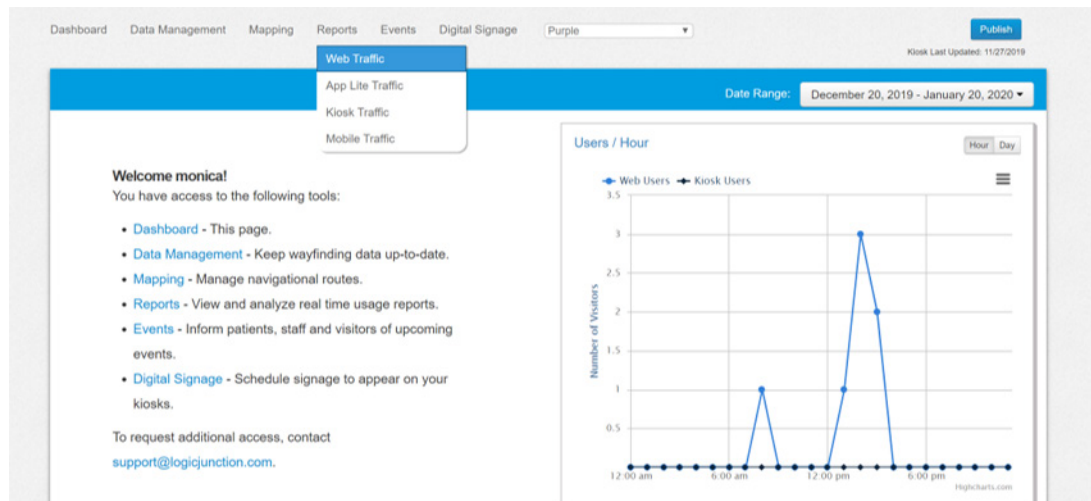
Save

[cancel](#)

Delete

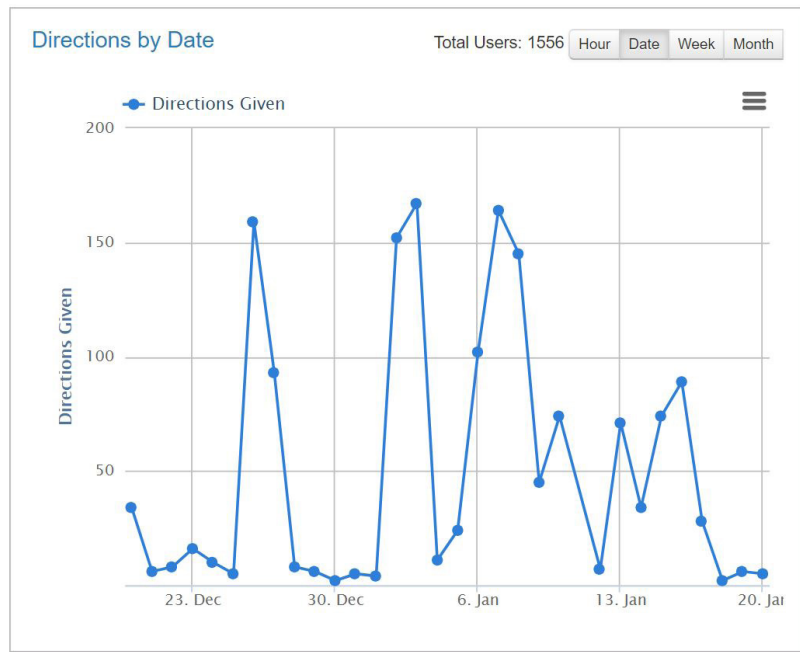
Reporting

- Under the Reports Menu select the type of reporting to view



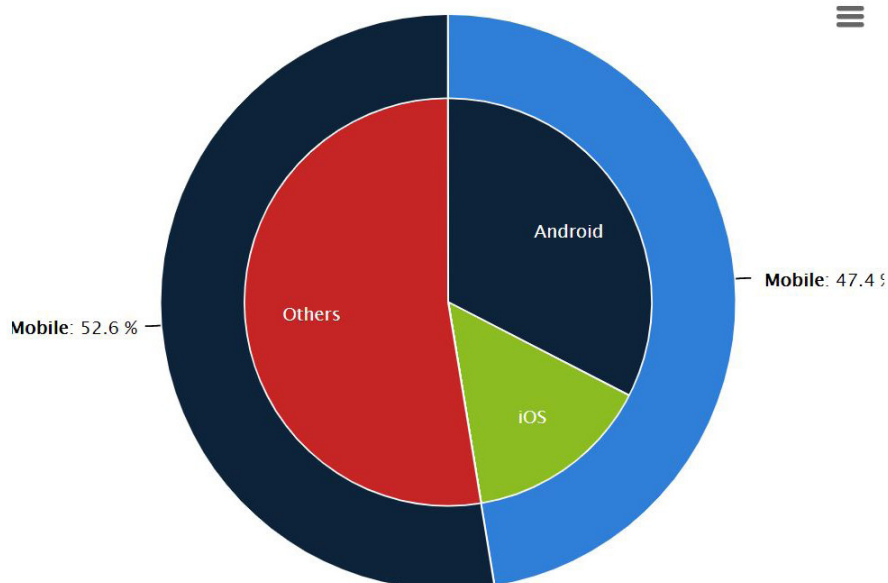
Web Reporting

- Reporting displays snapshots of the previous month, to adjust change the date range and apply.
- A raw data report is available as an excel spreadsheet on the top right corner under date range
- Reports that have the hamburger icon in the corner can be downloaded as a graphic.
 - o Click on the icon to see the graphic choices.
- The following reports are available:
 - o Users/Day
 - Equals the number of directions given on your site.
 - Toggle between hour, day, week and month.
 - Hover over the point to view the number of users for that time period.



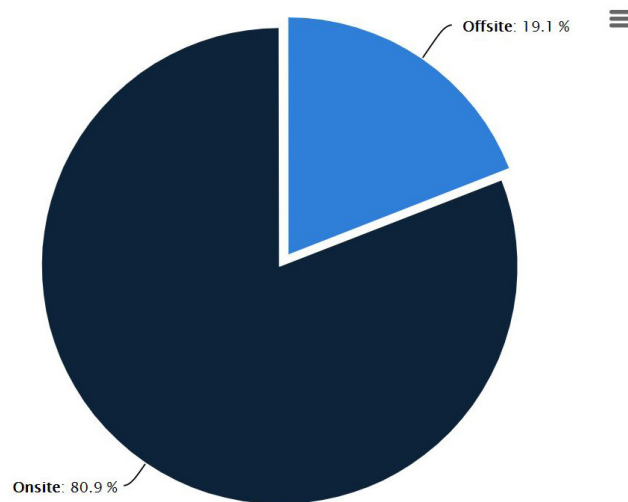
- Browsers
 - Reports the browser in which users viewed the site.
 - The ring on the outside indicates if they were on a mobile or non-mobile device.
 - The inner pie lists the browser.
 - Hovering over a browser displays percentage

Browsers



- o Starting Locations
 - Offsite includes anyone who entered an address for their starting location that is outside of the facility
 - Onsite indicates that they choose a starting and ending location on the facility campus

Starting Locations



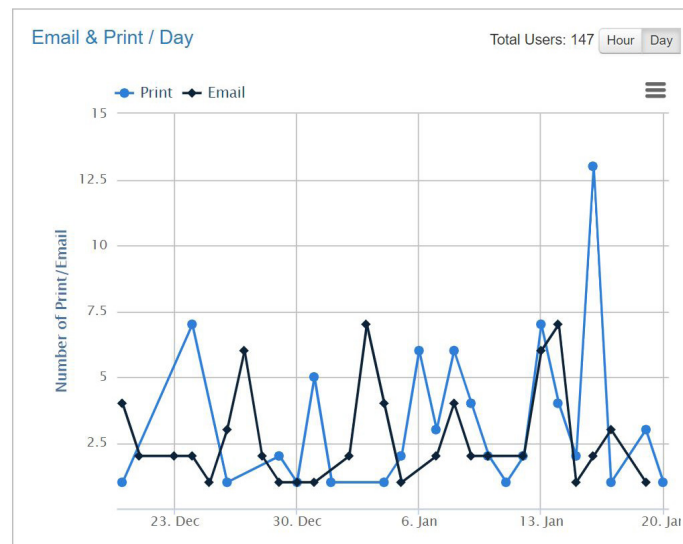
- o Top 10 Locations
 - Lists the top 10 starting and ending destinations selected during the respective time frame.
 - Choose 'Show All' link and to download in an excel format.

Top 10 Locations

Show All

Top 10 Starting Locations	Count	Top 10 Destinations	Count
Harrisburg, PA 17104, USA	8	Cardiology Services	9
1st Floor - A Stairs	2	1st Floor - ATM (near C Elevator)	2
3214 Berkshire Rd, Cleveland Heights, OH 44118, USA	2	Patient Rooms - 343 - 384 (Cardiac)	2
1st Floor - ATM (near C Elevator)	2	General Surgery	2
1st Floor - Info Desk (near Main Lobby)	1	12340 Bass Lake Rd, Chardon, OH 44024, USA	1
12301 Snow Rd, Parma, OH 44130, USA	1	1st Floor - ATM (near Chapel)	1
11150 East Blvd, Cleveland, OH 44106, USA	1	Laboratory	1
		11150 East Blvd, Cleveland, OH 44106, USA	1

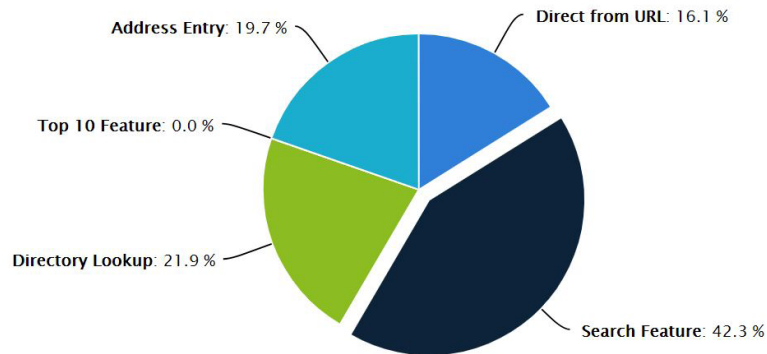
- o Email & Print/Day
 - Provides the number of directions that were requested to be emailed or printed



- o How Users Found their starting/ending location-
 - Notice the From/To toggle button on the top right of this graph, ensure you have the correct one selected when viewing your report.
 - Address Entry: User entered in an address
 - Direct from URL: User clicked on a URL that was given to them (i.e. emailed from someone)
 - Search Feature: User typed directly into the search box
 - Directory Lookup: User navigated via the directory lookup menus
 - Top 10 Feature: User used the drop down to make a selection

How users found their starting location

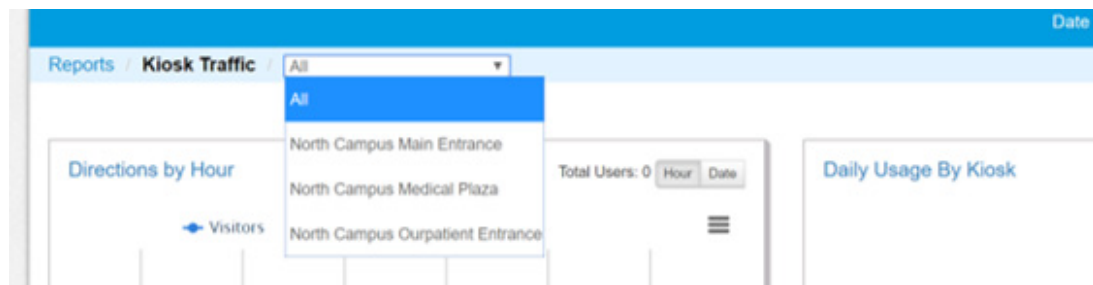
From To



- o Download Raw Data – downloads as an excel spreadsheet for the date range set
 - This report gives you more indepth detail of each interaction users had with the site

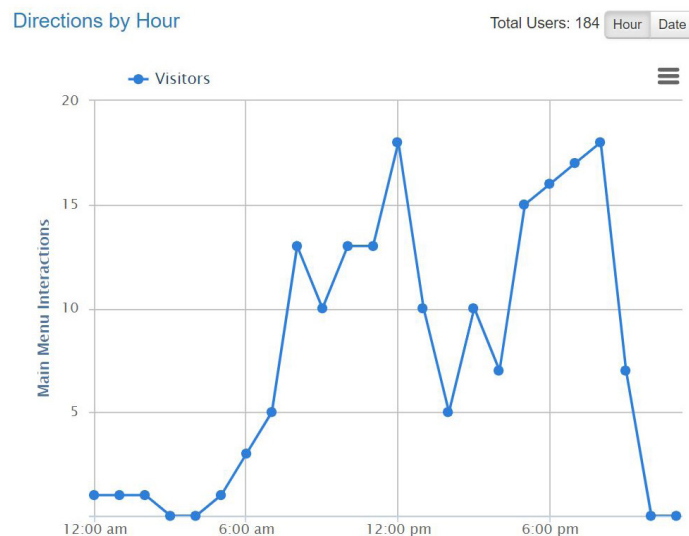
Kiosk Reporting

- o Note at the top of the page you are given a drop down
 - Select to view data for all kiosks or one specifically via the dropdown. and you can choose to view data for all kiosks or one specific.
 - The default view is All kiosk traffic



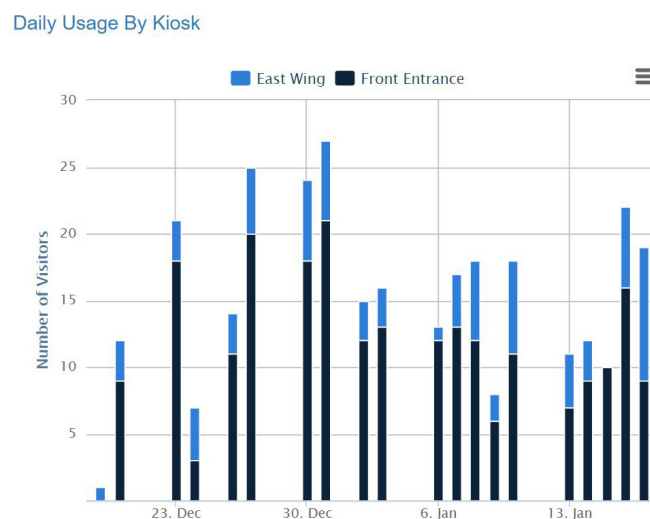
The following reports are available:

- Users/Day- This report can be toggled between hour or day, it shows the number of users at a kiosk on a given day.
- Equals the number of directions given on your site.
- Toggle between hour and day
- Hover over the point to view the number of users for that time period.



Daily Usage by Kiosk

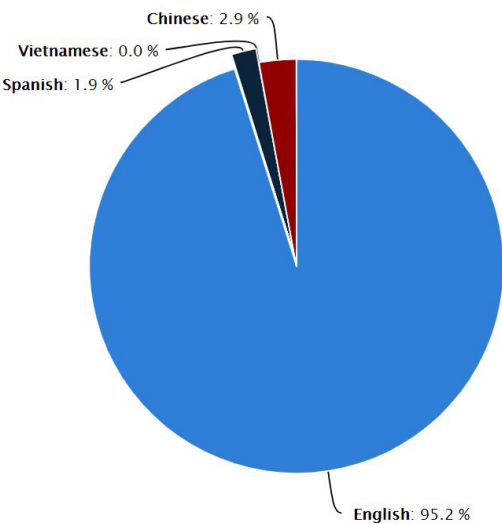
- Lists number of users at a particular kiosk per day.
- Each color represents a kiosk
- Hover to view the number that relates to each kiosk
- Click next to the kiosk name at the top of the report to remove/add kiosk.



Language

- This report shows the percentage of users that used English vs. Spanish on the kiosk:

Language Usage



Top 10

- Displays the top selected destinations on the kiosk.
- Choose 'Show All' link and to download in an excel format.

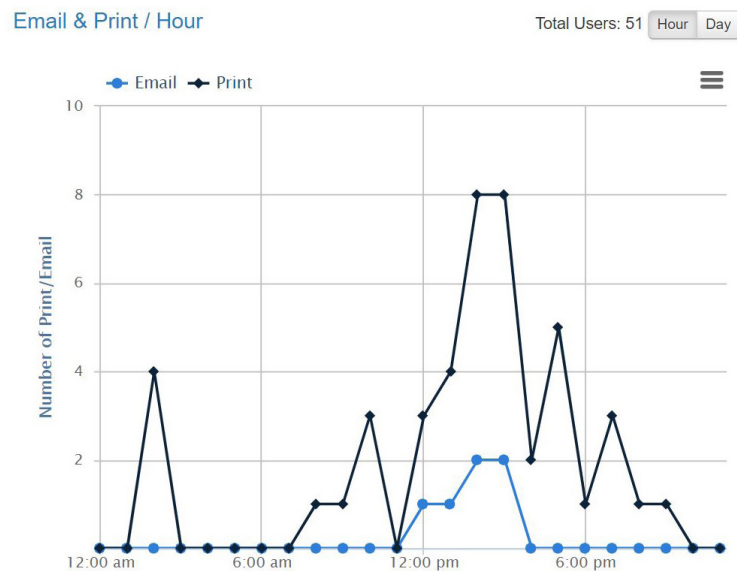
Top 10 Locations

Show All

Top 10 Destinations	Count
E7 (Patient Care)	7
Vending Machine- Floor 4 M wing	5
Cafeteria	4
B8B	4
Acute Care Surgery B7 (General Surgery, Urology)	3
Mental Health	3
Chapel - E Tower	3
D4 - Rooms D4322 - D4340	3
M4	3
General Medical D3	2

Email/Print

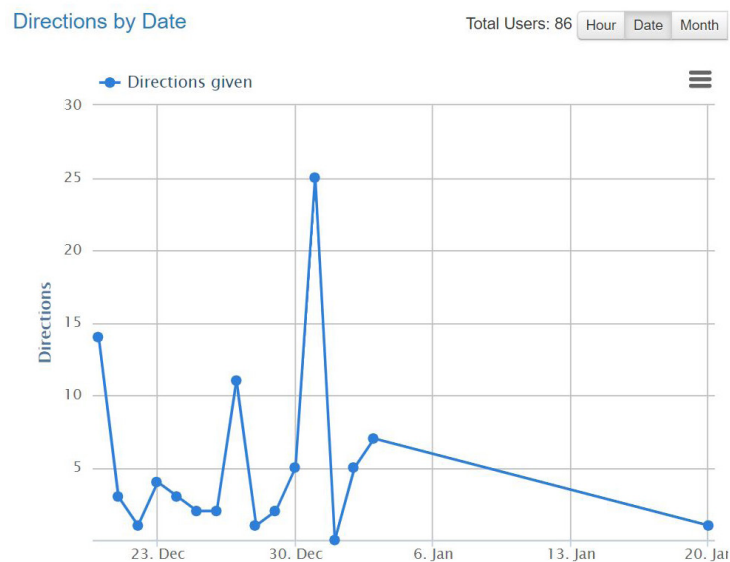
- Reports the number of requests to email or print directions from the kiosk.



Mobile Reporting

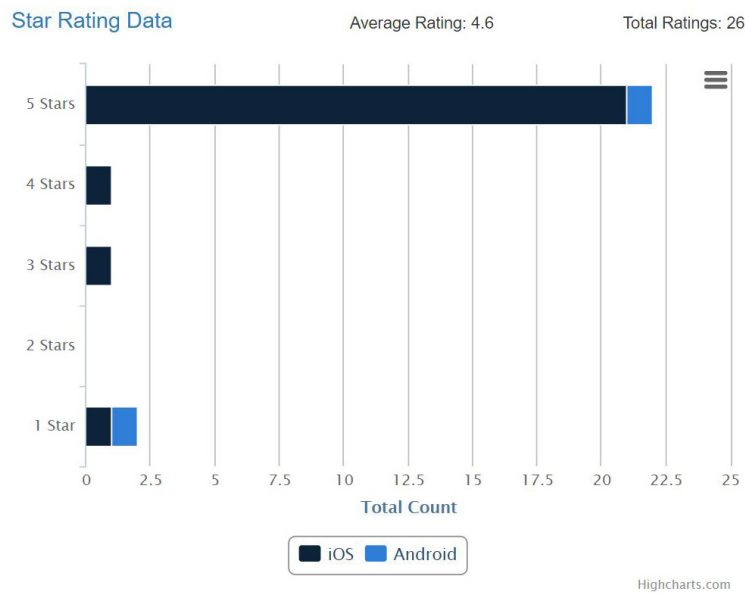
Users/Day

- Equals the number of directions via the mobile app.
- Toggle between hour and day
- Hover over the point to view the number of users for that time period.



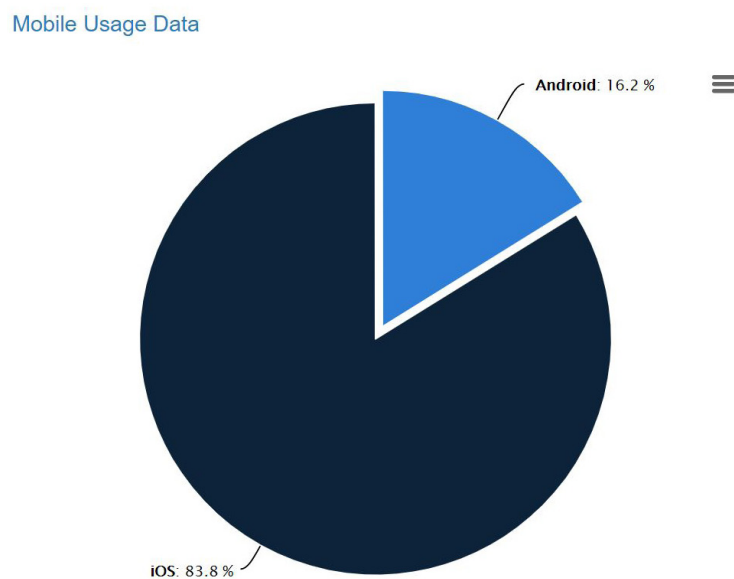
Star Rating Data

- Equals ratings left at the end of getting directions by the end users












iOS/Android

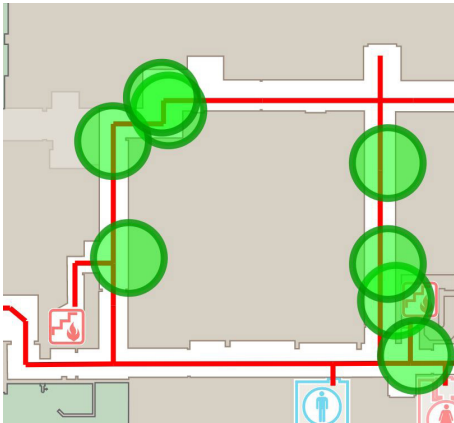
- Report by device



Top starting floor

- The top starting floor in the defined time frame
- Clicking View Map "eye" icon opens a heat map of the areas where users opened the app

Top Starting Floors	Count	View Map
the first floor	38	
the fifth floor	18	
the second floor	13	
the third floor	12	
the fourth floor	11	
the eighth floor	5	
the seventh floor	5	
the ninth floor	2	
the sixth floor	1	



Route feedback and Ratings

- Read the comments and star ratings associated with each route in any given date range or time frame.
- Evaluate the most executed destinations and routes by users.
- Click 'Show All' to download an excel spreadsheet

Top 20 Destinations		Show All
Top Destinations	Count	
Q111, Starbucks	4	
Q236, ATM- Cafeteria	4	
Q100, Gift Shop	3	
Q205, Neuro ICU Rooms 1-8	2	
Q403, MICU 1 (South) 1-16	2	
Q2, Medical Office Plaza II	2	
Q125, CAT Scan	2	
Q401, 464	2	

Recent 20 Comments				Show All
Comments	Star Rating	Device	View Details	
very cool and well done.	5	Android		
Great!	5	Android		
Works well.	5	iOS		
That was easy!	5	iOS		
That was easy!	5	iOS		
Wow, that was so easy to use!!	5	iOS		
Thanks for the easy to use app! Found my destination quickly!	5	iOS		

A raw data report is available as an excel spreadsheet on the top right corner under date range

The excel sheet contains the following data:

- Start Destination
- End Destination
- Last Activity time
- Source Type
 - iOS/Android
- Rating
 - Star Rating if given
- Comment
 - Comments if provided
- Path Information
 - Trace Id – Can be used with Indoor Atlas tool for troubleshooting
 - Device Manufacturer
 - OS Version
 - App Version
 - Version associated with build
 - App Release Date
 - Map Version
 - Number associated with map
 - App Cache Version
 - Number associated with updated data/map