

Logging Passenger Usage



of General Interactive

Version: 2.1

Application: Analytics, Insights

Airside logging mechanism: General App Tagging Using JSON appLog

Contents

Overview.....	3
Event Capture Interface.....	3
JSON Example	3
Logging Guidelines.....	5
Maintaining Existing Events.....	5
Required Data Capture Detail.....	5
Validation and Testing	6
Impressions.....	6
Onboard Data Capture	6
General Interactive Scenarios.....	7
Welcome Flow	7
Initial Landing Page when Interactive Loads.....	7
Initial Prompts for Passenger Settings	8
Subsequent Pages for Passenger Settings	9
Enabling High Contrast Accessibility	10
Language Transitions	10
Menu Browsing	11
Impression of Side Navigation Menu	11
Selection of Menu Items	12
Settings	13
Impressions of Settings in Side Menu	13
User Pressing Screen Off Button	14
Interaction with High Contrast Setting	15
Accessibility States	16
Search	17
Search Page Impression	17
Keyboard Impression	18
User Selecting Text Input	18
First Key Press	19
Search Triggered by Entering Characters.....	19
Widgets	20

Flight Progress Widget Impression	20
Mini Player Widget Impression.....	21
Playlist Widget Impression.....	22
Content Browsing	23
Movie Synopsis Page.....	23
TV Synopsis Page.....	24
Playlist	25
Informational	26
Module Browsing	27
Emitted Events	28
Context Settings	29
Impressions of Settings in Side Menu	30
User Selects Spatial Audio.....	30
User Selects Settings Spatial Audio Off.....	31
Capture Context Change Sending Request to Core	31
Notifications.....	32
Spatial Audio Toast Notifications	32
Spatial Audio Info Popup	33
Notifications.....	34
Interactive Screen with Toast Notification	34
Parental Controls	36
Side Menu Impression	36
Content Ratings.....	37
Application Launch eReader Rendering Library.....	39
Common Fields	40
Field Definitions.....	40
Content Source	47
Context Identifiers.....	47
Usage and Impressions Identifiers	49
Product Application Name	51
Screen Navigation Standardization	52

Overview

Logging passenger usage facilitates in-depth analytics of how passengers navigate the Interactive screens.

This allows airlines to understand passenger usage patterns and leverage the data to provide content and offerings relevant to the passenger experience.

To log data, developers must provide event names and field values that match the managed list.

Event Capture Interface

The Event Capture Interface uses PAC IO JSON API Reference Guide for Interactive v2.19+. Please refer to **PAXUS Logging** in the **JSON App Log** section of the reference.

For additional information on configuring PAXUS3AIR_REGISTER_APP_INTEGRATED to reference the appName variable, please contact your Panasonic focal.

Usage is captured using the following PAXUS Airside Client APIs#Paxusjsonapplog API.

Configuration	Value	Notes	Examples
PAXUS3AIR_REGISTER_APP_INTEGRATED	Specific to each Interactive	All custom developed Interactives are to use interactive_custom	pac_modularinteractive interactive_custom pac_excite2style3androidinteractive

JSON Example

```
{
  "ctx": "UI",
  "event": "Usage",
  "id": "TV Shows",
  "anatomy_name": "Molecule",
  "anatomy_type": "Side Menu Item",
  "config_id": "generic_int_config",
  "config_ver": "3.4",
  "spec_ver": "1.0"
}
```

Field	Description	Sample Value
ctx	Triggering event User Interface (UI) events are triggered from the passenger interface.	UI
event	Type of triggering event	Usage
id	Type of UI item	TV Shows
anatomy_name	Type of Atom - UI element that cannot be broken down further. Molecule indicates a combination of text and icon, such as a labeled button.	Molecule
anatomy_type	Type of UI element	Side Menu Item
config_id	UUID of the configuration	generic_int_config
config_ver	Version of the configuration config_id	3.4
spec_ver	Version of the generic specification	1.0

Logging Guidelines

The following provides guidelines for:

- Maintaining Existing Events
- Required Data Capture Detail
- Validation and Testing
- Impressions
- Onboard Data Capture

Maintaining Existing Events

Application start and stop events must be captured. Application start must be captured when passenger enters a screen that is considered related to the application. Application stop must be captured when the passenger navigates away from the application-related screens.

Media Category ID (CID) must be captured in play commands.

Migrate away from using the following events:

- Language transition events. Capture language transitions using a context event. See example below.
- PAXUS screen transition events. Capture screen transition events using impression events as shown below.

Required Data Capture Detail

These guidelines provide the flexibility to capture any UI element; however, it is not always necessary to capture all UI elements.

Examples:

- Capturing the impression of the menu button is available, but not necessary. The menu button is known to always exist.
- Capturing the impression of the widget is not needed because widgets may be static and never change. They are tied to the displayed screen.

Required data capture:

- Page impressions
- Menu usage
- Button interactions
- Carousel interactions
- Accessibility
- Language changes
- All remaining events, such as mini players and second screens are mentioned below.

Validation and Testing

Interactive developers are responsible for validating the events they emit. PAXUS testing only validates that messages are being transported and offloaded. It does not validate anything related to the message content defined in this document.

For example, a screen or a design change, such as modifications to page elements or impressions, constitutes a user experience change that directly impacts the nature of the emitted usage events.

There is no mechanism within PAXUS to understand or adapt to these changes in emitted events. It cannot infer how such design alternations affect emitted events.

The Interactive itself must ensure the emitted events are validated and accurately reflect the new design and user interactions.

Impressions

- Impression duration timer starts when any part of element is visible.
- Impression event is emitted with elapsed duration when the element is no longer visible.
- Impression event is emitted when the element interaction available (`int_type_available`) changes.
- New impression event is emitted if element moves back to visible space.

Onboard Data Capture

You should capture events, such as start or stop application and media category ID, which are determined to be onboard the aircraft. All other data should be referenced on the ground.

If there is a way to capture events on the ground, do not capture the event in the air.

- Available interaction is only captured if it can change at runtime.
 - For example, if the carousel has enough items to scroll, the available interaction should specify that scroll is available.
- For events with modes, such as visible or hidden, that are only available in the air, capture the event, regardless of the mode.
 - For example, Bluetooth availability is only known in the air.
- If the available interaction is statically set on the ground and will not change at run time, do not specify the `int_type_available` key. Processing should reference the ground for this information.
- Only capture content meta data, if the content is only known at run time on the Interactive.

General Interactive Scenarios

These are example scenarios.

For information about the field definitions, refer to **Common Fields** on page 40.

Welcome Flow

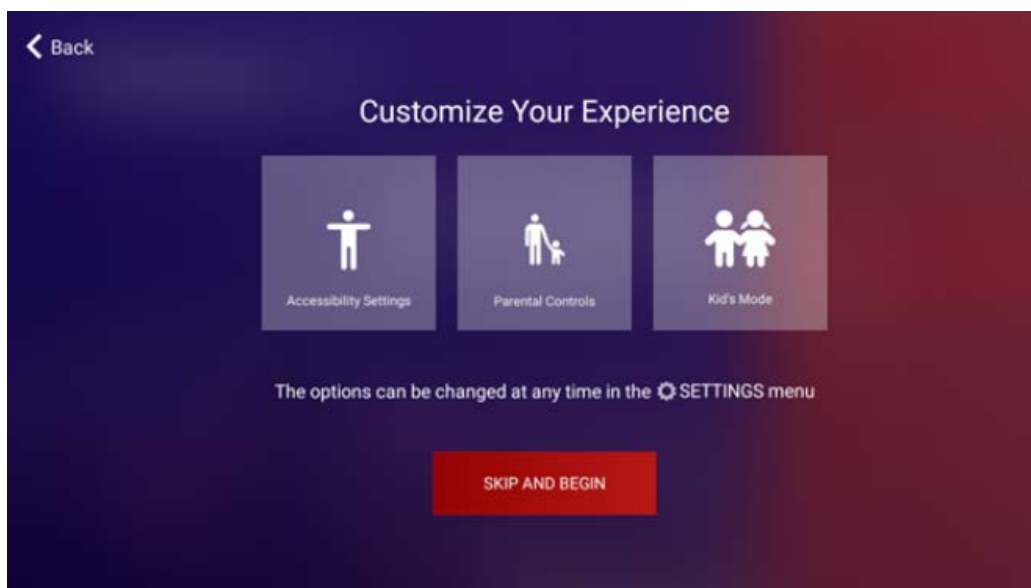
Initial Landing Page when Interactive Loads

This page display without being triggered by a passenger.



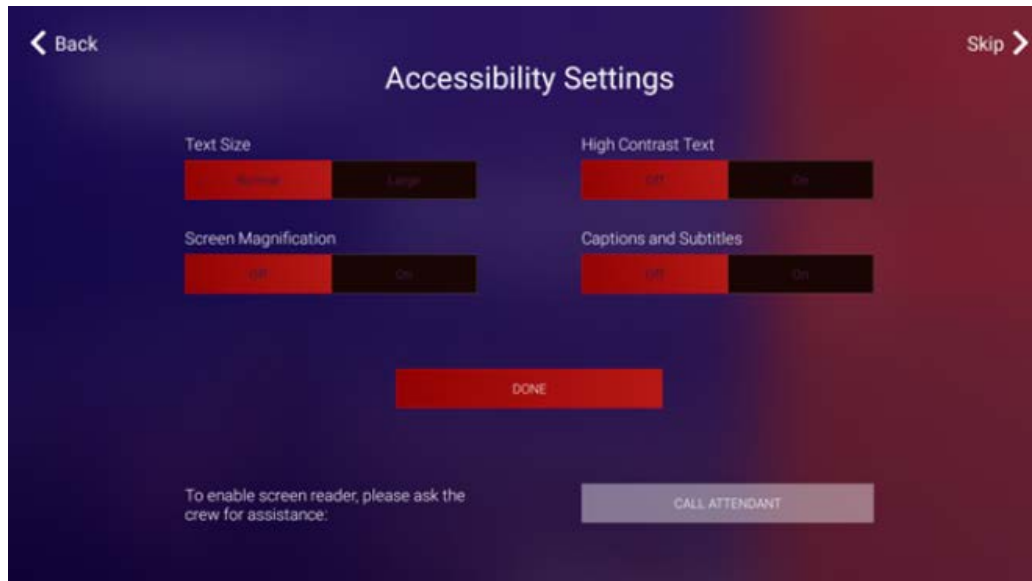
Field	Sample Value
ctx	UI
event	Impression
id	Boarding
anatomy_name	Page
anatomy_type	Page
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

Initial Prompts for Passenger Settings



Field	Sample Value
ctx	UI
event	Impression
id	Passenger Profiling
anatomy_name	Page
anatomy_type	Page
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

Subsequent Pages for Passenger Settings



Field	Sample Value
ctx	UI
event	Impression
id	Passenger Profiling
anatomy_name	Page
anatomy_type	Page
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

Enabling High Contrast Accessibility

Field	Sample Value
ctx	UI
event	Context
id	Accessibility High Contrast
ctx_value	start
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

Language Transitions

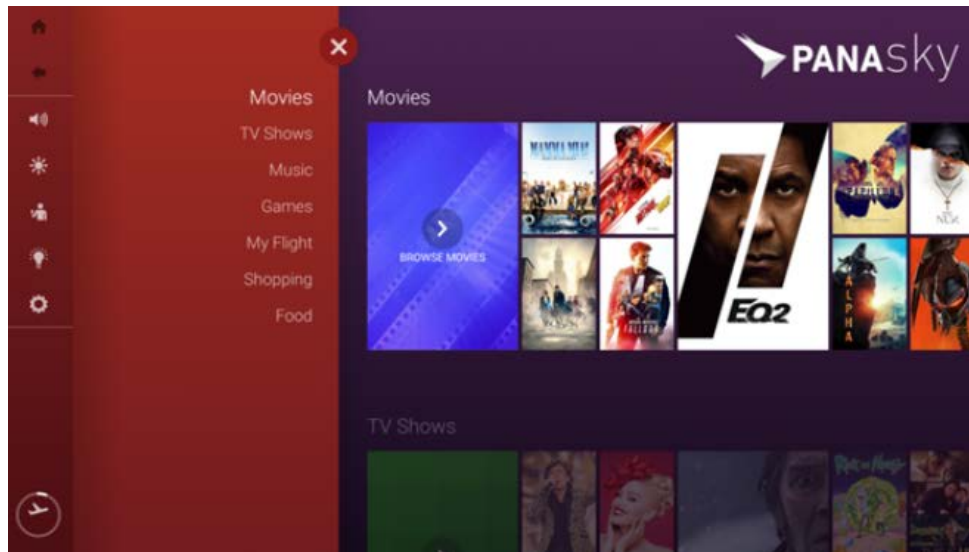
Language must be explicitly set once the passenger starts engaging with the system.

Subsequent interactive language changes must be captured with additional context events.

Field	Sample Value
ctx	UI
event	Context
id	Interactive Language
ctx_value	start
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

Menu Browsing

Impression of Side Navigation Menu



Field	Sample Value
ctx	UI
event	Impression
id	General Navigation
anatomy_name	Organism
anatomy_type	Side Menu
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

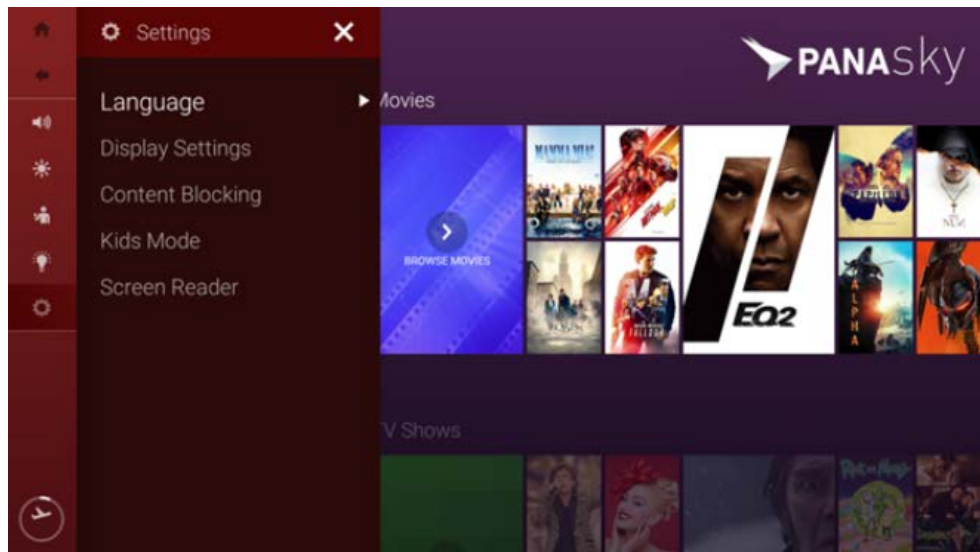
Selection of Menu Items

Field	Sample Value
ctx	UI
event	Usage
id	TV Shows
anatomy_name	Molecule
anatomy_type	Side Menu Item
int_type	Touch
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

Settings

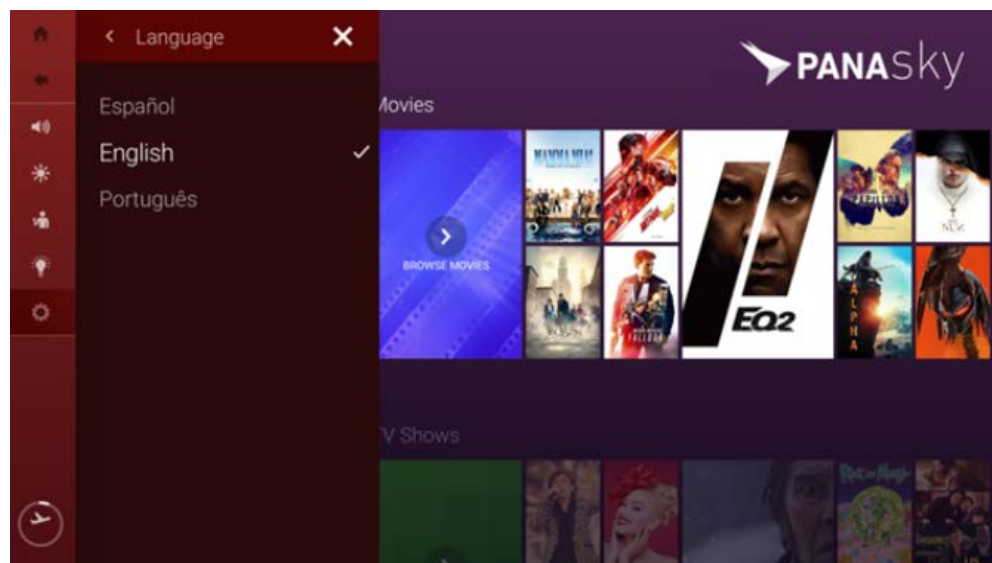
Impressions of Settings in Side Menu

Capture setting states as context states.



Field	Sample Value
ctx	UI
event	Impression
id	Settings
anatomy_name	Molecule
anatomy_type	Side Menu Item
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

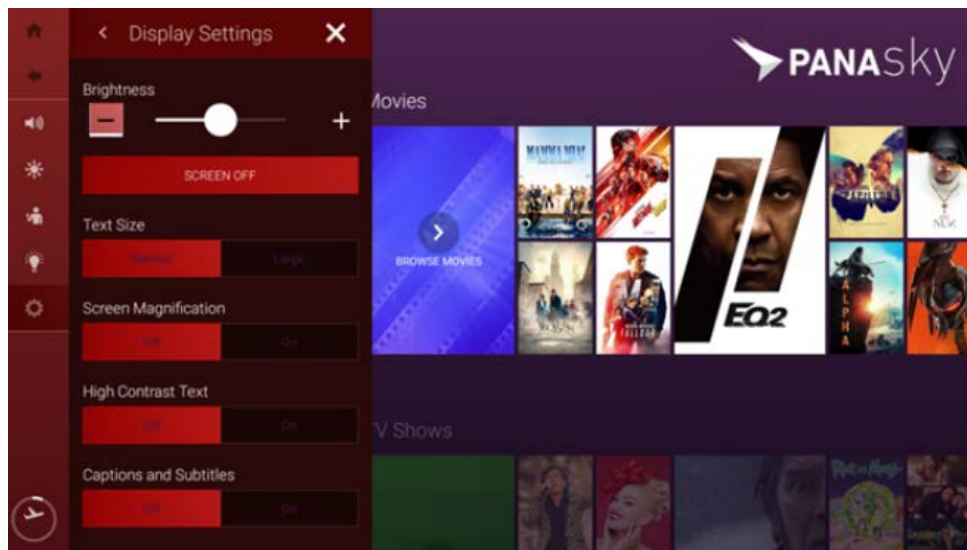
User Pressing Screen Off Button



Field	Sample Value
ctx	UI
event	Usage
id	Screen Off
anatomy_name	Molecule
anatomy_type	Button
int_type	Touch
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

Interaction with High Contrast Setting

This is an accessibility button. Use the standardized names.



Field	Sample Value
ctx	UI
event	Usage
id	Accessibility High Contrast
anatomy_name	Molecule
anatomy_type	Button
int_type	Touch
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

Accessibility States

These settings to be captured as context states.

Field	Sample Value
ctx	UI
event	Context
id	Accessibility High Contrast
ctx_value	Start
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

User Interacting with Brightness

Field	Sample Value
ctx	UI
event	Usage
id	Screen Brightness Increase
anatomy_name	Molecule
anatomy_type	Button
int_type	Touch
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

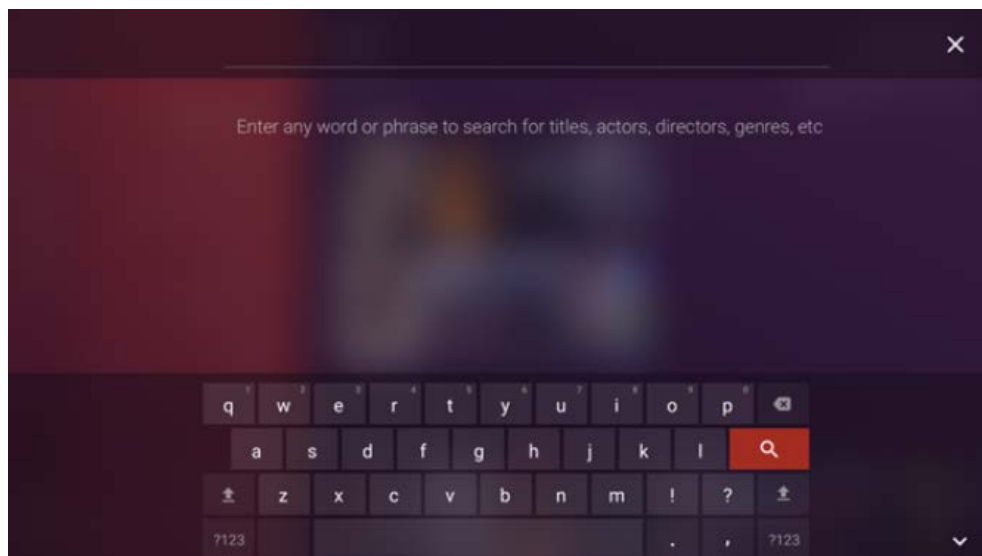
Field	Sample Value
ctx	UI
event	Usage
id	Screen Brightness Decrease
anatomy_name	Molecule
anatomy_type	Button
int_type	Touch
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

Brightness Scrub

Field	Sample Value
ctx	UI
event	Usage
id	Screen Brightness
anatomy_name	Molecule
anatomy_type	Button
int_type	Scrub
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

Search

Search Page Impression



Field	Sample Value
ctx	UI
event	Impression
id	Search
anatomy_name	Page
anatomy_type	Page

Field	Sample Value
content_metadata	{"CID": "<category_id>"}
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

Keyboard Impression

Field	Sample Value
ctx	UI
event	Impression
id	Keyboard
anatomy_name	Organism
anatomy_type	Keyboard
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

User Selecting Text Input

Field	Sample Value
ctx	UI
event	Usage
id	Search
anatomy_name	Molecule
anatomy_type	Text Input
int_type	Touch
content_metadata	{ "CID": "<category_id>" }
config_id	generic_int_config

Field	Sample Value
config_ver	3.4
spec_ver	1.0

First Key Press

Capture first key press only after keyboard is impressed.

Field	Sample Value
ctx	UI
event	Usage
id	Keyboard
anatomy_name	Molecule
anatomy_type	Keyboard
int_type	Touch
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

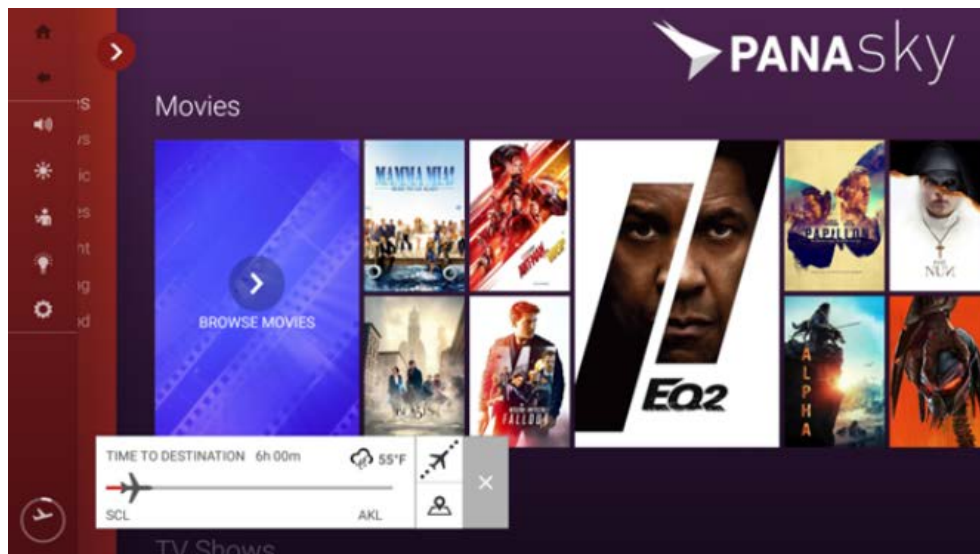
Search Triggered by Entering Characters

Emit only once, even if user continues to enter text.

Field	Sample Value
ctx	UI
event	Usage
id	Search
anatomy_name	Molecule
anatomy_type	Text Input
content_metadata	{ "CID": "<category_id>" }
int_type	Character Threshold
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

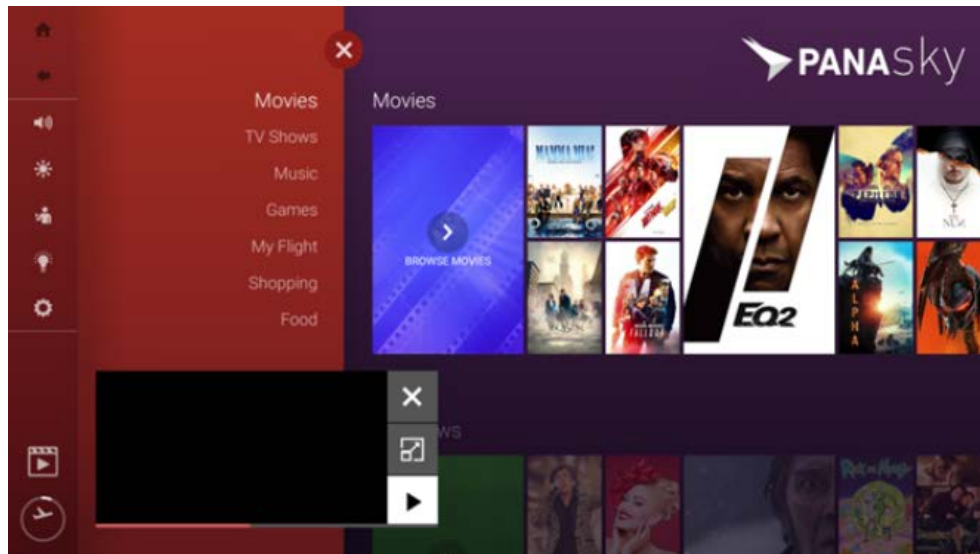
Widgets

Flight Progress Widget Impression



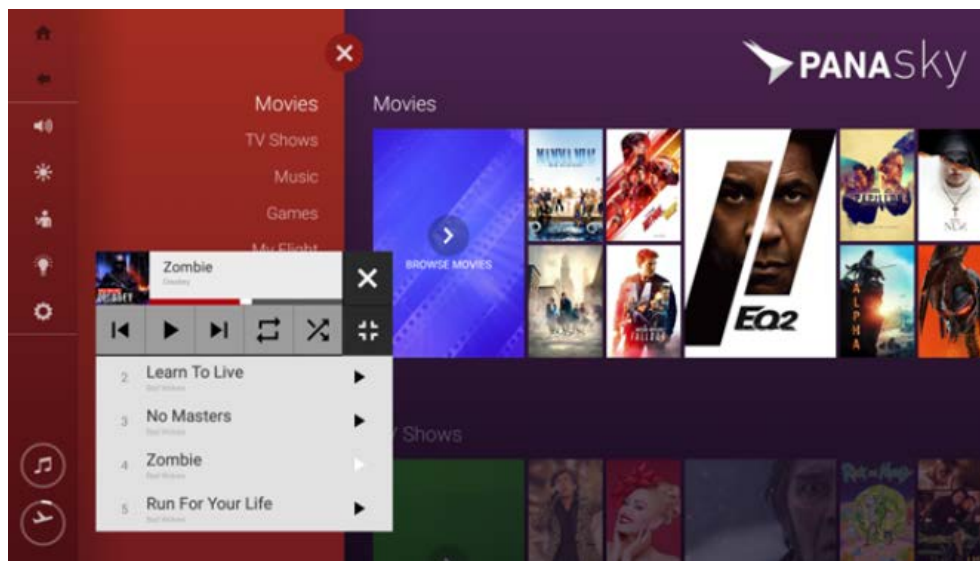
Field	Sample Value
ctx	UI
event	Impression
id	Flight Progress
anatomy_name	Organism
anatomy_type	Widget
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

Mini Player Widget Impression



Field	Sample Value
ctx	UI
event	Impression
id	Mini Player
anatomy_name	Organism
anatomy_type	Widget
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

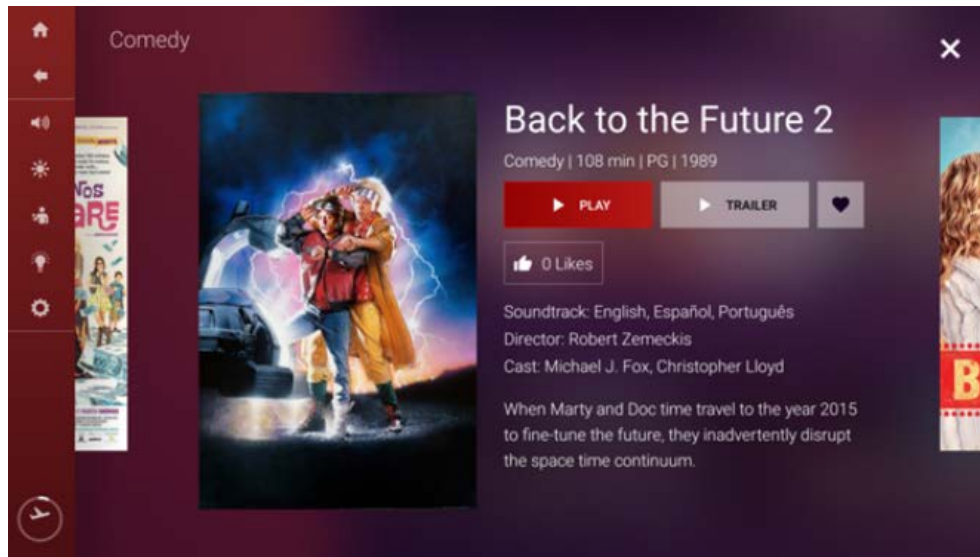
Playlist Widget Impression



Field	Sample Value
ctx	UI
event	Impression
id	Playlist
anatomy_name	Organism
anatomy_type	Widget
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

Content Browsing

Movie Synopsis Page



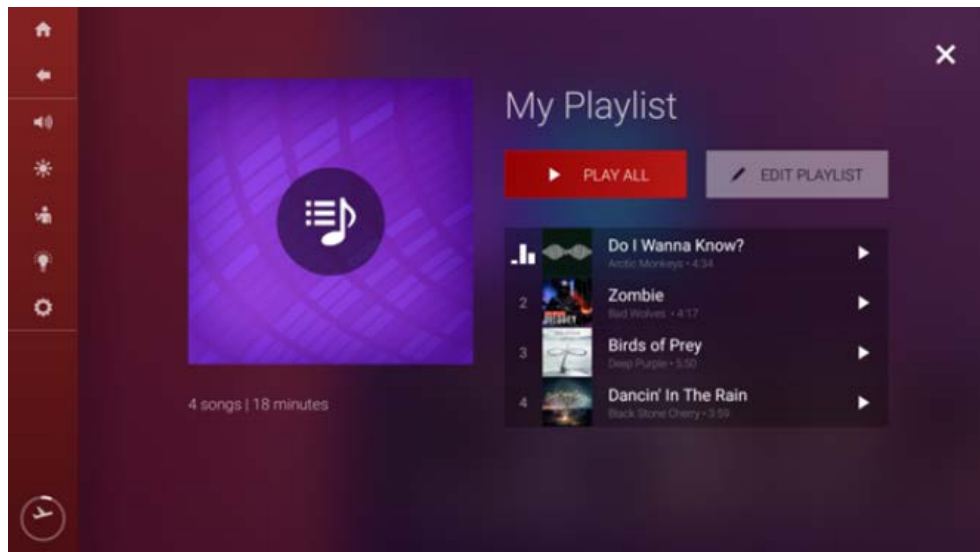
Field	Sample Value
ctx	UI
event	Impression
id	Movie Synopsis
anatomy_name	Page
anatomy_type	Page
content_metadata	{ "content_type": "media.video.movie" }
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

TV Synopsis Page



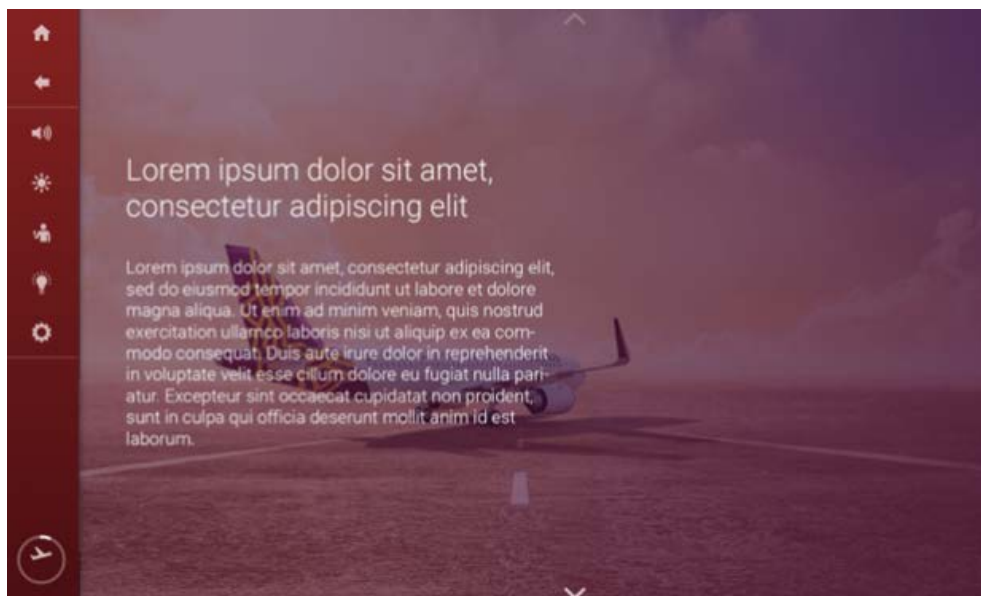
Field	Sample Value
ctx	UI
event	Impression
id	TV Series Synopsis
anatomy_name	Page
anatomy_type	Page
content_metadata	{ "content_type": "media.video.tvseries" }
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

Playlist



Field	Sample Value
ctx	UI
event	Impression
id	Playlist
anatomy_name	Page
anatomy_type	Page
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

Informational



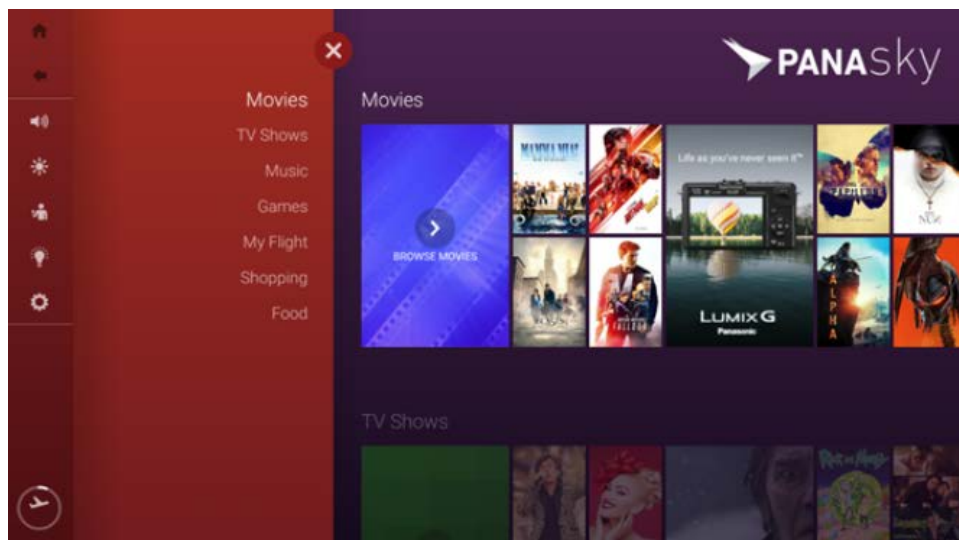
Field	Sample Value
ctx	UI
event	Impression
id	Airline Content
anatomy_name	Page
anatomy_type	Page
ver	1
content_metadata	{"content": "Lorem ipsum"}
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

Module Browsing

Module browsing logs when the page is scrolled. This assumes that TV Shows are not visible on landing and display upon page scrolling.

User events are:

- Lands on Entertainment page
- Scrolls left on Movie carousel
- Scrolls down on Entertainment page. The next carousel TV Shows is visible
- Scrolls left on TV Shows
- Scrolls down on Entertainment making Movie Carousel scroll out of view
- Navigates away from Entertainment page



The Interactive Tracking breakdown of when to start duration counters and when to emit events are:

- Lands on Entertainment page
 - Entertainment page impression - start duration counting
 - Movie carousel impression - start duration counting
- Next Carousel TV Shows is visible
 - TV Show carousel impression - start duration counting
- Scrolls down on Entertainment making Movie Carousel scroll out of view.
 - Movie carousel impression - emit impression event
- Navigate away from Entertainment page
 - Entertainment page impression - emit impression event
 - TV Show carousel impression - emit impression event

Emitted Events

Home

Field	Sample Value
ctx	UI
event	Impression
id	Home
anatomy_name	Page
anatomy_type	Page
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

Movies

Field	Sample Value
ctx	UI
event	Impression
id	Movies
anatomy_name	Organism
anatomy_type	Carousel
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

TV Shows

Field	Sample Value
ctx	UI
event	Impression
id	TV Shows
anatomy_name	Organism
anatomy_type	Carousel
ver	1
config_id	generic_int_config
config_ver	3.4
duration	15
spec_ver	1.0

Context Settings

Context settings log when the passenger selects [Spatial Audio](#) and [Accent Lights](#).

User events are:

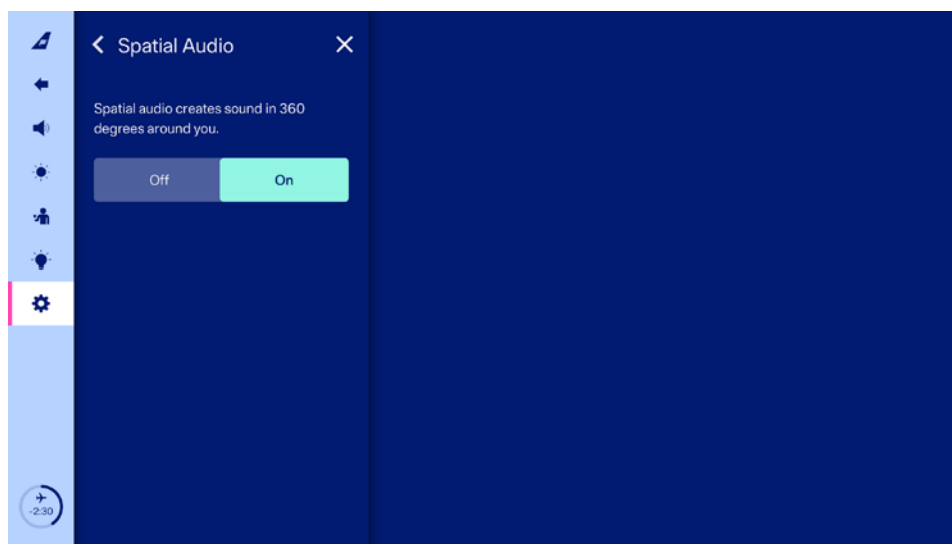
- User opens settings in side menu
- User selects Spatial Audio setting section
- User selects Off

There are no impressions captured as no UI elements change at runtime.

Correlation ID:

- Same for the button usage and the context state change
- Regenerated for each request to subsequent service. Example: On has a different correlation ID than the Off request.

Impressions of Settings in Side Menu



Field	Sample Value
ctx	UI
event	Impression
id	Settings
anatomy_name	Molecule
anatomy_type	Side Menu Item
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

User Selects Spatial Audio

Field	Sample Value
ctx	UI
event	Usage
id	Settings Spatial Audio
anatomy_name	Molecule
anatomy_type	Button

Field	Sample Value
int_type	Touch
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

User Selects Settings Spatial Audio Off

Field	<u>Sample Value</u>
ctx	UI
event	Usage
id	Settings Spatial Audio Off
anatomy_name	Molecule
anatomy_type	Button
correlation_id	d43b19c2-c6ce-46b6-85f4-81e6e738dfb6
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

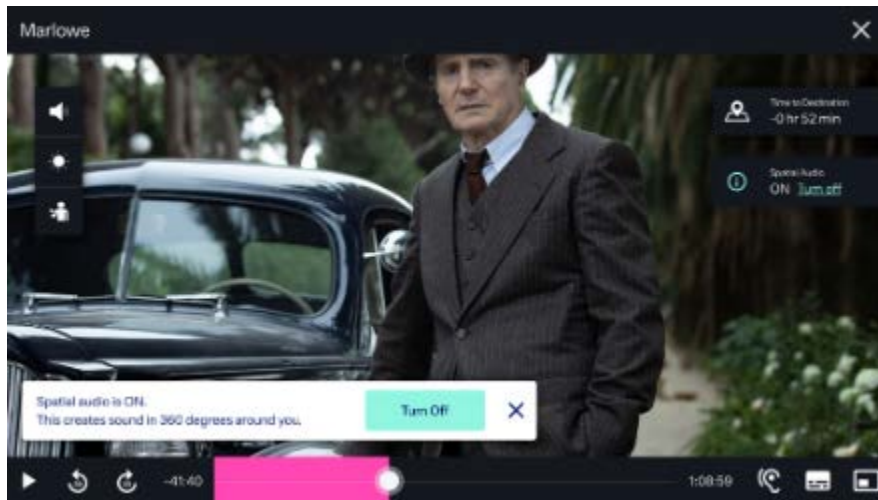
Capture Context Change Sending Request to Core

CTX is set to UI. This is a passenger request through the user interface.

Field	Sample Value
ctx	UI
event	Context
id	Spatial Audio
ctx_value	stop
correlation_id	d43b19c2-c6ce-46b6-85f4-81e6e738dfb6
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

Notifications

Spatial Audio Toast Notifications



Spatial Audio Status

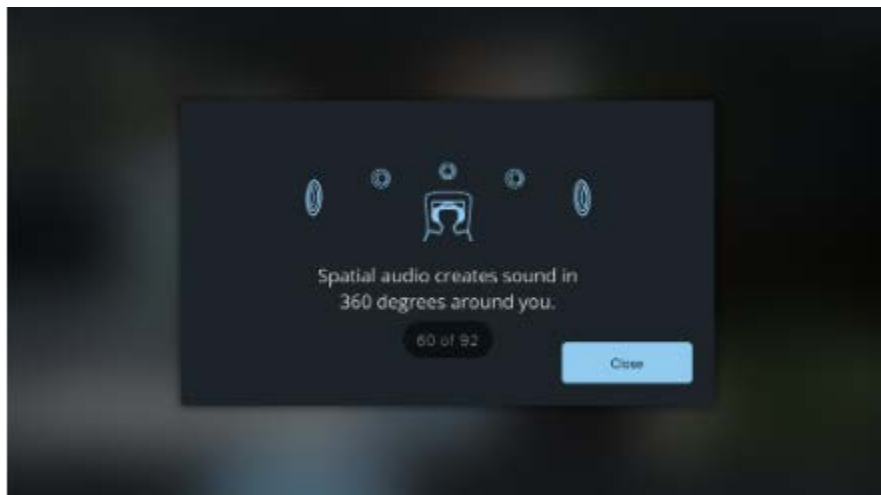
The Interaction type is included, if available. This is technically a notification scenario, not a spatial audio scenario. Although the spatial audio notifications may always have timeout and touch, general notifications do not always have the same interactions.

Field	Sample Value
ctx	UI
event	Impression
id	Spatial Audio (status)
content_metadata	<pre>{ "product_application_name": "Spatial Audio", "msg": "This creates sound in 360 degrees around you." "title_attr": {"status": "ON"} }</pre>
anatomy_name	Organism
anatomy_type	Toast Notification
int_type_available	["Toggle", "Timeout", "Close"]
ver	1
config_id	generic_int_config
config_ver	3.4
duration	15
spec_ver	1.0

Turn Off Spatial Audio

Field	Sample Value
ctx	UI
event	Usage
id	Turn Off Spatial Audio
anatomy_name	Molecule
anatomy_type	Button
int_type	Touch
correlation_id	d43b19c2-c6ce-46b6-85f4-81e6e738dfb6
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

Spatial Audio Info Popup



Field	Sample Value
ctx	UI
event	Impression
id	Spatial Audio Info
anatomy_name	Organism
anatomy_type	Overlay
ver	1
config_id	generic_int_config

Field	Sample Value
config_ver	3.4
duration	120
spec_ver	1.0

Notifications

Interactive Screen with Toast Notification

Toast notifications display without passenger action and are captured as an impression. These interactions are only known at runtime.

- Notification can be touched to dismiss or receive additional information
- Notification will automatically dismiss.

Notification consists of:

- Title, such as Connecting flights available
- Body text, such as Connecting flight information at LAX is now available
- Displayable text
- View information option

User events are:

- Passenger touches the View information button
- Passenger touches the Dismiss icon

Field	Sample Value
ctx	UI
event	Impression
id	Connecting flights (status)
content_metadata	{ "product_application_name": "Connecting Gate", "msg": "Connecting flight information at {dest_icao} is now {status}." "msg_attr": {"dest_icao": "LAX", "status": "available"}, "title_attr": {"status": "available"} }
anatomy_name	Organism
anatomy_type	Toast Notification

Field	Sample Value
int_type_available	["Close", "Timeout"]
ver	1
config_id	generic_int_config
config_ver	3.4
duration	15
spec_ver	1.0

Passenger Selects View Information

Field	Sample Value
ctx	UI
event	Usage
id	View Information
anatomy_name	Molecule
anatomy_type	Button
int_type	Touch
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

Passenger Selects Dismiss Button

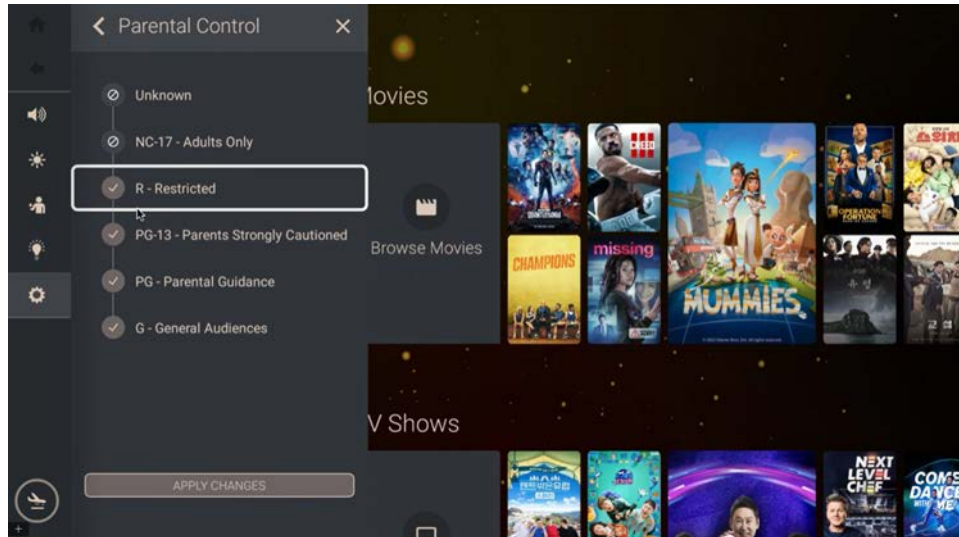
The notification timeout does not require an event and can be inferred based on the impression time.

Field	Sample Value
ctx	UI
event	Usage
id	Dismiss
anatomy_name	Molecule
anatomy_type	Button
int_type	Touch
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

Parental Controls

Parental Controls enable parents to limit content and require the crew to reset the limitation.

Parental controls are a side menu that presents a decreasing selector of available ratings. The passenger can only select for a lower rating.



Side Menu Impression

Field	Sample Value
ctx	UI
event	Impression
id	Parental Control
anatomy_name	Molecule
anatomy_type	Side Menu Item
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

Content Ratings

Impressions for all rating selections must be emitted because they may not be selectable. For example, when a passenger selects PG-13, all higher ratings, such as R and NC17, are not selectable.

Impression for each selection. Each button can be touched or selected.

- NC-17 - Adult Only
- R – Restricted
- PG-13 Parents

User Selects NC-17 – Adult Only

Field	Sample Value
ctx	UI
event	Impression
id	NC-17 – Adult Only
anatomy_name	Molecule
anatomy_type	Button
int_type_available	["Touch"]
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

User Selects R – Restricted

Field	Sample Value
ctx	UI
event	Usage
id	R - Restricted
anatomy_name	Molecule
anatomy_type	Button
int_type	Touch
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

User Selects Apply

Field	Sample Value
ctx	UI
event	Usage
id	Apply Changes
anatomy_name	Molecule
anatomy_type	Button
int_type	Touch
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

The next time the parental control buttons are viewed, specify the selections that are disabled as impressions with no available interaction in the impression event.

if the user selects a disabled rating setting, capture that usage as a touch.

Field	Sample Value
ctx	UI
event	Impression
id	NC-17 – Adult Only
anatomy_name	Molecule
anatomy_type	Button
int_type_available	[]
ver	1
config_id	generic_int_config
config_ver	3.4
duration	120
spec_ver	1.0

Application Launch eReader Rendering Library

eReader Rendering Library is used when the Interactive embeds eReader content by using the eReader libraries to embed content.

In addition, Content_metadata must be captured, and joined with the eReader Rendering Library on the ground using the correlation id.

The Interactive is responsible for:

- Generating a unique UUID to use as a correlation ID for each book launch.
- Passing the correlation ID into the eReader.

The eReader is responsible for:

- Logging the same correlation ID for all events related to this book launch, such as book launch, page turns or book exit.
- For additional information on the eReader responsibilities, refer to the **Log Passenger Usage on eReader User Guide**.

Sample Value	
ctx	UI
event	Application Launch
id	eReader
content_metadata	{ "launch_source": "interactive", "app_language": "spa", // ISO 639-2 language of application "content_category_name": "Magazine", "app_category_name": "New Release A-Z" }
correlation_id	d43b19c2-c6ce-46b6-85f4-81e6e738dfb6
config_id	generic_int_config
config_ver	3.4
spec_ver	1.0

Common Fields

Field Definitions

Field	Example Value	Additional Values	Description
ctx	UI	UI, CMI, Interactive, Core	Indicates how the event was triggered. Examples: • CMI if triggered from crew • UI if selected by passenger on user interface. • Use Interactive if triggered by an internal event such as turning on a feature by default without user interaction.
ua	Mozilla/5.0 (Windows NT 10.0; Win64; x64; rv:109.0) Gecko/20100101 Firefox/112.0	browser user agent	
event	Impression	Usage, Impression, Context, application_launch, application_exit	

Field	Example Value	Additional Values	Description
id	page_home	<UUID>, Airline Content, Home Page	Identifier of UX item, such as button identifier, screen name or UUID. If this is a displayable screen name, use the name defined in the Log Passenger Usage on Screen Navigation User Guide. If this is a UUID, it is unique for each reusable UI element. Example: a weather widget with the same design and used in multiple places will use the same UUID for each instance. If a new reusable weather widget is created, it uses a new UUID. If the widget is destroyed, the UUID is no longer valid.

Field	Example Value	Additional Values	Description
instance_id	weather_module_home_top	<UUID>	Uniquely identifies a specific instance of a reusable UI element. Example: if a reusable weather widget is placed at both the bottom and top of a page, both widgets have a unique instance_id. If the instance of the widget is relocated, such as dragged and dropped on the same page, still use the same instance_id. Only when the instance of the widget is destroyed, the instance_id also be destroyed. This ties usage of an UI element to the Modular Interactive MI Studio tool.

Field	Example Value	Additional Values	Description
anatomy_name	Organism	Template, Page, Organism, Molecule, Atom	- Atom - UX element, such as icon or text, which cannot be broken down. - Molecule - Combination of text and icon. Example: labeled button - Organism - Larger grouping of UX elements. Example: overlay, popup, or side menu. - Page - Interactive page - Template - Used to render other pages. Example: generic content browsing.
anatomy_type	Widget	Widget, Carousel, Overlay, Slideout, Side Menu Item, Side Menu, Map Marker, Text Input, Toast Notification	Type of UI element
ver	1		Version of UX item. Example: Page or button
int_type_available	["Scroll"]	Scroll, Swipe, Touch, Scrub	Interactions available. Only specific if changes at runtime, such as Bluetooth. Otherwise, determined on ground.
int_type	Scroll	Scroll, Swipe, Touch, Scrub, Pinch, Character Threshold, Timeout	Interaction type. Specific to event usage.

Field	Example Value	Additional Values	Description
int_device	Second Screen	Second Screen, Monitor, Handset, Video Handset, PED	Device requesting the action.
target_device	Monitor	Monitor, Video Handset, Overhead, PED	Device where action was sent. Used for commanding events. Example: targetDevice is a Monitor when a handset button is triggering a movie play on a monitor.

Field	Example Value	Additional Values	Description
correlation_id	d43b19c2-c6ce-46b6-85f4-81e6e738dfb6	UUID	Generated by requesting component. Passed as parameter to other components for correlating events. Each request to another service must create a new correlation_id. Turning on a feature requires its own correlation_id. Turning off a feature requires a new correlation_id to be generated. Example: • Interactive receives a request from a passenger to enable Bluetooth • Interactive generates and logs the correlation id. • Subsequent requests to core includes the generated correlation_id • Core acts and logs the event with same correlation id.

Field	Example Value	Additional Values	Description
config_id	uuid_mi_pac_config_kids		uuid of configuration. Example the UUID of Modular Interactive configuration, such as: bubble gum UUID, kids UUID, tropic UUID. For a custom Interactive, it references the custom Interactive imitative. Example: ual_custom_interactive
config_ver	5		Version of configuration configId. The version is incremented in Modular Interactive. For custom Interactive, it is related to an Interactive delivered to a program.
content_metadata	{"content_poi_location": "Paris"}	JSON document	Dynamic content where the metadata for the content is only known on the aircraft. JSON document specified by product.
duration	120		Amount of time of impressions in seconds
ctx_value		Refer to the following context table for standardized usage.	
spec_ver	1.0		Version of this generic Interactive specification used.

Content Source

Value		Description
ctx	UI	Events triggered from the passenger interfaces
ctx	CMI	Events triggered from the crew interfaces

Context Identifiers

The event is Context for the ctx values.

id	Example Values	Additional Values	Description
Interactive Language			Three character ISO 639-3 language code
Accessibility	Start	Start, Stop	
Accessibility Text To Speech	Stop	Start, Stop	
Accessibility Descriptive Audio	Start	Start, Stop	
Accessibility Screen Magnification	Start	Start, Stop	
Accessibility Low Vision Font Size	Start	Start, Stop	
Accessibility Close Caption	Start	Start, Stop	
Accessibility High Contrast	Start	Start, Stop	
Accessibility Color Inversion	Start	Start, Stop	
Accessibility Color Correction	Start	Start, Stop	

id	Example Values	Additional Values	Description
Accessibility Paging Arrows	Start	Start, Stop	
Accessibility Explore by Touch	Start	Start, Stop	
Accessibility Reduced Motion	Start	Start, Stop	
Kids Mode	Start	Start, Stop	
Experience Mode	Entertain me	Entertain me, Relax and sleep, Focus time	Airline specific context for experience mode.
Second Screen	Media Player	Flight Progress, Notification Seat Belt, Notification PA, Media Player	Physical second screen
Mini Player	Start	Start, Stop	
Player	Start	Start, Stop	
Split Screen	Start	Start, Stop	
Autoplay	Start	Start, Stop	
Spatial Audio	Start	Start, Stop	

Usage and Impressions Identifiers

The event is Usage.

anatomyType	id	Description
Page	Home Page	Page names are defined in the Passenger Usage Logging - Screen Navigation Standardization
Page	Passenger Profiling	Page example from defined list
Page	Journey Planner	Page example from defined list
Page	Shopping	Page example from defined list
Button	Screen Brightness Increase	
Button	Screen Brightness Decrease	
Button	Screen Brightness Scrub	
Button	Volume Control	
Button	Volume Increase	
Button	Volume Decrease	
Button	Volume Scrub	
Button	Player Button Play	
Button	Player Button Pause	
Button	Player Button Scrub	Dragging timeline
Button	Player Button Next	
Button	Player Button Previous	
Button	Player Button Skip Forward	Example: Skip backward 15 sec
Button	Player Button Skip Back	Example: Skip forward 15 sec
Button	Player Button Fast Forward	Play at specified speed, such as 2x or 4x
Button	Player Button Rewind	Play backward at specified speed, such as 2x or 4x
Button	Carousel View Button	Use to switch between views
Button	Tile View Button	Use to switch between views
Button	Dismiss	

anatomyType	id	Description
Button	Flight Info	
Button	Bluetooth	
Button	Window Dimmer Control	
Button	Reading Light	
Button	Reading Light On	
Button	Reading Light Off	
Button	Crew Call	
Button	Crew Call Cancel	
Button	Settings	
Button	Power	
Radio	Personal Data Hidden	
Radio	Personal Data Shown	
Side Menu Item	Entertainment Movies	Dynamic based on content
Side Menu Item	Food and Beverage Soda	
Widget	Welcome	
Page	Sign in	
Overlay	Sign in DOB	
Overlay	Privacy Policy	
Overlay	Sign Out	
Overlay	Signed Out	
Overlay	Sign In Verification Fail	
Overlay	Sign In Success	
Overlay	Settings Privacy	

Product Application Name

Use these names for existing application start or stop events.

Product Application Name
Bluetooth
Companion App
Connecting Gate
eReader
Hospitality
Journey Planner
Map
News
Seat Chat
Shopping
Survey
Telephone
Weather

Screen Navigation Standardization

Requested or Destination Screen	Type	Description
Boarding	Product Interactive	Screen presented automatically when Interactive is ready. Passenger does not trigger this page.
Frequent Flyer Program	Product	Pages related to an airline's frequent flyer, loyalty or membership programs. This is more specific than personalization screens and should be used over Personalization.
General Navigation	Navigation	Pages not specified on another category tag.
Entertainment	Navigation	Pages that contain a collection of products or content targeting entertainment offerings.
Kids	Navigation	Pages that contain a collection of products or content for children.
Kids <Normal Screen Name>	Product	Tag the prefix Kids to the standardized screen name to represent children's versions of the Interactive screens.
Home Page	Navigation	Pages specific to the initial landing or home page of the User Interface.
Cabin Services	Navigation	Pages that contain a collection of products or content providing aircraft cabin services, such as crew to passenger messaging.
Seat Controls	Product	Screens dedicated to seat controls.
News	Product	Pages specific to LTN News product pages.
Weather	Product	Pages specific to LTN weather product pages.
Airline Content	Navigation	Navigational tag that covers pages dedicated to airline content, such as About Us or promotional sections. Full pages only.
Flight and Aircraft Info	Product	Pages specific to flight or aircraft information products, such as connecting gate, flight status and basic flight views or cameras.
Shopping	Product	Pages specific to shopping product.
Shopping Detail	Product	Pages specific to shopping product.

Requested or Destination Screen	Type	Description
Games	Product	Pages specific to a game product where a media category has not been selected.
Game Synopsis	Product	Pages specific to a game product where a game synopsis has been selected. This page contains detailed text information about a game.
Games Category	Category	Pages specific to game product where a game category has been selected.
Hospitality	Product	Pages specific to hospitality product.
Destination Info	Product	Pages specific to supplying destination information. This could be a launch tag for an application, not a page transition.
Live Television	Product	Pages specific to live television product.
Live Television Synopsis	Product	Pages specific to live television product for a specific channel. This page contains detailed text information about live television.
Movies	Product	Pages specific to movies where a media category or a specific movie has not been selected.
Movies Category	Category	Pages specific to movies where a media category has been selected.
Movie Synopsis	Product	Pages specific to movies where media has been selected. This is the page that contains detailed text information about a movie.
TV Series	Product	Pages specific to TV series where a media category or specific TV series has not been selected.
TV Series Category	Category	Pages specific to TV series where a media category has been selected.
TV Synopsis	Product	Pages specific to TV Series where a TV Series media has been selected. This is the page that contains detailed text information about media.

Requested or Destination Screen	Type	Description
Music	Product	Pages specific to music where a media category has not been selected.
Music Synopsis	Product	Pages specific to music where a media has been selected. This is the page that contains detailed text information about media.
Music Category	Category	Pages specific to music where a media category has been selected.
Audio Books	Product	Pages dedicated to audio books where a media category has not been selected.
Audio Books Synopsis	Product	Pages dedicated to audio books where a media category has been selected. This page contains detailed text information about media.
Audio Books Category	Category	Pages dedicated to audio books where a media category has been selected.
Podcast	Product	Audio podcast screen.
Map	Product	Pages specific to supplying a map product, such as Arc or third-party maps. The page might be a launch tag for an application, not a page transition.
Surveys	Product	Pages specific to a survey product.
eReader	Product	Pages specific to supplying an eReader content, such as Onboard Reader. The page might be a launch tag for an application, not a page transition.
Advertisement	Product	Pages specific to an Advertisement product. The advertisements are full pages only.
Wi-Fi	Product	Pages specific to Wi-Fi product.
WISP	Product	Pages specific to a WISP product.
Companion App Pairing	Product	Pages specific to the pairing functionality of the Companion App product.

Requested or Destination Screen	Type	Description
Settings	Navigation	A navigational tag that covers pages that contain settable passenger settings.
Accessibility	Product	A navigational tag that covers pages that contain settable passenger settings related to accessibility.
Recommendations	Product	Pages specific to a Recommendation product.
Marketplace	Product	Pages specific to a Marketplace product.
Remote Control	Product	Pages specific to the remote control functionality of the Companion App product.
Playlist	Product	Pages specific to media playlists.
Personalization	Product	Pages specific to Personalization screens.
Search	Product	Pages specific to Search screens.
Passenger Profiling	Product	Pages related to passenger customizing profile, such as user experience.
Help	Product	Pages specific to help or information about the IFEC system.