PACKSPEX ADMIN

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BREIF

Packspex tool is an integrated tool for setting up HS pack-testing tools and generating reports.

Generally, Packspex has four main tools:

Application Name	Device Support	
Clickspex	Small image	Desktop/tablet/phone
	Large image	Desktop/tablet
Eye-tracking	Small image	Desktop/tablet/phone
	Large image	Desktop/tablet
Timed-find	2D – Magnifying	Desktop
	2D - Popup	Desktop/tablet
	3D	Desktop
Shopspex	2D	Desktop/tablet
	3D	Desktop

The tool has been separated into three sections based on its functionalities, namely:

- **Setting tool** – create and configure pack-testing applications
- **Pack zoning tool** – prepare analysis zones for test images
- **Reporting tool** – application report configuration

GET STARTED

How to find Packspex

To launch Packspex, simply login to Hotspex Admin site, then choose

APPS => Packspex

How to find project in Packspex

After landing on Packspex page, you will see a dropdown list with a search box like below

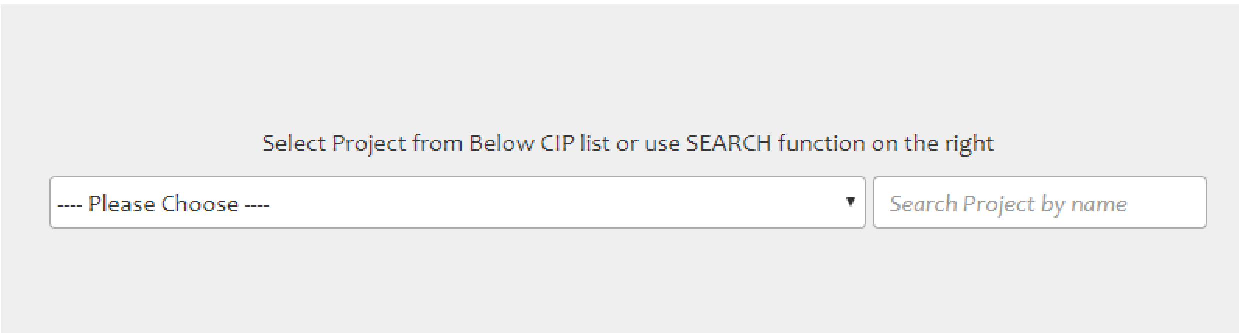


Figure 1: Packspex Lading Page

The dropdown will have latest 500 projects and user can search their project by three ways:

- Input the CIP id - simply type the CIP number in dropdown, the list will auto locate the project by its number
- Input the project name – simply type keywords in the project name, the list will be filtered down based on the input words.
- Look through the list – check the project one by one in the list

No project found?

If you can't find project in the list, most likely, it hasn't been created. To create project, go back to admin(awesome) home page. Choose "Projects" menu and press "Add Project" button on the right side to create the project.

SETTING TOOL

The new Packspex setting tool works totally different compared with the current tools. Instead of having three independent tools and lots redundant information, this tool is designed to have a shared core (image and zoning) and independent configuration for each tool. By doing that, when some changes happen on core level, it will be auto adapted to each tool immediately.

Launch the "Setting Tool"

Select the project from the list, press the "Setting Tool" button below to launch the setting tool page.

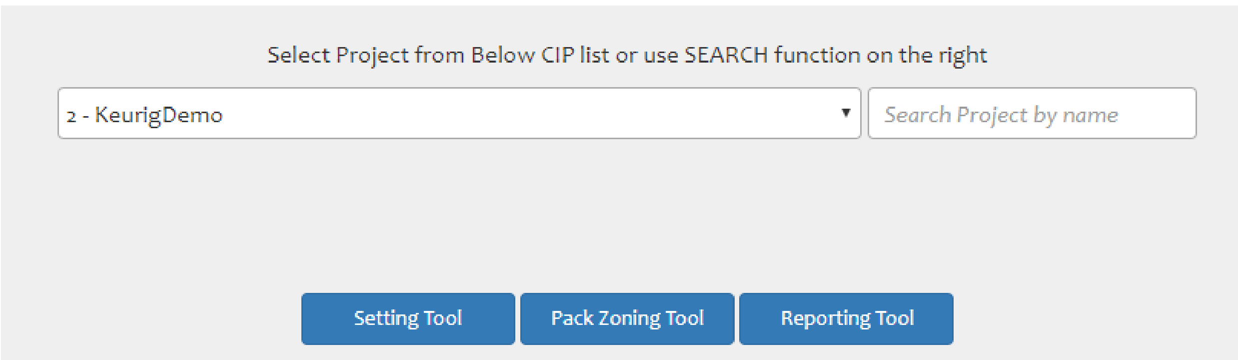


Figure 2: Launch Setting Tool

Setting Tool Utility

The setting tool has three main functioanl section:

- Top Console
- List Container
- App Management Tool

Top Console

The top console consists of three buttons:

- "Add Image" button allows users to add Packspex image. For how to add a Packspex image to the CIP, please refer to "Add Packspex Image" section
- "Export Project" button allows users to export project related information, which is needed by RN to program tools in the survey.
- "Lock Project" button allows users to lock project. By locking, all the Packspex images belong to the CIP will become un-accessible.

List Container

The list container holds all the Packspex image thumbnails belong to the CIP. Images are separated by shelf and non-shelf and listed by cell number

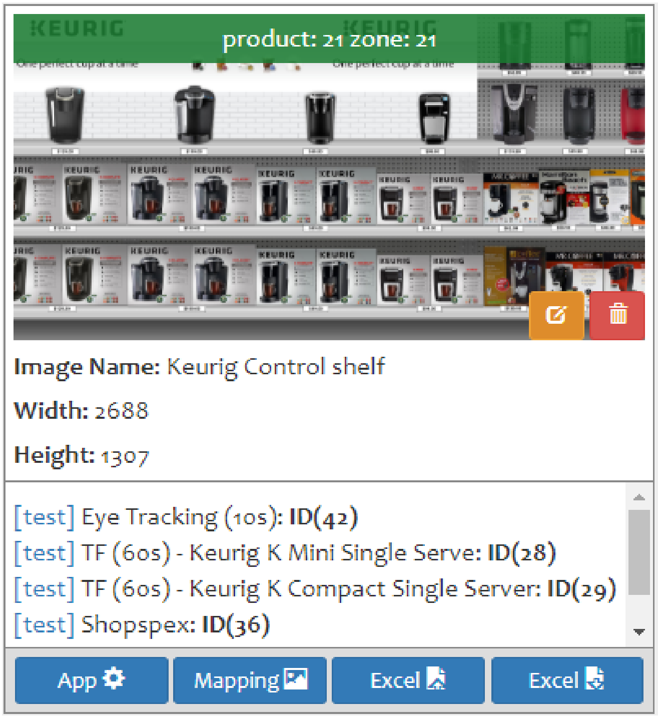


Figure 3: Packspex Image Thumbnail (shelf image)

Figure 4: Packspex Image Thumbnail (concept image)

By looking at thumbnail like above, you would be able to get below information:

Mapping infomration

If the image is a shelf image, it should have related product information. This information will be shown on the top of the thumbnail, indicates how many products and zones the image current have. There are three possible statuses and you can find the detailed information in "Mapping Status" section.

Image Action Buttons

On the right side the image thumbnail, there are two buttons:

- Edit button – press that button will open a popup similar to "Add Packspex Image" popup, the only difference is the information belongs to the image will be populated in the window. Users will be able to change related image information like name, image or type (whether it is shelf image or not).
- Delete button – delete the image from the CIP. When the image is deleted, all related tools and product information will be deleted as well. Be care of this operation.

Image Infomration

Under the image preview, there are some basic information about the image itself, namely cell number, image name, image width and image height.

Application List

This section will list all the tools assigned to the image with some basic exercise information and a quick “test” button.

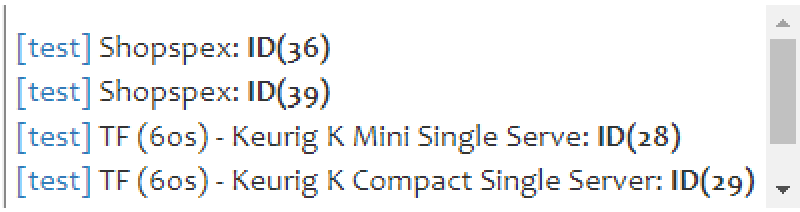


Figure 5:Packspex Image Application List

Application	Brief Information
Shopspex	Shelf ID
Clickspex	Clickspex ID
Eye-tracking	Eyespex ID, duration
Timed-find	TF group ID, duration

Main Function Section

This section located at the bottom of each image grid and contains 4 buttons:

- App button – launch application manage page
- Mapping button – launch the mapping tool
- Upload button – upload shelf product information file
- Download button – download shelf product information file

However, these four buttons are not activated for all Packspex images. For non-shelf image, some unrelated button will be auto-disabled to reduce confusion.

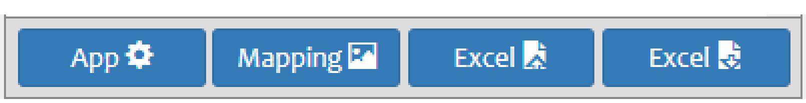


Figure 6: Shelf Image Button Section

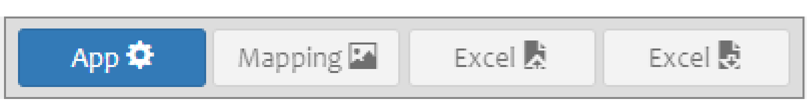


Figure 7: Non-shelf Image Button Section

Add Packspex Image

All HS tools need to work with image. In most times, same image can be shared with several applications. Below is the potential image sharing reference table.

Image Type	**Applications**
Pack/Concept Image	Eye-tracking on pack Clickspex
Shelf image	Eye-tracking on shelf Timed-find Shopspex 2D / 3D

To get start, let's first add some images.

Figure 8: Packspex List Page

Step 1: Add Image

Press the "Add Image" button on top-left, it will open a popup window which allows user to add new Packspex image.

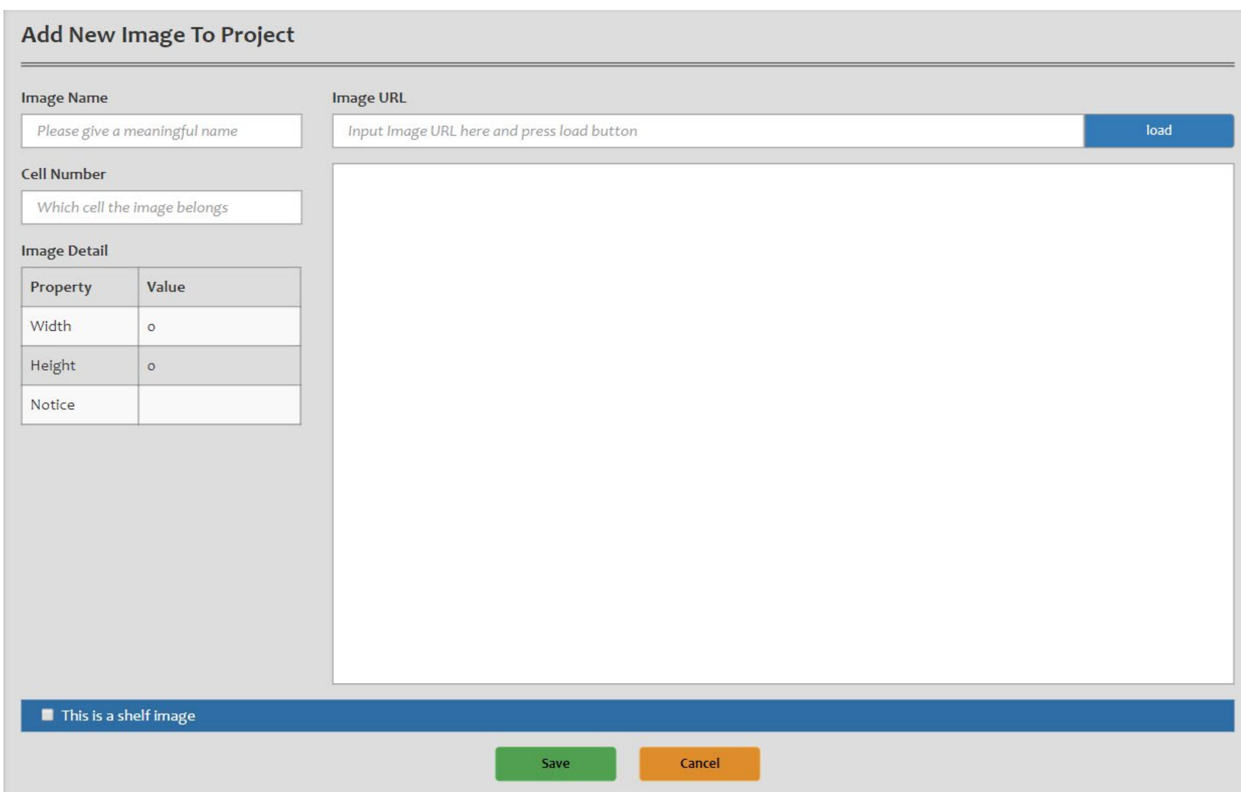


Figure 9: Packspex Add Image Popup Window

Step 2: Input the information

In general, there are four fields need to be filled to add a Packspex image:

- Image name – a meaningful name is important and help recognize
- Cell number – this number is important for TAB team to automate some reports
- Image URL – for shelf image, **always use image with "_unpriced" suffix**. In the situation when "priced" image is needed, the tool will swap the link automatically in background. After input the link, press the "Load" button to get image checked.
- Shelf checkbox – check this option if this is a shelf image.

Tips for Image URL

For a shelf image, we usually need two versions of links:

- priced image link – mostly for 3D Shopspex and Timed-find
- unpriced image link – mostly for 2D Shopspex/Timedfind, eye-tacking on shelf

If the study only needs 2D tools, then only unpriced image links are needed.

Step 3: Check the Image Detail

For better survey experience, it usually doesn't suggest using extreme large image, which cause long downloading time and higher hardware requirement. When first loading the image, the tool will do certain image checking to make sure the image will work with the 3D tool which has some restriction on image size.

Step 4: Save the image

When everything is set up, prese the "Save" button to add the image to DB. After image information is successfully saved to DB, the popup window will close, and a thumbnail version of the image will be added to the list page.

Application Management Page

The application management page is divided into three panels:

- Top Panel – dropdown of all images under current CIP, so user can easily switch among different images
- Left panel – image preview and association applications
- Right panel – application configuration panel

Left Panel

The left panel has the thumbnail of the current working image and all the applications have already assigned to the image.

The applications list contains:

Edit button – press to open the "application configuration page" for that application

Delete button – press to delete the tool and user data associated with the tool

Tool type such as eye-tracking, shopspex, clickspex and timed-find.

About Delete

Please be very careful about making "Delete" which this operation will delete the tool as well as the user data associated with the tool.

If the tool has no user data associated, delete will be executed immediately.

If the tool already has some user data, there will be an alert show up and told you how many user data has been found under that project. The alert window will look like below:

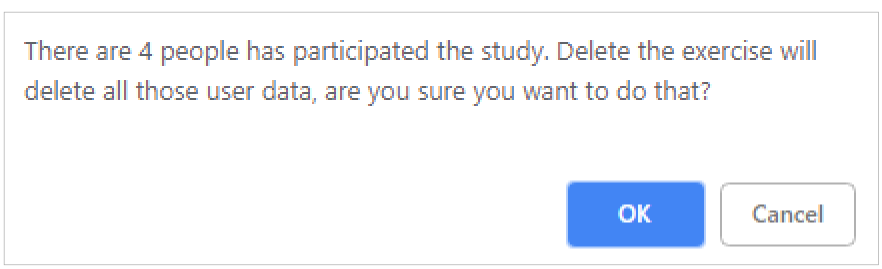


Figure 10: Application Delete Confirmation

If you press "Ok" button at this time, all the data will be deleted. Press "Cancel" will stop the deleting action. Hence, if you are NOT SURE about that, check with your manager or tech team before delete.

When delete Timed-find tools

One Packspex image might have multiple Timed-find exercises, however, you only set up one Timed-find project and assign multiple TF groups to the project. Hence, if you delete a Timed-find project, all the TF groups related to that project and their related user data will all be deleted.

Right Panel

This panel is for application configuration, where users can assign different tools to the selected Packspex image and customize the tool setting. It will be explained in detail in Application Configuration Section below.

Application Configuration Section

As mentioned before, one Packspex image can be associated with many different HS tools. To assign the tool to the image, press the blue "App" button at the bottom to launch the application management page.

Figure 11: Thumbnail of Packspex Image

We have discussed about the [application management page](#) in previous section, now we will show you how to assign different tools to the image. The main area we will work on is the right section of the application management page. When first load, it will look like below

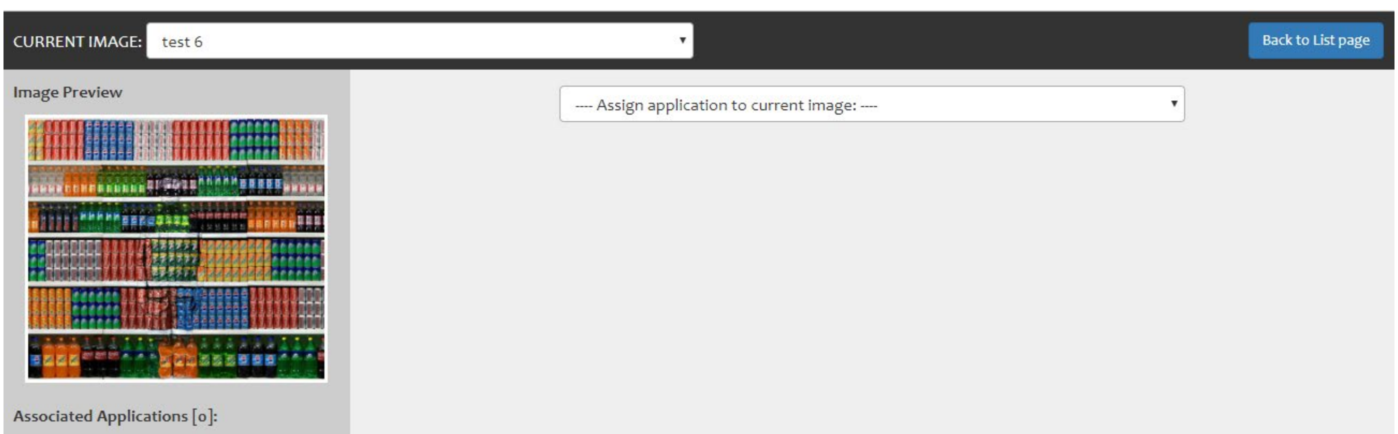


Figure 12: Application Page Default Status

Application Dropdown

Use the dropdown in the right panel to assign the desired application to selected image. For a shelf image, there are four options in the dropdown – Clickspex, Shopspex, Eye-tracking and Timed-find while for a non-shelf image, there are only two options – Clickspex and Eye-tracking.

Create Clickspex Project

To assign a Clickspex project to selected tool, simply choose "Clickspex" from the dropdown list. The right panel will be replaced with Clickspex configuration with some pre-populated value.

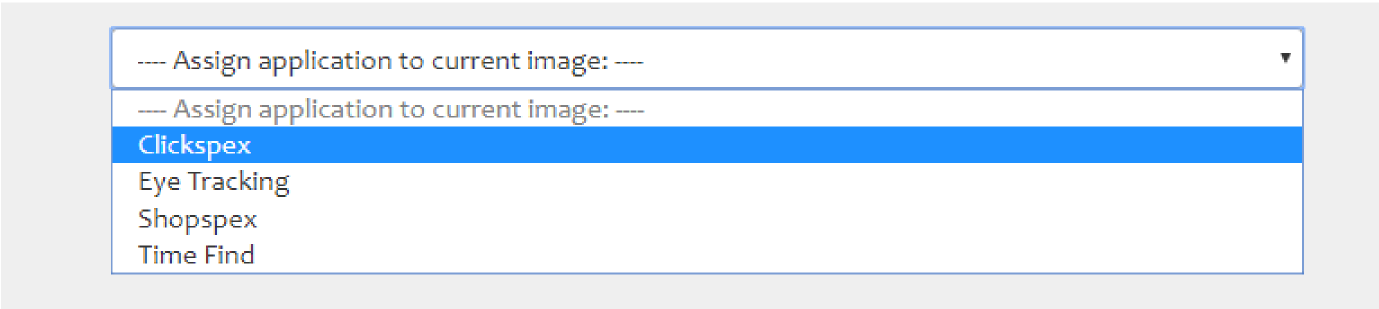


Figure 13: Choose Clickspex from Application List

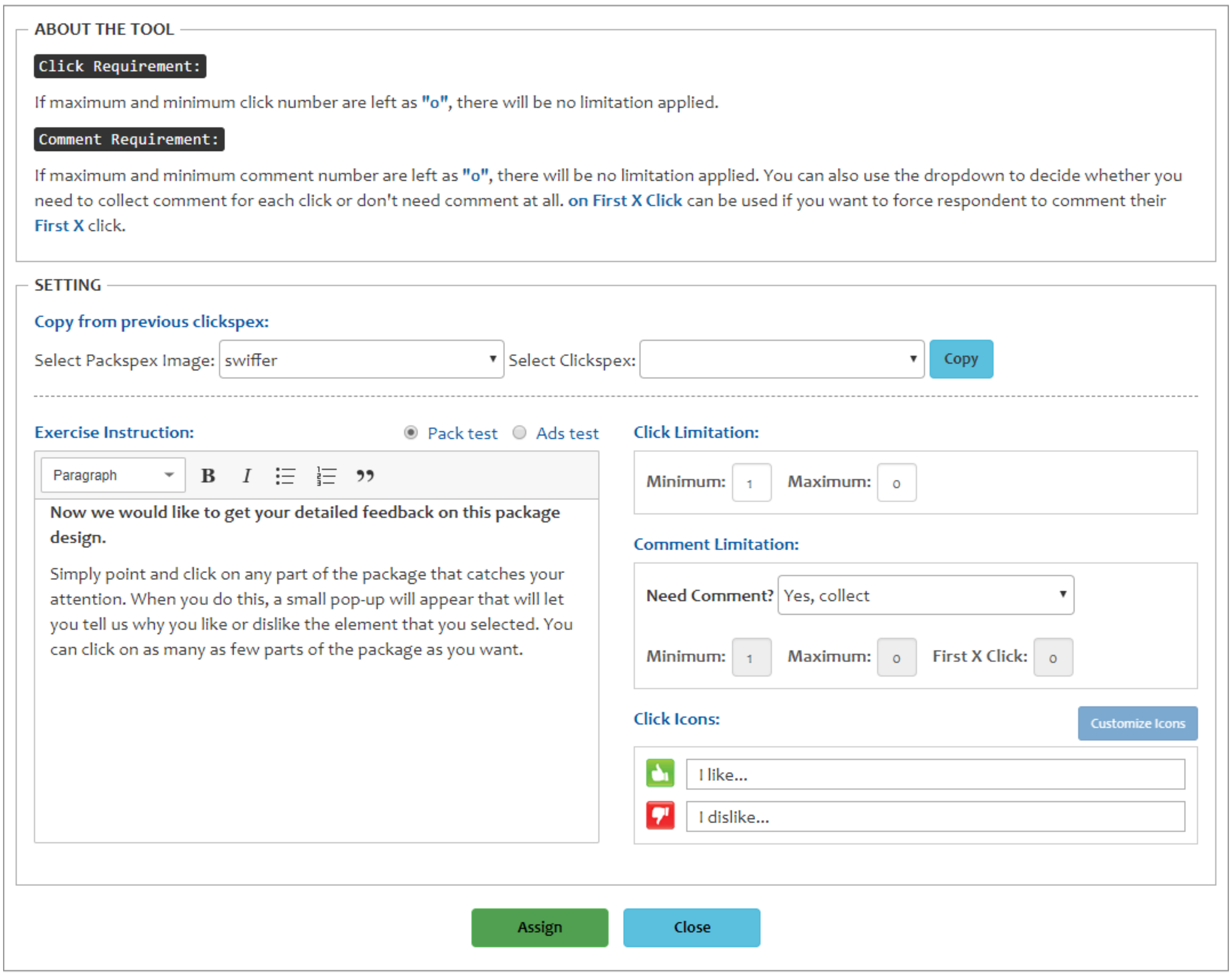


Figure 14: Clickspex Default Configuration Page

In most cases, the default setting is good enough and all you need to do is to press "Assign" button to create the project. In case you need to do some customization for the project, here are the explanation for these configurations.

Copy Project

In the same project, Clickspex configuration is usually the same. To avoid setting same configuration over and over, especially set up project for non-English studies, set up one project then use the copy function to copy the setting over.

Figure 15: Clickspex Copy

Instruction Setting

By default, the instruction is for pack test, but you can easily load the default text for ad test by using the radio buttons on top. Moreover, the tool provides simple formatter option, allowing the user to stylize the content.

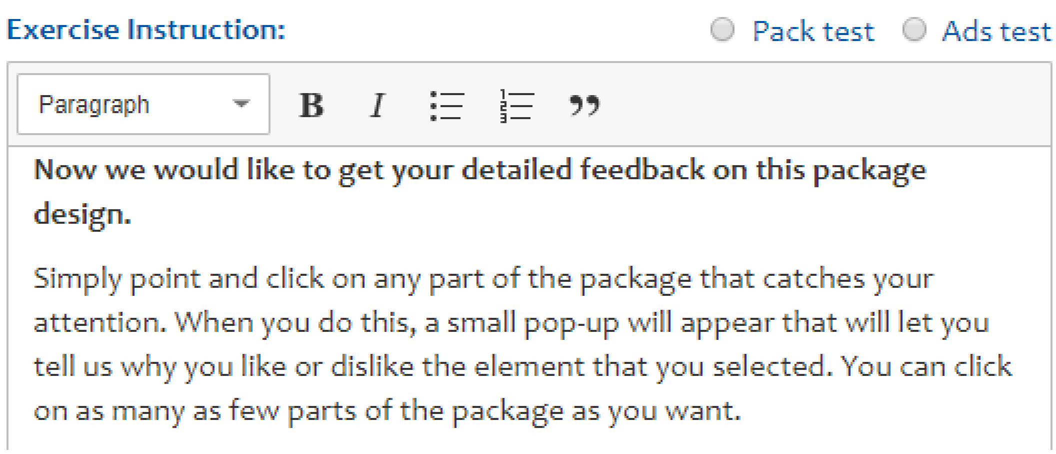


Figure 16: Clickspex Instruction

Click Limitation

Use this section to configure the maximum and minimum number of click that the exercise requires. By default, the tool is configured to ask for at least one click.

Below example demonstrates the setting when respondent has to make 5 clicks.

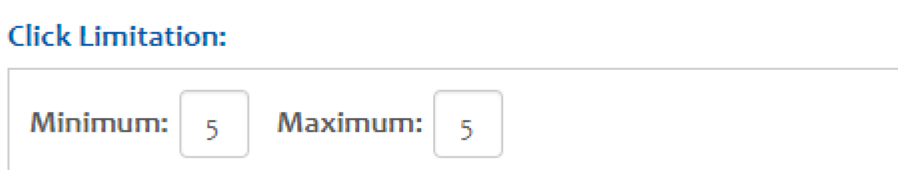


Figure 17: Clickspex Click Number Configuration

Comment Limitation

There are three options for comments collecting.

Option 1: Collect comment (default)– the user interface will have comment input box

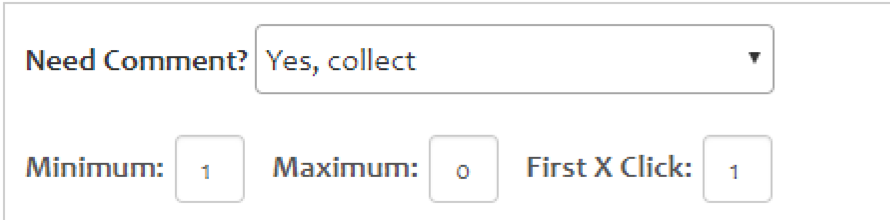


Figure 18: Clickspex Comment Configuration option 1

When this option is chosen, user will be able to configure the number of "minimum comments", "maximum comments" and "comments on First X click".

Tips for "Comment on First X Click"

"Comment on First X click" means respondent need to provide comments on their first X click (no matter if it is "like click" or "dislike click"). For example, if its value is 1, it means respondent is required to comment their first click before they can exit.

Be careful with this setting because it might cause respondent some frustration.

When click limitation and comment limitation work together, the tool can be configured to achieve quite specific requirements. The table below will demonstrate some achievable scenarios by playing with these values.

Min Click	Max Click	Min Comment	Max Comment	First X	Result
0	0	0	0	0	No limitation on click and comment, user can leave without leaving any click or comment.
1	0	1	0	0	Default setting. User needs to make at least 1 click and 1 comment. No requirement on which click they should comment.
1	0	1	0	1	User needs to make at least 1 click and 1 comment. Moreover, they must comment on their first click.
1	3	1	3	0	User needs to make at least 1 click/comment and no more than 3 clicks/comments.

3	3	1	0	0	User needs to make exactly 3 clicks and 1 comment.
0	3	0	3	0	User needs to make no more than 3 clicks/comments. However, they can leave without give any click/comment as well.
3	5	3	0	3	User needs to make at least 3 clicks/comments and no more than 5 clicks. Moreover, they must comment their first 3 clicks.

Option 2: Not collecting comment – the user interface won't have comment input box

(When this option is selected, the comment number configuration will be disabled.)

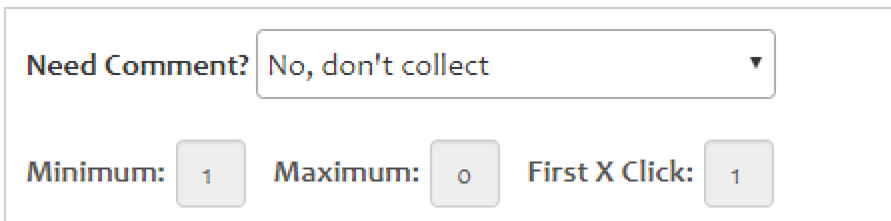


Figure 19: Clickspex comment configuration option 2

Option 3: Force comment on every click – this is rarely used since user need to comment every created click

(When this option is selected, the comment number configuration will be disabled.)

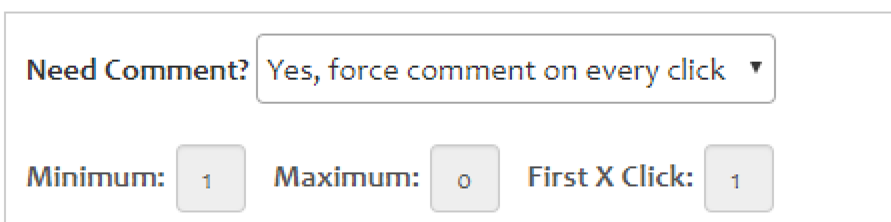


Figure 20: Clickspex comment configuration option 3

Create Eye-tracking Project

To assign an Eye-tracking project to the image, simply choose "Eye Tracking" from the dropdown list. The right panel will be replaced with Eye-tracking configuration with some pre-populated value.

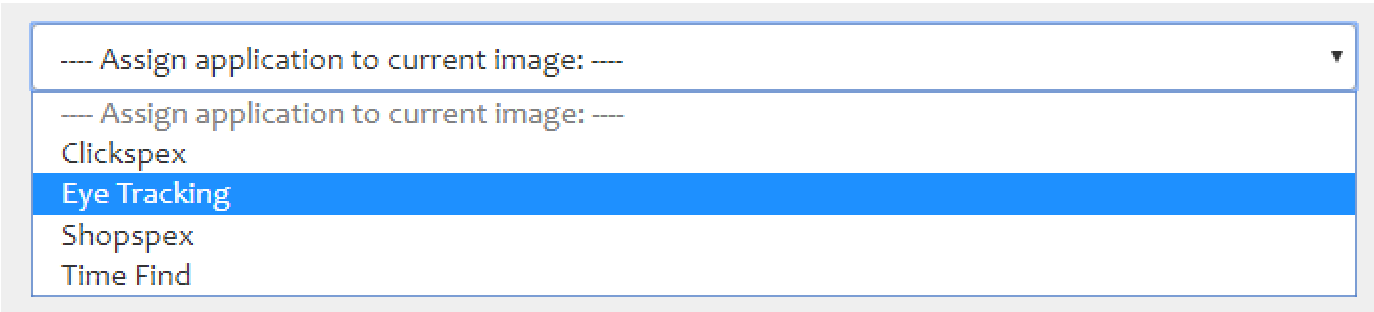


Figure 21: Choose Eye-tracking from Application List

No matter if it is Eye-tracking on pack or shelf, it all starts with interface below where user can configure how long the exercise lasts and how many clicks it allows.

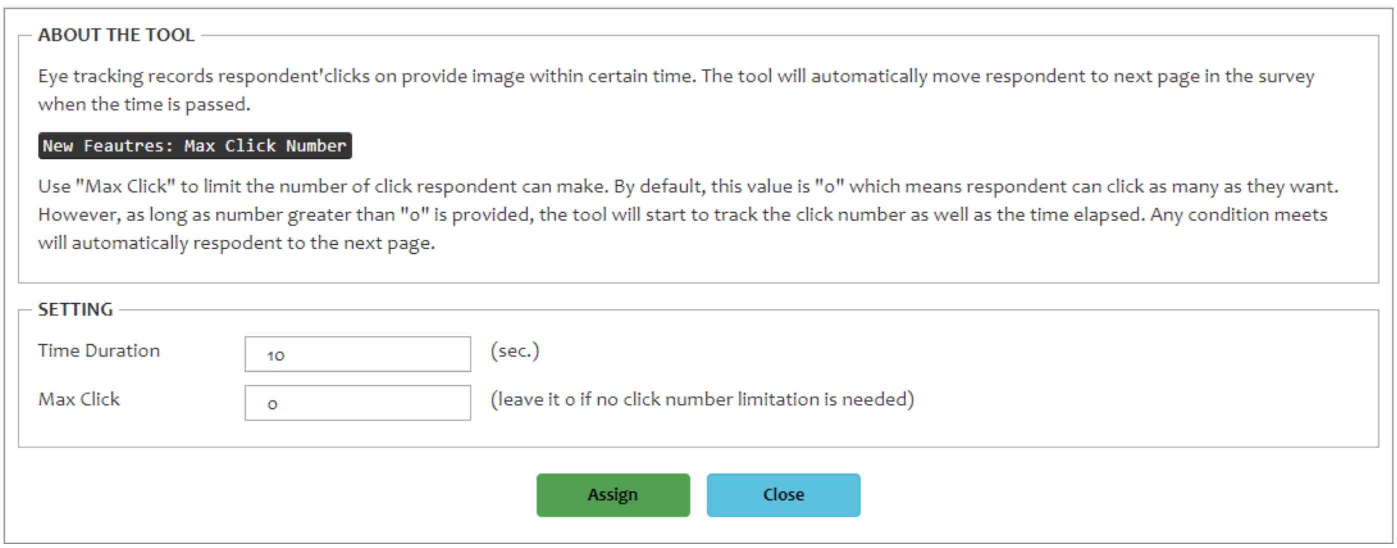


Figure 22: Eye-tracking Default Configuration Page

Time duration

As name suggested, this value decides how long the image will be presented to respondent. By default, the tool will auto move user to the next page of the survey after the configured duration. However, if "max click" is set up, these two configurations will affect each other and change the total duration of the exercise.

Max Click

This is a new feature of the tool, which sets a limitation on how many clicks user can make. The tool will auto move to next page after user reach the max click number even there is still time left.

The table below demonstrates how “time duration” and “max click” affect each other.

Duration	Max click	Effect
10	0	The tool will move to next page automatically after 10 sec
10	3	The tool will exit after 10 sec or user’s third click. In this case, if only 5 sec has passed but the user has made the third click, the tool will move to next page automatically.

Zone Information

After setting up “time duration” and “max click” value, press the “Assign” button to create the Eye-tracking project. If the test image is configured as “shelf image” during “add Packspex image”, the third configuration “**Zone Information**” will appear as below:

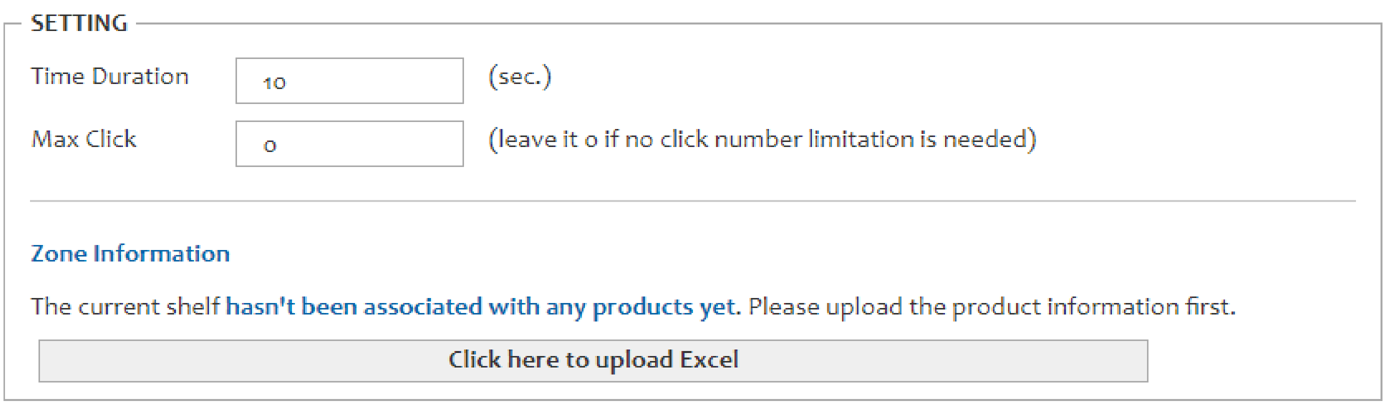


Figure 23: Eye-tracking Shelf Image configuration

All the shelf images need to be zoned properly before launch to make sure HS tools work as expected. This “Zone Information” section will appear on “Shopspex” and” “Timed-find” configuration panel as well, indicating current zoning status of the image and providing a shortcut to launch “map tool”.

Tips for “Shelf Zoning”

In the new Packspex took, if Eye-tracking, Shopspex and Timed-find use the same image, their zoning can be shared. In other words, you only need to zone the shelf image once and all the tools use this image can use the zoning directly without extra setting.

Please refer to the “Shelf Mapping” section to learn how to set up shelf image zoning and check “Mapping Status” section to know the three different zoning status.

Create Shopspex Project

To assign a Shopspex project to selected tool, simply choose "Shopspex" from the dropdown list. The right panel will be replaced with Shopspex configuration with some pre-populated value.

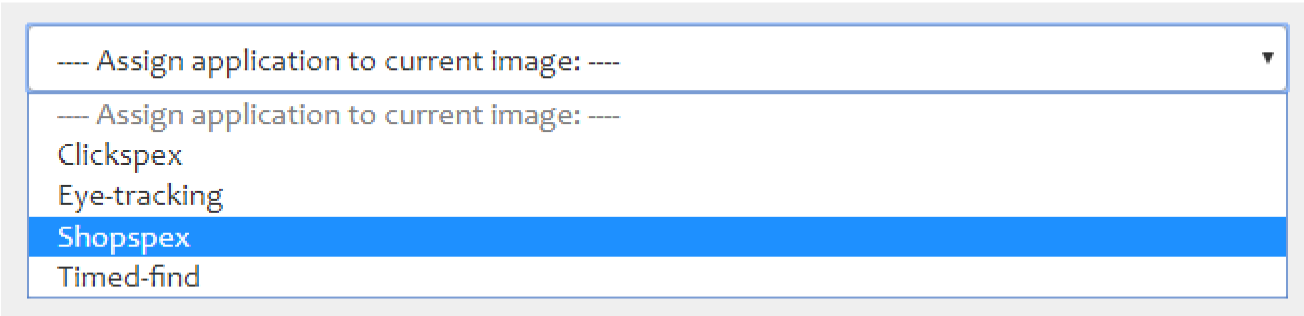


Figure 24: Choose Shopspex from Application List

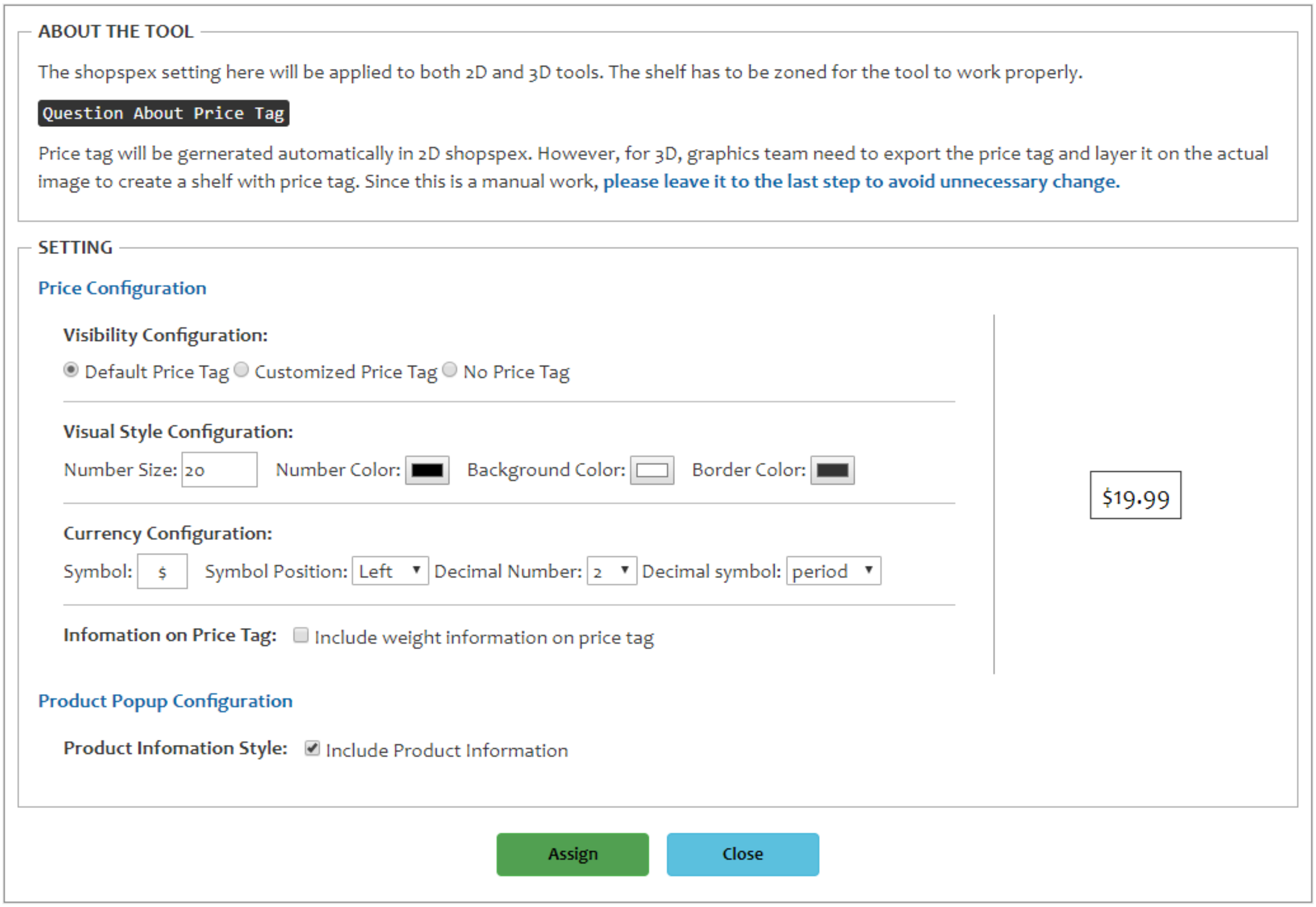


Figure 25: Shopspex Default Configuration Page

There are three configurable sections available for the Shopspex exercise:

- Price configuration
- Product Popup Configuration and,
- Zone information

Price Configuration

This section controls everything related to price, such as visibility, visual style and price currency.

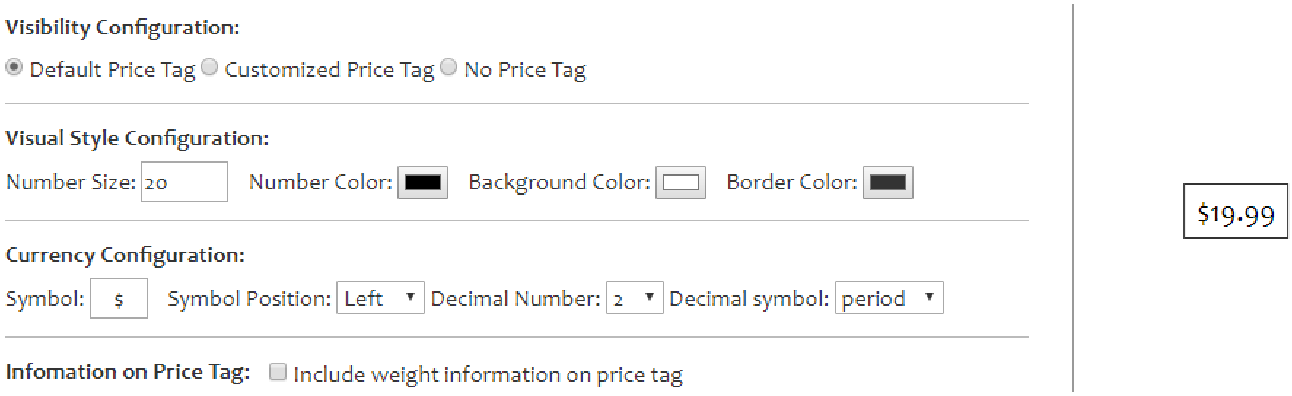


Figure 26: Shopspex Price Configuration

Price visibility

There are three options to control price visibility:

- Default price tag – in 2D Shopspex, the price tag is generated by the tool. Choosing this option will inform the tool to generate price tags based on its visual style and lay over shelf image.
- Customized price tag – using this option to inform Shopspex tool that there is no need to generate price tag on the shelf image but DO SHOW price information in product popup.
- No price tag – using this option to inform Shopspex tool that we don't need price information anywhere in the exercise, no matter on shelf nor in product popup.

Visual style

This section has the same functionality as the "Price Tag Visual Section in Mapping Tool", which allows users to set up the visual looking of the price tag, specially, price font size, price font color, tag background and tag border color. To visualize the change, a live example will be shown on the right side which applies the style you set up on the left side in run-time.

Currency

To prepare a price tag, we need not only the price value but the proper currency setup which includes:

- Symbol – currency symbol such as $, ¥, £
- Position – where the symbol should be placed, left or right, for example, $4.88, 599 ₽
- Decimal number – use 2 digital or 0 digital, for example: $10.00, ¥10
- Decimal symbol – use period or comma, for example $5.99, $5,99

Extra information on price tag

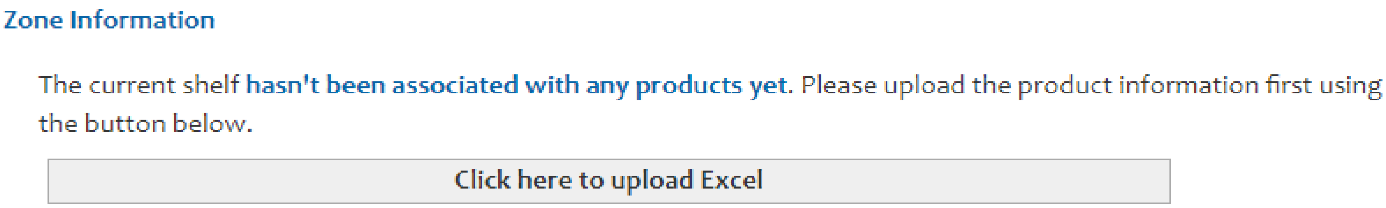
In some situations, we need more than price value on tab, but also weight information. Check this option will show weight information on the tag as well.

Product Popup Configuration

By default, the tool will show product information like brand name, product name, and the extra information (see “extraInfo” field in Shelf Information Section) along with price and weight information inside product popup window. By unchecking this option, only product price and weight information will be shown in popup’s info section.

Zone Information

After setting up “Price configuration” and “Product popup configuration”, press the “Assign” button to create the Shopspex project. The third configuration “**Zone Information**” will appear as below:



All the shelf images need to be zoned properly before launch to make sure HS tools work as expected. This “Zone Information” section will appear on “Eye-tracking” and" “Timed-find” configuration panel as well, indicating current zoning status of the image and provide a shortcut to launch “map tool”.

Tips for “Shelf Zoning”

In the new Packspex took, if Eye-tracking, Shopspex and Timed-find use the same image, their zoning can be shared. In other words, you only need to zone shelf image once and all the tools use this image can use the zoning directly without extra setting.

Please refer to the “Shelf Mapping” section to learn how to set up shelf image zoning and check “Mapping Status” section to know the three different zoning status.

Create Timed-find Project

To assign a Timed-find project to selected tool, simply choose "Timed-find" from the dropdown list. The right panel will be replaced with Timed-find configuration with some pre-populated value.

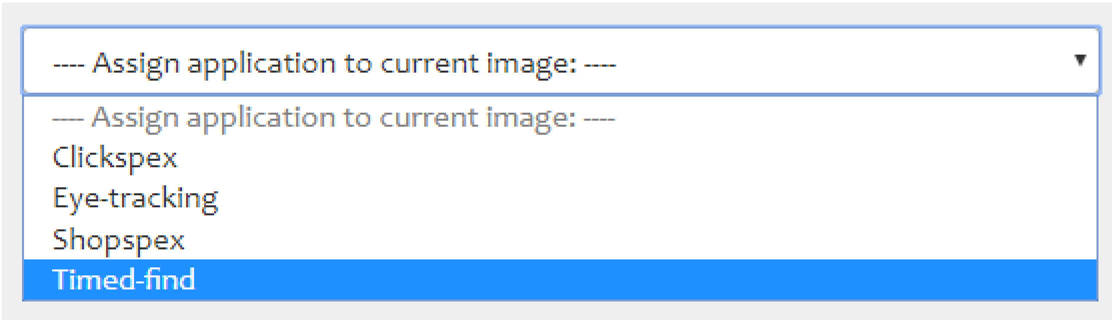


Figure 27: Choose Timed-find from Application list

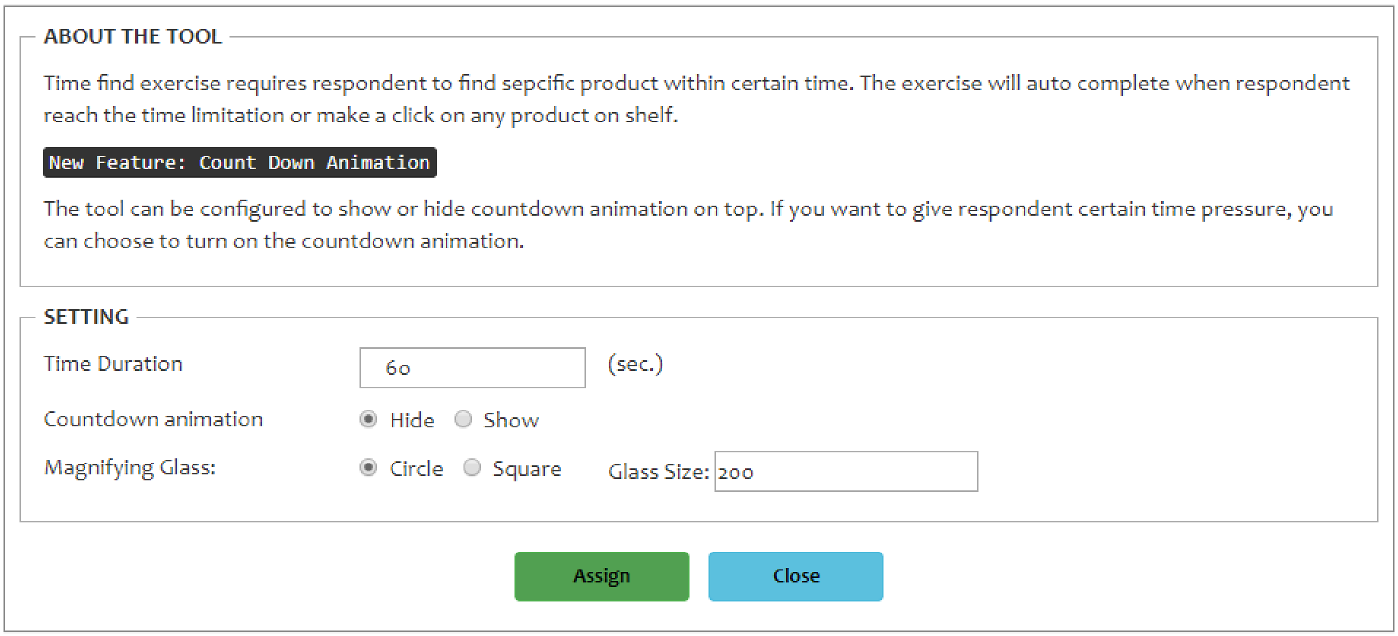


Figure 28: Timed-find Default Configuration Page

Similar to Eye-tracking page, the Timed-find setup page has three basic configurations:

Time duration

When the exercise is time-limited, set the desired number in the field. If time-limited is not applied, leave it as 0. **For 3D Timed-find exercise**, in most cases, there is no time limit. But when it is needed, that limitation **can be configured in the tool template by RN instead of here**. Same as Eye-tracking, this value decides how long the image will be presented to respondent. When the time passes, the tool will auto move user to the next page of the survey

- after the configured duration, or
- find the product, or
- give up

Countdown Animation

This animation is placed on top of the image and indicates how much time left for user to find product. By default, it is turned-ff. But if you would like to get users some kinds of time-pressure, try to turn this on.

Magnifying glass

This option is used to setup how the magnifying glass looks like – shape and dimension. This only works for magnifying style Timed-find tool.

After setting up above basic options, press the "Assign" button to create the Timed-find project. The extra configuration "**Zone Information**" and "**Group Setting**" will appear as below:

Zone Information

This section works exactly same as the eye-tracking on shelf and shopspex zone section. In generally, it will show to current product/zoning status and provide a shortcut to "Mapping Tool".

Please refer to the "Shelf Mapping" section to learn how to set up shelf image zoning and check "Mapping Status" section to know the three different zoning status.

Group Setting

There are two ways to create and configure TF groups, one is in here and the other is from the Mapping Tool which will be discussed later.

To create a TF group in the configuration page is simple, just input the TF group name (remember to make it meaningful) and press the "New TF Group" button.

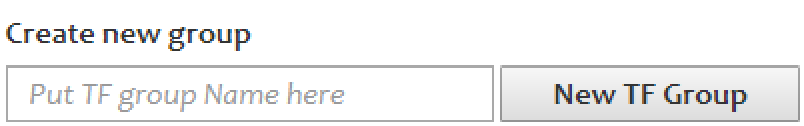


Figure 29: Create TF Group

After created, the new group will be added to the existed group dropdown and be auto selected. You can then press "Edit TF Group" button to open the TF detail window to configure correctness level.

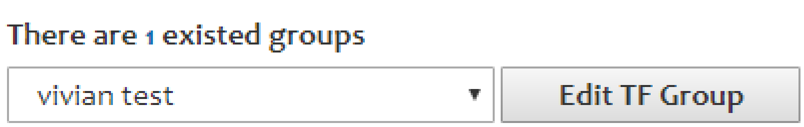


Figure 30: Timed-find Group Dropdown

The timed-find group detail popup will look like below, all the zones assigned with correct, semi-correct and semi-semi-correct value will be styled with different background color.

AreaID	Brand Name	Product Name	Weight	Correctness
A01001	Shell 2	Rotella T5 15W40	1 Gal	Correct
A01002	Shell	Rotella T5 Ultra 10W30	1 Gal	Semi-correct
A01003	Shell	Rotella T6 5W30	1 Gal	Semi-semi-correct
A01004	Shell	Rotella T6 Multi Vehicle 5W30	1 Gal	Incorrect
A02001	Shell	Rotella T4 15W40	1 Gal	Incorrect
A02002	Ford	Motorcraft 15W40	1.25 Gal (5 quarts)	Incorrect

Figure 31: Timed-find Group Detail Popup

To rename group, put the new name in the text field then press the "rename group" button.

To delete group, simply press the "delete group" button and group will be deleted.

To configure correctness, use the dropdown beside each product record, the status info on top of the table will show the current counter of correct, semi-correct and semi-semi-correct product number.

To reset all configuration to default state (all products are incorrect), use the "reset selection button".

To copy from existing group setting, use the "copy from previous" button, which will open a second popup window in where you can select the image and group you want to copy from

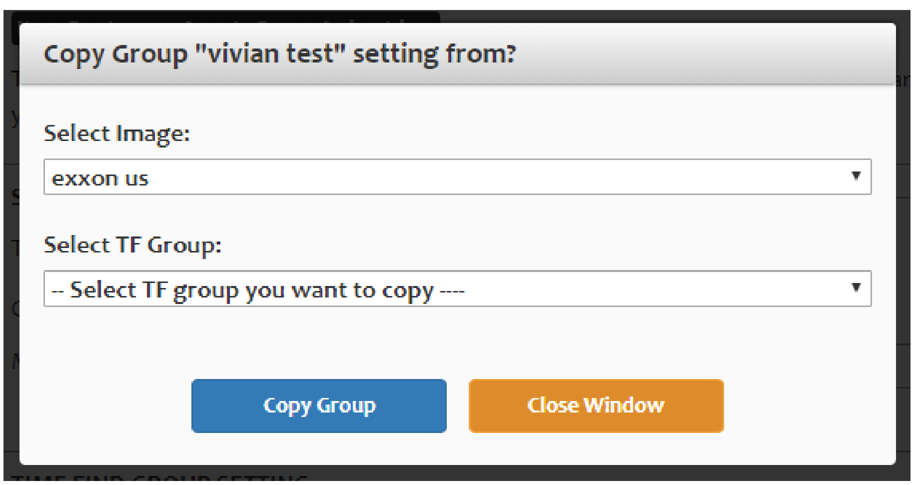


Figure 32: Copy Existing TF group

Shelf Information File

Shelf information file is the most important piece for all shelf related applications such as Eye-tracking on shelf, Shopspex and Timed-find. It defines product location on shelf and provides proper product information. This information will be used not only in front-end (user interface) but also in back-end, reporting generation, nets-building and TAB table.

Information needed to prepare

Different from shelf CSV file used for Shopspex, the new Packspex Shelf information supports ". xlsx" – excel file directly. To speed up reporting and make the product information re-usable in the future, there are some newly added fields. Please see below table for all the information you need to prepare, and all mandatory fields will be highlighted.

Column Number	Column Name	Notes	Is Required	Is New
1	areaID	areaID is made of three part: ABBCCC **A – shelf number.** If it is a single shelf test, this value will be 1. For multiple shelves test, this number NEEDs to be unique for each shelf. **BB – row number** This number indicates which row the product is located. • 01 means the first row • 12 means the twelfth row **CCC – column number** This number indicates which column the product is located. • 001 means the first column • 010 means the tenth column Below is an example of working areaID 103034 – on shelf 1, 3rd row, 34th product	yes	
2	brandName	The brand name of product		
3	productName	The product name of product		
4	price	The price must be "numeric". The currency symbol MUST NOT be included here.	yes	

		If there is no price information, just leave 0 here.		
5	weight	Description like weight, volume or number of pieces can be put here. Please note the word 'pieces' or 'ml' MUST be entered for each product.		
6	extraInfo	This field has two usages: • In normal scenario, additional product information can be added here, such as ads words/slogan about the product. • When customized limitation is used for the study, the limiting value of the product will be put in this field (number only). For example, in a study which has limit of milk litre user can buy. For a 4 Litre milk, we will need to put number 4 in this field, then this number will be used to check the total purchase litre limitation.		
7	upc	This is a new field. If you do have product UPC number, remember to put it here so it can be re-used in the future product look-up.		yes
8	isDeleted	By default, its value is "FALSE"	yes	
9	facingNum	This is a new field and it's better to be populated with correct number instead of using default 1. It means how many facing the product is shown on shelf and will be used in calculating the product shelf occupying percentage.	yes	yes
10	thumbNum	This field indicates how many views(front/back/side) a product has. Usually, this value is 1 which means this product only have one view. The maximum value of this field is 7. If thumbNum > 1, it means the product has multiple views. In this case, please inform the graphics team so they will name the popup image with a special naming convention. If thumbNum = 0, it means the product is not shoppable. Only the image from popupURL will be shown.	yes	yes
11	popupURL	When the product has more than 1 view (thumbNum > 1), there should still be one link provided here. But the link MUST be named in a specific format, so the tool can auto create the rest links.	yes	

		For example, a product with three views, the link input here will be https://xxxxxxxxxx/xxxx/product_1.jpg and thumbNum = 3 At the same time, on the graphic server, there will be three images for that product, named as product_1.jpg, product_2.jpg and product_3.jpg		
12	priceX	Tool generated value for price tag X position		
13	priceY	Tool generated value for price tag Y position		
14	areaCoord	Tool generate value for price tag zone coordinates		

Upload / Download Shelf Information File

There are three ways to upload/download shelf information:

Upload from packspex list page

Using the excel upload/download button under the thumbnail image to upload/download your shelf product image.

Figure 33: Upload Shelf File from List Page

Upload from Eye-tracking, Shopspex or Timed-find configuration page

In the Eye-tracking, Shopspex or Timed-find configuration page, user will be able to upload shelf information. The upload button located in "Zone Information" Section.

Figure 34: Upload Shelf file from Configuration Page - Zone Information Section

upload from mapping tool page

User can also upload the shelf information file from the "Mapping Tool" page. The upload button is located besides the image selection dropdown on top-left corner.

Figure 35: Upload Shelf File from Mapping Tool Page

Shelf Mapping Tool

Launch mapping tool

There are four ways to launch the mapping tool:

1. From Packspex list page, click the "Mapping" button under the image thumbnail
2. From Eyespex Configuration page, "Zone Information => Map Shelf"
3. From Shopspex Configuration page, "Zone Information => Map Shelf"
4. From Timed Find Configuration page, "Zone Information => Map Shelf"

Click on any "Map" button, will send the user to mapping tool page.

Mapping Status

There are four ways to know about the current mapping status:

From Packspex list page

For each shelf image, there is a status box overlaying on the image thumbnail, indicating the current zone status.

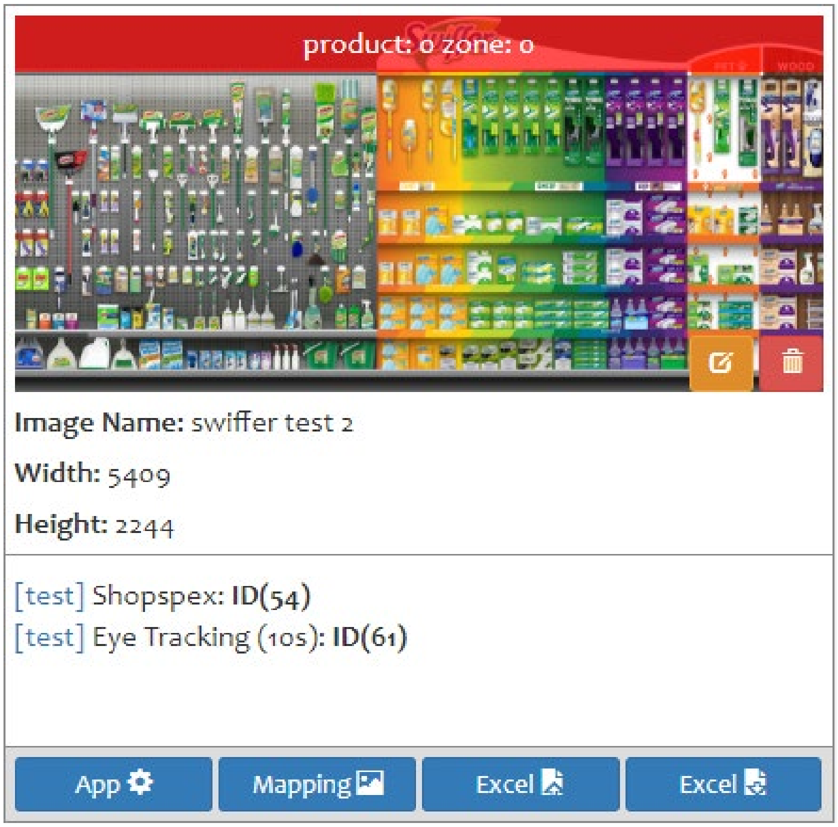


Figure 36: List page - When the shelf has no products and hasn't mapped yet

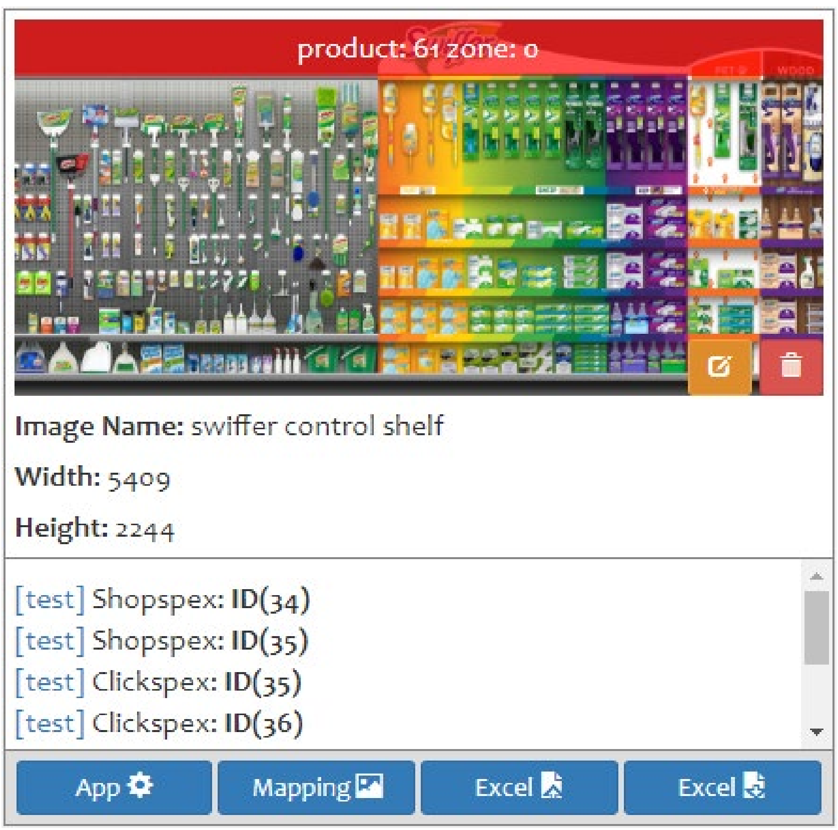


Figure 37: List page - When the shelf has assigned products but hasn't mapped yet

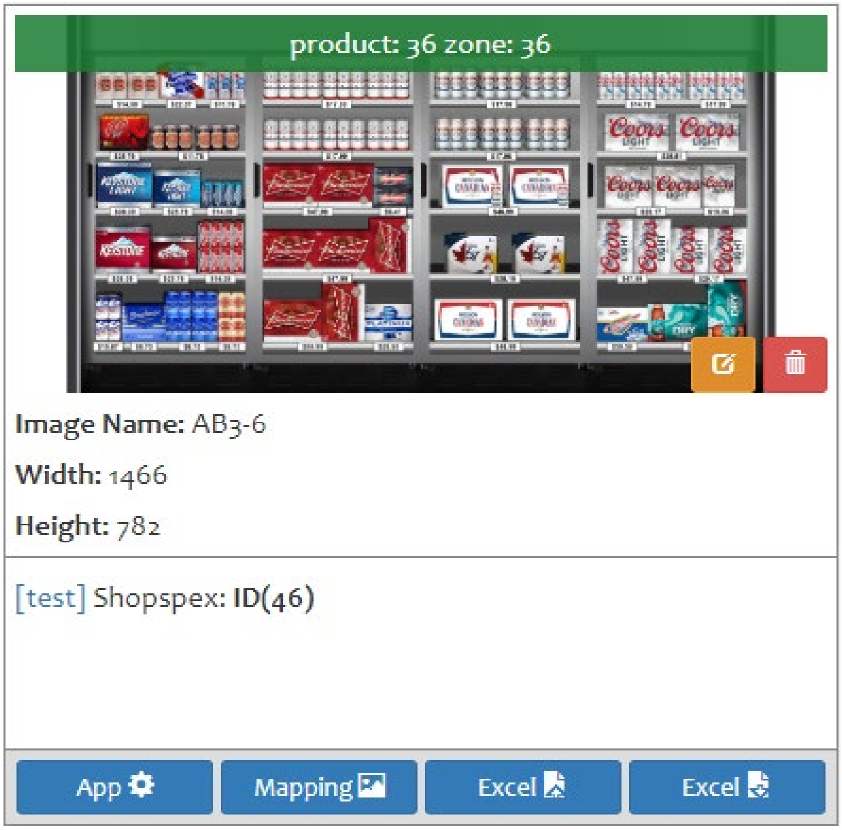


Figure 38: List page - When the shelf has assigned products and mapped correctly

From Eyespex, Shopspex, Or Timed-Find Configuration Page

There is a "zone information" section existing on Eyespex, Shopspex and Timed-find configuration page. This section has the same function that indicates the current zoning status and allow user to upload product information. It also has three statuses:

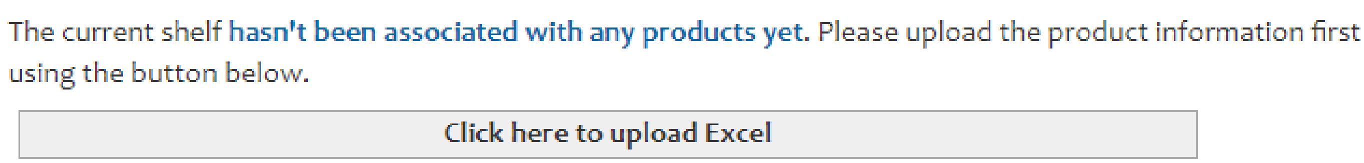


Figure 39: Configuration page - When the shelf has no products and hasn't mapped yet

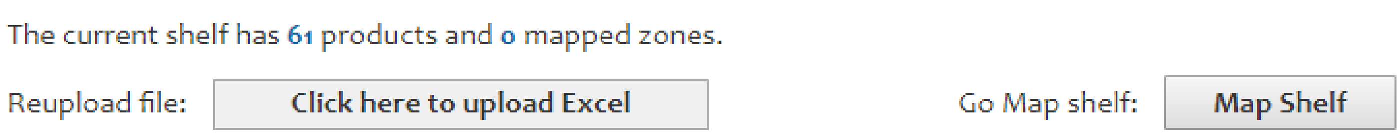


Figure 40: Configuration page - When the shelf has assigned products but hasn't mapped yet.

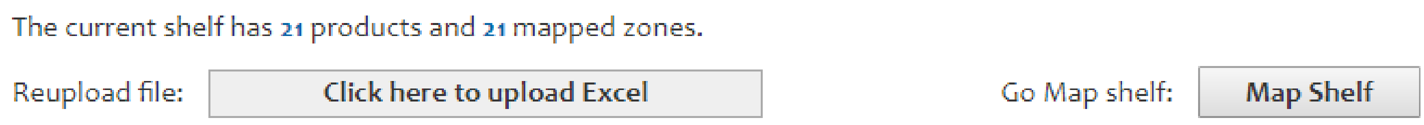


Figure 41: Configuration page - When the shelf has assigned products and mapped correctly

Tool Interface

Whenever the mapping tool is launched, it will try to load a fresh copy of the image to detect whether the image dimension is same as the what is saved in DB. If the image dimension doesn't match, the tool will show you an alert like below.

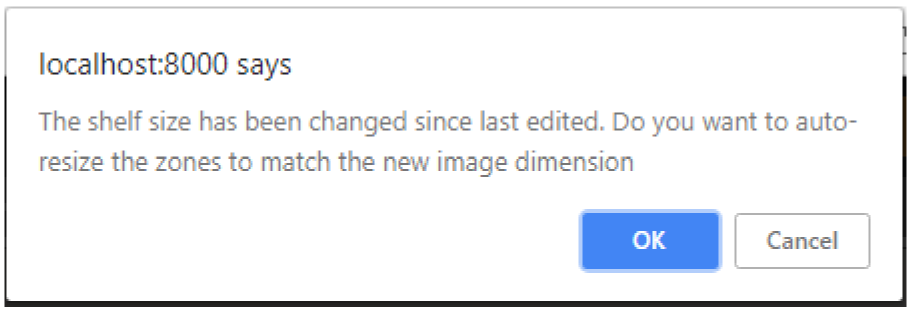


Figure 42: Image dimension changed alert

If the image has already been mapped, the tool will ask users whether they want the tool to auto-resize the zones to fit in the new image dimension.

The mapping tool can be divided into several sections based on its functionality:

Top console

This console has:

- Image selection dropdown allows user to easily switch among different shelf images in the study. **Make sure to save drawn zones before heading over to new image,** otherwise, all the mapping will be lost.
- Upload shelf information button
- Save Mapping button
- Exit Map Button allows user to return to the list page. Make sure to save drawn zones before heading over to new image, otherwise, all the mapping will be lost.

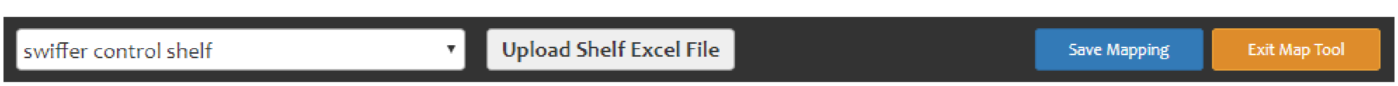


Figure 43: Mapping Tool - Top Console

Zoing tool (Left Panel)

The zoning tool section contains two parts: Zone number status and Drawing utility buttons

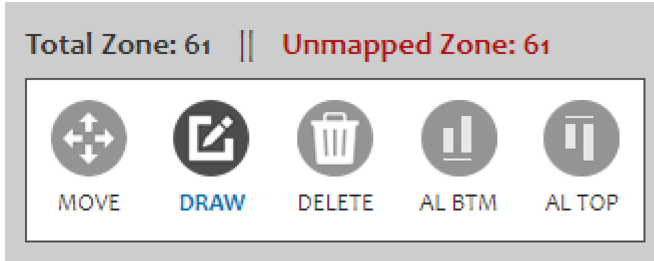


Figure 44: Mapping Page - Zoning Tool

Move button

To move a zone, make sure to press the "Move" first to set the tool in "moving" mode

Draw button

To draw a zone, press the "Draw" button first to activate the "rectangle drawing" mode. Unlike the Packing Zoning Tool, the shelf map tool only allows user to draw rectangle shape.

To draw a rectangle:

1. Click on left/top corner of the rectangle
2. Hold and drag the mouse
3. Release when the desired rectangle is drawn

Link the zone with product

The tool will auto assign products to newly drawn the zones. To make this function works properly, please map the products in the same order as they are listed in the shelf product information file.

Delete button

There are two ways to delete selected zone: press delete button or press delete key from keyboard.

Align zones at bottom

Align selected zones based on their bottom position.

Figure 45: Mapping Tool - Align select zones along bottom

Align zones from top

Align selected zones based on their top position.

Figure 46: Mapping Tool - Align select zones from top

Selected Product Information (Left Panel)

If the single product is selected, the product information will be populated here. All the fields except areaIDs can be updated from this section. Simply input the latest content and all the information will be saved when "Save Mapping" button is pressed.

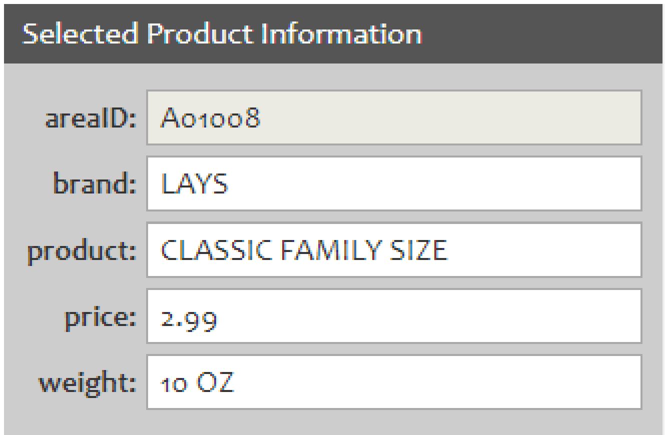


Figure 47: Product Information Section

Timed-find group setting (Left Panel)

This section provides a visual way allows user to configure the Timed-find groups from shelf.

Create TF group

1. To create Timed-find group, input the group name then press "New Group" button
2. The newly created group will be added and auto-selected in the "Current Group" dropdown

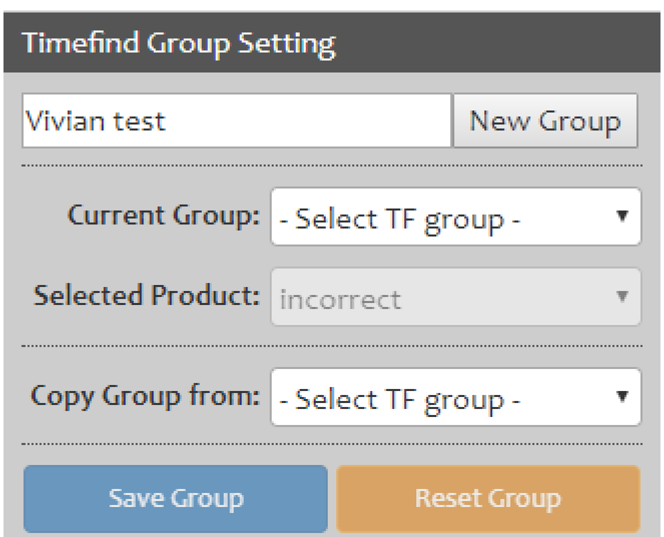


Figure 48: Before Create Timed-find Group

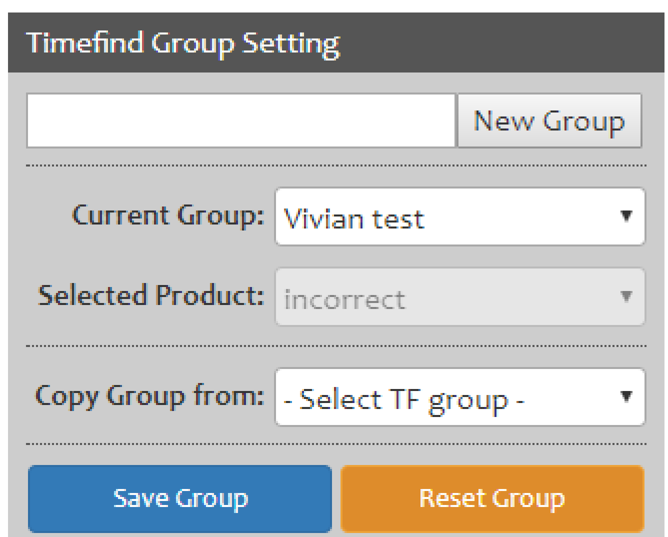


Figure 49: After Create Timed-find Group

Configure TF group

There are two ways to configure the product's correctness level. One is from here and the other is in the TF configure page.

If you are familiar enough with the products, this probably is the easy to configure TF group. You simply select product from shelf and assign the correctness from the dropdown in "Timedfind Group Setting" section. By doing that, the product is successfully configured. To visualize the difference, product with different correctness level will have different color:

Correctness level	Zone color
Incorrect	Blue
Semi-semi-correct	Orange
Semi-correct	Purple
Correct	Green

Figure 50: Timed-find Incorrect product (Blue)

Figure 51: Timed-find semi-semi-correct product (Orange)

Figure 52: Timed-find semi-correct product (Purple)

Figure 53: Timed-find correct product (Green)

Copy Existed Timed-find Group

If TF groups configurations are same across the control and test shelves, the copy function will speed up the setup. Select the image and group you want to copy from, the tool will auto load the target group's configuration to your current group.

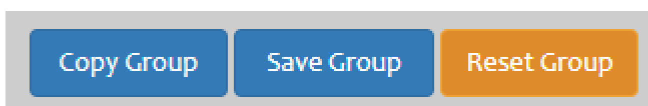


Figure 54: Copy Timedfind Group from existing group

"Reset Group" button will help to reset all the product to default "incorrect" status, which is helpful when you find you do something totally wrong and want to have a fresh start.

Please note, no matter what operation you do, make sure to press the "Save Group" button before switch to new group and new image.

Price Tag Visual Style (Left Panel)

In 2D Shopspex, the price tag is generated by the tool. Use the configurations in this section to adjust the price tag's visual style. In the user interface, the tool will show the price tag as configured to respondent.

In 3D Shopspex, the price tag is part of the image. Graphics team will use this to generate proper price tag image and lay over the shelf image.

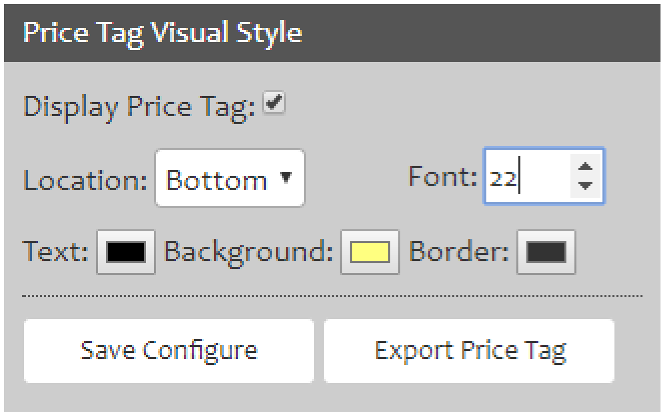


Figure 55: Price Tag Visual Style Configuration

Whenever you change the price tag visual style, use the "Save Configuration" button to save the change. The price tag configurations for all the Shopspex exercises related to this shelf image will be updated.

The "Export Price Tag" button will save the price tags as a transparent image, which is mostly used by graphics team to layer the price information on shelf in 3D Shopspex.

"Display Price Tag" Control

By default, the "Display Price Tag" is unchecked to make the mapping process smooth. It is suggested to leave this option unchecked during the mapping. Turn it on when mapping is completed.

There are 5 configurable options for the price tag:

Location

Use this configuration to decide how to align up the price tag to product zones. There are three options for this selection:

- Default – place the price tag according to the priceX, priceY value in the DB
- Top – align the price tag on top/middle of the drawn zones.
- Bottom – align the price tag on bottom/middle of the drawn zones.

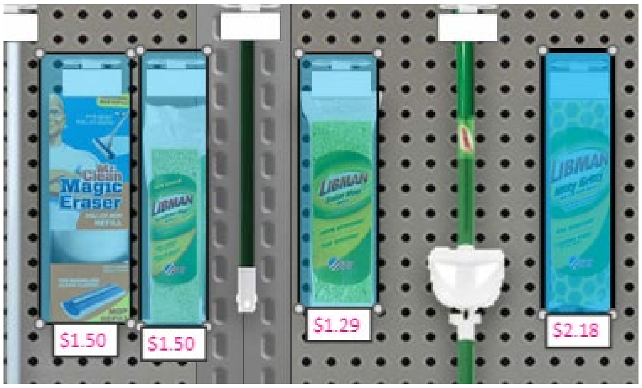


Figure 56: Align Price Tag at bottom

Figure 57:Align Price Tag at bottom

Font size

Use this configuration to adjust font size used for price tag.

Text Color

Use this configuration to adjust text color used for price tag, by default, it is color.

Background Color

Use this configuration to adjust price tag background color, by default, it is white.

Border Color

Use this configuration to adjust price tag border color, by default, it is black.

Possible Price Tag Example

Figure 58: Price Tag Example 1

Figure 59: Price Tag Example 2

Area IDs

This section will list all the available areaIDs belong to the shelf image. There are two usages for this section:

1. Visually differentiate the assigned and un-assigned areaID: aligned areaIDs have strikethrough
2. Find the product on shelf based on areaID: clicking the areaID will highlighted the corresponding zone on shelf and show the related product info in the "Select Product Information" section.

PACK ZONING TOOL

The pack zoning tool is used to draw zone on tested image and get zone-based reports for Clickspex and Eye-tracking. As the new feature in Packspex, the zones are configured on image level. In other words, if the Clickspex and Eye-tracking on pack use the same image, they can share the same zones.

Launch the "Pack Zoning Tool"

Select the project from the list, press the "Pack Zoning Tool" button below to launch the tool page.

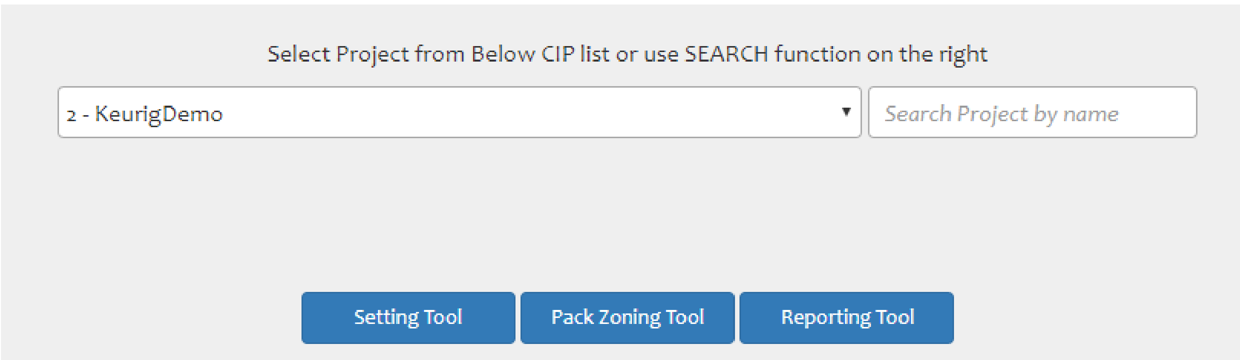


Figure 60: Launch Pack Zoning Tool

Functional Sections

The zoning tool has four sections based on its functions

- Packspex image selection dropdown
- Zone utility section
- Naming section
- Zone drawing/linking section
- Image display section

Figure 61: Pack Zoning Tool Overview

Packspex Image Selection

This dropdown holds all the non-shelf images used in the study. Using the dropdown, the user can easily switch and work on different images.

Tips for "Switching Image"

Please make sure you save your work before switch to the new image, otherwise, you will lose all your unsaved zoning work.

Zone Utility Section

This section has three buttons:

- Clear zones – delete all the drawn zones on image. This operation won't affect what have already saved in the DB, it just helps to clean up your canvas.
- Load saved zones – click this button will retrieve zones saved for current image from DB.
- Load external zones – click this button will load zones from different image in the project.
- Save zones – click this button will save all the drawn the zones on image to DB. The original zones for the image will be deleted from DB.

Naming Section

The naming section only appears when a zone is selected. User can name the single zone or give a group name to linked zones. The detail will be explained in "Name the zones" section.

Zone drawing/linking section

This section has six buttons and can be divided into three groups.

Group	Button Name	Function
Selection	Select button	Activate the selecting mode. In this mode, a user can select drawn zone to move, link, unlink, resize, delete and name the zone
Drawing	Rect button	Activate the drawing rectangle mode. In this mode, a user can draw rectangle-shaped zone on the image. The shape is defined by: 1. Click on left/top corner of the rectangle 2. Hold and drag the mouse 3. Release when the desired rectangle is drawn

	Circle Button	Activate the drawing circle mode. In this mode, a user can draw circle-shaped zone on the image. The shape is defined by: 1. Click on center of the circle you want to draw 2. Hold and drag the mouse 3. Release when the desired circle is drawn
	Polygon button	Activate the drawing polygon mode. In this mode, a user can draw polygon-shaped zone on the image. A polygon is defined by different points and the tool will auto connect these points to form the shape. User need to click on the first point (red dot with yellow outline) to complete the zone.
Linking	Linking button	If more than two zones are selected, pressing this button will link them together. The linkage will be used in Clickspex and Eye-tracking percentage reports to create certain net effect. For example, there are two zones named as claim 1 and claim 2. You can link these two zones and give them a group name “claims”. By doing so, the reporting tool will combine two zones together and do the calculation.
	Unlinking button	When linked zones are selected, press this button will break the linkage up.

Image display section

This section is more like a canvas with background, a user can draw on it with the mouse click.

Name the zones

Giving a proper name to the zone is a good habit. It allows you easily understand the report and helps your team member as well. You can name a zone

- right after drawing a zone, or
- select the zone one by one after you finished all the zones

When the zone is selected, it will be highlighted with yellow and the zone name input box will show up. Just input the name in the box and the zone will be successfully named at that point.

If the selected zone is linked with other zones, an extra group name input box will appear. On the canvas, the current selected zone will still be colored with yellow and its linked zones will be colored with orange. The input group name will be auto added to all linked zone.

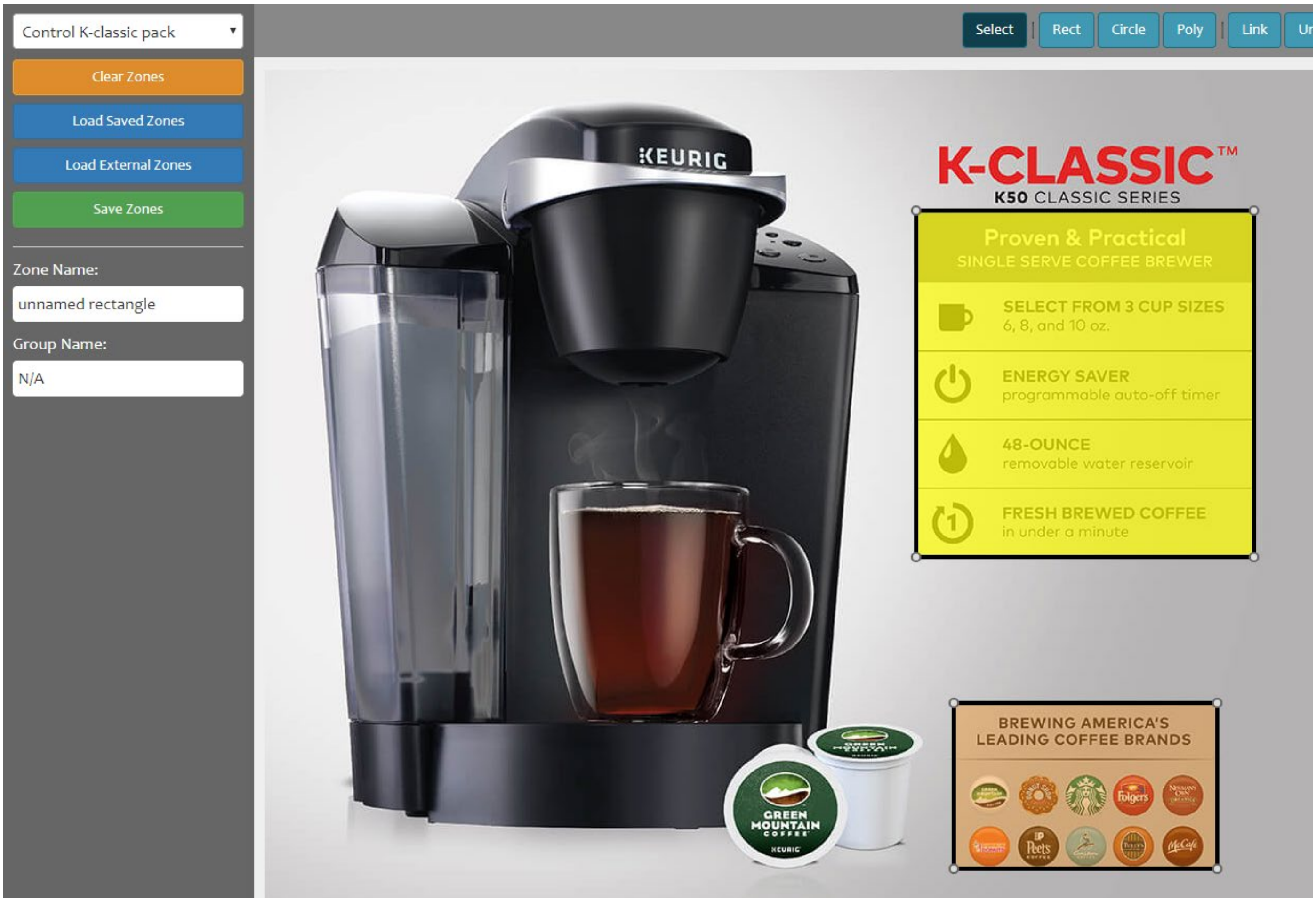


Figure 62: Name Linked Zone

Drawing Tips

The pack drawing tool is straightforward to use, however, there are some tips might help you to speed up the drawing process

How to draw Polygon

The polygon shape is made of many points around the shape. It needs to be completed properly to make it a valid shape to use.

When starting the drawing, the tool will dim the canvas, color the shape with light yellow and mark the first point in red to indicate the polygon is incomplete.

To complete the shape, click on the first point. After that, the first point will be reset to look like the rest points, the shape will be colored with blue and the dim effect will be removed. Now you have a complete and valid polygon shape.

Figure 63: Drawing Polygon

Figure 64: Complete Polygon

How to delete zone

To delete zone, first make sure you are in "select" mode. Press the "select" button to set proper mode, select the zones you want to delete. Hold "ctrl' key if you want to select multiple zones. After selection, press "delete" key to delete all selected zones.

How to resize zone

To resize a rectangle shape, simply drag one of the four control dots at its corner to adjust the shape size.

Figure 65: Resize Rectangle Shape

To resize a circle shape, drag one of the four control dots around its arc and adjust its size.

Figure 66: Resize Circle Shape

There is no direct way to resize a polygon shape by portion. User needs to adjust the shape by dragging the control dots one by one to achieve the desired change.

Figure 67: Resize Polygon Shape

How to load zones from another image in the CIP

When images are similar in the test, you don't need to draw zones for each image. Simply press the "load zone" button after set-up zones on first image. A small popup window will show up and ask you which image you want to load zones from. Select the image which has been zoned to load zones to your current image. After adjustment, press the "save" button. Next time when you try to load zone again on this image, the saved zones will be loaded.

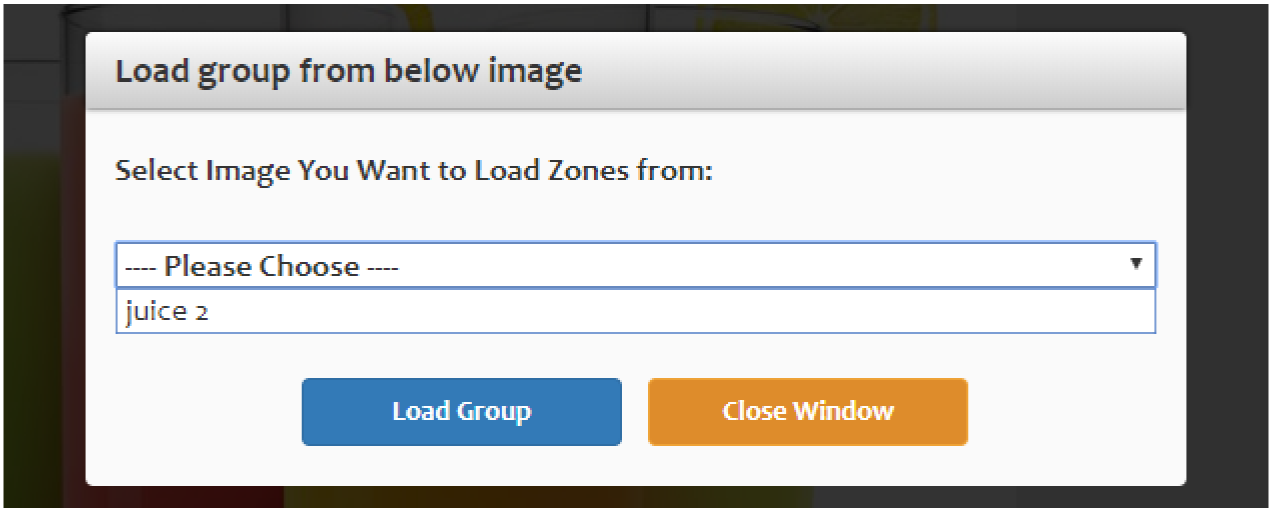


Figure 68: Load Pack Zones from Different Image

REPORTING TOOL

Packspex reporting tool is designed to auto generation heatmaps, clickmaps, and all kinds of excel reports. To make the tool work properly, the TAB team needs to create proper filters for the CIP. By doing that, the results of maps and reports can be correctly weighted. Hence, please check with the TAB team to make sure the filters are ready before putting time in generating report.

Launch the "Reporting Tool"

Select the project from the list, press the "Reporting Tool" button below to launch the reporting page.

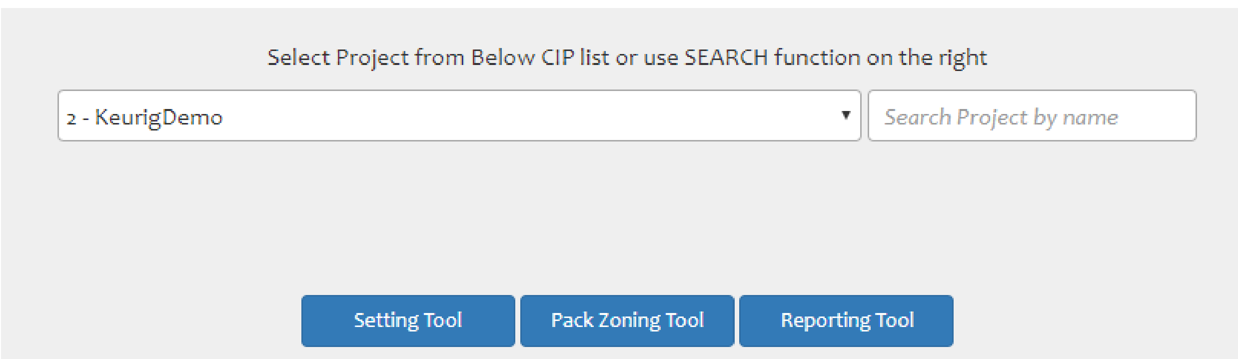


Figure 69: Launch Reporting Tool

The reporting tool has two panels:

- Left panel – applications and available filters
- Right panel – application specific portal

Figure 70: Reporting Tool Overview

Applying filters

Located on the left panel, the filter list holds all the filters the TAB team upload. However, you might NOT need all of them during report generating. Hence, only select the filters you need instead of selecting all of them.

Each report generating takes time and server resource. The number of filters in use has significant impact on it. To visualize the impact, let's assuming we will generate Clickspex heatmaps for a project with 6 filters and 4 Clickspex exercises.

Exercises Number	Filter in-use Number	Generated Heatmaps Number
4	1	4x1x2(like + dislike) = 8
4	3	4x3x2(like + dislike) = 24
4	6	4x6x2(like + dislike) = 48

Hence, be careful with the filter selection and avoid generating unnecessary reports.

Tips for "Filter Selection"

In a real project, the filters might have the "age break", "region break" and "usage break". There is chance you want to apply different filters when generate maps VS. generate reports. If that is the case, try to generate reports twice with different filter selections. It helps to speed up the generation and reduce server load.

Maps Naming Convention

When maps are generated, they will be stored in different folders based on their types and named following certain standards.

In general, all click maps are saved in "Clickmap" folder and all heat maps are saved in "Heatmap" folder.

As for each image, they will be named following below pattern:

imageName_projectID_filterName_clickType_clickOrder

For example, a map named as ControlKclassicpack_42_genpop_mixed_firstClick.jpg means

Name	Value
imageName	ControlKclassicpack
projectID	42
filterName	genpop
clickType	Mixed (another two possible value: thumbup or thumbdown
clickOrder	firstClick

Clickspex Reporting Portal

For Clickspex and Eye-tracking on pack, the test image needs to be properly zoned before generating reports. Please refer "Packing Zoning Tool" to get an idea of how to use the pack zoning tool. Here, let's assume the pack has been zoned and we will generate reports based on that zoning.

To generate Clickspex reports, first select the "Clickspex" from the application list on left panel then choose the filter you want to apply. As mentioned before, only check the filters you need.

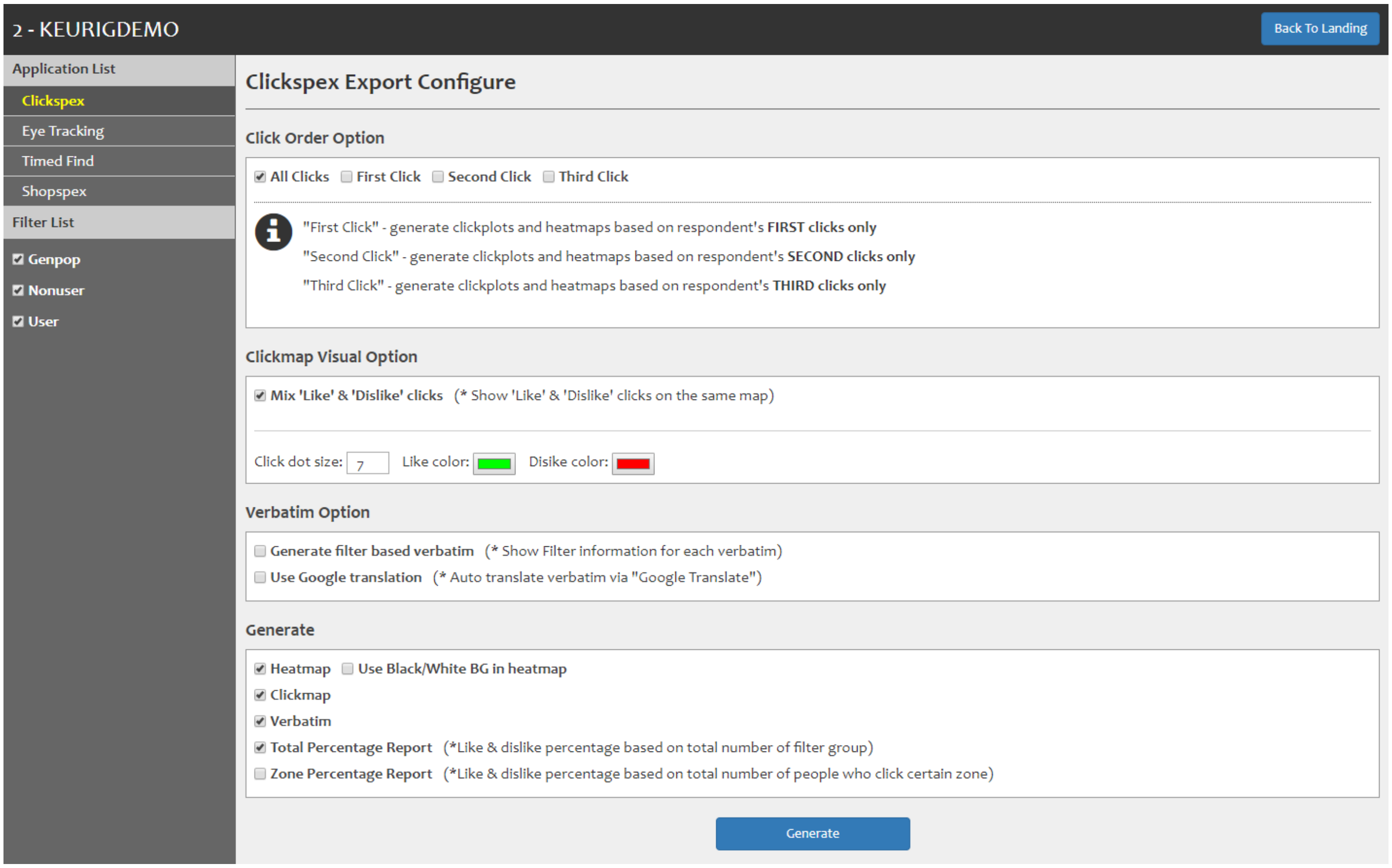


Figure 71: Clickspex Reporting Overview

Click Order Configuration

Selection here will be applied to both clickmap and heatmap. By default, the reporting tool will generate maps using "**all user clicks**". But there are options to generate maps based on respondents' "first", "second" and "third" click. Check the related click if there is a need to generate maps based on respondents' click order.

Figure 72: Click Order Configuration

Below are the examples of clickmap and heatmap visuals with different click order applied.

All clicks clickmap

First-click clickmap

All clicks Like Heatmap

First-click Like Heatmap

Clickmap Visual Option

As the name suggests, any setting here will only affect visualization of clickmap.

By default, the “like” and “dislike” clicks will be mixed up and generated on the same image. But if necessary, unchecking this option will give you two separate maps, one for like-clickmap and the other one for dislike-clickmap.

Adjust dot size and color to change the clickmap visual if needed. However, it is suggested to use the default value to make the clickmaps visually consistent for all HS projects.

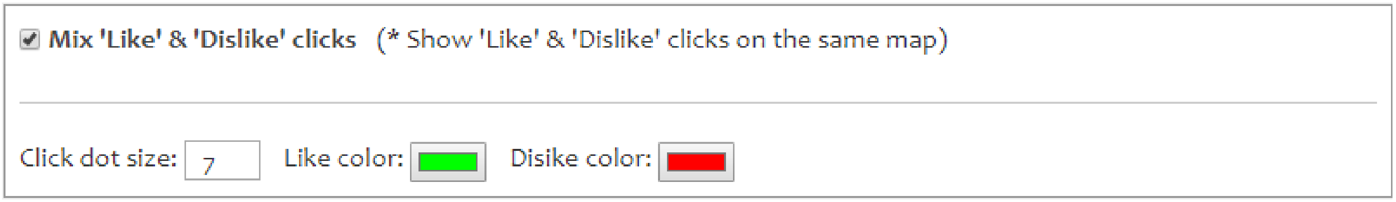


Figure 73: Clickmap Visual Configuration

Tips for “Mix click”

Please notice, the ‘mix like & dislike’ option only apply to clickmap. For heatmap, it always generates the “like” map and “dislike” map separately.

Here are the examples of mixed-up and separate maps.

All clicks Mixed-Up clickmap

All clicks Like clickmap

All clicks Dislike clickmap

Verbatim Option

As a comment collecting tool, verbatim is an important part of Clickspex reporting.

Default verbatim report

By default, verbatim report will contain below information:

- Clickspex project ID
- spexID
- image name
- click type (like or dislike)
- zoneName (the zones set up in Pack Zoning Tool)
- comment

The report excel will be like the example below

ClickspexID	spexID	image name	click type	zone name	comment
42	61	Control K-classic pack	Like	claim1	size of reservoir
42	62	Control K-classic pack	Like	claim2	different flavors
42	62	Control K-classic pack	Like	claim1	48 ounces holds a lot
42	62	Control K-classic pack	Like	logo	brand name

Figure 74: Default Clickspex Verbatim Report

When select options below, two extra information can be generated in the report

- [ ] **Generate filter based verbatim** (* Show Filter information for each verbatim)
- [ ] **Use Google translation** (* Auto translate verbatim via "Google Translate")

Figure 75: Clickspex Verbatim Configuration

Generate filter based verbatim

When "generate filter based verbatim" is checked, the filter information for each verbatim will be added. Each filter will take a column with true/false as its value, so user can filter through it. The actual report will look like the example below:

click type	filter - genpop	filter - nonuser	filter - user	zone name	comment
Like	TRUE	FALSE	TRUE	claim1	size of reservoir
Like	TRUE	TRUE	FALSE	claim2	different flavors
Like	TRUE	TRUE	FALSE	claim1	48 ounces holds a lot
Like	TRUE	TRUE	FALSE	logo	brand name

Figure 76: Verbatim report with Filter Information

Use Google translation

"Use Google translation" is for translating non-English comment into English via google translation API. It is a fast and cheap way to do the translation. However, please be aware the quality might not as good as human translation. After enabling this option, your report will have an extra column which holds the translated text.

filter - genpop	filter - nonuser	filter - user	zone name	comment	translation
TRUE	FALSE	TRUE	claim1	जस्तै 1	size of reservoir
TRUE	TRUE	FALSE	claim2	मन नपर्ने 1	different flavors
TRUE	TRUE	FALSE	claim1	जलाशयको आकार	48 ounces holds a lot
TRUE	TRUE	FALSE	logo	विभिन्न स्वाद	brand name

Figure 77: Verbatim report with Translation

Reporting Options

After proper configuration, it is time to generate reports. To avoid unnecessary resource waste, only check the reports you need.

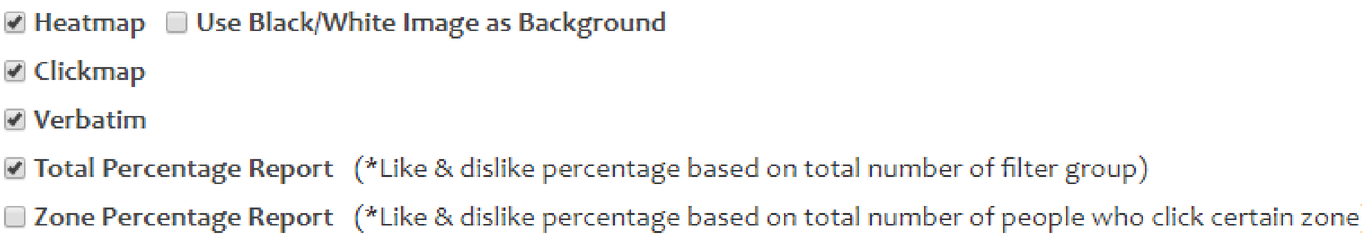


Figure 78: Clickspex Report Options

Clickmap, heatmap and background style

By default, *the report will* always include the clickmap and heatmap. However, if you're only interested in generating certain reports, uncheck unused options to speed up the report process.

Tips for "What is Black/White Image Background"

In some cases, the test image might be too colorful so that it interferes the visual effect of heatmaps. Check the "***Use Black/White Image as Background***" option to grey out the test image to get more obvious visual effect from heatmaps.

Below is the comparison between the original BG vs grey-out BG:

original BG heatmap	grey-out BG heatmap
	

Verbatim Report

Check the "verbatim" box if you want to generate project's verbatim report. It will take the value set in "Verbatim Option" section and generate the desired report. For how the report looks with different features enabled, please refer to "Verbatim Option" in previous documentation.

Tips for "What is Generic Background"

Each verbatim should belong to a certain zone based on what is set up in "Pack Zoning Tool". However, sometimes the click lands on area belonging to no pre-defined zone, the tool will auto categorize them into "generic background" zone. Make use of this feature to save yourself some zone drawing time.

Percentage Report

Clickspex has two calculating base systems. By default, total base is used.

- Total based – use total number of unique respondents in each filter group as base.
- Zone based – only use the total number of unique respondents who click within the specific zone.

These two basing systems generate quite different result in report. For comparison, assuming:

Resp Num in filter	Resp Num in zone A	Like Num in zone A	Total Based Value Like Perc	Zone Based Value Like Perc
100	20	16	16 / 100 = 16%	16 / 20 = 80%

Here are the actual reports comparison

	genpop				nonuser			
	By Resp		By Click		By Resp		By Click	
	Like	DisLike	Like	DisLike	Like	DisLike	Like	DisLike
claim1	73.33 %	20.00 %	45.35 %	9.30 %	68.00 %	26.83 %	45.24 %	10.10 %
claim2	36.67 %	3.33 %	12.79 %	1.16 %	44.79 %	0.00 %	13.19 %	0.00 %
logo	6.67 %	3.33 %	2.33 %	2.33 %	5.79 %	7.49 %	1.71 %	4.41 %
COFFEE MACHINE	20.00 %	3.33 %	10.47 %	1.16 %	26.16 %	0.00 %	9.19 %	0.00 %

Figure 79: Total Based Percentage Report

	genpop				nonuser			
	By Resp		By Click		By Resp		By Click	
	Like	DisLike	Like	DisLike	Like	DisLike	Like	DisLike
claim1	88.00 %	24.00 %	82.98 %	17.02 %	84.73 %	33.43 %	81.74 %	18.26 %
claim2	91.67 %	8.33 %	91.67 %	8.33 %	100.00 %	0.00 %	100.00 %	0.00 %
logo	66.67 %	33.33 %	50.00 %	50.00 %	43.62 %	56.38 %	27.90 %	72.10 %
COFFEE MACHINE	85.71 %	14.29 %	90.00 %	10.00 %	100.00 %	0.00 %	100.00 %	0.00 %

Figure 80: Zone Based Percentage Report

Eye-tracking Reporting Portal

For Eye-tracking on shelf, the zoning is already there so we can generate report directly.

For Eye-tracking on pack, the test image needs to be properly zoned before generating reports. Please refer "Packing Zoning Tool" to get an idea of how to use the pack zoning tool.

To generate Eye-tracking reports, first select the "Eye-tracking" from application list on left panel then choose the filter you want to apply. As mentioned before, only check the filters you need.

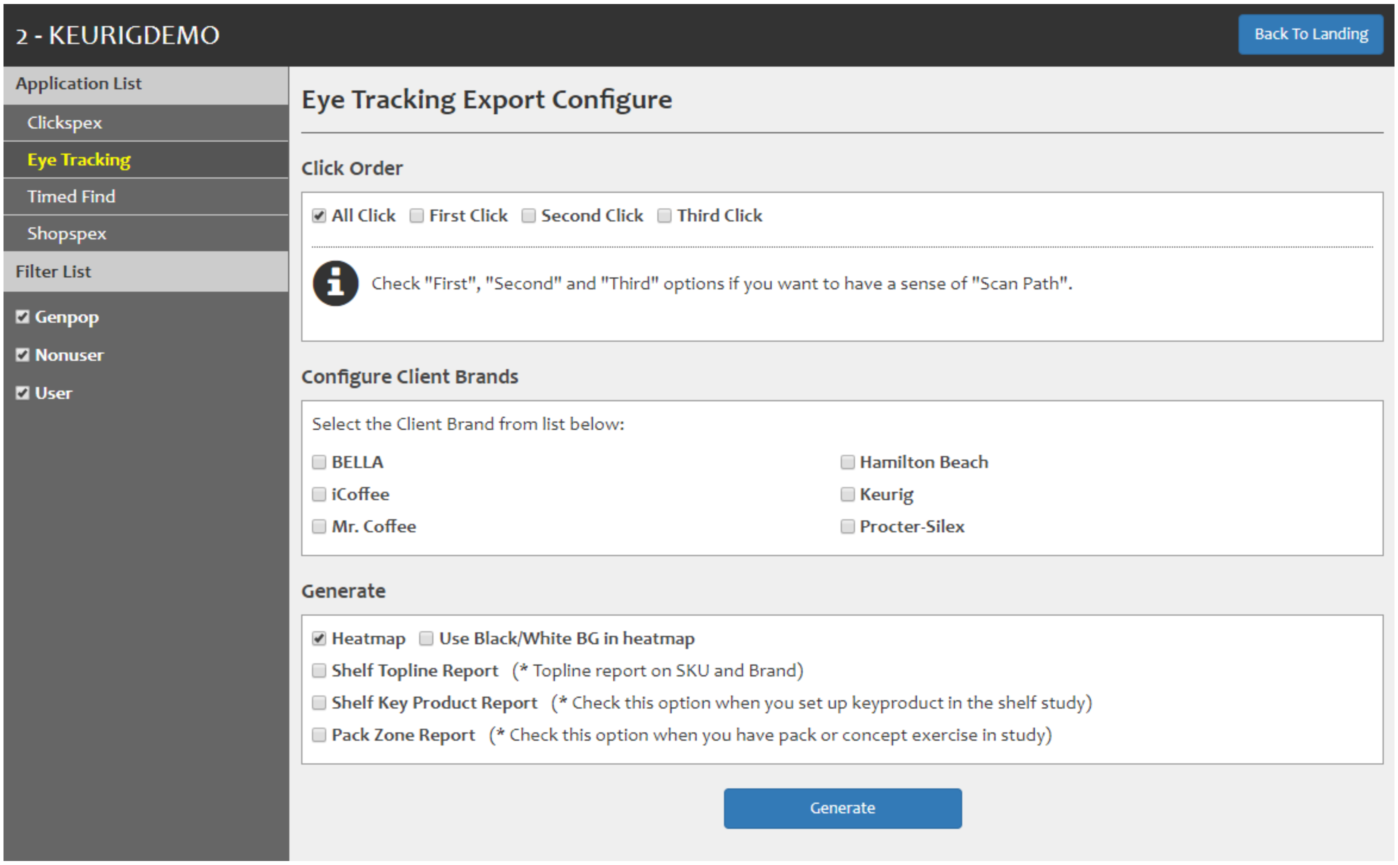


Figure 81: Eye-tracking Report Overview

Click Order Configuration

Just like “Click Order configuration in Clickspex”, changing the value here generates different heatmap based on the click order. By default, the reporting tool will generate maps using “all user clicks”. Check the related click order if there is a need to generate heatmaps based on the order.

Figure 82: Eye-tracking Click Order Configuration

Below are the examples of heatmap visuals with different click order applied.

All clicks Heatmap

First-click Heatmap

Client Brands Configuration

This section will only be populated if there are Eye-tracking on shelf tests in the study. The tool will pull all the brands used in the study. After configuring client brands, the tool will auto-generate one level netting between client brands and competitive brands in the report.

Select as many client brands as necessary.

Reporting Options

After proper configuration, it is time to generate reports. As always, to avoid unnecessary resource waste, only check the reports you need.

- [x] Heatmap [ ] Use Black/White BG in heatmap
- [ ] Shelf Topline Report (* Topline report on SKU and Brand)
- [ ] Shelf Key Product Report (* Check this option when you set up keyproduct in the shelf study)
- [ ] Pack Zone Report (* Check this option when you have pack or concept exercise in study)

Figure 83: Eye-tracking Reporting Options

Heatmap and background style

By default, *the report will* always include heatmap. However, if you're just interested in generating some extra reports, uncheck that options to speed up the report process.

Tips for "What is Black/White Image Background"

In some cases, the test image might be too colorful so that it interferes the visual effect of heatmaps. Check the "***Use Black/White Image as Background***" option to grey out the test image to get more obvious visual effect from heatmaps.

Below is the comparison between the original BG vs grey-out BG:

original BG heatmap

grey-out BG heatmap

Shelf Topline Report

This is for **Eye-tracking on shelf study** report, which provides topline data on SKU and Brand level.

SKU report indicates the percentage of attention on each product.

areaID	brandName	productName	genpop	nonuser	user
A01001	Keurig	K-Complete Single Serve Coffee Brewer(Brew Time U	56.67 %	43.88 %	63.40 %
A01002	Keurig	K-Classic Single Serve Coffee Brewer (Brew Time Und	13.33 %	4.78 %	19.23 %
A01003	Keurig	Keurig K-Compact Single Serve Coffee Brewer (Brew T	13.33 %	8.34 %	19.29 %
A01004	Keurig	Keurig K-Mini Single Serve Coffee Brewer (Brew Time	23.33 %	10.35 %	35.42 %

Figure 84: Eye-tracking SKU Report

Brand Report indicates the percentage of attention on brand level. If client brands are configured, extra "**Net Client**" and "**Net Competitive**" will be created as well.

brandName	genpop	nonuser	user
Net Client	93.30 %	90.00 %	94.40 %
Keurig	93.30 %	90.00 %	94.40 %
Net Competitive	93.30 %	90.00 %	94.40 %
BELLA	13.30 %	25.20 %	6.80 %
Hamilton Beach	26.70 %	13.90 %	37.30 %
iCoffee	56.70 %	38.30 %	76.40 %

Figure 85: Eye-tracking Brand Report

Shelf Key Product Report

If "key product" is defined in the survey, the report shows the performance of "key product" on each shelf with value of:

- % of respondent who click on key product at their first click
- % of respondent who click on key product during the whole exercise

The report will look like below:

	firstClickOnKeyProduct			anyClickOnKeyProduct		
	genpop	nonuser	user	genpop	nonuser	user
Keurig Control shelf	13.30 %	8.30 %	20.50 %	56.70 %	43.90 %	63.40 %
Keurig Test1 shelf	6.70 %	10.00 %	6.80 %	50.00 %	60.20 %	40.90 %

Figure 86: Eye-tracking Key Product Report

Pack Zone Report

If there are Eye-tracking on pack tests in the study, check this option to generate zone-based report. As mentioned in the beginning of the chapter, the pack zones need to be set up before this report is run.

Unlike Clickspex, Eye-tracking zone reports always use total base – total number of respondents in each filter group. The final report will look like below:

	genpop		nonuser		user	
	By Resp	By Click	By Resp	By Click	By Resp	By Click
COFFEE CUP	76.67 %	14.47 %	79.10 %	14.04 %	72.84 %	14.57 %
COFFEE POD	90.00 %	17.61 %	92.20 %	17.68 %	84.45 %	16.89 %
claim2	76.67 %	16.98 %	70.99 %	16.48 %	75.09 %	16.24 %
COFFEE MACHINE	83.33 %	20.13 %	91.93 %	24.70 %	72.17 %	15.62 %
product name	66.67 %	12.58 %	75.04 %	13.32 %	61.07 %	12.21 %
claim1	43.33 %	9.43 %	30.61 %	6.76 %	52.43 %	11.85 %
logo	43.33 %	8.18 %	39.44 %	7.00 %	54.94 %	10.99 %
generic background	3.33 %	0.63 %	0.00 %	0.00 %	8.18 %	1.64 %
COFFEE DECO	96.67 %	32.08 %	100.00 %	31.73 %	91.82 %	31.45 %
cliams	83.33 %	26.42 %	78.48 %	23.25 %	82.40 %	28.09 %

Figure 87: Eye-tracking Pack Zone Report

Tips for "What is Generic Background"

Like Clickspex, any click lands on area has no pre-defined zone will be automatically categorized into "**generic background**" zone. Make sure of this feature to save yourself some zone drawing time.

Timed-find Reporting Portal

To generate Timed-find reports, first select the "Timed Find" from the application list on left panel then choose the filter you want to apply. As mentioned before, only check the filters you need.

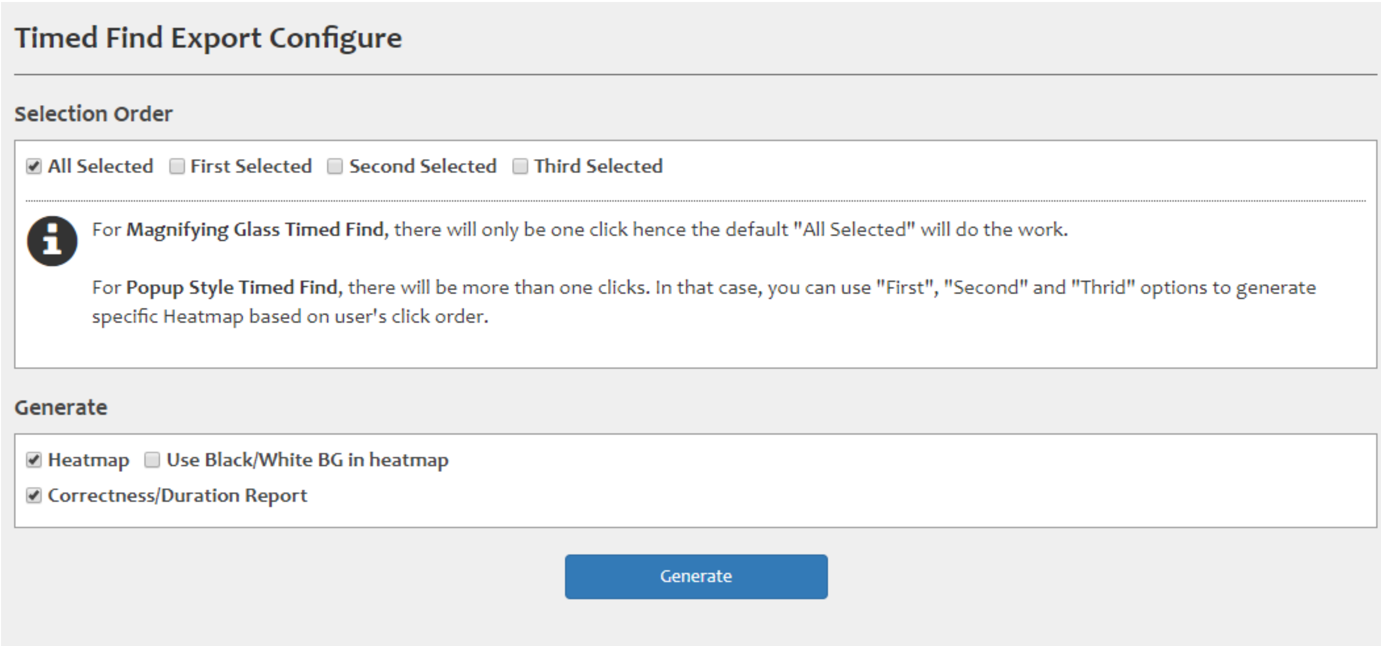


Figure 88: Timed-find Reporting Overview

Selection Order

Configuration here will be applied to both heatmap and excel report. By default, the tool will generate report based on "All Selected".

For magnifying-glass timed-find, user can only make one click and in that case, selecting "All Selected" is equivalent to selecting "First Selected"

However, for popup-up timed-find (both 2D and 3D), user can pick up multiple products. In that case:

- All Selected – take all products that users pick up into account
- First Selected – only use the first product user pickup, no matter whether user thinks it is correct product or not
- Second Selected - only use the second product user pickup, no matter whether user thinks it is correct product or not
- Third Selected - only use the third product user pickup, no matter whether user thinks it is correct product or not

Reporting Options

After configuration the selection order, it is time to generate reports. Timed-find reporting is relatively simple compared to the other tools. By default, *the report will* always include heatmap and correctness report.

Heatmap and background style

As other heatmaps, use the "***Use Black/White Image as Background***" option to grey out the test image to get more obvious visual effect from heatmaps.

Below is the comparison between the original BG vs grey-out BG:

Correctness / Duration Report

This report will show the % of respondent who correctly found the products, with all the timeout and give up information. As all the report, this value has also been properly weighted.

The actual report will be similar to table below:

Keurig Test1 shelf				
		genpop	nonuser	user
correct	Keurig K Mini Single Server	50.0 %	43.5 %	59.0 %
	Keurig K Compact Single Server	55.9 %	43.0 %	57.5 %
s-correct	Keurig K Mini Single Server	36.7 %	44.1 %	28.6 %
	Keurig K Compact Single Server	35.3 %	45.9 %	32.6 %
s-s-correct	Keurig K Mini Single Server	0.0 %	0.0 %	0.0 %
	Keurig K Compact Single Server	0.0 %	0.0 %	0.0 %
incorrect	Keurig K Mini Single Server	10.0 %	12.4 %	6.8 %
	Keurig K Compact Single Server	2.9 %	8.5 %	0.0 %
timeout	Keurig K Mini Single Server	3.3 %	0.0 %	5.6 %
	Keurig K Compact Single Server	2.9 %	2.7 %	0.0 %
giveup	Keurig K Mini Single Server	0.0 %	0.0 %	0.0 %
	Keurig K Compact Single Server	2.9 %	0.0 %	9.9 %
duration	Keurig K Mini Single Server	2.42	1.49	2.59
	Keurig K Compact Single Server	5.14	5.75	12.19

Shopspex Reporting Portal

To generate Shopspex reports, first select the "Shopspex" from the application list on left panel then choose the filter you want to apply. As mentioned before, only check the filters you need.

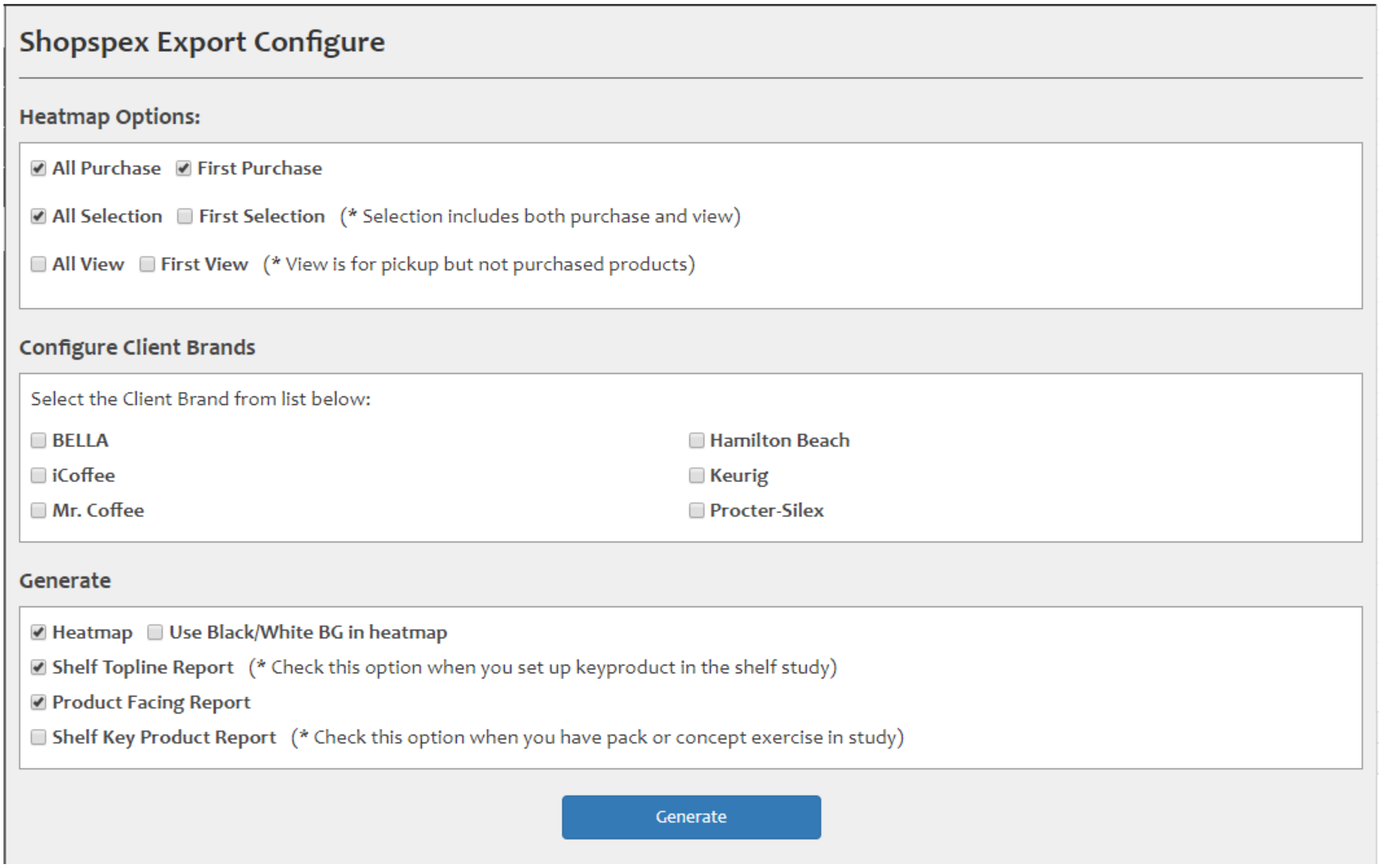


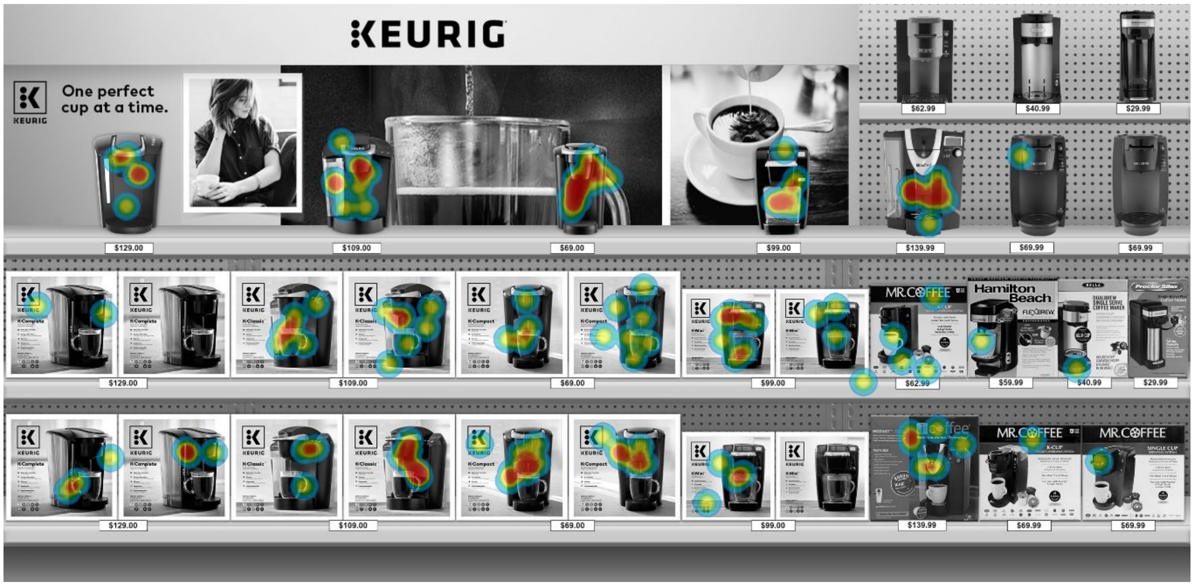
Figure 89: Shopspex Reporting Interface

Heatmap Options:

This section configures what kind of user selections will be used to generate heatmaps. There are six options:

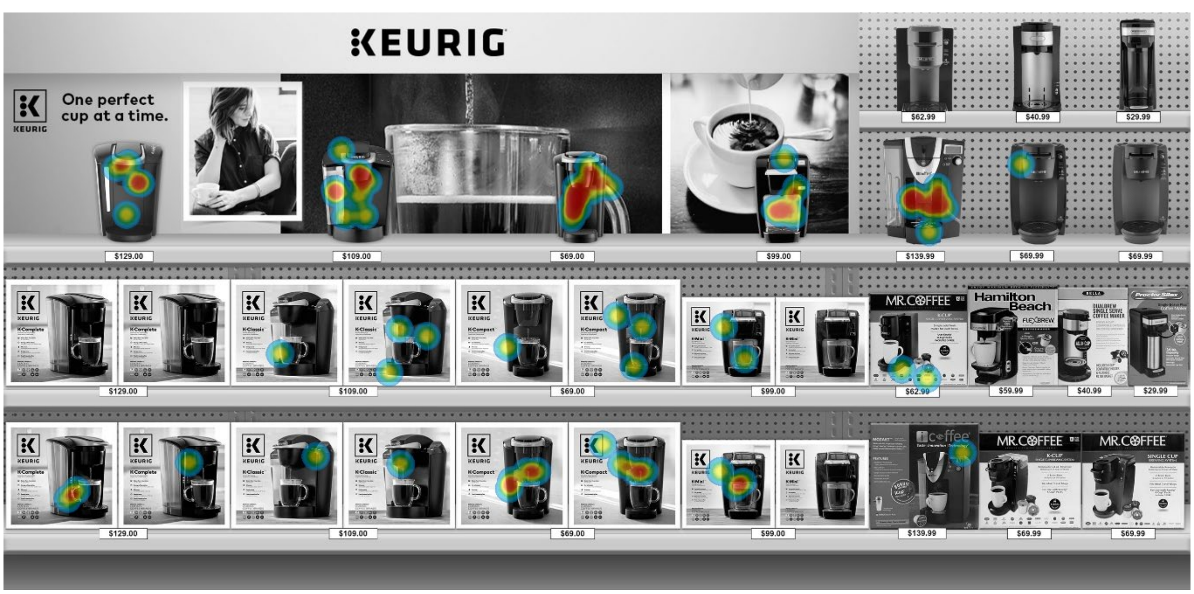
- All Purchase – generate heatmap based on user's ALL purchase selection
- First Purchase - generate heatmap based on user's FIRST purchase
- All Selection - generate heatmap based on user's ALL selection (selection includes purchase and view)
- First Selection - generate heatmap based on user's FIRST selection (no matter the first selection is purchase or view)
- All View - generate heatmap based on user's ALL view selection (view means pick up but not purchase product)
- First View - generate heatmap based on user's FIRST view selection (view means pick up but not purchase product)

All Selection



All Purchase

All View



First Selection

First Purchase

First View

Client Brands Configuration

The tool will pull all the brands used in the study. After configuring client brands, the tool will auto-generate one level netting between client brands and competitive brands.

Select as many client brands as necessary.

Reporting Options

After proper configuration, it is time to generate reports. As always, to avoid unnecessary resource waste, only check the reports you need.

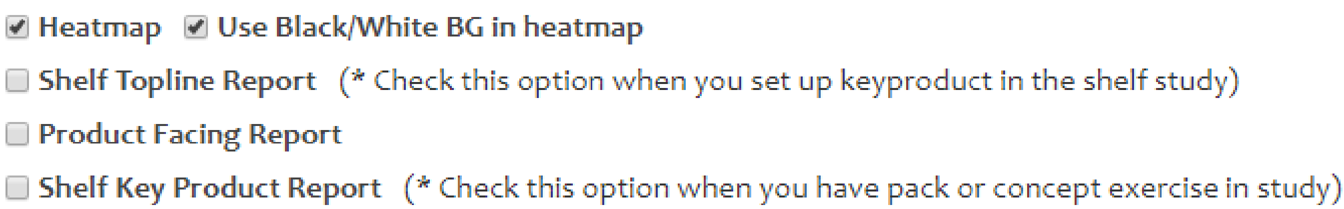


Figure 90: Shopspex Reporting Options

Heatmap and background style

By default, *the report will* always include heatmap. However, if you're just interested in generating some extra reports, uncheck that options to speed up the report process.

As always, choose the "Use Black/White BG in heatmap" if the test image is too busy to see the heat effect.

Shelf Topline Report

The report will provide topline data on SKU, Brand as well Shelf level. The report will be presented in the topLine_SKU_Brand.xlsx file. Inside the file, each shelf will have two reports, one for SKU and the other for Brand. Each report will take one tab.

SKU report includes 7 values for each SKU:

- PR - purchase rate
- FPR - first purchase rate
- CR - conversation rate
- QR - quantity rate
- SR - spending rater5
- TOP - time on product
- TIT - time in tool

Table below shows an example of how the SKU reporting looks like. The number "10" inside the column name is the filterID. The filterID codebook will be presented at the beginning of the file.

areaID	brand	product	PR - 10	FPR - 10	CR - 10	QR - 10	SR - 10	TOP - 10	TIT - 10
A01001	Keurig	K-Complete Single Serve	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.77	10.75
A01002	Keurig	K-Classic Single Serve Cc	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.44	45.18
A01003	Keurig	Keurig K-Compact Single	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	1.06	8.31
A01004	Keurig	Keurig K-Mini Single Ser	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.84	5.44
A01005	Mr. Coffee	Single Cup Keurig Brewe	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.80	8.84
A01006	BELLA	Single Serve Dual Brew (	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.67	7.09
A02001	iCoffee	Mozart Single Serve Brev	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.80	7.46
A02002	Mr. Coffee	Single Cup Keurig Brewe	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	1.63	10.54
A02003	Mr. Coffee	Single Cup Keurig Brewe	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.69	7.67
A03001	Keurig	K-Complete Single Serve	10.34 %	10.34 %	100.00 %	12.12 %	17.61 %	1.70	11.65
A03002	Keurig	K-Classic Single Serve Cc	27.59 %	27.59 %	66.67 %	24.24 %	29.75 %	1.00	11.01
A03003	Keurig	Keurig K-Compact Single	27.59 %	27.59 %	72.73 %	24.24 %	18.83 %	1.31	11.50

Figure 91: Shopspex SKU Report

Brand Report will look at the data at Brand level and if client brands are configured, extra "**Net Client**" and "**Net Competitive**" will be created as well. In this report, 6 variables will be calculated for each brand:

- PR - purchase rate
- FPR - first purchase rate
- CR - conversation rate
- QR - quantity rate
- SR - spending rate
- TOB - time on brand

Table below shows an example of how the Brand reporting looks like. The number "10" inside the column name is the filterID. The filterID codebook will be presented at the beginning of the file.

brand	PR - 10	FPR - 10	CR - 10	QR - 10	SR - 10	TOB - 10
Net Client	73.33 %	73.33 %	84.62 %	80.00 %	84.65 %	2.17
Keurig	73.33 %	73.33 %	84.62 %	80.00 %	84.65 %	2.17
Net Competitive	23.33 %	23.33 %	58.33 %	20.00 %	15.35 %	1.59
BELLA	3.33 %	3.33 %	50.00 %	2.86 %	1.23 %	1.16
Hamilton Beach	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.00
iCoffee	3.33 %	3.33 %	25.00 %	2.86 %	4.21 %	0.79
Mr. Coffee	16.67 %	16.67 %	55.56 %	14.29 %	9.90 %	1.51
Procter-Silex	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.00

Figure 92: Shopspex Brand Report

Shelf Report will look at the data at whole shelf level. For each shelf, the tool will report on 6 variables:

- Average Quantity
- Average Spending
- Total Quantity
- Total Spending
- Average First Select Time
- Average First Purchase Time

And these 6 reports will be grouped into three tabs: Quantity, Spending and Timing. Table below shows an example of how the Shelf reporting looks like.

	average_quantity			total_quantity		
	genpop	nonuser	user	genpop	nonuser	user
Keurig Control shelf(36)	1.17	1.26	1.38	35.00	18.92	20.72
Keurig Control shelf(39)	1.14	1.41	1.14	33.00	21.18	15.91
Keurig Test1 shelf(40)	3.03	3.74	3.24	91.00	56.05	48.64
Keurig Test1 shelf(37)	2.03	2.43	2.12	61.00	36.50	31.83

Figure 93: Shopspex Shelf Quantity Report

	average_spending			total_spending		
	genpop	nonuser	user	genpop	nonuser	user
Keurig Control shelf(36)	110.73	124.40	125.92	3,321.91	1,865.95	1,888.82
Keurig Control shelf(39)	101.07	129.43	100.15	2,930.91	1,941.48	1,402.14
Keurig Test1 shelf(40)	277.25	326.71	302.43	8,317.61	4,900.62	4,536.46
Keurig Test1 shelf(37)	203.56	255.78	205.35	6,106.88	3,836.64	3,080.20

Figure 94: Shopspex Shelf Spending Report

	average_firstSelectTime			average_firstPurchaseTime		
	genpop	nonuser	user	genpop	nonuser	user
Keurig Control shelf(36)	8.05	8.37	9.75	12.17	14.57	12.79
Keurig Control shelf(39)	7.52	6.88	10.65	12.86	12.91	17.15
Keurig Test1 shelf(40)	11.55	10.53	15.84	13.54	12.83	18.09
Keurig Test1 shelf(37)	13.35	18.98	12.13	19.60	25.84	18.44

Figure 95: Shopspex Shelf Timing Report

Product Facing Report

The facing report is a quick way to know the product share on share. However, this report fully replies on "facingNum" value in the Shelf Information File. It will only work when "facingNum" is correctly populated.

areaID	Brand	Product	Facing
A01001	Keurig	K-Complete Single Serve Coffee Brewer(Brew Time Under 1 Minute Pr	3.0 %
A01002	Keurig	K-Classic Single Serve Coffee Brewer (Brew Time Under 1 Minute Progr	3.0 %
A01003	Keurig	Keurig K-Compact Single Serve Coffee Brewer (Brew Time Under 1 Min	3.0 %
A01004	Keurig	Keurig K-Mini Single Serve Coffee Brewer (Brew Time 2 Minutes 90-Se	3.0 %
A01005	Mr. Coffee	Single Cup Keurig Brewed System BVMC-KG2B (Automatic Shut Off Sin	3.0 %
A01006	BELLA	Single Serve Dual Brew Coffee Maker (Automatic Shut Off Single Cup R	3.0 %
A01007	Procter-Silex	4oz. Single Serve Coffee Maker(Automatic Shut Off Single Cup Reservo	3.0 %
A02001	iCoffee	Mozart Single Serve Brewer(Automatic Shut Off 72 oz. Reservoir)	3.0 %
A02002	Mr. Coffee	Single Cup Keurig Brewed System BVMC-KG5 (Black) 24 oz. Reservoir	3.0 %

Figure 96: Shopspex Facing Report

Key Product Report

If "key product" is defined in the survey, the report shows the performance of "key product" on each shelf with value of:

- % of respondent who pick up key product
- % of respondent who view (not purchase) key product
- % of respondent who purchase key product
- % of respondent who purchase key product as their first purchase
- Total quantity of purchased key product
- Total spending on purchased key product

Table below shows how the key product report might look like

	genpop			
	Keurig Control shelf(36)	Keurig Control shelf(39)	Keurig Test1 shelf(40)	Keurig Test1 shelf(37)
keyProductSelected	7.9%	4.3%	4.5%	4.0%
keyProductViewed	0.0%	0.0%	0.0%	0.0%
keyProductPurchased	7.9%	4.3%	4.5%	4.0%
keyProductAsFirstPurchase	7.9%	4.3%	4.5%	4.0%
quantityOfPurchasedKeyProduct	5	3	7	5
spendingOfPurchasedKeyProduct	645	387	903	645

Figure 97: Shopspex Key Product Report