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Analyze and distill web metrics to support decision making for Adobe Learning Resources and related Adobe Product teams; create a resource guide to metrics.

With the database I created, it is now easy to pull out readable reports like the one below, or export data to Excel for graphing and further manipulation.

Omniture Site Catalyst may not be the most intuitive piece of software on the market, but it is a powerful tool to reveal patterns and trends in what people are doing on the Adobe.com site. Mastering Site Catalyst and the Excel plug-in, I have been able to get vital information and insights to the Learning Resources team and a number of the product teams.

Rather than just generate a lot of reports, I took a step back and wrote this guide that shows present and future members of the Learning Resources team how to think about questions that web metrics may answer; step by step directions about how to use the various tools at our disposal, including the one I created below; and where to go for additional help and context within Adobe.

Create a tool to comb through Akamai-provided data to get information about Adobe’s new CS3 video tutorials.

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Not only that, but Akamai’s reports do not mention key information about the videos. This is stored separately. So I developed a FileMaker database that would comb through the Akamai data, fix duplicates, and automatically correlate videos to their full descriptions, length, language, and more.

Akamai provides us weekly reports of hits to all of Adobe’s hosted Flash movie content. Unfortunately, much of this is unrelated to CS3 tutorials. Also, because of Akamai’s load balancing, a single video may show up several times with different hit rates, average times watched and so on.

I created and maintain a wiki on zerowing.adobe.com that examines ways that Adobe Digital Editions technology can work in a variety of educational contexts. For the last few months, a small group of interns has joined staff from different teams across Adobe to brainstorm ways in which Digital Editions can work in higher-ed, K-12, informal education, and so on.

Some of the questions we have explored include: Where are the opportunities? How can we help the product team show the educational world the promise of this technology? What examples could be developed, and how could this be managed?

How does the Digital Editions ecology and workflow compare to the existing use of Learning Management Systems? How does it help leverage Adobe’s content creation tools like CS3? Backend tools like Livecycle?

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Investigate ways to leverage and expand Adobe Digital Editions technology as a modality for learning.

The focus was always on figuring out what actionable question we were trying to answer. Are we localizing the right content? Which videos are people giving up on? Where do we need more content?