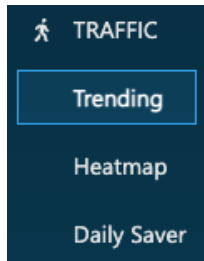


Introduction to EverSmart - Traffic or Activity data

This document is intended to help Users quickly get started using the EverSmart Traffic or EverSmart Activity data and assist them in getting answers to many of the common questions they have about the number of people using their spaces.



The *EverSmart Traffic* dashboard includes a navigation panel on the left and the tab or page contents on the right. The navigation menu includes tabs for three types of ways to look at your data: *Trending, Heatmap, and Daily Saver*.

Each of these tabs can help you answer different questions about your data.

TRENDING

1. Which spaces are the most and least utilized over time?
2. How does the utilization in my spaces change over time?
3. What was the utilization of my spaces at a specific time?

HEATMAP

4. At which times of the day are my spaces utilized the most? The least?
5. On which days of the week are my spaces utilized the most? The least?
6. What are the weekly patterns of usage in the monitored spaces?

Daily Saver

7. How do my least utilized spaces compare to the most utilized spaces?
8. How does today's space utilization compare to expected utilization based on history?
9. Is a specific space busier or less busy than expected?
10. How does Today's pattern of utilization compare to the usual pattern of utilization for an individual space?

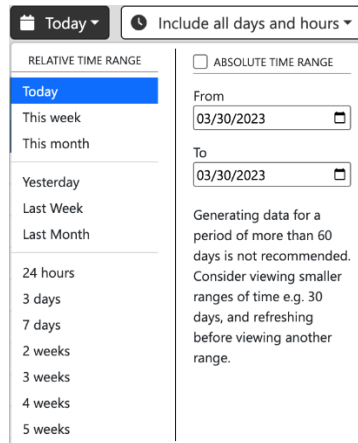
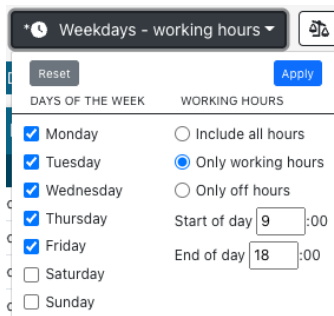
Trending Tab

The *Trending Tab* visualises how the data in your site's spaces changes over time. See which spaces are the most and least busy. The trending tab shows you how a **single field** at a time in your data varies **over time** as well as over space.

The Trending Tab has a range of filters to allow you to refine the display of data:

Time Range picker

Select a relative time range from the list provided OR specify a custom absolute time range. Once you have picked a time range, the beginning and end of the time range will be displayed below.

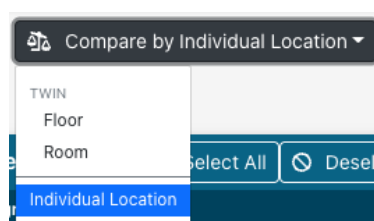
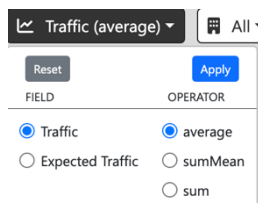



Day / Hour filter

To filter by days of the week and / or working hours, select the desired settings then click *Apply*.

Compare by picker

To choose whether to group your data by building, by floor, or simply to graph by individual spaces, select a comparison level from the dropdown list provided. The options provided in this dropdown depend on the twinning configuration of your specific site.

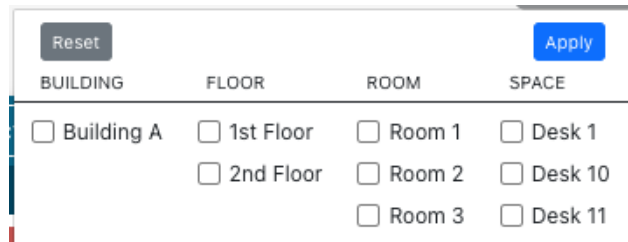
Field picker

To choose which field to graph, select the field and the operator (or states). Then click *Apply*.

Location filter

To filter the contents of the summary table at the top of the page as well as the rest of the visuals below, select which Building(s), Floor(s) and Room(s) to include then click *Apply*.

Using this dialog can help you reduce the table to a more manageable height when you already know which data you are interested in drilling down into.



BUILDING	FLOOR	ROOM	SPACE
<input type="checkbox"/> Building A	<input type="checkbox"/> 1st Floor	<input type="checkbox"/> Room 1	<input type="checkbox"/> Desk 1
	<input type="checkbox"/> 2nd Floor	<input type="checkbox"/> Room 2	<input type="checkbox"/> Desk 10
		<input type="checkbox"/> Room 3	<input type="checkbox"/> Desk 11

Note: The *Reset* button clears the selections in the respective dialogs. You will still need to click *Apply* to apply the cleared settings.

To choose exactly which room (or floor or building depending on what you selected in the *Compare by* picker) to graph, check or uncheck the pertinent row(s) in the table immediately under the filters.

If any rows are selected, then all **selected** rows are aggregated together as All Selections in the remaining visuals on this page.

If **NO** rows are selected in the top-most table on this page, then all **visible** spaces are aggregated together as *All Selections* in the remaining visuals on this page. Visible spaces include all rows in the table – all spaces in your configuration **EXCEPT** spaces filtered out by the *Location* filter.

Use the *Select All* button or the *Deselect All* button to select or deselect all rows at once.

Selecting many rows at once may make the visuals harder to read.

Q1. Which spaces are the most and least utilized over time?

- From the *Field* picker, select *Traffic (average)*. Select the desired time range and filters from the other controls. Then sort the table by clicking on the *Average Traffic* column header.

Q2. How does the utilization in my spaces change over time?

- Click on one or more spaces in the table to select them to graph, then scroll down to the *by Date* bar chart or the *Trending* line graph.

Q3. What was the utilization of my spaces at a specific time?

- Pick the relevant spaces from the filter and/or table
- Hover over the line graph to find the specific values at the exact time you are interested in, or download the data and review.

Heatmap Tab

The *Heatmap Tab* shows patterns in the data with respect to hours of the day and / or days of the week. On this page, data from different dates is aggregated with data from the same time of day and / or the same day of the week.

The *Heatmap Tab* has the same filters and settings that the *Trending Tab* has.

Q4. At which times of the day are my spaces utilized the most? The least?

- Scroll down to the *By Hour* graph to see how the utilization changes based on the hour of the day.

Q5. On which days of the week are my spaces utilized the most? The least?

- Scroll down to the *By Day of Week* graph to see how the utilization changes based on the day of the week.

Q6. What are the weekly patterns of usage in the monitored spaces?

- Scroll down to the *Heatmap* graphs to see the weekly heatmap visuals. Select the desired time range and filters from the other controls. From the table, select the space(s) you're interested in. Scroll down to the *Heatmaps* to see a heatmap for each selected space of the hours and days of the week based on the selected field.
- Toggle *Show / Hide Values* to see the actual max or average values inside the heatmap. Toggle *Show / Hide Totals* to see the aggregated hourly data in the bottom row and the aggregated daily totals in the rightmost column.
- The darkest boxes with the highest numbers show the most usage.
- Select *max* from the *Field* picker to see which days of the week have had the highest peak.
- The *All Selections* heatmap shows the aggregate data from all locations selected in the table at the top of the page. If none are selected, then all the locations in the table are aggregated. Locations which do not appear in the table due to being excluded via the *Location* filter are not included in *All Selections*.

Daily Saver Tab

The *Daily Saver Tab* visualizes how today's data in your site's spaces compares to their expected utilization. Microshare uses a scoring algorithm that measures the utilization of each location at your site relative to the other locations at your site. The location with the *Expected Daily Score* of 100 is the busiest location at your site. The other locations are assigned scores based on the ratio of each location's utilization with respect to the busiest site. A location with a score of 50 is half as busy as the busiest location. Microshare also tracks the cumulative amount of activity over the course of each 24 hour day to give a sense of when the most activity occurs or is expected to occur. This can allow you to see surges of activity as they happen.

- **Cumulative Score** – how much *cumulative* activity has been reported at this location so far today compared to how much daily activity occurs on average at the busiest location
- **Expected Cumulative Score** – how much *cumulative* activity is expected to occur by this time of day compared to how much daily activity occurs on average at the busiest location
- **Expected Daily Score** – how much activity is expected to be reported at this location by the end of the day compared to how much daily activity occurs on average at the busiest location

Today's Scores by Space (0 selected of 11 visible of 11 total)								Select All	Deselect All	Download
Building	Floor	Room	Space	Cumulative Score	Expected Cumulative Score	Expected Daily Score				
<input type="checkbox"/>	Building A	1st Floor	Restroom 2	Unisex	83	51	100			
<input type="checkbox"/>	Building A	1st Floor	Restroom 1	Unisex	44	55	91			
<input type="checkbox"/>	Building B	1st Floor	Restroom 9	Unisex	26	22	44			
<input type="checkbox"/>	Building A	1st Floor	Restroom 4	Unisex	25	26	43			
<input type="checkbox"/>	Building B	1st Floor	Restroom 8	Unisex	19	20	35			
<input type="checkbox"/>	Building B	1st Floor	Restroom 7	Unisex	25	20	33			
<input type="checkbox"/>	Building B	1st Floor	Restroom 11	Women	16	25	32			
<input type="checkbox"/>	Building B	1st Floor	Restroom 10	Men	11	18	23			
<input type="checkbox"/>	Building A	1st Floor	Restroom 6	Unisex	11	9	14			
<input type="checkbox"/>	Building A	1st Floor	Restroom 5	Women	10	8	12			
<input type="checkbox"/>	Building A	1st Floor	Restroom 3	Men	8	7	12			

All (11)

Q7. How do my least utilized spaces compare to the most utilized spaces?

To see which locations at your site are the most utilized, sort the table by *Expected Daily Score*. The highest values are busiest. In this example, Restroom 2 is the busiest restroom at this site, restroom 1 is a close second, and none of the other restrooms even see half as much utilization as the top two. The two least utilized restrooms see only one tenth of the traffic as the busiest restrooms.

Q8. How does today's space utilization compare to expected utilization based on history?

To see which locations at your site are the most utilized *today*, sort by *Cumulative Score*, then compare this column with the *Expected Cumulative Score*. If the *Cumulative Score* is higher than the *Expected Cumulative Score*, then the space is busier today than usual. If it is lower, then the space is less busy today than usual.

Q9. Is a specific space busier or less busy than expected?

In the example pictured above, Restroom 2 is experiencing a surge today compared to what it usually experiences. Restroom 9 and Restroom 7 are also slightly above normal, while the other restrooms are somewhat underutilized compared to how busy they usually are.

Q10. How does Today's pattern of utilization compare to the usual pattern of utilization for an individual space?

Select a location of interest in the table at the top of the page by clicking on it, then scroll down to the *Today's Cumulative Score*. You can see today's cumulative utilization for that location (as a bold line) mapped against the expected cumulative utilization (as a fainter line of the same color).

Next Steps

Experiment with the various settings to explore your data further!

Appendix - Advanced Topics

Why are my graphs empty?

If you are filtering by days of the week and/or hours of the day, it is possible to filter out all data. For example, if you choose to only graph Saturday and Sunday when you are looking at Today's or 3 Days of data on a Friday, then there will not be any data to graph. To get out of this state, open the Day / Hour filter, click *Reset*, then click *Apply*.

Working Hours

The working hours are NOT currently set globally across users. If your organization is interested in analysing working hours data, be sure to communicate with all users in your organization to configure the same start time and end time.