Session 504
Interactive Videos, Video Analytics: Turning Learner Attention into Engagement

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About Us

Harbinger Group is a leading provider of interactive solutions and technology services to organizations across the globe.

Shrikant Pattathil
President, Harbinger Systems

Software Product Development

Interactive Courseware Development
Agenda

- Examples of Interactive and Personalized video
- Need for extending engagement analytics using xAPI
- Factors to consider while choosing an Interactive Video Platform
Personalize Video in Learning

Welcome John

Personalization Layer

Video Layer

Interactive Player

John
Interactive Personalization

Video branching based on viewers expertise or field of interest

- Navigation buttons
- Pop-up documents
- Pop-up video
Dynamic Personalization

Video that adapts content based on factors such as:

- Viewer data
- Subject data
- Location
- Time
- Website
Feedback Personalization

Video that lets viewers respond to content:

- Q&A
- Survey
- Feedback

Which of the following is an example of a good listening skill?

- Missing out content
- Drifting off
- Add content not said
- Asking clarifying questions
Interactive Coaching Video

- Example of Interactive video used by a leading production company to create clickable interactive video versions of its coaching video.
Interactive Webinar Video

- Webinar videos can be made more informative by adding different overlays
- Chapter navigation
Agenda

- Examples of Interactive and Personalized video
- Need for extending engagement analytics using xAPI
- Factors to consider while choosing an Interactive Video Platform
Engagement Analytics using xAPI

DEMO
Capturing Video Analytics using xAPI

- Granular tracking of all learning activities based on modern standards
- Go beyond front-end analysis to continuously analyze the learning and the impact of performance solutions on business results
- Helps to measure performance of the learner
- Identify learning paths to determine effectiveness of learning programs
## Capturing Video Analytics using xAPI

<table>
<thead>
<tr>
<th>Label</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experienced</td>
<td>Captured when the first time user views the video</td>
</tr>
<tr>
<td>Resumed</td>
<td>Captured on subsequent views of the video by the user</td>
</tr>
<tr>
<td>Watched</td>
<td>Captured when and where user exits the video</td>
</tr>
<tr>
<td>Launched</td>
<td>Captured when user accesses any link within the video</td>
</tr>
<tr>
<td>Viewed</td>
<td>Captured when user views the section of the video</td>
</tr>
<tr>
<td>Interacted</td>
<td>Captured when user interacts with interactive elements (like web-object, embedded video) within the video</td>
</tr>
</tbody>
</table>
Capturing Video Analytics using xAPI
Capturing Video Analytics using xAPI

Video Engagement Analytics for Logo Quiz

- Web Object (Interacted) 40%
- Embedded Video (Interacted) 25%
- Section (Viewed) 15%
- Web link (Launched) 20%

Attempted | Passed | Failed

- Total Views = 80
- Total Users = 80
- Attempted 32%
- Passed 45%
- Failed 23%
Agenda

- Examples of Interactive and Personalized video
- Need for extending engagement analytics using xAPI
- Factors to consider while choosing an Interactive Video Platform
Interactive Video Platform

- Interactive video platform that allows viewers to transact within the video
- Enriches the viewing experience of both new and existing videos to make it more personal and effective
# Interactivity Elements

<table>
<thead>
<tr>
<th>Interaction</th>
<th>Navigation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz</td>
<td>Chapters</td>
</tr>
<tr>
<td>Image slide show</td>
<td>Skip part of the video</td>
</tr>
<tr>
<td>Google maps</td>
<td>Loop part of the video</td>
</tr>
<tr>
<td>Embedded videos</td>
<td>Web objects</td>
</tr>
<tr>
<td></td>
<td>Text callouts and buttons</td>
</tr>
<tr>
<td></td>
<td>Shapes</td>
</tr>
</tbody>
</table>

- **Interaction**
  - Quiz
  - Image slide show
  - Google maps

- **Navigation**
  - Chapters
  - Skip part of the video
  - Loop part of the video

- **Embedded videos**

- **Web objects**

- **Text callouts and buttons**

- **Shapes**
Video Personalization

- Personalized or data-driven content from your web page can be inserted into the video through the Interactive Workflow Engine.
Design Tools

Interactive Elements are created and synced using a intuitive design tool

San Francisco
API Integration

- APIs to enable data collection by inserting your web-forms or other in-page controls
Data Security

- Your Personal Private data is merged on the page and is never tracked.
System Performance

- Cloud-based for scaling on need basis and support for multiple CDNs is good
User Views and Engagement

Date Wise Views

Engagement Graph

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Device and Browser Views

- **Device Views**
- **Browser Views**
## User Activity

### Advanced Video Analytics
- Location
- IP address
- Repeat Views
- Engagement
- Clicks
- Q&A Results

### Sample IPs

<table>
<thead>
<tr>
<th>Sample IP</th>
<th>Device</th>
<th>Duration</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.0.10.321</td>
<td>Mobile Chrome</td>
<td>6 days, 8 hours, 16 mins ago</td>
<td>00:59</td>
</tr>
<tr>
<td>10.2.10.111</td>
<td>Tablet Mozilla</td>
<td>7 days, 0 hour, 05 mins ago</td>
<td>00:52</td>
</tr>
<tr>
<td>10.10.0.541</td>
<td>Mobile Chrome</td>
<td>7 days, 0 hour, 08 mins ago</td>
<td>00:35</td>
</tr>
<tr>
<td>10.10.2.321</td>
<td>Desktop Internet Explorer</td>
<td>7 days, 0 hour, 18 mins ago</td>
<td>00:11</td>
</tr>
<tr>
<td>10.0.10.321</td>
<td>Mobile Safari</td>
<td>7 days, 0 hour, 21 mins ago</td>
<td>00:01</td>
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<tr>
<td>10.2.10.111</td>
<td>Desktop Mozilla</td>
<td>7 days, 1 hour, 20 mins ago</td>
<td>00:11</td>
</tr>
</tbody>
</table>

*Sample IPs*
Summary

- How interactive, personalized videos can help in learning
- Techniques to make your videos interactive, demonstrated through use cases
- Factors to consider when choosing an interactive video learning platform
- Why video analytics is an important tool for your future learning programs
- How the xAPI and LRS will enable capturing a wide range of analytical data to gain insights into the effectiveness of the learning program
Thank You

To learn more, please visit: http://www.exaltive.com/

Email us: shrikant@harbingergroup.com