



TIMED-FIND



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BRIEF

This tool is used to test whether consumers are able to identify your brand under its new design in the clutter of the competitive shelf.

The products on shelves will be categorized into four groups: correct, semi-correct, semi-semi-correct and incorrect. Consumers are prompted to click on the product on the shelf to find what they are told to find in the instruction.

USER INTERFACE (SURVEY)

The timed-find tool has three variants:

Version	Device support	Features
2D magnifying version	Desktop only	<ul style="list-style-type: none">• User will have one click chance• Has time limited
2D popup version	Desktop, tablet	<ul style="list-style-type: none">• User can pick up multiple product until they find "right" one• Usually don't come with time limited
3D popup version	Desktop, tablet (experiment)	<ul style="list-style-type: none">• User can pick up multiple product until they find "right" one• Usually don't come with time limited

2D Magnifying version

This version will resize the whole shelf image and fit it into user's window. When mouseover the image, a magnifying glass will show up with enlarged version of the shelf image inside. Since this version relies on mouseover which is not available on neither tablet nor mobile, hence it is desktop-only.

Variable needs in tool template

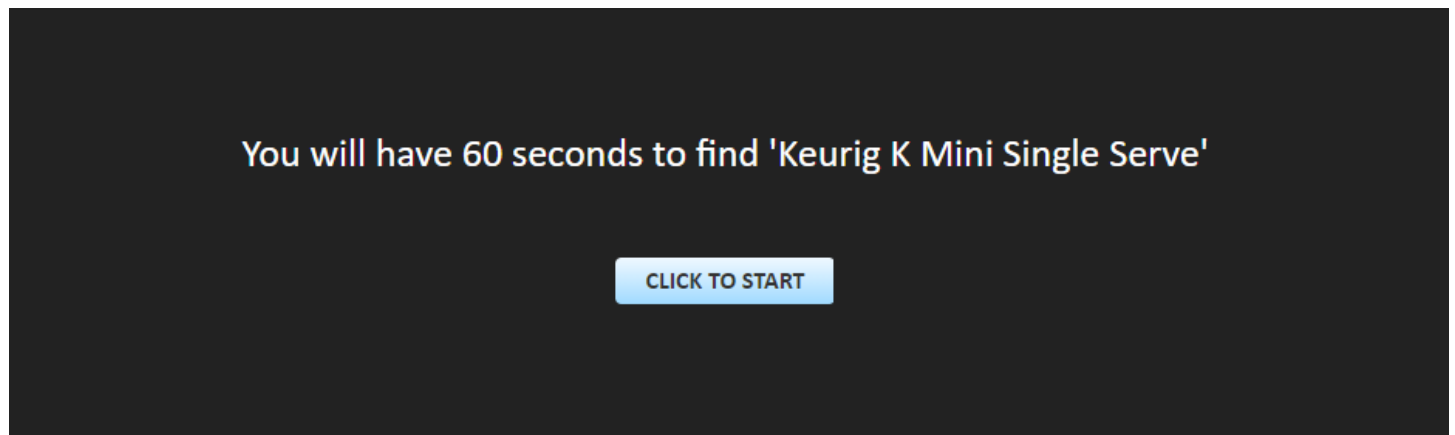
The most important information you needed to provide to use this tool – timed-find [groupID](#), you can get this value either from

- Admin site, projects > tool summary page, or
- Export function from Packspex tool

Besides that, you also need let your programmer know the name of the [target product](#) you want user to look for.

Instruction window

In the instruction window, respondent will be informed the purpose of the exercise and what they are expected to do.



Main interface

The main interface has two parts:

- Top console with product information and “Give up” button at the top-right corner. If the exercise is configured to use progress bar, the timer bar will be shown in the middle of this section as well.
- Main test image



Without Timer Bar



With Timer Bar

2D Popup Style

This version is similar to 2D Shoppex, the shelf image will be resized to fit into user's window. User can use zoom in/out button on to scale the shelf image. Usually, the tool doesn't have the time limit. User can pick up as many products as they want until they find the "right" product or they press "give up" button. However, if needed, you can configure it in the tool template.

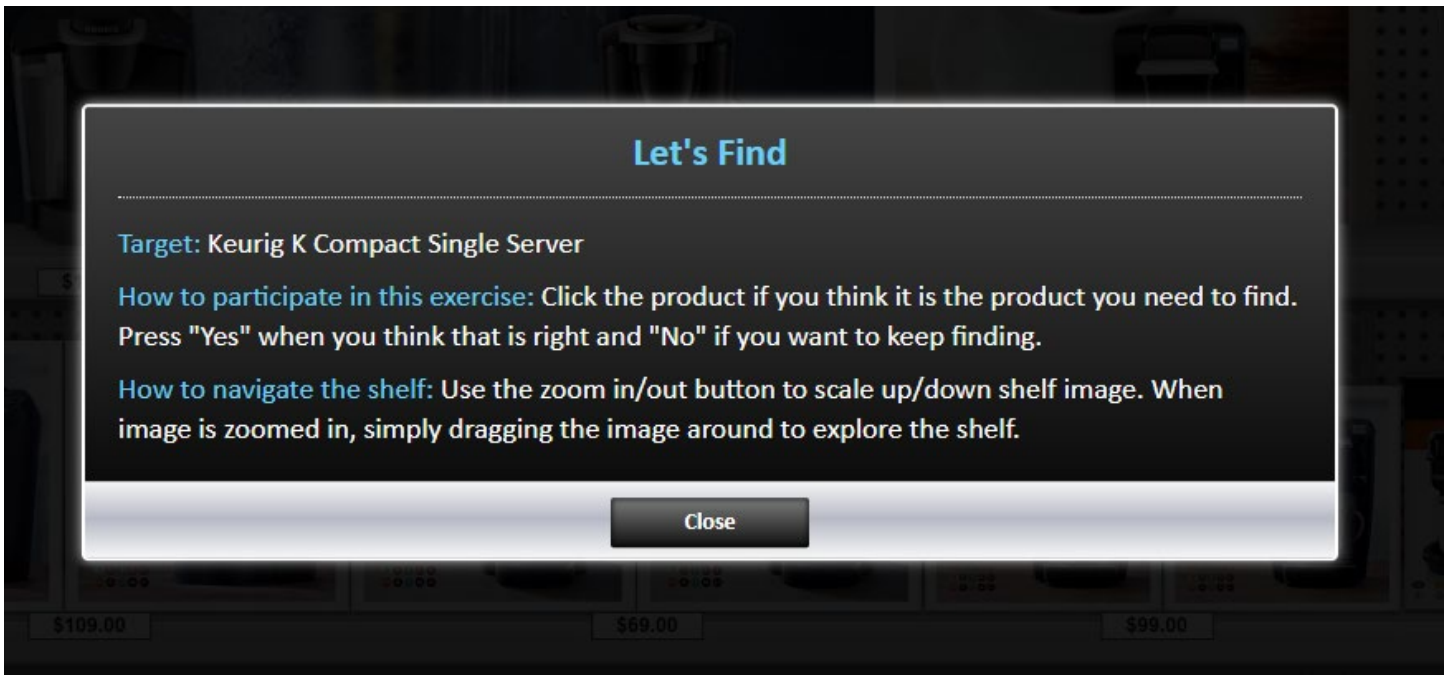
Variable needs in tool template

Since this tool is quite similar to shoppex, they are sharing the same template but with different variable configuration. Below are all the variables available in the template and here we will focus on these shared and Shoppex-only variables. (Blue – shared configuration / Green – Timed-find only)

Variable Name	Used By	Who set-it-up	Usage
spexID	Both	Dynata	User Identity
isDecipher	Both	Dynata	Survey platform
isShoppex	Both	Dynata	<ul style="list-style-type: none">• true – shoppex• false – Timed-find
zoomAtFirstClick	Both	Dynata	<ul style="list-style-type: none">• true (default) – when user first click on shelf, the image will be auto-zoomed instead of showing product popup• false – when user first click on shelf, the tool will show product popup directly HS needs inform Dynata if non-default value is used
shelfID	Shoppex	HS	
keyProducts	Shoppex	Dynata	
limitType	Shoppex	Dynata	
limitNumber	Shoppex	Dynata	
groupID	Timed-find	HS	To load timed-find group configuration HS need to inform Dynata about the value
findHint	Timed-find	Dynata	The name of target product HS need to inform Dynata about the value

Instruction window

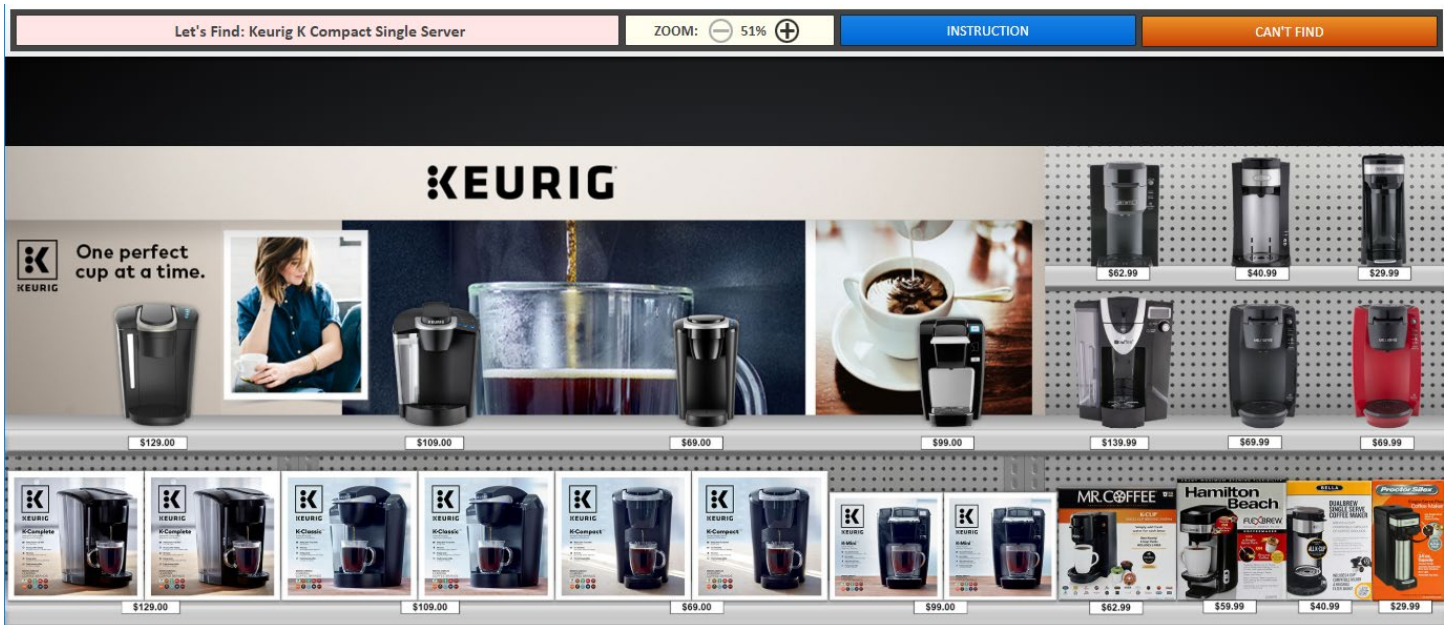
In the instruction window, respondent will be informed the product they are required to find and general information of how to use the tool



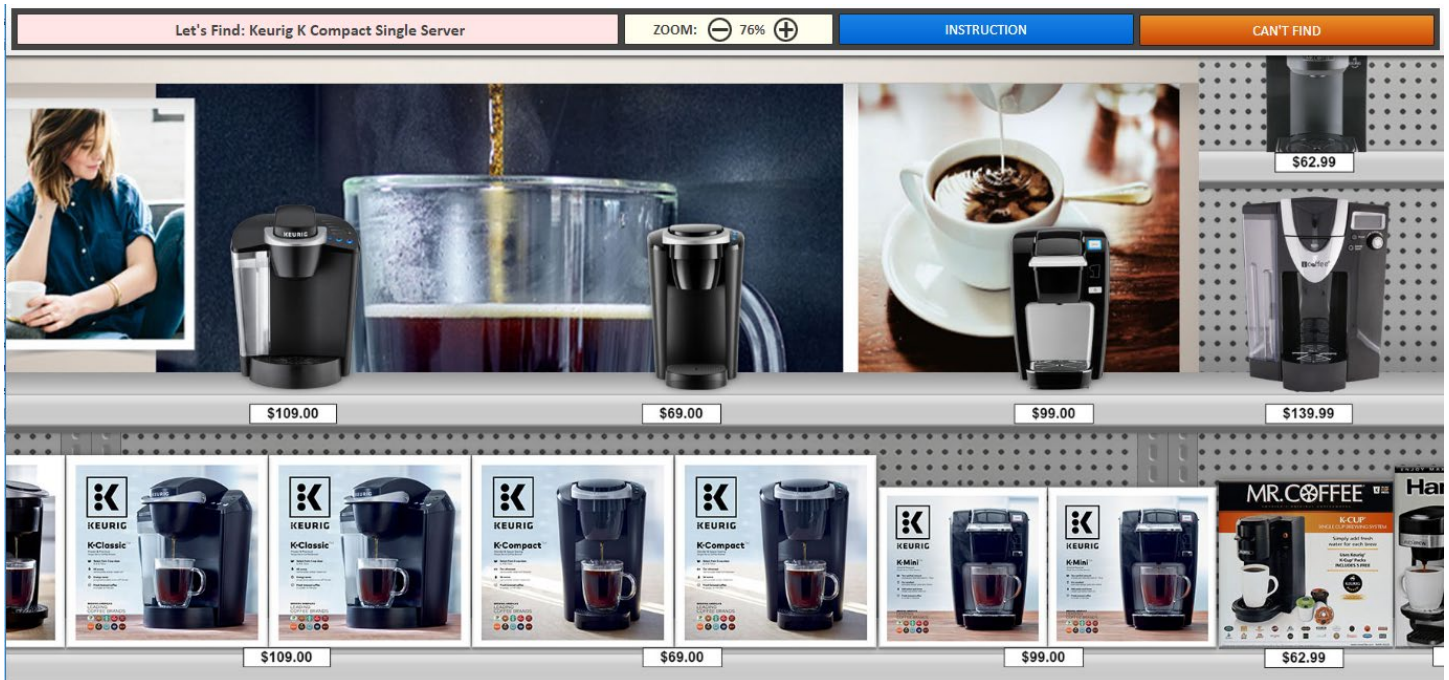
Main Interface

The main interface has two parts:

- Top console with target product, zooming control, "Instruction" and "Can't Find" buttons
- Main test image – in zoomed status, user can pan the image to browse the shelf.



Zoom Out Mode



Zoom In Mode

Product Popup

The product popup will show the close-up image of the selected product. No product information will be shown, and user can choose whether the selected product is the one they are required to find. Press “[Yes, this is the product](#)” will exit the exercise and proceed to the next page in the survey while press “[No, that isn't the product](#)” will close the popup and users can continue look.



3D Popup Style

The 3D Timed-find has the similar looking & feel to 3D Shoppex. While its workflow is as same as 2D popup style, user has can pick up products many times until they find the “right” product or “give up”.

Variable needs in tool template

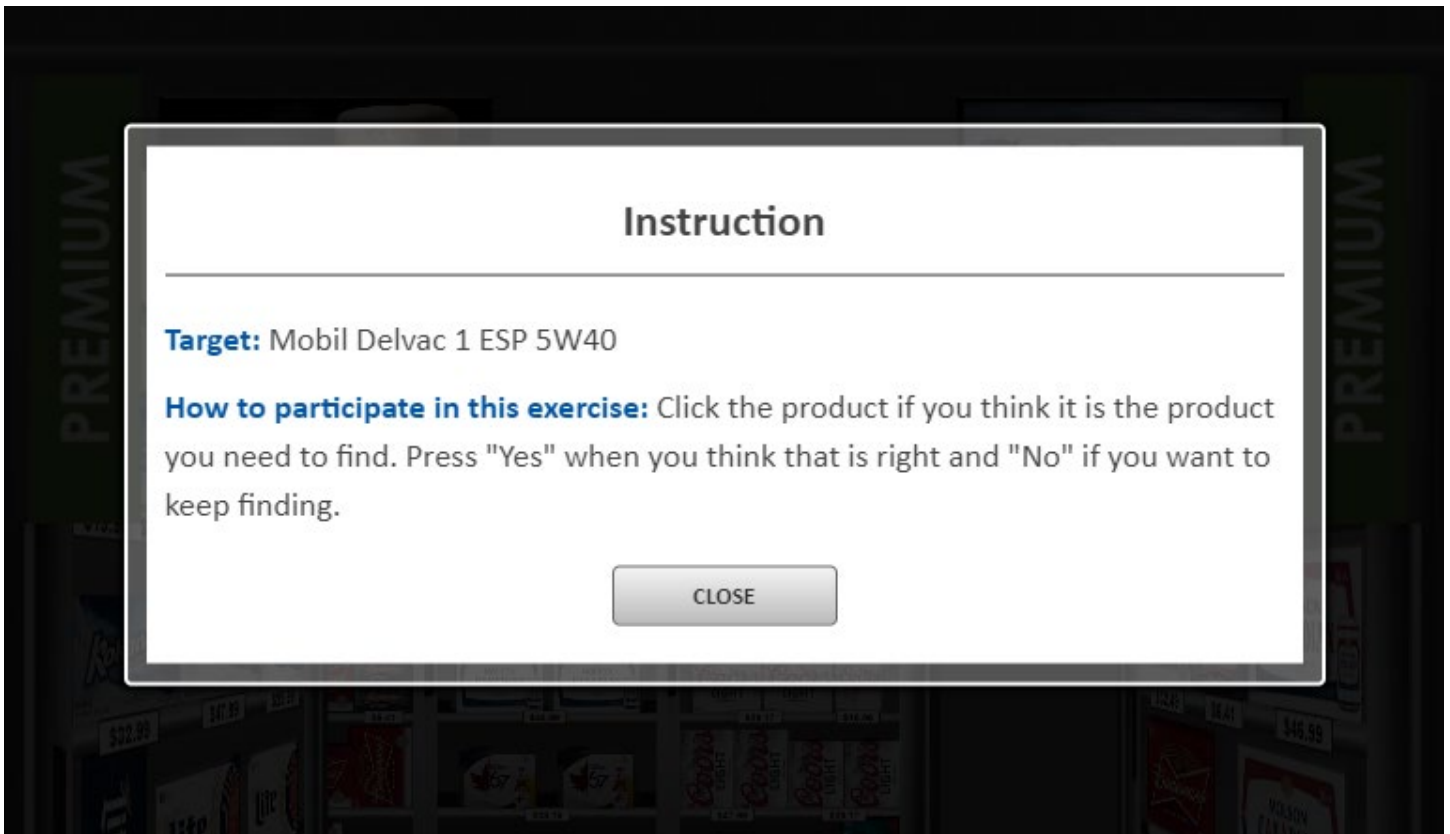
All 3D tools (Shoppex, Timed-find, Eyespex) will share the same template with different configurations. Below are all the variables available in the template and here we will focus on these shared and Shoppex-only variables. (Blue – shared configuration / Green – Timed-find only)

Variable Name	Used By	Who set-it-up	Usage
spexID	all	Dynata	User Identity
isDecipher	all	Dynata	Survey platform
appType	all	Dynata	<ul style="list-style-type: none">1 – Eyespex2 – Shoppex3 – Timed-find
startDirection	all	Dynata	<ul style="list-style-type: none">1 – coming from left end of the shelf2 – coming from right end of the shelf
scanPath	all	HS	By default, this value will be empty. When there are multiple shelves in test and it is required to provide certain swinging animation, HS will provide values which is similar to “5,3”
showWalkIntro	all	Dynata	Do we need to show door-opening animation? <ul style="list-style-type: none">true – show animationfalse – hide animation
showNavIntro	all	Dynata	Do we need to show navigation animation? It is suggested user only see this navigation once. In most time, user will do Shoppex first then Timed-find. Hence this value should be true in shoppex and false in Timed-find. <ul style="list-style-type: none">true – show animationfalse – hide animation
storeConfig	all	HS	This json file is used to set up store, link image with its tool ids and customize store environments. HS need to provide Dynata this link

keyProducts	all	Dynata	
limitType	ShopspeX	Dynata	
limitNumber	ShopspeX	Dynata	
timeLimit	Timed-find	Dynata	<ul style="list-style-type: none"> • 0 (default) – no time limitation • Number > 0 – time limitation in seconds HS needs inform Dynata if non-default value is used
findProduct	Timed-find	Dynata	The name/description of target product HS need to inform Dynata about the value

Instruction window

In the instruction window, respondent will be informed the product they are required to find and general information of how to use the tool



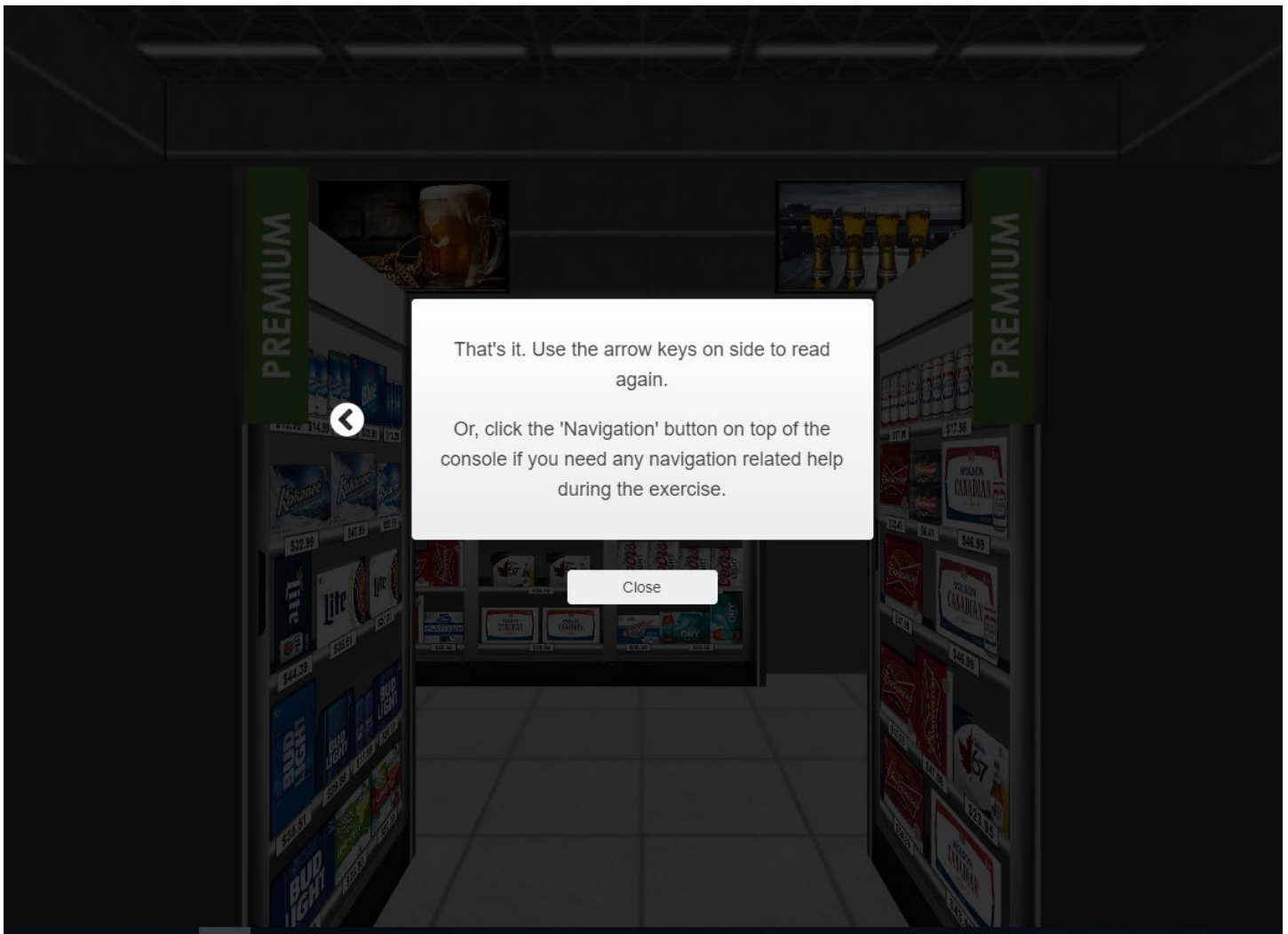
Navigation Demo window

This navigation demo works exactly as the Shoppex.

The demo will show a series of short animations with the navigation tips of the tool. Each tip will be shown for certain duration then auto move to next one. However, users can also use forward button to speed up.

If it is the first-time users see the demo, there is only forward button shown in the window. But if users have seen the tutorial once, both back/forward buttons will be activated in the window to allow users to browser through and stop at wherever they want.

Because Timed-find exercise is usually placed after the Shoppex, hence, the Timed-find navigation demo is usually turned off to avoid show same content to user multiple times. But they still can access the demo by pressing the "navigation" button.



Main Interface

The 3D environment is complicated than the 2D version, it has three main parts:

- **Top Console**
 - [Finding Product Information](#) – all user purchased products' thumbnails will be shown here
 - [Mini Map](#) – show the store layout and flashing dot means where user currently locates.
 - [Instruction Button](#) – view exercise instruction again
 - [Navigation Button](#) – view navigation demo again
 - [Can't Find Button](#)
- **Turn left/right button**
- **Main display area**



Mini Map

The mini map will show the 2D store layout map and a flashing icon will indicate where the user currently standing position. The icon also represents the eye-angle, so user can easily which user they are facing to.

1 aisle layout



2 aisles layout



3 aisles layout



Customized layout 1



Customized layout 2



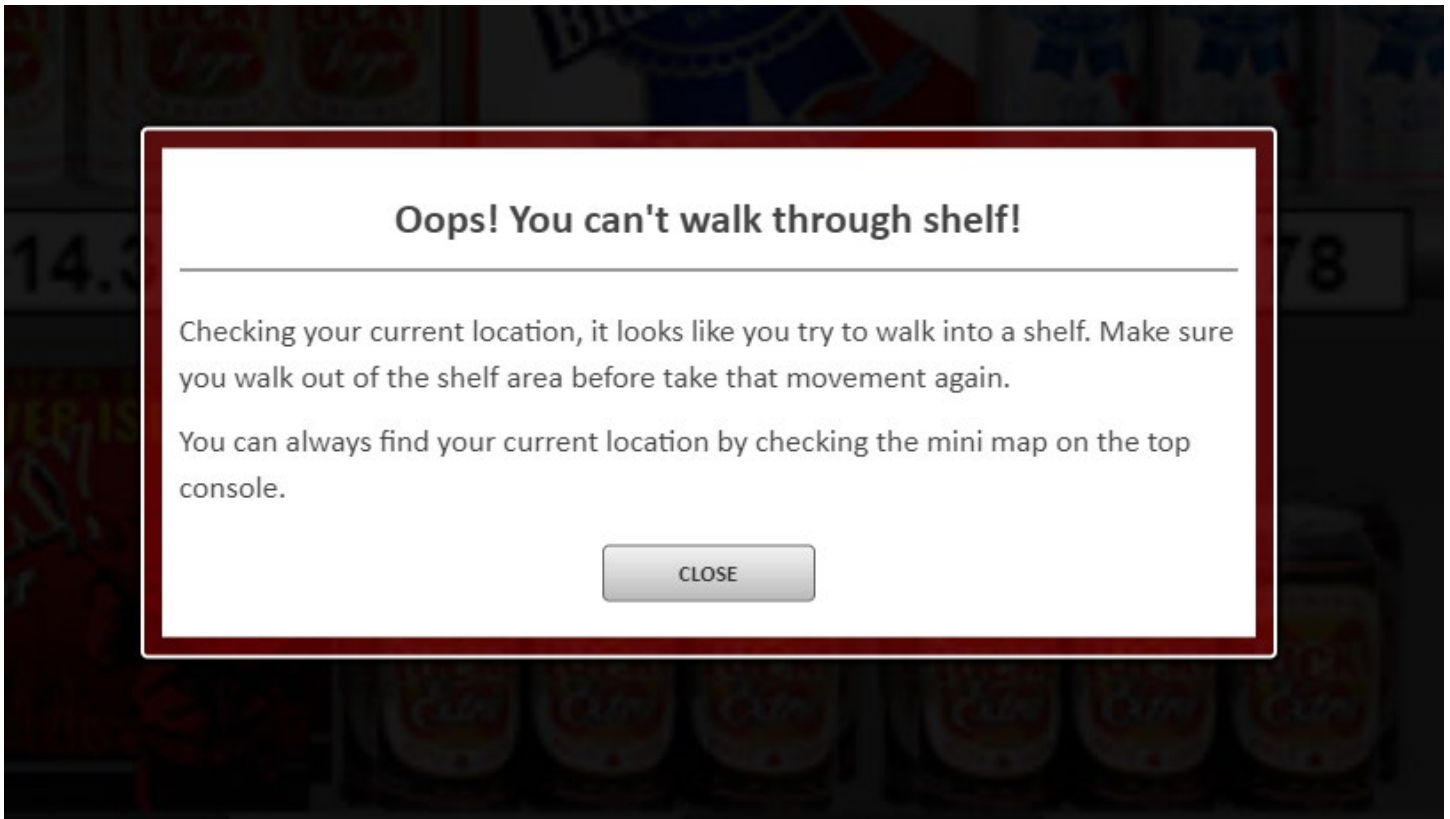
Product Popup

The product popup will show the close-up image of the selected product. No product information will be shown, and user can choose whether the selected product is the one they are required to find. Press “[Yes, this is the product](#)” will exit the exercise and proceed to the next page in the survey while press “[No, that isn't the product](#)” will close the popup and users can continue look.



Message window – Navigation Warning

There are only one message window in the Timed-find which is when user does some unexpected things during navigation for example - hit the wall during browsing, the tool will show the warning and inform user why they seem to be stuck.



USER DATA

For each timed-find exercise, the tool will save two parts of data, one for HS database and another one for Dynata

HS Data

Variable Name	Usage
spexID	Respondent ID
groupID	Which Timed-find group this click belongs to
arealID	arealID of clicked product if time out(correctness=5) , arealID = -98 if give up(correctness=6) , arealID = -99
correctness	Correctness level of the product, four possible values: <ul style="list-style-type: none">• 1 – correct• 2 – semi-correct• 3 – semi-semi-correct• 4 – incorrect• 5 – give up• 6 – timed out
clickOrder	The order of click. In magnifying version, this value will always be 1 since user is only allowed to click once. if time out(correctness=5) or give up(correctness=6) , clickOrder = 0
xPos	X position on image where respondent click if time out(correctness=5) or give up(correctness=6) , xPos = -999
yPos	Y position on image where respondent click if time out(correctness=5) or give up(correctness=6) , yPos = -999
duration	How long it takes user to make this click since the exercise starts

Dynata Data

- [PSN_TF_T](#) – total duration of the exercise
- [PSN_TF_C](#) – correctness of the user found product
- [PSN_TF_A](#) – arealID of user found product