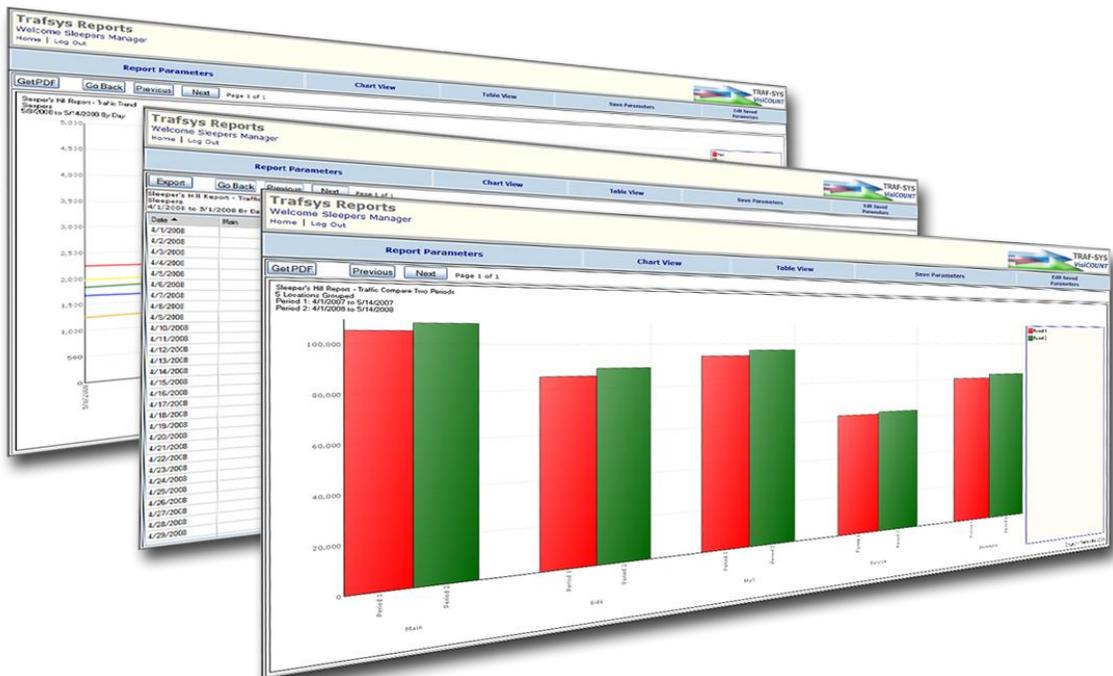




VisiCOUNT Portal

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Introduction

The Traf-Sys VisiCount Portal is your primary interface for pedestrian traffic data analysis. This system will allow you to create ad-hoc reports on your traffic, sales and transaction data over the web. This interactive reporting system features drill-down chart and table views, reports by comparison, reports by trend, and exports to .pdf or .csv formats.

Logging into the Portal for the first time

Using a web browser, enter the following address:

<https://portal.trafnet.com>

You should bookmark this address for later use.

If you already have a login and password, you can enter them at the login screen. If you need to request a password, contact the support team at support@trafsys.com. Please provide your customer name and the name or number of the site(s) you need access to when requesting a login.

If you forget your password at any time, enter your email address in the email address field and click the “Forgotten password” link at the bottom of the page. A new password will be sent to your e-mail shortly.



Figure 1: Click on the welcome message to change your password and user settings.

Once logged in, you will see the options available to your login.

On your first time logging into the system, you may want to change your password to something you can remember easily. Click on the welcome message at the top of the screen to change your password, name and e-mail address if necessary.

You can use the “Home” link at the top of the page at any time to return to the main menu.

Report Generator

The VisiCOUNT Report Generator is designed to allow users to create their own ad-hoc reports to analyze pedestrian traffic data. Because it is so flexible, it may seem a little intimidating at first, but once you become familiar with it, you will discover you can generate insightful reports with just a few mouse clicks.

The screenshot displays the 'Trafsys Reports' interface. At the top, it says 'Welcome Sleepers Manager' with links for 'Home' and 'Log Out'. The 'TRAF-SYS VisiCOUNT' logo is in the top right. Below the header is a navigation bar with buttons for 'Report Parameters', 'Chart View', 'Table View', 'Save Parameters', and 'Edit Saved Parameters'. The main area is divided into a left sidebar and a main content area. The sidebar contains sections: 'Select Data' (with 'Select Type of Data'), 'Location Selection' (with 'Groups of Locations' and 'Individual Locations'), 'Report Periods' (with 'Trend', 'Compare Two Periods', 'Compare Two Trends', 'Period-To-Date', and 'Period Performance'), 'Settings' (with 'Site Filtering' and 'Result Sort Ordering'), 'Generate Report', and 'Reset Report'. The main content area has a title 'Individual Locations' and a list box containing 'Main', 'Side', 'Mall', 'Service', and 'Showroom'. Below the list box are buttons for 'All', 'None', and 'Submit Selection'. At the bottom of the main content area, there is a red message: 'Report parameters updated' followed by a summary: 'Traffic - Show all sites Sort order from data grouping order', 'Report Format: Single Site, 3 Selected', 'locations included - Main, Side, Mall, Service, Showroom', 'Report Period: Trend', '08 May, 2008 To 14 May, 2008', and 'Time Increment = Day'.

Figure 2: The Report Generator. Click the "Generate Report" button to run a new report. The "Chart View" and "Table View" links will show you the results.

Depending on your data permissions, you may have slightly different options available to you than shown above.

A Quick Start

The quickest and easiest report to create in the VisiCOUNT Report Generator is a trend of the last 7 days. Simply click the “Generate Report” button on the left-side of the screen and the Report Generator will automatically create this report for you.

When you click the “Generate Report” button, you may notice a message that the report has been generated, but you don’t see a report immediately. To see the results of your report, click on the “Chart View” or “Table View” links at the top of the page.



Figure 3: The "Chart View" link will show you the graphical results of your query. The "Table View" link will show the tabular results.

The "Chart View" link will show you a graphical representation of the data selected in your query. You can move your cursor over a data point to see more information or double-click on a data point to see the data that contributes to the total shown. This is a quick way to switch from viewing the total traffic for a single site to the individual entrances, or a chain of stores to individual stores. Use the "Go Back" button to return from the drill-down view.

The Chart View will allow you to download a .pdf version of your chart so you can share it with colleagues. Click the "Get PDF" button at the top of the page to download a .pdf version of the chart.

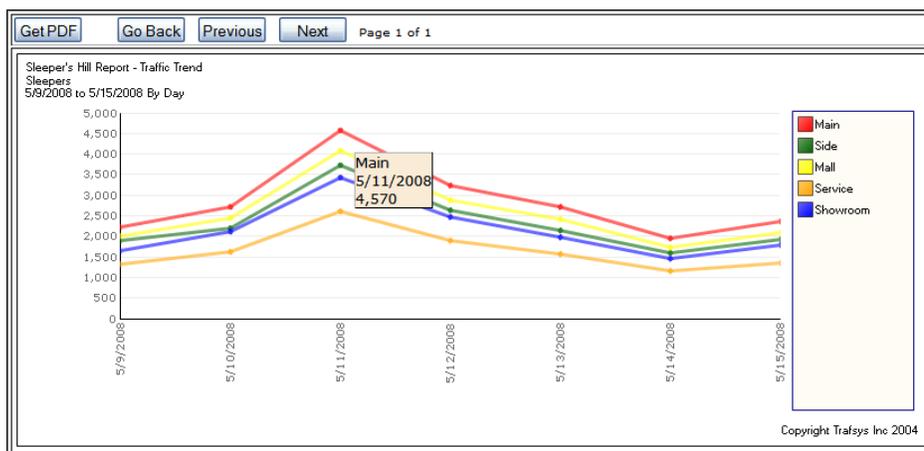


Figure 4: The Chart View. Move your mouse over a data point to see more information, or double click a data point to "drill-down" into the data.

The "Table View" link will show you the tabular results of the data selected in your query. You can drill down to see further details in the table view by using the drop-down box at the top of the page. This will allow you to see the data that contributes to the totals shown. Use the "Go Back" button to return from the drill-down view.

The Table View will allow you to export data to a number of different formats. You can export to .pdf, .csv, or .html formats. Click the "Export" button to select the file type and you will be able to download the table in that format.

Date	Sleepers
5/9/2008	9,101
5/10/2008	11,081
5/11/2008	18,399
5/12/2008	13,102
5/13/2008	10,839
5/14/2008	7,902
5/15/2008	9,487
Total	79,911

Figure 5: The Table View. Use the "Drill Down" drop-down box to view the data that contributes to the totals shown.

Congratulations! You've just created your first report. Now let's try using the selections to create a different report.

Selecting Data

When you first open the Report Generator, there are a number of report selections available to you. Here we will describe the purpose of each section and selection. Because there are so many ways you can combine the selections, the best way to learn the Report Generator is to experiment with the different selections and see what results you can create. If you have a specific report task in mind, take it step-by-step. Go through each option and make the appropriate selections based on your criteria.

Select Type of Data

This section will allow you to select the different types of data available to your login. The default selection is "Traffic", which is your pedestrian traffic data. You may have other data integrated with your traffic data to create reports comparing your traffic with transactions, sales, or staffing hours. Your selections may vary depending on the data available to your login. Each selection is described below:

Traffic – This is the number of people entering your store or facility. If you have a directional sensor installed, only the inbound counts are displayed. If your sensors are non-directional, the

Select Data
Select Type of Data
Location Selection
Groups of Locations
Individual Locations
Report Periods
Trend
Compare Two Periods
Compare Two Trends
Period-To-Date
Period Performance
Settings
Site Filtering
Result Sort Ordering
Generate Report
Reset Report

Figure 6: Report Selections. Each link will assist you in selecting specific parameters for your report.

results may be divided by 2 to get the total number of inbound counts. The goal is to measure how many people entered your facility rather than simply counting door swings.

Conversion – This data is only available if you have sales transaction information available in your database. Conversion is the total number of sales transactions divided by the total number of people who entered your doors. This is used as a way to determine how many people enter your facility versus how many result in sales transactions.

Sales – This data is available if you have sales information available in your database. Sales data is the total dollar value of the sales for a given period. This selection can be used to track sales over time or compare two sales periods.

Traffic Per Staff Hour – This data is available if you have labor information available in your database. Traffic per Staff Hour is the total number of people who entered your doors divided by the staff hours committed during the same time period. The goal of this statistic is to measure the number of people entering your store or facility vs the staff available to serve those people. This can be helpful in determining if your facility is understaffed or overstaffed.

Location Selection

Location selections are used to select individual or groups of locations or entrances to be included in your report. If you have multiple entrances, this can be useful when you want to compare the data between entrances, view the data for a single entrance, or remove an entrance from your results.

Groups of Locations

This selection will allow you to select locations that have been grouped in to “Location Groups”. The purpose of a Location Group is to take a number of entrances and group them into a single data point. For example, if your facility was a shopping mall, then you would have many different entrances leading into the mall. You may want to combine all of your mall exterior entrances into a group and all of your anchor entrances into another group. Then you would be able to select only exterior entrances or anchor entrances without the need to re-select each

entrance every time you run a report.

The screenshot shows a web interface for configuring report parameters. At the top, there are four tabs: "Report Parameters" (selected), "Chart View", "Table View", "Save Parameters", and "Edit Saved Parameters". On the left side, there is a vertical menu with sections: "Select Data" (containing "Select Type of Data"), "Location Selection" (containing "Groups of Locations" and "Individual Locations"), "Report Periods" (containing "Trend", "Compare Two Periods", "Compare Two Trends", "Period-To-Date", and "Period Performance"), and "Settings" (containing "Site Filtering" and "Result Sort Ordering"). Below the menu are "Generate Report" and "Reset Report" buttons. The main area is titled "Groups of Locations" and contains a list box with "Front Entrances" and "Side Entrances". Below the list box are "All", "None", and "Submit Selection" buttons. At the bottom, a status bar displays: "Report parameters updated", "Traffic - Show all sites Sort order from data grouping order", "Report Format: Single Site, 3 Selected", "locations included - Main, Side, Mall, Service, Showroom", "Report Period: Trend", "12 May, 2008 To 18 May, 2008", and "Time Increment = Day".

Figure 7: Groups of Locations Selection. Make sure to click the "Submit Selection" button when making a selection.

When selecting a Location Group, make sure to remember to click the "Submit Selection" button. This saves the selection in your session so that it can be recalled when you generate your report.

Individual Locations

This section will allow you to select the individual locations or entrances to be included in your report. If you have multiple locations or entrances installed, you can select single locations, just a few locations or all of your locations. When selecting multiple locations, you will need to "Drill-Down" into your report results to see the results for each location. When in the Chart View, double-click a data point to drill down or use the "Drill-Down" selection in the Table View.

When making a selection in the Individual Locations section, make sure to click the "Submit Selection" button. This saves the selection in your session so that it can be recalled when you generate your report.

Report Periods

This section allows you to select the time period of your report as well as the format of the report. There are a number of report formats available each with its own time period selection. The type of report you generate is determined by the last selection you made. For example, if you make a date selection in the "Compare Two Periods" section, then click "Generate Report", the Report Generator will create a report with the results comparing the two time periods you've selected.

Trend

This section will allow you to generate a report that shows your results over a specified period of time for a number of hours, days, weeks or months. The result of this report shows a trend line of your data as the values change over time. You can select up to 24 months, 26 weeks, 31 days or 24 hours for a single report.

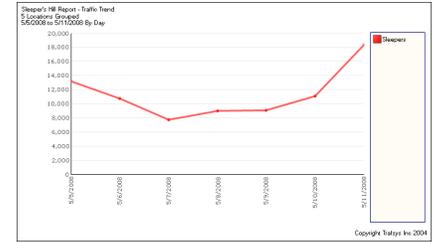


Figure 8: A sample trend report.

Compare Two Periods

This section will allow you to generate a report that compares data from two different periods of time. When you choose this report, you will be given two date range selections. Select your primary date range, then in the “Compare to Period” drop-down, select the period you would like to compare to. The User-defined time period selection will allow you to enter the date range, or you can use the “Previous Period” and “Same Period Previous Year” selections to have the comparison date range automatically selected for you.

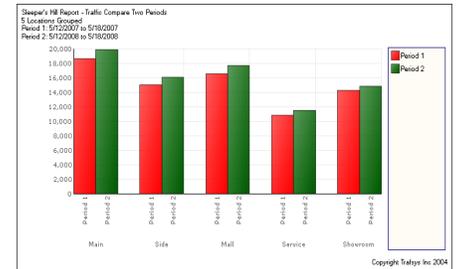


Figure 9: A simple comparison of two periods report.

The result of this report will display a bar graph comparing the data from both time periods for each location or entrance at your site. The table view will show the data for both periods at each location or entrance as well as the total for your site and the % of gain or loss over time.

Compare Two Trends

Use the Compare Two Trends section to create a report that will show two trend lines on the same chart. When you choose this report, you will be given two date range selections. Select your primary date range, then in the “Compare to Period” drop-down, select the period you would like to compare to. The User-defined time period selection will allow you to enter the date range, or you can use the “Previous Period” and “Same Period Previous Year” selections to have the comparison date range automatically selected for you. The length of both date ranges must be equal to generate the report.

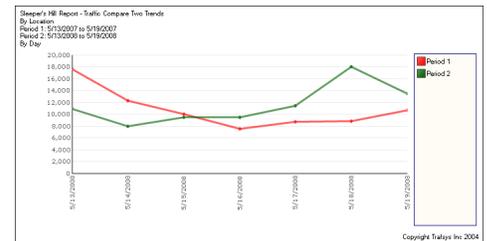


Figure 10: A sample Compare Two Trends report.

The result of this report will display a line graph with two lines, each representing a selected date range. The table view will show data for both periods at each location or entrance as well as the total for your site and the % of gain or loss over time.

Period-To-Date

The Period-To-Date report is a variation of the Compare Two Periods report. When you choose this report, you are given the choice to create a Week to Date, Month to Date, or Year to Date report. You can select the end date and the period you wish to compare to (the previous period or same period last year). This selection will automatically select the appropriate date range that will compare with your previously selected range. The goal of this report is to compare partial weeks, months, or years with each other. So, if you wanted to measure your current traffic from the beginning of the year with the same days of the previous year, you would select “Year to Date”, then today’s date, and compare it to last year.

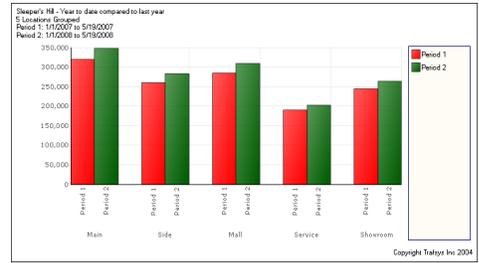


Figure 11: A sample Period-To-Date report.

The result of this report will display a bar graph comparing the data from both time periods for each location or entrance at your site. The table view will show the data for both periods at each location or entrance as well as the total for your site and the % of gain or loss over time.

Period Performance

The Period Performance report is useful if you want to create a report with multiple types of data. This report will display traffic, transactions, conversion %, sales, average sale, average staff per hour, sales per staff hour, transactions per staff hour, and traffic per staff hour. When you choose this report, you will be given a date range selection.

Sites	Traffic	Trans	% Sold	Sales	Avg Sale	Avg Staff/Hour	Sales/Staff Hour	Trans/Staff Hour	Traffic/Staff Hour
Sleeper's Hill	12,360	7,450	60.3%	\$ 7,886,690	\$ 1,059	5.0	\$ 17,526	16.56	27.5
Total	12,360	7,450	60.3%	\$ 7,886,690	\$ 1,059	5.0	\$ 17,526	16.56	27.5

Figure 12: A sample Period Performance report for a single site.

The result of this report will have no chart view, but the table view will display the total traffic, transactions, conversion %, sales, average sale, average staff per hour, sales staff per hour, transactions per staff hour, and traffic per staff hour for the entire selected period.

Settings

The settings section allows you to modify your report results by sorting the results or filtering the number of sites shown in the results.

Site Filtering

The site filtering feature is only used when you have permissions to multiple sites. The goal is to limit the number of sites shown in the results based on the criteria given.

Site filtering will allow you to show only the top N or bottom N sites in your results. This means if you had data access to multiple sites, you could generate a report that shows only the top 10 sites in terms of traffic, conversion or sales.

Site filtering also has the option to limit the sites shown on your report to show only sites with comparable date ranges. This means that if you are running a comparison report between two periods of time, the report generator will only include those sites that have started collecting data within those date ranges.

Result Sort Ordering

The Result Sort Ordering feature allows you to sort the results of your report in ascending or descending order.

Save Parameters

The Save Parameters feature will allow you to save the current report that has been generated so that it can be e-mailed to you on a regular schedule. The report will be updated with the latest information each time it is sent, so you won't have to login to the website to get your latest pedestrian traffic information.

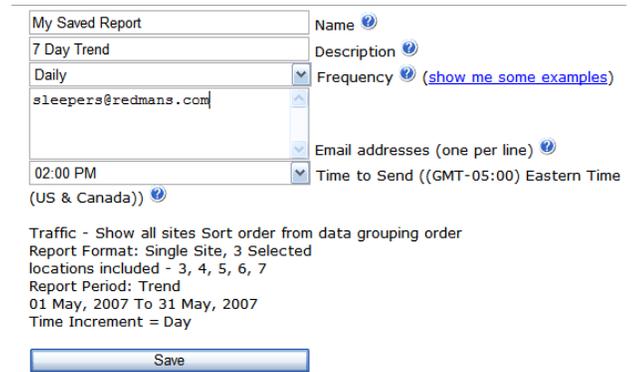
After generating a report, click on the "Save Parameters" link at the top of the page to create a new schedule for your report. This will take you to a page where you can enter the parameters for your new report schedule. You have the choice of scheduling your reports daily, weekly, or monthly. You can also send reports to yourself or a colleague who may not have a login to the website. Simply enter the e-mail addresses of your recipients in the Email addresses field.

Click the Save button to save your report. You can test your report by using the "Test Report" feature under Edit Saved Parameters.

Edit Saved Parameters

If you've already saved a report schedule previously, you can edit that schedule using the Edit Saved Parameters feature. Click on the "Edit Saved Parameters" link at the top of the page at any time to view your available report schedules. This page will show you a list of your scheduled reports. Click on a report name in the list to see the details for that report. You can change the name, frequency, recipients and time of delivery, but you cannot change the report itself. If you need to change your report, it's best to delete the current saved report and start a new one.

You can test the report at any time by using the "Test Report" button. This will send the saved report to the recipients listed.



The screenshot shows a web form titled "My Saved Report". It contains several fields and options:

- Name:** 7 Day Trend
- Description:** (empty)
- Frequency:** Daily (with a dropdown arrow and a link to "show me some examples")
- Email addresses (one per line):** sleepers@redmans.com
- Time to Send ((GMT-05:00) Eastern Time (US & Canada)):** 02:00 PM (with a dropdown arrow)

Below the form, there is a summary of the report parameters:

- Traffic - Show all sites Sort order from data grouping order
- Report Format: Single Site, 3 Selected
- locations included - 3, 4, 5, 6, 7
- Report Period: Trend
- 01 May, 2007 To 31 May, 2007
- Time Increment = Day

A "Save" button is located at the bottom of the form.

Figure 13: The Save Parameters feature. Schedule reports for e-mail delivery.

Troubleshooting

If you have any trouble with the features in the VisiCount Portal or need assistance, feel free to contact us at support@trafsys.com or call the Software and Data Support Team by phone at 412-428-0098.