

Logging Passenger Usage



of Screen Navigation

Version: 1.2

Application: Analytics, Insights

Airside logging mechanism: Generic App Tagging Using PAXUS

Contents

- Overview..... 1
 - Airside Logging Mechanism..... 1
- Screen Events 2
- Standardized Screen Names..... 3
- Logging Guidelines..... 8
 - Example Scenarios..... 8

Overview

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

This allows airlines to:

- Understand passenger usage patterns
- 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.

Airside Logging Mechanism

Airside logging uses the Seatback Application SDK. Please call the following command:

```
screenChange Analytics API
```

To log a screen transition from source to destination with category, language and content information.

```
public void screenChange(String requestedScreen,  
                        String destinationScreen,  
                        String screenContent,  
                        String screenCategory,  
                        String screenLanguageCode)
```

Screen Events

Parameters	Description	Required
requestedScreen	Name of the source screen. Screen name is a high level classification.	Yes
destinationScreen	Name of the required or destination screen. Screen name is a high level classification.	No
screenContent	Detailed screen field. This is used to capture dynamic content or screen name that is more specific than the standardized screen names. Example: For an airline specific screen that uses the standardized Airline Content screen name, this field is used to capture more specific information, such as About our Airlines Crew or Our Fleet .	Yes
screenCategory	Product category name. Example: For the Theater product, this is the media category hierarchy, such as Home Entertainment Movies New Releases or Shopping Holiday Gifts	Yes
screenLanguageCode	ISO 639-2 language code of the current screen.	Yes

Standardized Screen Names

The Interactive must map their screens to the following screennames and emit screen transition events when a Passenger navigates to a page. These screen names are global. Only the listed screen names are captured.

Information captured in **destinationScreen** must be derived from the **StandardizedScreenNames**.

Note: Interactive screens that cannot be categorized must be reviewed with your Panasonic focal.

requestedScreen / destinationScreen	Tag Type	Description	Interactive	Portal	Companion App
General Navigation	Navigation	Pages not specified another category tag.	Yes	Yes	Yes
Entertainment	Navigation	Pages that contain a collection of products or content targeting entertainment offerings.	Yes	Yes	Yes
Kids	Navigation	Pages that contain a collection of products or content for children.	Yes	Yes	Yes
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.	Yes	Yes	Yes
Cabin Services	Navigation	Pages that contain a collection of products or content providing aircraft cabin services, such as crew to passenger messaging.	Yes	Yes	Yes
News	Product	Pages specific to LTN News product pages.	Yes	Yes	Yes

requestedScreen / destinationScreen	Tag Type	Description	Interactive	Portal	Companion App
Weather	Product	Pages specific to LTN weather product pages.	Yes	Yes	Yes
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.	Yes	Yes	Yes
Shopping	Product	Pages specific to shopping product.	Yes	Yes	Yes
Shopping Detail	Product	Pages specific to shopping product.	Yes	Yes	Yes
Games	Product	Pages specific to a game product where a media category has not been selected.	Yes	Yes	Yes
Game Synopsis	Category	Pages specific to a game product where a game synopsis has been selected. This page contains detailed text information about a game.	Yes	Yes	Yes
Games Category	Category	Pages specific to game product where a game category has been selected.	Yes	Yes	Yes
Hospitality	Product	Pages specific to hospitality product.	Yes	Yes	Yes
Destination Info	Product	Pages specific to supplying destination information. This could be a launch tag for an application, not a page transition.	Yes	Yes	Yes
Live Television	Product	Pages specific to live television product.	Yes	Yes	Yes

requestedScreen / destinationScreen	Tag Type	Description	Interactive	Portal	Companion App
Live Television Synopsis	Product	Pages specific to live television product for a specific channel. This page contains detailed text information about live television.	Yes	Yes	Yes
Movies	Product	Pages specific to movies where a media category or a specific movie has not been selected.	Yes	Yes	Yes
Movies Category	Category	Pages specific to movies where a media category has been selected.	Yes	Yes	Yes
Movie Synopsis	Product	Pages specific to movies where media has been selected. This is the page that contains detailed text information about a movie.	Yes	Yes	Yes
TV Series	Product	Pages specific to TV series where a media category or specific TV series has not been selected.	Yes	Yes	Yes
TV Series Category	Category	Pages specific to TV series where a media category has been selected.	Yes	Yes	Yes
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.	Yes	Yes	Yes
Music	Product	Pages specific to music where a media category has not been selected.	Yes	Yes	Yes

requestedScreen / destinationScreen	Tag Type	Description	Interactive	Portal	Companion App
Music Synopsis	Product	Pages specific to music where a media has been selected. This is the page that contains detailed text information about media.	Yes	Yes	Yes
Music Category	Category	Pages specific to music where a media category has been selected.	Yes	Yes	Yes
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.	Yes	Yes	Yes
Surveys	Product	Pages specific to a survey product.	Yes	Yes	Yes
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.	Yes	Yes	Yes
Advertisement	Product	Pages specific to an Advertisement product. The advertisements are full pages only.	Yes	Yes	Yes
WISP	Product	Pages specific to a WISP product.	Yes	Yes	Yes
Companion App Pairing	Product	Pages specific to the pairing functionality of the Companion App product.	Yes	No	Yes

requestedScreen / destinationScreen	Tag Type	Description	Interactive	Portal	Companion App
Settings	Navigation	A navigational tag that covers pages that contain settable passenger settings.	Yes	No	No
Accessibility	Product	A navigational tag that covers pages that contain settable passenger settings related to accessibility.	Yes	TBD	TBD
Airline Content	Navigation	A navigational tag that covers pages that are specific to Airline content, such as About Us or promotional sections. The airline content is full pages only.	Yes	Yes	Yes
Recommendations	Product	Pages specific to a Recommendation product.	Yes	Yes	Yes
Marketplace	Product	Pages specific to a Marketplace product.	Yes	Yes	Yes
Remote Control	Product	Pages specific to the remote control functionality of the Companion App product.	No	No	Yes
Playlist	Product	Pages specific to media playlists.	Yes	Yes	Yes
Personalization	Product	Pages specific to Personalization screens.	Yes	No	No
Search	Product	Pages specific to Search screens.	Yes	Yes	Yes

Logging Guidelines

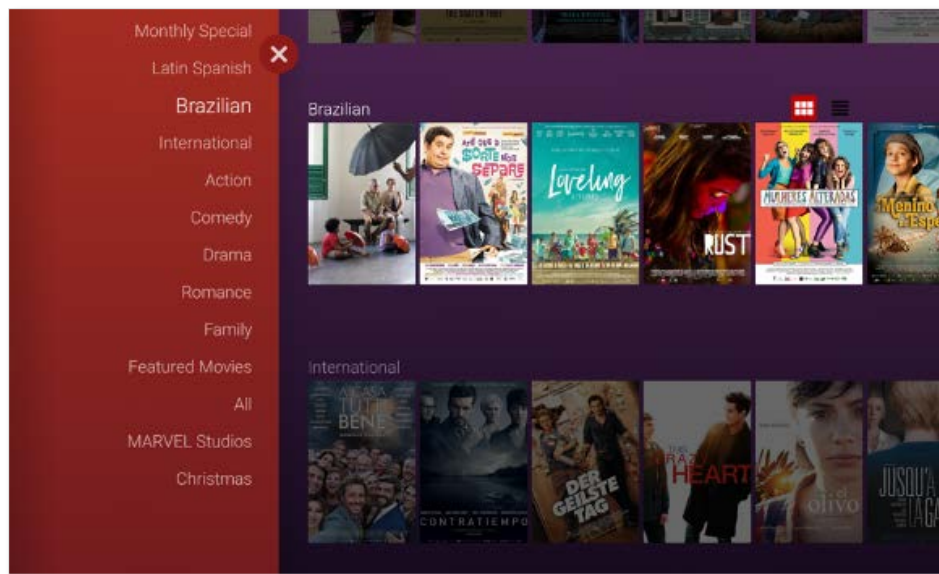
Information captured in **destinationScreen** must be derived from the **StandardizedScreenNames**.

Example Scenarios

- **Movie Category**

When landing in the Movie category listing :

Capture Movies Category destinationScreen

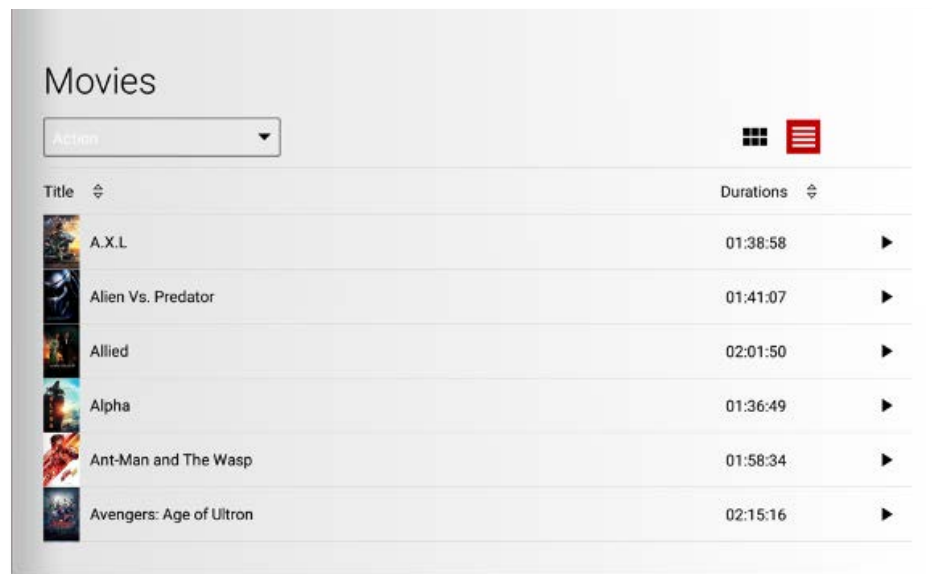


- No event should be captured for default landing on items. In the example, the first category displayed Fresh On-board should not be captured.
- If the category carousel interacted with, such as by passenger swiping or scrolling, then the following should be captured:
 - Capture Movie Category destinationScreen
 - Capture Fresh On-board category name

- **Movie Category Listing**

Upon landing in Movie category listing

Capture Movies Category destinationScreen.



- When category selection list changes, capture:
 - Capture "Movie Category" destinationScreen
 - Capture "Fresh On-board" category name

- **Subsequent Destination Screens**

It is valid for the Interactive to capture the same subsequent destinationScreens.

For example, in media, the passenger can jump directly to multiple places, such as TV Season Synopsis or TV Episode Synopsis. The Interactive must capture both destination screens:

- TV Season Synopsis destinationScreen
- TV Episode Synopsis destination Screen

This is similar to Surveys, where passengers can jump directly to multiple places, such as:

- Launch Survey questionnaire
- Launch Survey without go to a questionnaire

This means the launching of Surveys must capture Survey destinationScreen and the subsequent Survey questionnaire must also capture Survey as a destinationScreen.