myBeacon Content Management System (CMS) Instructions (July 2014)

User Registration

1. Download the myBeacon App onto your device from the App store.
2. On your computer, visit http://www.mybeacon.co.uk/cms and click on Register.
3. Enter your details and click the button titled Register to get a free 30 day trial of the CMS.
4. The same email address and password must be used to access both the CMS and the App, as the email address links the two applications together.
Overview of terms.

Campaign: A Campaign is a CMS Account.

Campaign Details: The Campaign identifier is pre-set to your email address. The myBeacon logo on both the CMS and the App can be changed to your own logo/client's logo.

Manage Web Users: Create and manage other users with access to the CMS and the App.

Manage App Users: Create and manage users with access to the App only (no access to CMS).

Reporting: Display analytics for each iBeacon.

Locations: The locations where your iBeacons are located.

Areas: Locations can be grouped into Areas for reporting purposes.

Preferences: This gives the ability to filter which content is displayed by the App based on the brands/preferences that are chosen by each App user during the first login into the App.
Setting up a campaign logo.

Click “Campaign Details” to open the page shown below:

To change the campaign logo from the pre-set ‘myBeacon’ logo, drag and drop a 250x250px image onto the square. This changes the the logos displayed on the CMS and on the App (shown as red squares).

Setting up CMS and App Users.

There are two different types of users, Web Users and App Users. Both are set up using the appropriate button. To set up a new user, click the “Add User” button.

Manage Web Users: Create and manage users with access to both the CMS and App.

Manage App Users: Create and manage users with access the App only (no access to CMS).
Setting up the first iBeacon.

Before starting the UUID, Major and Minor values of each iBeacon are required as well as the graphics to be displayed when the App receives a signal from the beacon.

The first step is to set up the display preferences (if any) that enable App users to filter the messages that will be shown by the App.

1. Click on “Preferences” and type the name of the first preference/brand. The example below shows Preference 1 to Preference 3 already set and Preference 4 being set. Selecting a Preference shows if any iBeacons are assigned to that Preference. Typical example uses are different brands, age profiles or gender.
2. Next, click on “Areas” (if required) and type the name of each area that will be used to group beacon locations for reporting purposes (e.g. by sales region or country). This example shows “Area 1”.

3. The image below shows 4 Areas with the number of locations per area.
4. Next, click on “Locations” and then click on “Add Location”. Then, type the name of the first location where iBeacons will be deployed and select which area the location. Next, type the message to be displayed by the App when it receives a signal from a particular iBeacon. When the Welcome Message has been completed click Save and the iBeacons button appears (marked in the red box below).

5. Clicking the iBeacons button shows the screen below which, when populated, displays all the iBeacons in the selected location.
6. Next, set up each iBeacon by entering the details below for each beacon:
   a. Beacon Name: give each iBeacon a name.
   b. Proximity UUID: either type the UUID, or select the brand to auto-fill.
   c. Major: type the major identifier for each iBeacon.
   d. Minor: type the major identifier for each iBeacon.
   e. Beacon Type: Select either Action (pop ups/notifications will happen on the App) or Tracking (full analytics will be logged but no pop ups/notifications).

7. Product Info: This feature is used to assign additional properties for each iBeacon including the product it is to be linked with and the display preference options that were set up earlier.

The image below shows how display preferences are shown on the first login screen of the App:
8. Lastly, set up the Proximity and the graphics to be displayed for each iBeacon:

   a. Popup Proximity: select between immediate, near and far depending how close the App should be from the iBeacon when messages are triggered.
   b. Title: this is the title of the notification message displayed on an iOS device when a backgrounded App receives a signal from the iBeacon. These notifications can only display a short message.

There are two options for Popups, either “Full Screen Image” or “Image/Text”

   c. For Full Screen Image, select images of the correct pixel size and drag them into the image boxes for each device type.
   d. The “Show Tap for More Info” adds a border at the bottom of the image on the device to indicate the availability of more information.
   e. Background Colour: On Android phones, there can be spaces around the image to fill the screen, this function enables a fill colour to be selected.
   f. More Info URL: this is the URL of the web address that contains the 'more info' to be displayed when the image is tapped.
   g. If the “image/text” option is selected, an image, text message and a URL can be displayed by the App.
9. Once Locations and iBeacons have been set up the system can be tested by downloading the demo App and logging in using the same user name and password that was used to set up the CMS.

10. After setting any display preferences, with the App in the foreground move the phone toward an iBeacon until the pre-configured text and image appears. The same notification is only displayed once by the App however for testing purposes the button on the App titled “Reset all offers” enables the App to be tested repeatedly using the same iBeacon.

11. The cog button on the App enables display preferences to be altered while the App is running and also lets a user log out off the App.
12. The “Reporting” button on the CMS screen opens a series of analytical reports with options for Area/ Location/ Start Date and End Date as shown below. The screenshots are based on actual trials by a client.

Footfall: This is the number of App users who received a signal from an iBeacon in a particular area/ location during a specific period of time.

Routing: This is the routing taken by App users between a number of iBeacons in a particular area/ location for a specific period of time.
Interactions: This is the number of Popup notifications received by phones and ignored by users (non-interactions) compared to the number of notifications on the phone which were interacted with (clicked) by users (interactions).

Dwell Time: This is the time in seconds that users were in range of each iBeacon.

Walk Past: This is the number of App users who walk past a location but only receive a signal from one iBeacon - similar graph to footfall.

Any questions?

Please contact us...

Email support@mybeacon.co.uk