

User Guide

BlueFox.io Dashboard Version 6

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REVISION HISTORY

<i>Revision</i>	<i>Date</i>	<i>Author</i>	<i>Description of change</i>
v6.2.4.51	13 Aug 2019	BlueFox Staff	Draft

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1 Introduction

The BlueFox.io Dashboard v6 application is an update to provide BlueFox.io customers with enhanced sensor management and access to analytics for both individual sensors and groups of sensors. When the release is final the dashboard will provide users with ability to customize the dashboard charts displayed, ability to manage user roles and responsibilities, and ability to configure group analytics for a broad range of use cases. The BlueFox.io team will be providing incremental updates each month until we are feature complete.

2 System Dependencies

The BlueFox.io Dashboard is a web application with access to the BlueFox.io System deployed in the cloud. The application has been tested with Google Chrome and Apple Safari browsers but there are no known browser dependencies other than the browser be latest release and modern.

URL Endpoints:

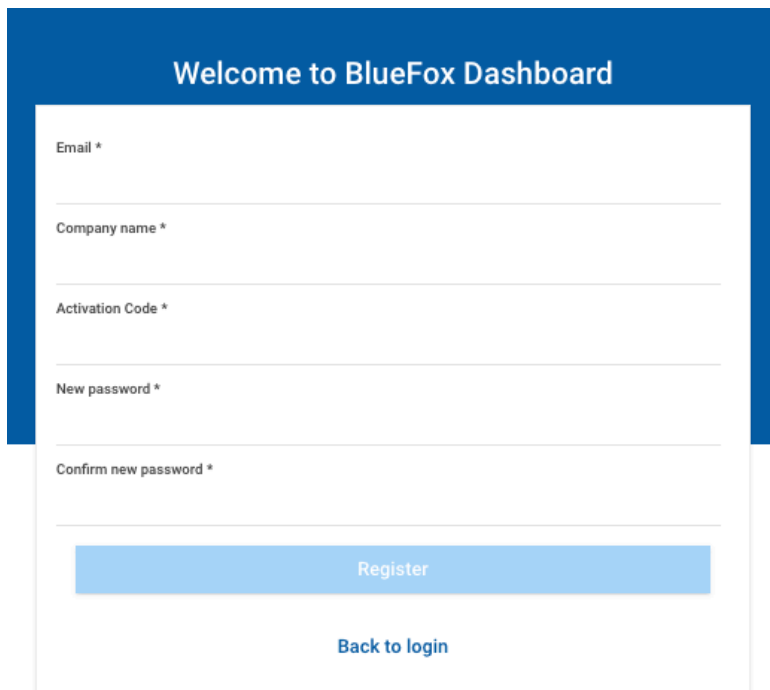
<https://dashboard.bluefoxcloud.com> (Global)

<https://dashboard.ap.bluefoxcloud.com> (Asia)

3 BlueFox.io™ Dashboard Features

3.1 Account Registration and Account Activation

Once you have purchased your BlueFox.io Sensor the BlueFox.io Customer Success Team will provide an activation code necessary to register your account for BlueFox.io Dashboard access. The email address entered becomes the account user ID and becomes the primary email for the account.



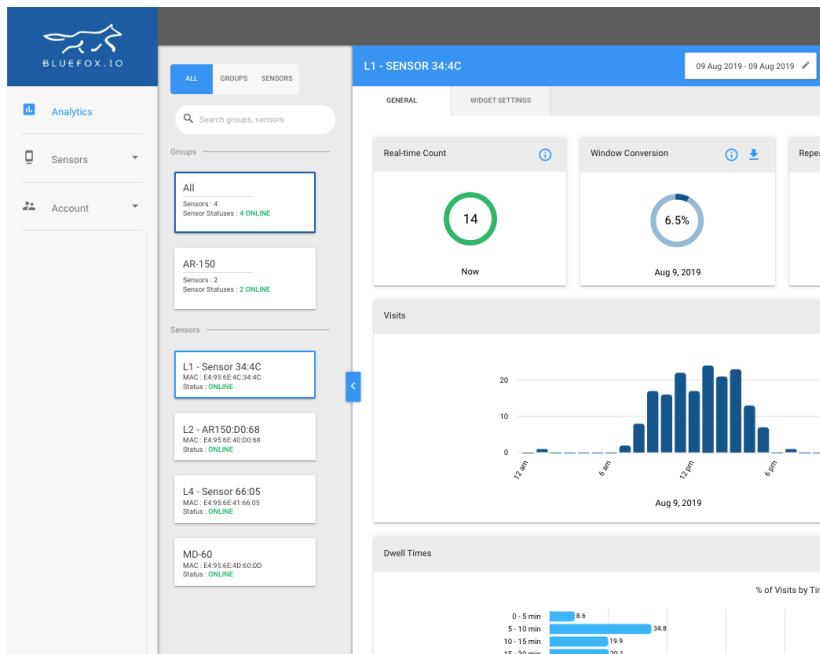
The screenshot shows a registration form titled "Welcome to BlueFox Dashboard". The form is contained within a white box with a blue border. It has five input fields, each with an asterisk indicating it is required: "Email *", "Company name *", "Activation Code *", "New password *", and "Confirm new password *". Below the input fields is a blue "Register" button and a blue link labeled "Back to login".

3.2 BlueFox.io Dashboard Analytics

The BlueFox Dashboard provides analytics for individual sensors and for groups of sensors. Displayed chart data can be downloaded to a CSV. The calendar selector provides ability to view data for the day, week, or the month.

Charts can be displayed or hidden as appropriate to the customer use case. For example, Real Time Count very important for a restaurant occupancy use case might not be critical for advertising impressions.

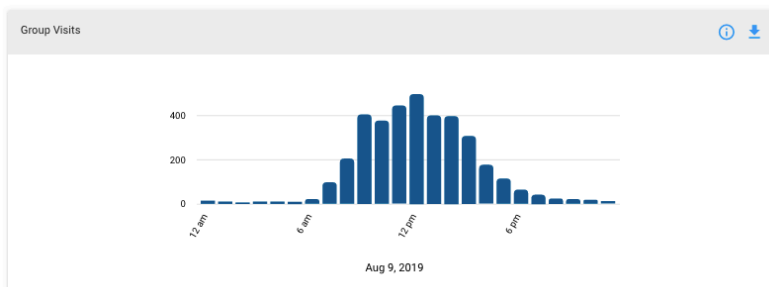
Expand the list of sensors and groups to navigate to each group or sensor dashboard.



3.2.1 Group Analytics

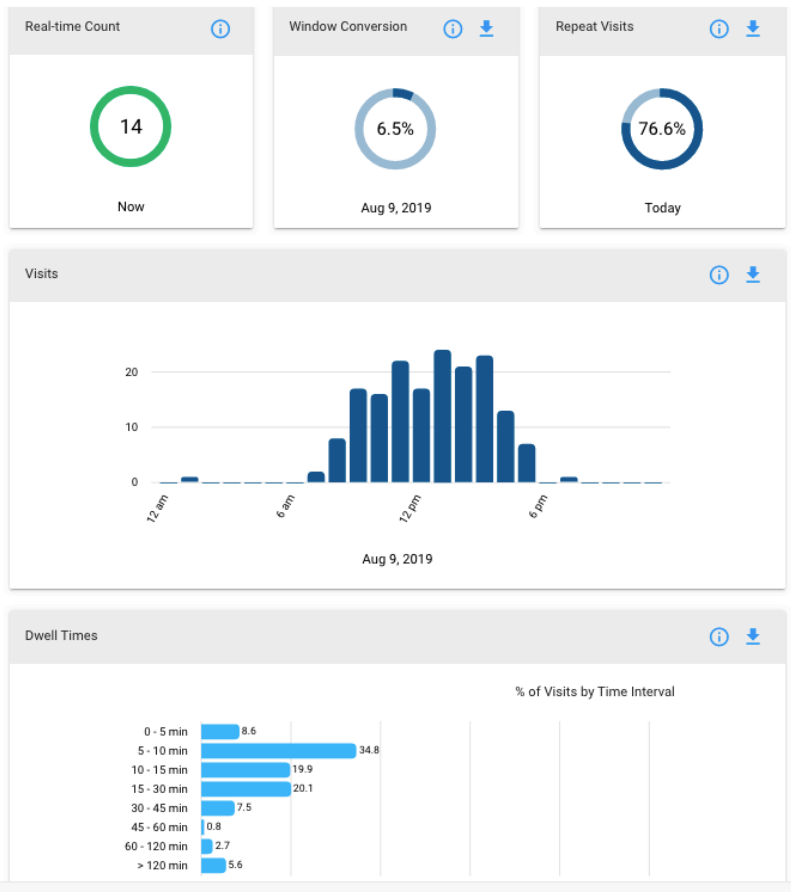
Group Analytics provides charts that apply to the defined group of sensors. The default group, "All," includes all sensors. Group Visits is a summation of all visits recorded by a group of sensors. Number of visits equate to impressions in the advertising context or shoppers for the retail context. A visit is recorded every time someone enters the sensor detection range for the time interval.

Group Visits is the only group chart available in the initial release but we will be adding additional charts with each subsequent release.



3.2.2 Individual Sensor Analytics

We provide the following charts in by default: Real Time Count, Conversion, Repeat Visits, Visits, and Dwell Time.



Real-Time Count

The real-time count of those present within the sensor detection range.

Conversion

The % those who enter the sensor detection range compared to those that pass by.

Repeat Visits

The % of visits that are return visits.

Visits

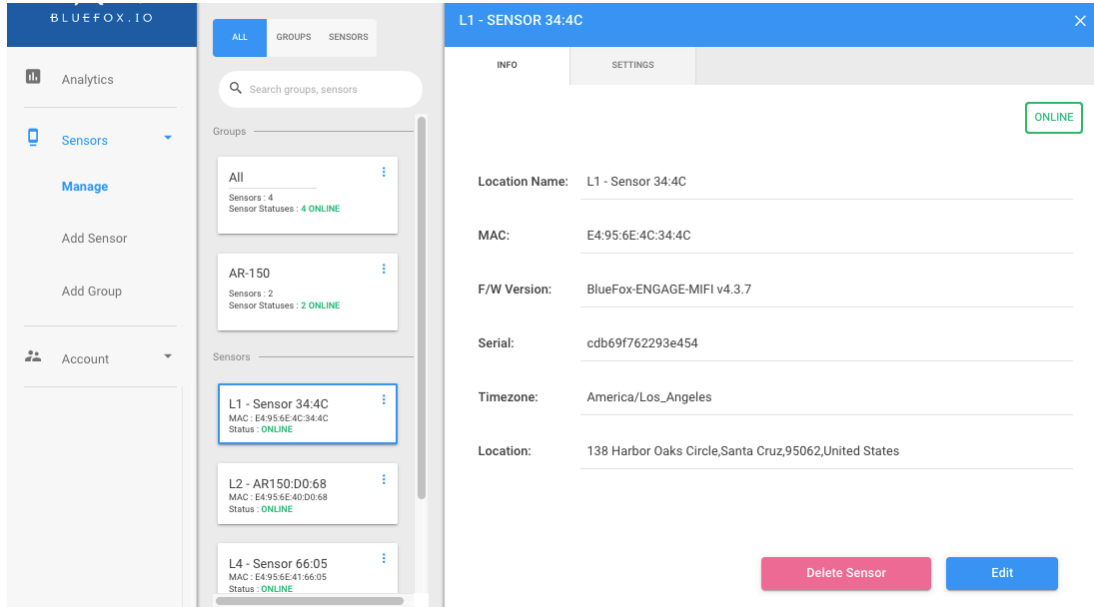
Number of visits equate to impressions in the advertising context or shoppers for the retail context. A visit is recorded every time someone enters the sensor detection range for the time interval..

Dwell Time

The % of visits where the length of the visit is within the duration interval.

3.3 Sensor Management

For sensor management select the Sensors navigation Item. Users can edit sensor location information, Add and Delete Sensors, Add and Delete Groups, and View and Modify Sensor settings.



Sensor Settings allows users to view and modify settings specific to the sensor.


The Inside Power range sets the threshold for all visits to the location. The Outside Power range sets the threshold for capturing those that pass by but are not counted as visitors. Conversion % measures those who enter the sensor detection range compared to those that pass by. Number of visits detected in the inside range equate to impressions in the advertising context or shoppers for the retail context.

Caution: These settings are important for calibrating the sensor. Once the sensor has been calibrated these settings should not be change. Please do not make changes without contacting BlueFox.io Customer Success Team.

SETTINGS

Inside/Outside Power

The inside/outside power helps determine the range of detection



Detection Range Calculator

Using the power reading of , the sensor will detect your distance.

1. Enter your phone's WIFI MAC
2. Place your phone at a desired distance and calculate the detection range needed

XX:XX:XX:XX:XX:XX

Time: 00:00:00 Power: 0 CALCULATE

Discard Save changes

Wi-Fi configuration for BlueFox.io MIFI sensor can be configured when offline using the settings panel. Please contact the Customer Success team if you are having trouble connecting.

Your sensor is currently offline.

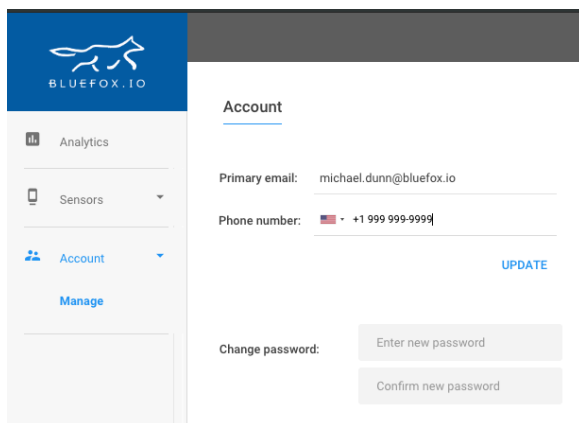
If you need to configure your Internet connection, please use the sensor information below and read the instructions [here](#)

Configuration SSID : @ENGAGE_416605
 Password : d94aa438

Use the BlueFox.io Count mobile application to configure the BlueFox.io Count device (AR-150).

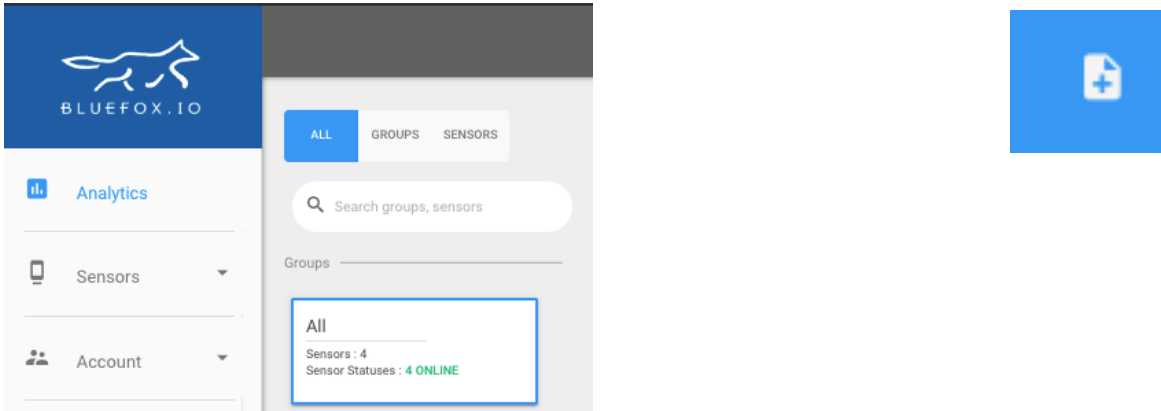
3.4 Account Management

Account management can be accessed using the feature navigation menu. In the account management users can change the account primary email address, phone number, and the account password associated with the primary email address.

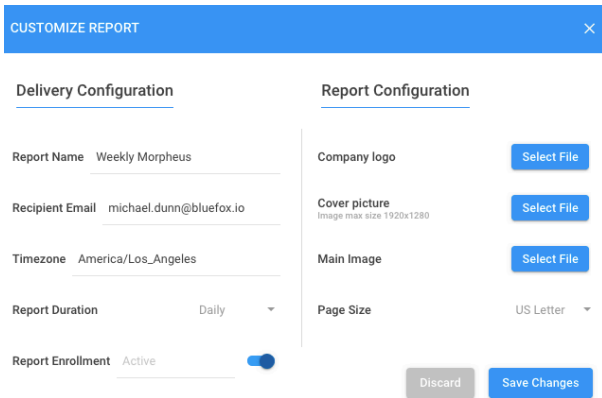


3.5 Reports

The BlueFox.io Dashboard allows users to schedule and configure reports for all their sensors. To configure select the “All” group and select the report icon in the Dashboard header.



In the configuration panel you can assign a report send to address, set the report time interval, include your company logo, and assign a cover picture.



4 Features Not In This Release



Some features available in the BlueFox.io Legacy Dashboard are not available in this release but are scheduled for a future Dashboard release. Customers can still access these features using the Legacy Dashboard available at these URL endpoints:

<https://www.bluefoxengage.com> (Global)

<https://www.ap.bluefoxengage.com> (Asia)

4.1 Engage Campaign Management

Engage Campaigns can still be configured and manage with the legacy UI. Please contact the Customer Success team if you have any questions.

 **Broadcast Mode (Engage Only)** 

When turned ON, the sensor will broadcast its hotspot (SSID) to enable Engage Campaign registrations.

Click [here](#) for supported devices or contact sales@bluefox.io to learn more about upgrading your account.

4.2 Map Integration

The Legacy Dashboard provides ability to see sensor locations on a map. This will be part of a future release.

