

Iguana – Statistics

1 Introduction

Iguana supports two technologies to track web statistics:

- Iguana “natively” stores all major activities on a site, including page views, user actions, and others; these can be integrated into V-insight, Infor Library & Information Solutions’ statistical platform
- Iguana delivers an interface to online web statistics services; this is implemented as a generic principle, which is currently however only applied for Google Analytics; however the principle can be extended to similar solutions.

2 Native statistics & V-insight integration

2.1 Native statistics storage

Iguana basically stores information about the following elements:

- Sessions : a session is the period that a user spends on the website, i.e. the period between the first page load and the last action of that user (sessions are also called “visits”)
- Page views : each time a page is loaded, we call that a page view; in a session there can be only one, but also many page views
- Actions : an action is a user-driven event, such as a click on a hyperlink.

All three types -sessions, page views and actions- are tracked by Iguana automatically and stored for later analysis in V-insight. No setup is required: the statistical data will be stored in all cases.

2.2 V-insight

V-insight is a web-based statistical portal that provides libraries with key performance indicators and business performance metrics. Library directors, marketing staff, circulation desk managers, selectors and others use V-insight to gain insights for effective decision making. The system dynamically tracks and delivers key business metrics, creates reports automatically, and broadcasts them without end-user intervention.

Key features of V-insight are its ease-of-use, powerful tools and full integration with applications such as V-smart, Vubis Smart and Iguana.



Please note that the integration with V-insight is only available starting with V-insight version 3. Please contact your account manager for more information on the availability of V-insight version 3.

V-insight provides two cubes for analysis purposes:

- Iguana sessions
- Iguana actions, which is used for both page views and actions (see the above description of both for more information).

In all cases you can combine information on:

- session related information such as browser, browser version, operating system, session start date and time, and others
- action related information such as page ID, action type, and many others
- user related information (for personal sessions) such as customer age, customer gender, customer category, and others.

The available criteria can be combined in any way you want to.

2.3 Data stored per session

Each Iguana session has a statistical record that consists of general session data and activity data ("actions"). The key (the session id) of the statistical record is a sequential number. Each web service or API (web service) request is related to this session id.

The following data elements are stored per session.

Position	Data element	Notes
1	start date	internal date format

2	start time	internal time format
3	end date	internal date format
4	end time	internal time format
5	duration of the session	in seconds
11	client referrer site	
12	client IP address	
13	client browser	
14	client browser version	
15	client operating system	
16	client url	
17	client user agent	
18	theme	
21	Iguana profile	site profile
22	interface language	three letter language code
23	user id	
24	user profile	
25	logged on (1/0)	0 = not logged on

		1 = logged on
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Notes on session start and end

Typically, a (statistics) session starts when Iguana is accessed (started).

The session will end when an explicit application logoff occurs. If no explicit logoff occurs, the date and time of the last “action” in the session will count as end date and time for the session.

If a user logs on during a session, the logon action will start a new (statistics) session if previously another user was logged on in that same browser session.

2.4 Data stored per action

In principle, for each “action” in Iguana a statistical record is stored. In this context, an action is a user-driven event, such as a click on a hyperlink, but also encompasses page views.

2.4.1 Action / page types

From a statistical point of view, Iguana supports the following action / page types.

Action / page type	Notes
Generic data	
Search	
Search results	
Search CMS record	
Search record	
Reading list	related to display and content of list

Selected for you	
User activities – general	
Current loans	
Current reservations	
Personal data	
Loan history	
Payments	
Interests	
Loan plan	
Deposits	
Payment history	
Reading lists	related to maintenance of lists
Calendar	
News	
RSS	
Rich text item	
Search tree	

Federated search	
Link	
Get It!	This is a non-generic type, that is only used by Libraries for the Blind.

2.4.2 Data elements stored for all action / page types

The following data elements are stored for each action, independent of the action/page type:

Position	Data element	Notes
1	start date	internal date format
2	start time	internal time format
3	end date	internal date format
4	end time	internal time format
5	duration of the action	in seconds
11	page type	
12	referrer	
13	action	
14	lguana profile	
15	current theme	

16	view id	
17	user id	
18	database	
19	record	
20	success	valid values : 1 0 1 = successful 0 = not successful
21	value	
22	Type	for "Switch" action type only



Note that some values, like user id or record, will not always be assigned.

2.4.3 Data elements stored per action / page types

The following data elements are stored for specific action/page types.

Action / Page type	Action(s)	Data	Notes
Search question	Load	type	values are: simple

			advanced
Search results	Load Browse	application	values are: Bib Auth (Bibliographic or Authority)
		records found	
		key 1	
		key 2	
		key 3	
		index 1	
		index 2	
		index 3	
		Boolean operator 1	
		Boolean operator 2	
		index 1	
		facet language	
		facet location	
		facet sublocation	

		facet material type	
		facet year	
		facet entry date	
		facet publication type	
	Reserve		success (1 0) from generic activity data [position 20]
	Rate		value from generic activity data [position 21]
	Save		
	Print		
	Email		
	StoreInterest		
	SearchTree		tree name
			page name
			item name
Search results CMS	Load Browse	search key	
		records found	

	ViewRecord		
Search record	Load Browse		values are: Bib Auth (Bibliographic or Authority)
	Reserve		success (1 0) from generic activity data [position 20]
	Rate		value from generic activity data [position 21]
	Review		type : Add Delete Modify
	Save		
	Print		
Search reading list	Load Browse	application	
		savelist id	
		number of records	
	AddUrl		
	UpdComment		
	Delete		
	Print		

	Email		
Search tree	Load	tree id	
		page id	
Selected for you	Load	tree id	
	SelectTopic	topic id	
		selected period	
		location	
		number of records	
Get It!	CheckOut		
	Download	Download link	
	AddToWishlist		
	ExternalURL	URL	
User activities	Load		
	CreateInterestsProfile		
	SwitchUser		
	LinkRequest	action	valid values are: request accept refuse
Current loans	Load		

	Renewal		
	Print		
	Email		
Current reservations	Load		
	ResCancel		
	ChangeDate		
	ChangePickup		
	Print		
	Email		
Loan history	Load		
	Delete		
	Print		
	Email		
Payments	Load		
Payments history	Load		
Interests	Load		
	AddTopic		

	RemoveTopic		
Loan plan	Load		
Deposits	Load		
Personal data	GuestRegister	type	valid values are: digital full activate
	ChangeData		
Reading lists	Load		
	AddUpdate		
	Delete		
Calendar	Load	calendar id	
	OpenItem	item id	
	UpdateRange	Range	values are: day week month
		selected date or start of date range	
News	Load	news id	
	OpenItem	item id	
GenericRSSReader	Load		uuid
			feed url

	OpenItem		feeditem url
	OpenSummary		
Link	Open	widget uuid	optional
		link url	

Most of these actions will be obvious. However, we will give some examples to illustrate this:

- “Load” is a page or widget load
- “Browse” is a page or widget load but as a consequence of a navigation to a next page (e.g. when navigation in a result set from e.g. page 1 to page 2, - so if the user navigates to the result set on page 1 this is a “Load”, when he navigates to page 2 that is a “Browse”)
- “OpenItem” is opening a specific (published content, RSS) item
- etc.

3 Google Analytics

Google Analytics is a powerful solution for analyzing web site traffic and user behaviour. Or, in Google’s words: “Google Analytics is [a ...] web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyse your traffic data [...]” (from http://www.google.com/intl/en_uk/analytics/, January 2012).

3.1 How to activate Google Analytics for an Iguana site

To activate Google Analytics, the following steps must be taken.

1. You need to create a Gmail account.
2. You need to create a Google Analytics account (for which you need the Gmail account). You can do this at <http://www.google.com/analytics/>. In the Google Analytics setup, you need to link your Google Analytics account to the Iguana website or to a one or more specific site profiles within that site.

3. You need to provide your Google Analytics account to Infor, who will set up the tracker in Iguana.

Google Analytics in Iguana can only be configured for either (a) a whole site, or (b) one or more site profiles. It is not possible to exclude specific pages.

- **Document control - Change History**

Version	Date	Change description	Author
1.0	January 2012	Creation	
1.1	January 2012	Added header	
1.2	January 2012	Reviewed	
1.3	January 2012	Added criteria list	
2.0	May 2012	Reformat for online help doc	
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