Conceptboard

Conceptboard is an online tool that Hotspex uses with clients to comment and mark up changes for survey stimuli inputs (Shelf / Pack images, Brand Logos etc.).

We hope you will find this to be both valuable and helpful to review all stimuli as well as add your comments and provide any feedback

This document aims to provides instruction and practical tips on how to use the basic tools that are most useful for reviewing and providing your input on our survey graphics.
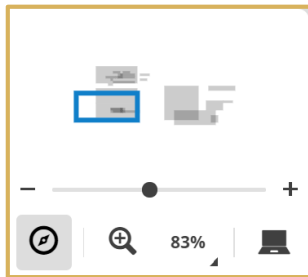
1 **Create a FREE account by logging onto https://conceptboard.com**
Sign up using your email and make a password.
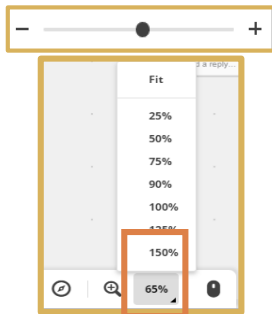This will be your login moving forward.

2 The Hotspex team will send you a Conceptboard link that will direct you to content images for your review and input. This section shares tips to help you navigate, add images and leave comments on a board.

Navigate the full concept board by using the **RECTANGLE**, the **ZOOM TOOL**, or the **SPACEBAR.** This is helpful when there are multiple images throughout

Ensure you tailor your navigation experience based on your **current device**

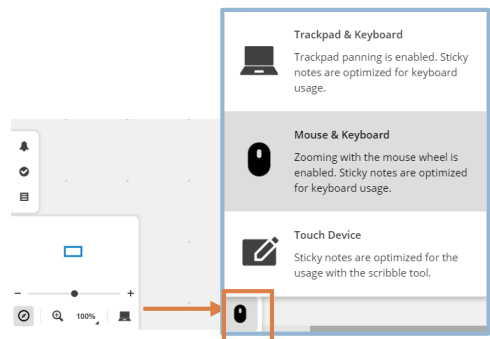move the **rectangle** over the grey boxes that represent the images on the board

Move the +/- slider or select a percentage to view the images closer / further away
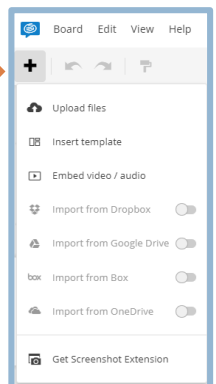
spacebar

= hold down the space bar to **turn your mouse/pointer into a hand-tool**
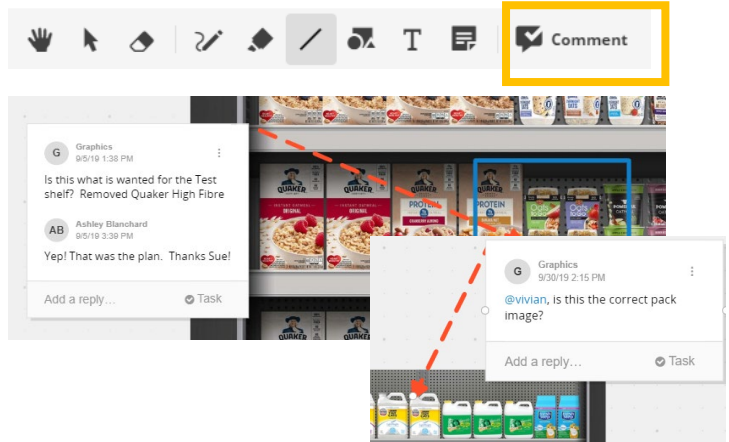
WAYS TO ADD UPDATED IMAGES:

1. Drag and Drop

2. Copy / Paste from PPT document

3. Click the + icon to activate the insert content menu

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COMMENT TOOL: You can **provide direction** or **reply to a question** from the Hotspex team by using the Comment tool. This can be found in the menu bar. You can also direct your feedback to a specific person on the Hotspex team by typing @ and choosing his/her name from the list
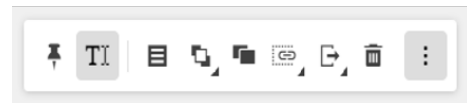

SHAPES / ARROWS: You can also provide feedback using the **Text tool, line**, **arrows** or **shape tools** are available in the menu too.
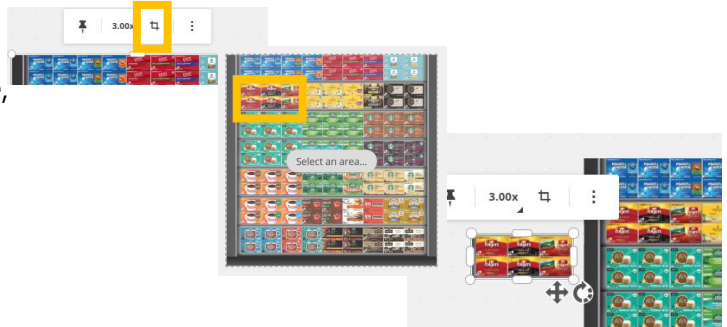

When the **Text Tool is active**, the menu shows options for colour, font weight, size and alignment.

TIP The **Vertical Dots** bring up a sub-menu for Sections, Arrange, Duplicate, Get Link, Export and Trash

CROPPING / CUT & PASTE: You can crop a specific image from the shelf by selecting the original image, then select the square. Simply click and highlight the area you are looking to crop. This will create a second image of the area you have highlighted, that you can now drag to any part of the concept board

3

Concept Board Video Tutorial of the Key Tools

https://s3.amazonaws.com/simage.hotspex.com/Graphics-Training/CB/CB_video-tutorial-key-tools.mp4