

CASE STUDY: Chandler Library

Introducing FootfallCam to Chandler Library

“ We have to have an accurate method of tracking our visitors across all the different resources we provide. We want to be able to gauge the usage of each facility and allocate our funding accordingly”

- Paul Smith

Challenges

The introduction of eBooks has made it difficult for libraries to keep up in providing valuable resources and requesting government funding for the latest technologies to attract members of the community. People counting technology have become a staple for libraries around the world. While libraries do not generate much revenue, they are responsible for providing many resources to the community. As a result, libraries must provide solid data when requesting for additional technology and funding. Libraries are often faced with asking

- How often are our resources being used?
- What is our most used facility?
- How can we make cases to administration for resources?

With the data provided by Footfallcam, Chandler Library was able to gauge the usage of their facilities, and traffic of visitors. Chandler Library received accurate data, and was able to provide accurate data in compliance to government standards.

Request Government Funding

Visitor counting is the most basic function of Footfallcam. It allows bi-directional counting of visitors so Chandler Library will have insight on the hour when the library is at its busiest, and which facility within the library is being used the most. By comparing these data, Chandler Library compare the data against their many facilities and use it to remove the least used resources as budget tightens. Additionally, the data received from visitor counting and visit duration becomes even more important as libraries start to offer more in-house facilities such as computer labs, and studio room. The usage of these facilities does not result in any check-out materials which means Chandler Library will need another method to quantify the usage of these facilities. With the data provided by visit duration, Chandler Library is able to judge how often these facilities are used and how important these facilities are to the community it serves. With access to the flow and condensation of traffic from Footfallcam, Chandler Library is able to provide data in compliance with government policy in requesting additional resources

Optimize Funding

Chandler Library uses the zone analytic feature specially developed for the library in order to determine the usage of each facility provided by the library. With the knowledge of the number of visitors in each different facility, Chandler Library was able to determine which area experiences heavy traffic and which area experiences light traffic. Using this insight, the library was able to determined which facility was deemed the most useful by visitors and can allocate their limited funding accordingly.



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Why FootfallCam?

Chandler Library is one of the largest public library in the state of Arizona in the United States. With an installation of over 10 Footfallcam counters as well as in all of their locations, Chandler Library hopes to better serve their community by providing updated technologies and a database of updated resources. However, this provides a challenge for Chandler Library unless they are able to justify the necessity in the usage of their resources to the government. This creates a need for Footfallcam since the data provided by Footfallcam is able to quantify the usage of facilities and necessity of resources to the community.

Children Counting Included

With the usage of dual lens and stereoscopic vision, Footfallcam can accurately detect the height of visitors and will be able to filter out non-animate objects such as trolleys and baby carts. Chandler Library is able to manually configure the human height ratio to start counting children as children counting data are crucial when determining the number of visitors in a public facility. With the option to manually determine whether children should be counted or not, Chandler Library is able to provide accurate data in compliance with government regulation when assessing the usage of their facilities.

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Installation Process

Throughout the installation of Chandler Library, they were supported by our trusted distributor, Catalyst. Though we did not directly interact with Chandler Library, we had supported Catalyst in training Catalyst on how to install the counter. We had also guide Catalyst on the positioning of the counter, and was available on standby via remote support in the event that Chandler Library require additional support.

Our Commitment

Footfallcam is readily commit to the complete satisfaction of consumer experience. After the installation of all the counters, Footfallcam proceeded with the verification process. Footfallcam ensured that the counting data provided by the counter is genuine and accurate. Footfallcam verification specialists had manually configure the settings of the counter to include the counting of children, a feature that we normally do not provide to retailers' due to the lack of purchasing power from children. However, for a government facility, we had to include the count of children by significantly lowering the height of humans to be counted, though the figure could not be set to a drastically low amount otherwise it will start detecting inanimate objects. This posed a challenge for our verification specialists, though in the end, we have found the perfect balance and was able to provide Chandler Library with an accurate solution of 90%, and capable of counting children and adults alike.

Continuous Monitoring

The support provided by Footfallcam does not end after the installation of the device. Footfallcam continuously deals with the support of Chandler Library through Catalyst. When there are any issues raised by Chandler Library, Catalyst would immediately forward the issue to us and we will work with Catalyst in resolving the issue for Chandler Library. Footfallcam also informs Catalyst of any network connectivity issue found in Footfallcam, as well as any occurrences of abnormal data being recorded and promptly inform Catalyst to resolve the issue with Chandler Library.

Client's Utilization

Chandler Library utilized Footfallcam mostly for the visitor count and visitor duration. Chandler Library used visitor count with manually configured human height to detect children in order to have concrete data on the usage of their facilities, and the duration of visit for each patron, due to the lack of sales conversion. Footfallcam provided a different method for Chandler Library to quantify their visitors in a manner that matters for them. Footfallcam was able to provide genuine and reliable data for Chandler Library to show their administration when justifying for additional funding from the government. With the installation of Footfallcam in every Chandler Library, they are able to allocate their resources effectively and discontinue unpopular facilities in order to conserve limited resources and funding.

To encapsulate, Footfallcam has been rollout to every Chandler Library throughout the United States. With the promising data that was provided by Chandler Library, Footfallcam can accurately detect children counting similar to adult counting.

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Client Requirements

Before the inception of Footfallcam, Chandler Library had no method of determining the number of visitors that visit their library and was unable to quantify the usage of their facilities. This made requests for additional funding from the government difficult as Chandler Library did not have any method to justify their funding are wisely used by the community.

Since library are by no means a generation of revenue, requests for additional funding are their only means of receiving improved services and technologies. In order for Chandler Library to make a sound request, they must include footfall statistics and demonstrate the necessity of the upgrade they are requesting, with this demonstration, the administration must be able to see that the resource upgrade they are requesting is considered valuable and necessary. This data is often gathered through visitor count, and to quantify usage of facilities, through visit duration.