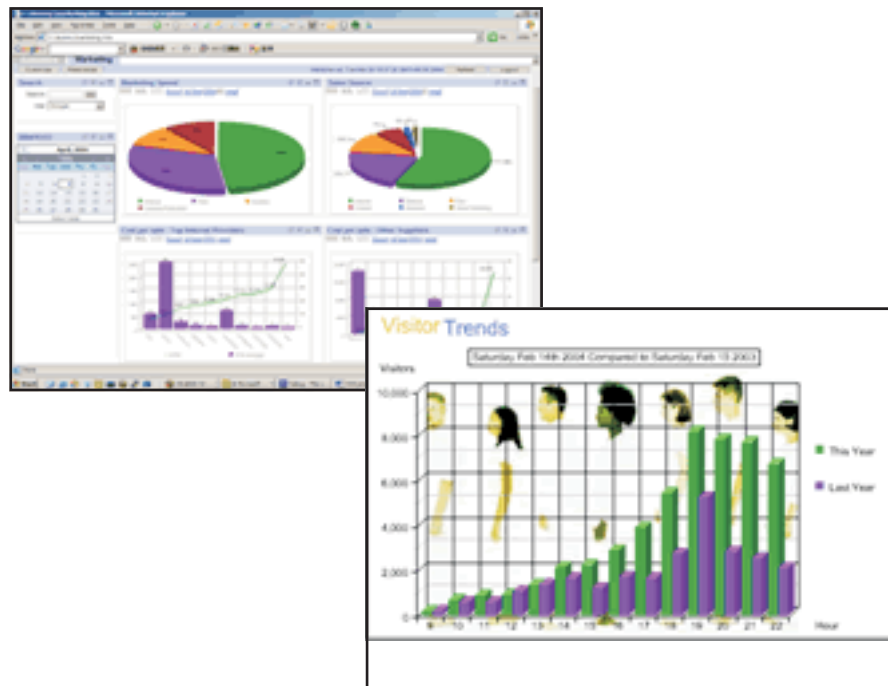


Visitor Trends User Manual



Pictures copyright Vizualize

Manual Code: VTrends 1.0

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Information in this document is subject to change without notice. For updates see
<http://www.videoturnstile.com/>

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Introduction

Visitor Trends lets you spot trends, patterns and anomalies in your people count. You can combine data from several sites or areas and print reports in order to evaluate change, measure performance or adjust staffing levels and opening hours to match customer flow.

You can easily compare one shop with another, or a number of shops in one area with the shops in another. Likewise you can see which displays or exhibitions are the most popular.

The Visitor Trends software is produced by Vizualize. Their web site is at <http://www.vizualize.net/visitortrends/>

Installing Visitor Trends

Visitor Trends runs as a "portlet". This means it requires, and installs, a web server (Tomcat) on the PC.

It uses MySQL—a licence-free database—to store the data.

First install the MySQL database program then the Visitor Trends software.

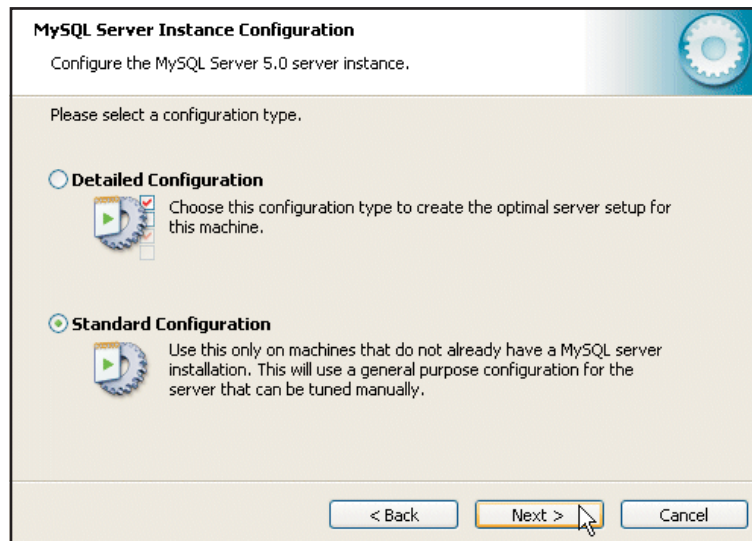
2.1 Installing and Configuring MySQL

1. Run setup.exe from inside the zip file to install the MySQL database.
2. Choose to skip the sign-up option. Installation of MySQL ends and you can now configure it.



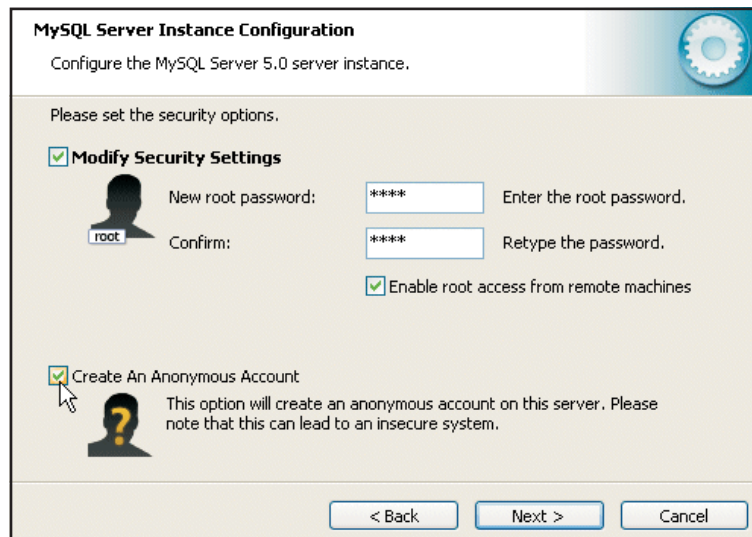
Installing MySQL

3. A welcome screen appears, click Next.
4. Choose the Standard Configuration and click Next.



Configuring MySQL

5. Choose to install as a Windows Service and click Next.
6. Choose and enter a password. Make a note of this as you will need it later. Tick Enable root access and create an anonymous account. Click Next. The Prepare screen appears.



Configuring MySQL

7. Click Next, then Execute, then Finish. You will be told that the Configuration file has been created.
8. If you are running a Firewall you need to set it accept connections on port 3306. (For instructions see Section 2.1.1.)

9. Go to the Windows Start menu. Select Programs > MySQL > MySQL Command Line Client. A DOS box running MySQL pops up. Enter the password you created earlier in the installation process. (If the DOS box then disappears you have entered the wrong password. The password is case sensitive.)
10. The DOS box should now show a `MySQL>` prompt. Enter `show databases;`
A list of database tables will be shown, which should include `Visitortrends`.
11. Type `Quit` to close the DOS box.

2.1.1 Dealing with Firewalls

If you are running a Firewall you need to set it accept connections on port 3306. Here is how to do this for Windows Firewall and Norton Security Centre.

Windows Firewall

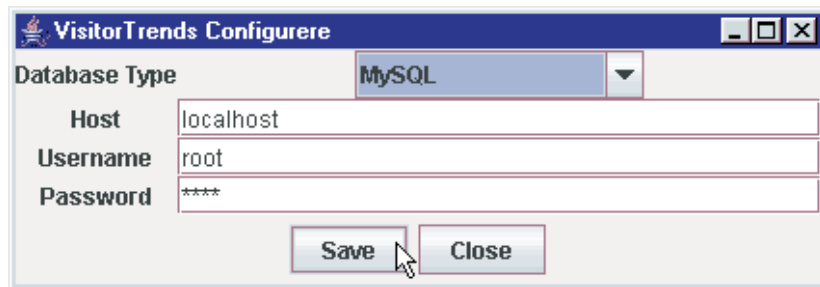
1. Open Windows Firewall (`c:\windows\system32\firewall.cpl`).
2. Go to the Exceptions tab.
3. Click the Add Port button.
4. Enter Name: `MySQL`, Port Number: `3306`.
5. Select TCP.
6. Click OK.
7. Click OK again to close Windows Firewall.

Norton Security Centre

1. Bring up the control panel for NIS.
2. Select Personal Firewall and click Configure.
3. Select the Programs tab.
4. From the Program control form select the `mysqld-nt` program.
5. Click Modify and then select Manually configure Internet Access.
6. In Program Rules, select the `mysqld-nt` rule and modify as appropriate—make sure port 3306 is permitted.

2.2 Installing and Running Visitor Trends

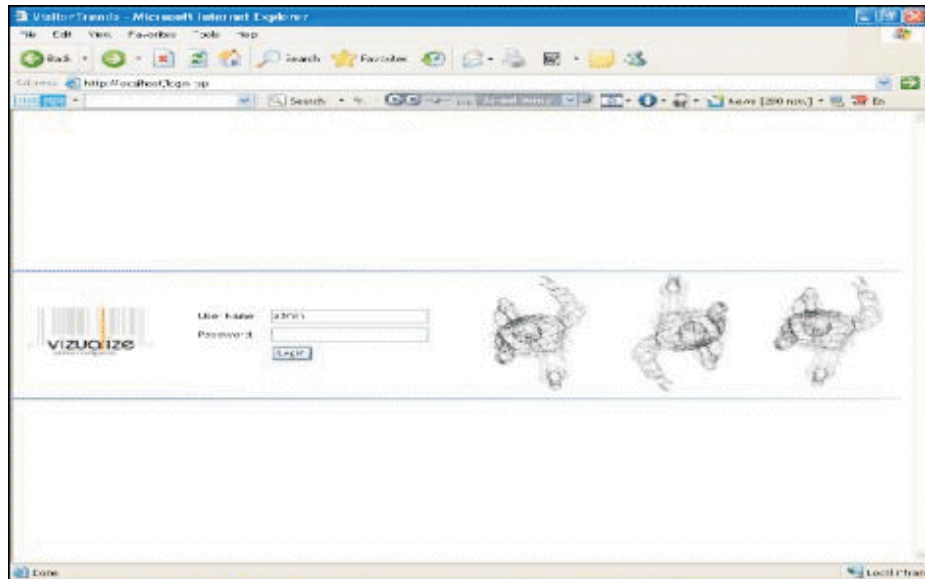
1. From the CD run setup.exe.
2. Accept the default options offered. The software will be installed in the `c:\VisitorTrends\` folder.
3. From the Windows Start menu select Visitor Trends > DB Configure.



Configuring the Database

- Enter Username: root
Password: the MySQL password you chose earlier.
4. From the Windows Start menu select Visitor Trends > Start Visitor Trends. This starts the Visitor Trends service. You can check this from Control Panel. From the Windows Start menu select Settings then Control Panel. Choose Administrative Tools > Services.
 5. If you are running another server on your PC, for example IIS or world wide web publishing, then go to Control Panel > Administrative Tools > Services and stop that service. If you do this go back to the Start menu and restart Visitor Trends.
 6. In your browser (Internet Explorer or Firefox for example) enter the address `http://localhost/`
The Visitor Trends page appears with the Vizualize logo.
 7. Change the address to `http://localhost/init` and click the proceed button. The program runs for several minutes to complete the full initialisation of the system.
 8. The login page appears. Enter the user name Admin and password Admin, which grants full Administrator privileges.
 9. The Vizualize Log in screen appears. Save this in your Browser favorites (or Bookmarks), or create a short cut on your desktop. This

lets you can quickly access the Visitor Trends program in future.
(You don't need an Internet connection to use Visitor Trends.)



Visitor Trends Log In Screen

2.3 Attaching a Licence File

You may need to attach a licence file.

1. From the Windows Start menu select Program Files > Visitor Trends > Licence Tool.
2. Click the Browse button and select the Licence File.
3. Click Import.
4. Restart the Visitor Trends service.

3.1.1 Changing Your Password

In the top right corner of the Main Page click password and follow the instructions. Be sure to make a note of the new password.

3.2 Administrating Visitor Trends

As the Administrator, the first time you use Visitor Trends you need to

1. Change your password (detailed in Section 3.1.1).
2. Enter the locations available for reporting (Section 5.4).
3. Enter where the data files are to be found (Section 5.5).
4. Import the people count data (Section 5.6).
5. If necessary add other users and set what features they can access (Section 5.1).

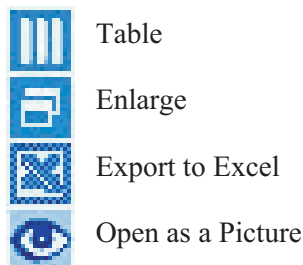
3.3 Producing and Saving Reports

Once the Administrator has set up Visitor Trends, when it starts it shows a list of locations down the left side under the heading "All Locations". Select a location and a series of charts appear for that area. By default of people coming in today versus yesterday, this week versus last week and this month versus last month are charted.

A location comprises one people counting position: the front door for example.

"All Locations" is simply a heading: clicking this won't automatically show data from all locations.

You can save the report as an ASCII tables, as an Excel file or as a picture. In the Main page click one of the icons in the top right corner.



If the Administrator has given you permission, you can create new charts and change the layout of the report. See Chapter 4 to learn how.

Producing Reports

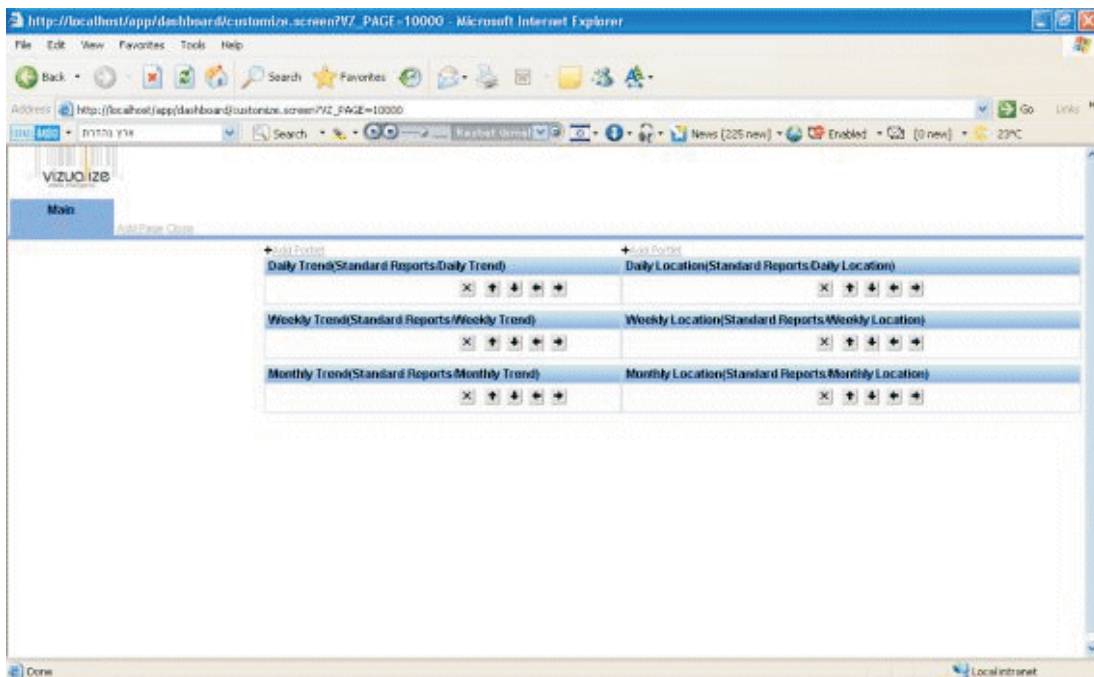
Visitor Trends, by default, reports people coming in today versus yesterday, this week versus last week and this month versus last month. If you have the correct permissions you can change all this.

- Change the layout (Section 4.1)
- Change the order (Section 4.1)
- Change the reporting date (Section 4.2)
- Create new reports (Section 4.4)
- Remove reports (Section 4.5)
- Add reports (Section 4.6))

4.1 Changing the Layout and Order of the Reports

You can change the layout of the reports that appear in the Main page. You can choose between one and two columns, remove reports (charts) and add reports.

1. In the Main page, choose Customize from the top right corner.
2. Choose the order and layout of the report charts.



- To delete a report click its **X** button.
- To move a report up or down click **↑** or **↓**.
- To move a report left or right click **←** or **→**.
- To add pages choose Add Page (next to the tab title Main).
- To add a report that you have created yourself select Add Portlet and follow the menu. (To learn how to create a report see Section .)
- To make further changes, choose Edit (under the tab title Main).
- Choose Close to return to the Main page.




4.2 Changing the Reporting Dates

1. In the Main page, under Date Select in the top left corner, select the calendar icon.
2. To set a new first day of the week, click the name of the day: Monday for instance.
3. To choose a new reporting date, click that date. For example, if you click the 3rd of the month you will see reports of the 3rd versus the 2nd of the month, the week of the third versus the previous week and the monthly report versus the previous month.


4.3 Comparing Several Dates in one Chart

1. In the Main page go to the Report tab.
2. Click Daily Location (under Standard Reports).
3. Type your ending date into the Date box in the format yyyy/mm/dd
4. From the Offset box, choose which date you wish to compare with this. For example, -10 for ten days earlier.
5. Click the Add button and then the Apply button.
6. Repeat points 4 and 5 above for other dates.

4.4 Creating a Report

1. In the Main page go to the Report tab.
2. Click the  icon
3. Make your selections from the options on the left. When you've finished each section click Apply.
4. Click the New report link and choose a name for your report.
5. Click the Save icon  .
6. To see your new report click the  icon. The options down the left hand side disappear and you are left with a list of folders and reports. Choose your correct location and view your report.

4.5 Removing Reports

1. To remove a report, in the Main page, choose Customize from the top right corner.
2. Click a report's  button.

4.6 Adding Reports

1. To add a report that you have created yourself select Add Portlet and follow the menu.

4.7 Changing the Default Report

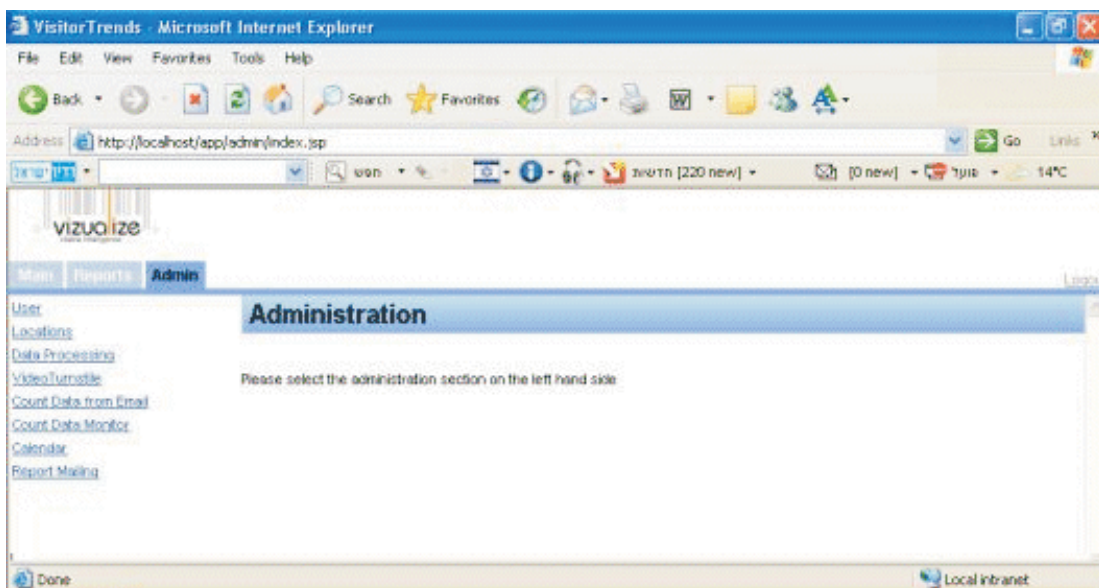
1. In the Main page go to the Main tab.
2. Select Customize from the top right corner.
3. Choose Add Portlet and click the report you wish to make the default display.

Administrating Visitor Trends

The Administrator can access all the previously described features of Visitor Trends and also

- Create new users
- Assign which features and reports other users can access
- Add weather and special occasion comments to reports
- Set up automatic reporting via e-mail to a number of recipients
- Add locations to be included in a report: doorways, corridors, display stands etc
- Import data files created by Video Turnstile.

Log in as Administrator (Section 3.1) then go to the Admin tab. The Administration section appears.



The Administration page of Visitor Trends

5.1 Creating New Users

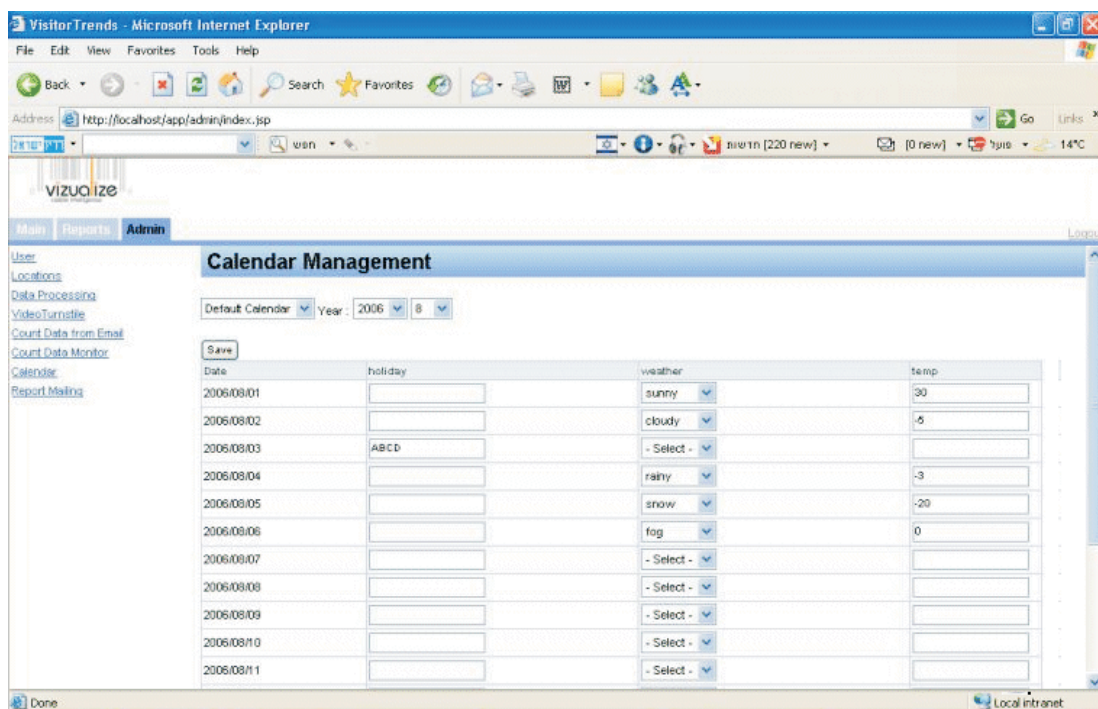
Each user needs a unique name and password. You also need to specify a list of reports that the user is allowed to produce.

1. From the Admin tab select User.
2. Click Add User.
3. Fill out the form. Tick the relevant permission boxes for that user. Only the options you tick will be available when that user logs on.
4. Save.

5.2 Commenting on the Weather and Other Events

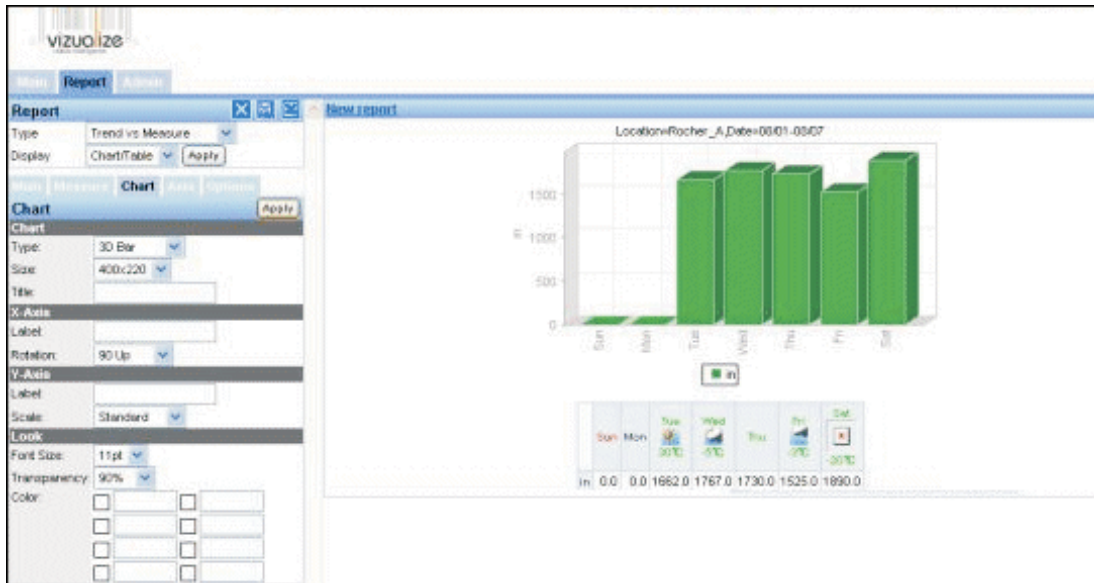
Each day you can comment on the weather or a special event. These comments will appear in the weekly and monthly reports.

1. From the Admin tab select Calendar.



Administrating Visitor Trends: Commenting on the Weather and Special Events

When you come to generate your reports, your weather comments are shown as icons. Holidays appear in green.



Weather and holiday comments added by Admin.

5.3 E-mailing Reports

Visitor Trends can automatically e-mail reports to various recipients.

1. From the Admin tab select Report Mailing.
2. Fill in the form and add e-mail recipients.

5.4 Choosing the Locations available for Reports

The main Visitor Trends page shows a list of locations for which people can generate reports. Each location corresponds to one people counter. The Administrator needs to specify which locations will be shown.

1. From the Admin tab select Locations.
2. Into the **Location** box type the name of the Video Turnstile people counter monitoring that location. For example, the front door may be being monitored by counter 00000, or it may have been given a descriptive name like Front_Door. If you don't know the name then go to the VT Setup software, Channels tab and look in the Logger Channels list. Alternatively look at the raw data file.

You must type the name exactly as it is shown: it is case sensitive.

3. If, for the purposes of Visitor Trends, you would like to rename the location you have just chosen, you can do so. Type into the Name box. This name will appear on your reports.
4. You can group your locations together by using an ID. The ID will be the name of the group or category. For instance, you might want to give all counters on the first floor an ID of Floor1. Floor1 will be the name of this group of counters.

5.5 Specifying the Location of Data Files

The Administrator needs to tell the Visitor Trends software where the data files are and the format of the data file names.

1. From the Admin tab select Videoturnstile.
2. Specify the location and name types of the data files.

Vidoturnstile folder	This is where the data files are stored. By default, c:\videoturnstile\data\. To check use the VT Setup software's Program Setup tab.
Locations	These are the File Prefix names set in the VT Setup program (ie nothing to do with the Locations covered in the last section). If you have several File Prefixes separate them with commas. To find the File Prefix see the Site Setup tab of the VT Setup program. For more on File Prefixes please see the <i>Video Turnstile User Manual</i> .
Schedule	Don't change this.
File prefix	
File extension	The file extension depends on the software you used to collect the people counts from the Video Turnstile units. For example, if you used Windmill Logger the file extension will generally be .wl. Look in your data folder and check the names of your data files.

3. Save your settings.

5.6 Importing the People Counts

1. Click the Control Start button. This makes sure that the data will be automatically integrated.
2. Set the start and end date for the data you wish to analyse, then click Run. The software will start importing the data. This can take a few minutes: please be patient. A list of files that have been imported will be shown. At the end of the list, when all the files have arrived, it says *Process Ended*.

Click the Back button. You are returned to the Admin page.