

## VZIII Service User Manual

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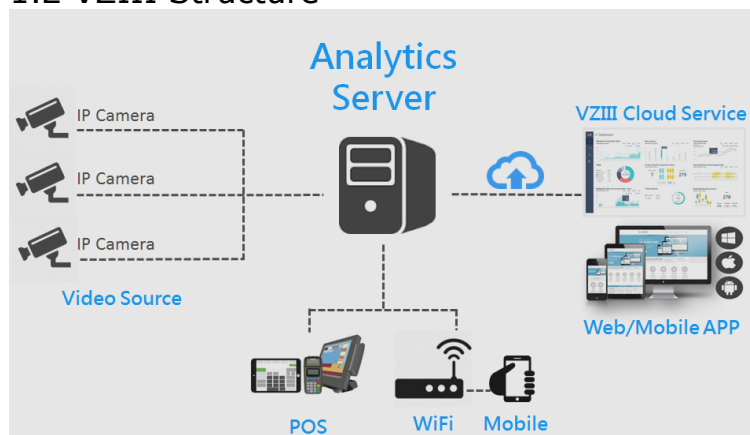
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## 1. VZIII Introduction

### 1.1 Introduction

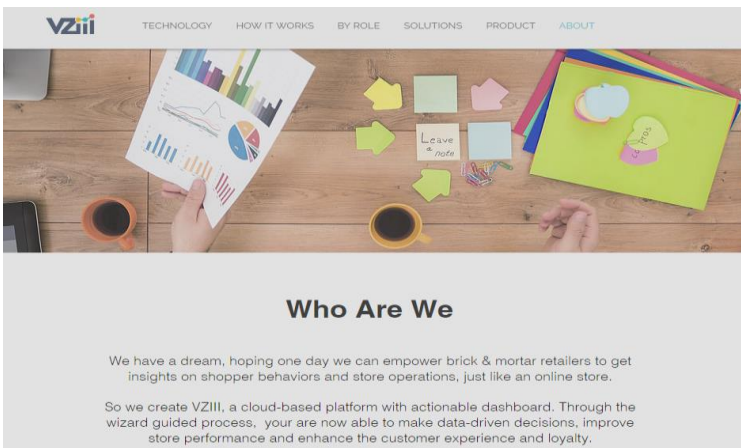
VZIII is the retail analytics system that empowers you to track shopper behaviors just like e-commerce. Leverage the video collected from your in-store IP cameras, and provide valuable business insights on staffing, store performance, product popularity and customer engagement. Its step-by-step coaching and intuitive interface guides you to create visualized reports of your own in a snap, helping you make data-driven decisions and optimize sales.

### 1.2 VZIII Structure



### 1.3 VZIII Website

[www.vziii.com](http://www.vziii.com)



## 2. VZIII Service Installation

### 2.1 VZIII-Supported Browser

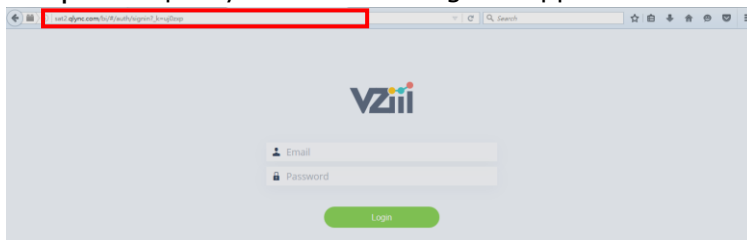
Firefox



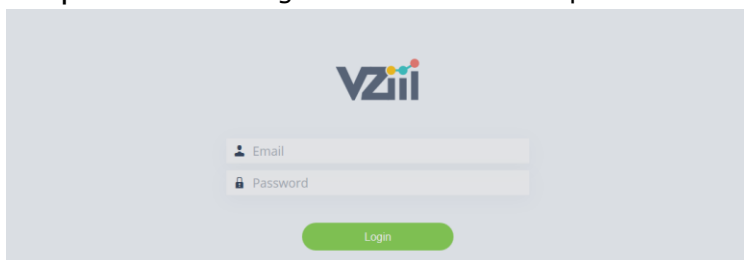
## 3. VZIII Service Login & Logout

### 3.1 Login

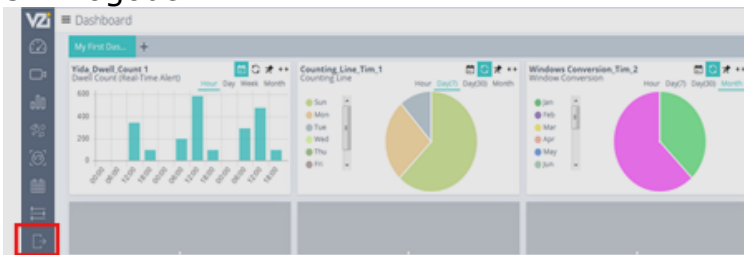
Step 1 : Open your firefox and go to app.vzii.com

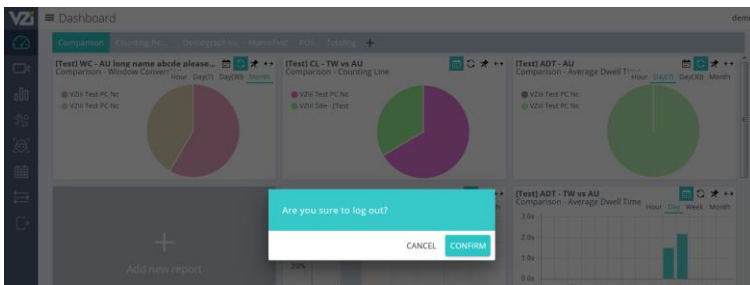


Step 2 : Enter the given user name and password.



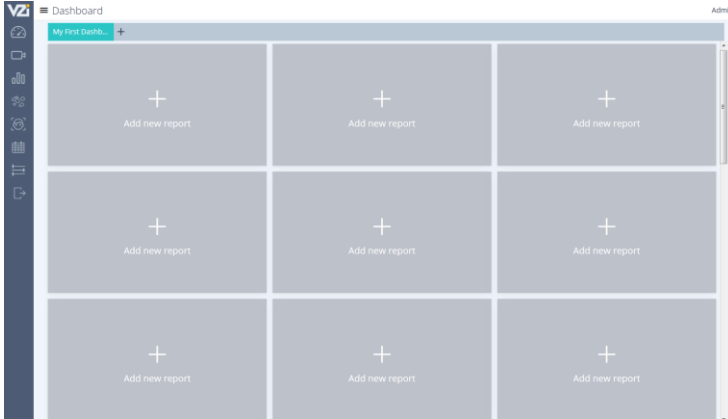
### 3.2 Logout





## 4. VZIII Function Guide

### 4.1 Dashboard Overview



#### 4.1.1 Add New Report from Dashboard

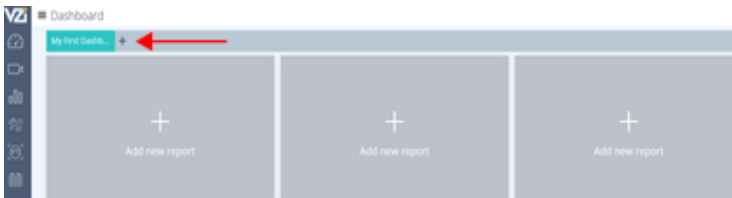
Click **+** icon and start to create report. Please refer to 4.3.1 Report Generation.



#### 4.1.2 Dashboard Tab

Click **+** icon and create new tab on dashboard.

Note : You can't build dashboard more than 10.



#### 4.1.3 Pin Button

Step 1 : Pin desired report from "Saved Report."



Step 2 : The pinned report will be displayed on Dashboard.



#### 4.1.4 Unpin Button

Click on the unpin icon to remove it from the dashboard.



#### 4.1.5 Extend Button

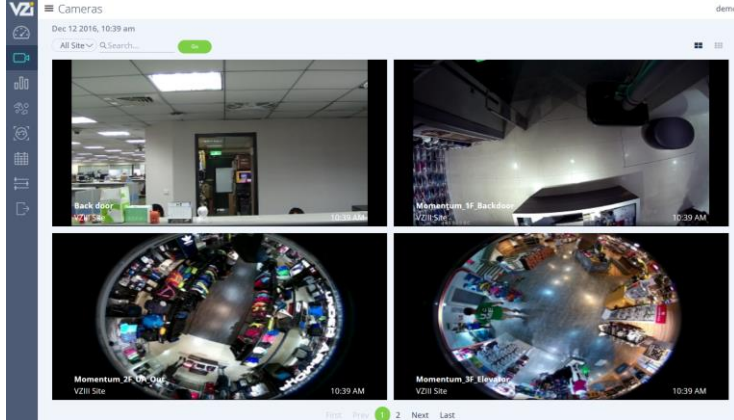
Step 1 : Click to extend the report.



Step 2 : Click again to shorten the report.

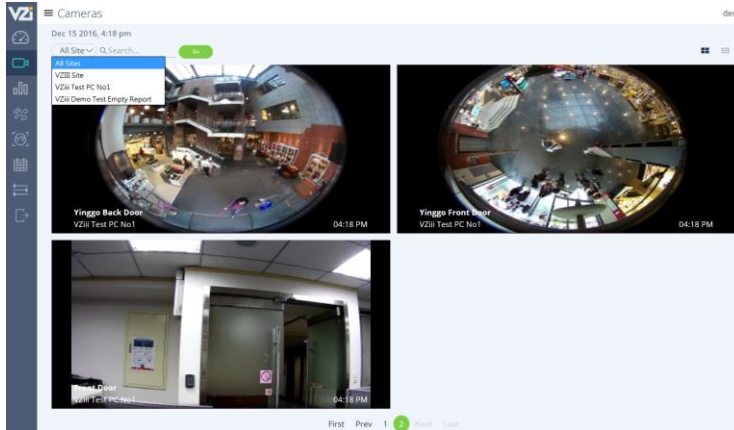


## 4.2 Camera Overview



### 4.2.1 Site Selection

Select desired site from site filter.



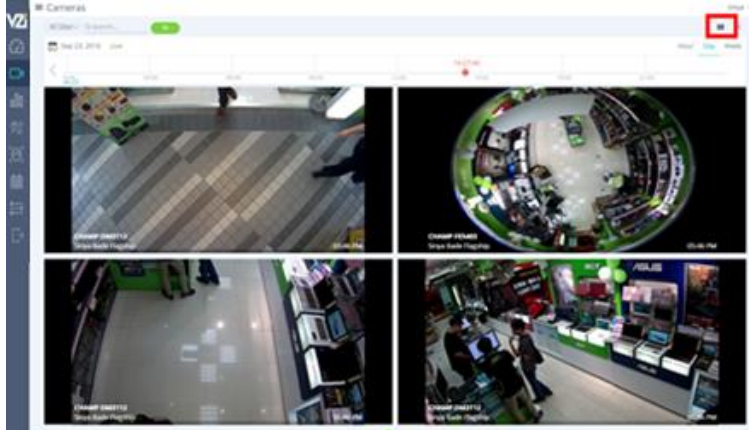
### 4.2.2 Searching

Search desired sites or cameras by keyword.

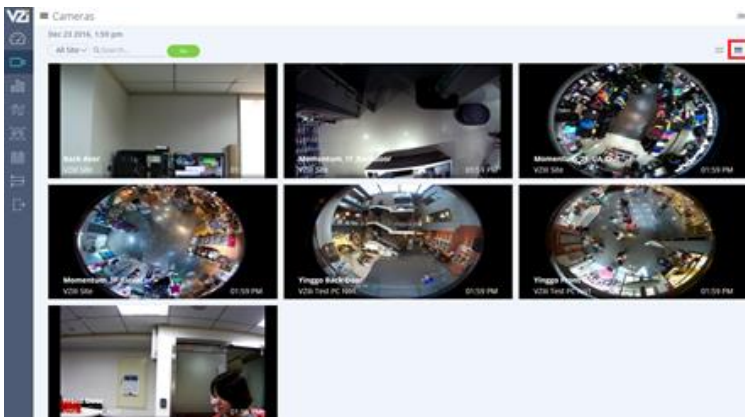


### 4.2.3 Video Grid Icon

Four Channels View

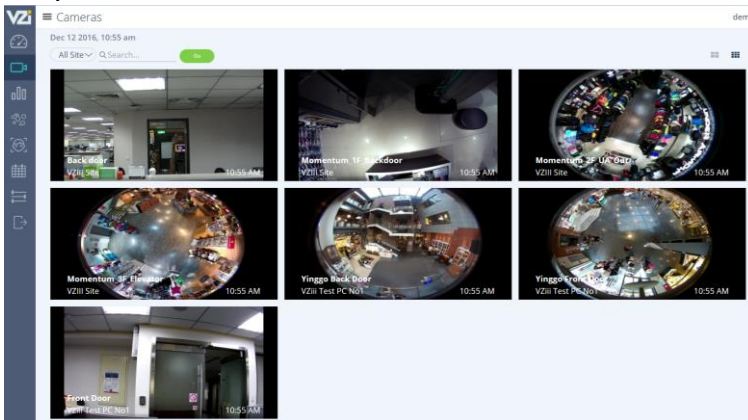


Nine Channels View

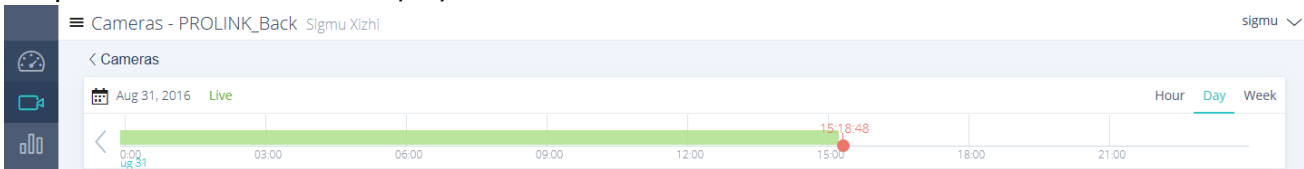


## 4.2.4 Playback

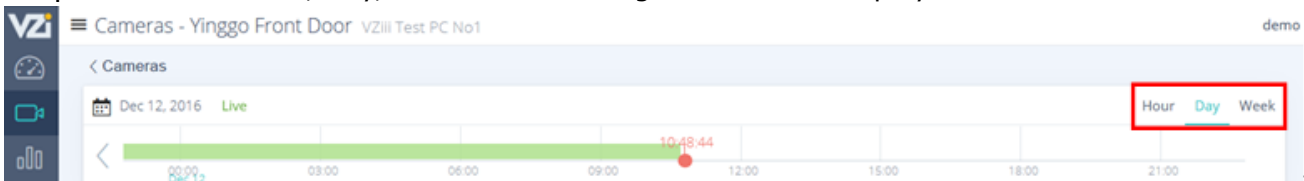
Step 1 : Click the desired camera.



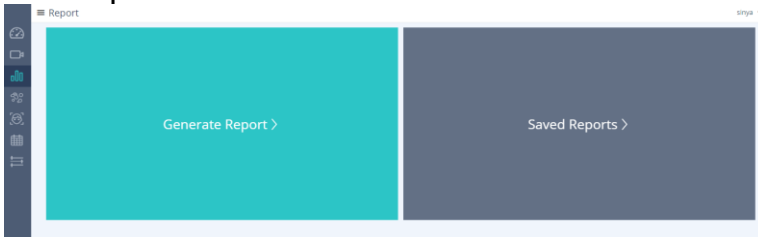
Step 2 : Click on timeline to playback video at a certain time.



Step 3 : Click on Hour, Day, and Week to change the interval of playback.



## 4.3 Report Overview



### 4.3.1 Report Generation

Click on "Generate Report" to create report.

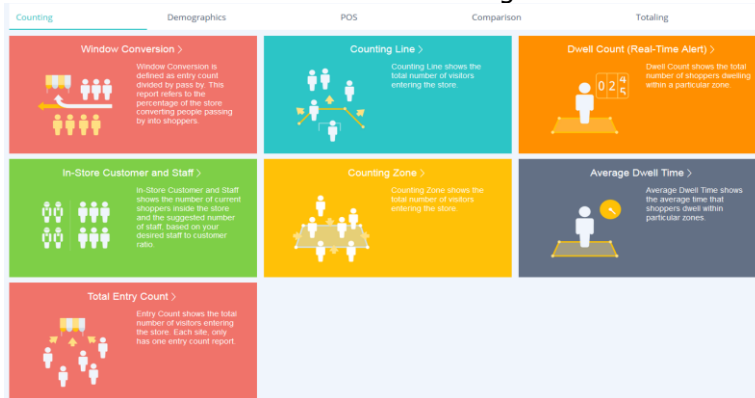


**Note :**

1. For first-time login, you need to generate report first. After completing the report, you may find it at "Saved Report."
2. Each finished report will be updated once an hour.

### 4.3.2 Counting

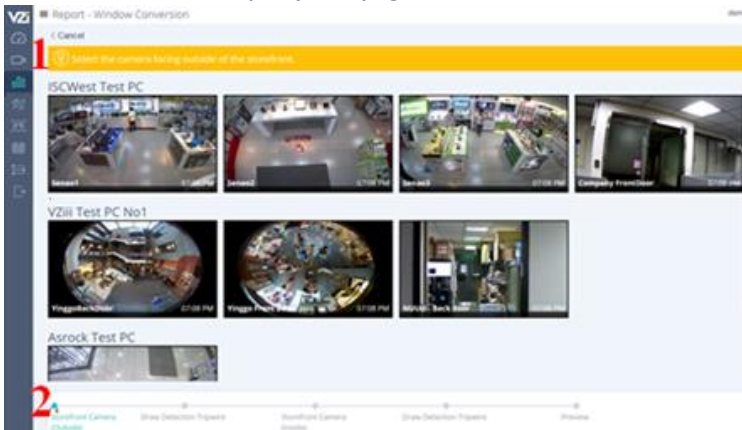
There are seven functions in Counting.



#### 4.3.2.1 Window Conversion

Note 1 : Follow the yellow hint step.

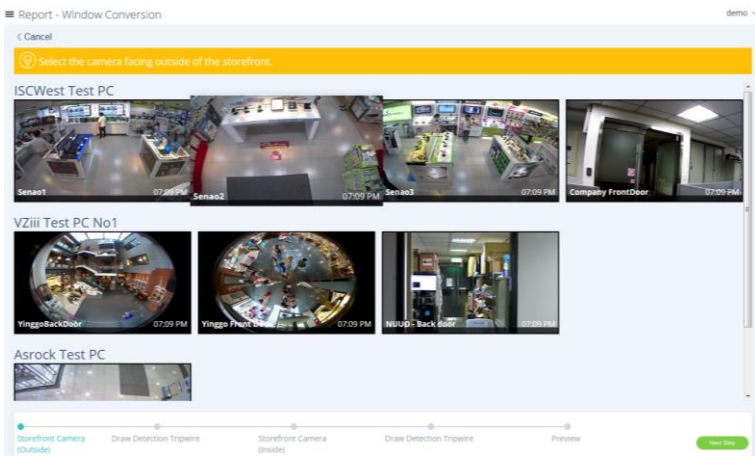
Note 2 : Read step-by-step guidance below.



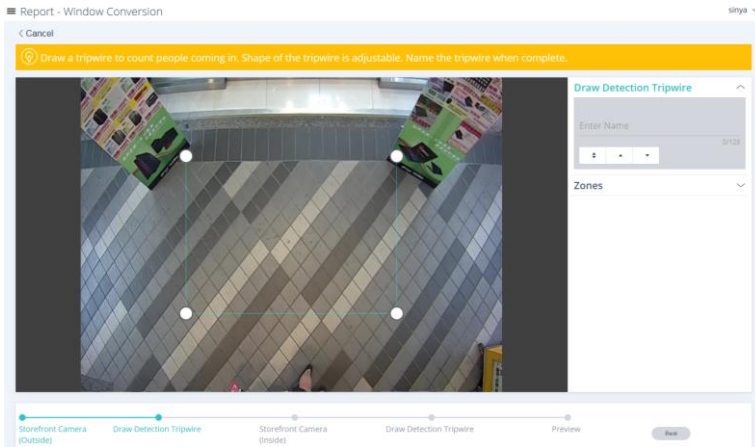
Step 1 : Select the camera facing **outside** of the store.

Step 2 : Go Next Step

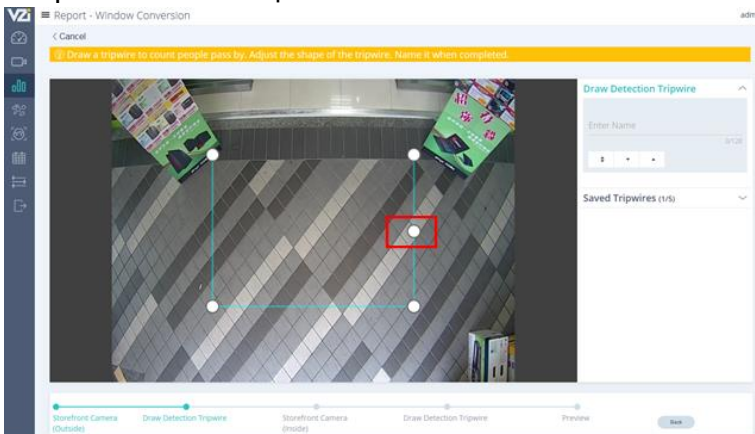




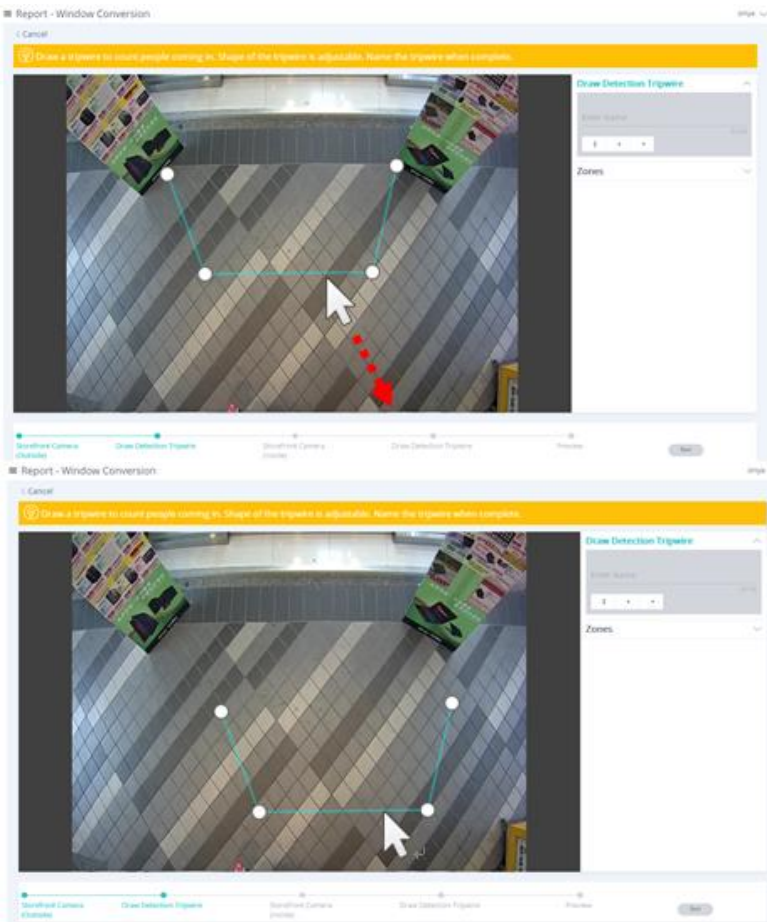
**Step 3 :** Draw a tripwire to count people pass by.



**Step 4 :** Click on tripwire to add node. Click on the node again to delete it.

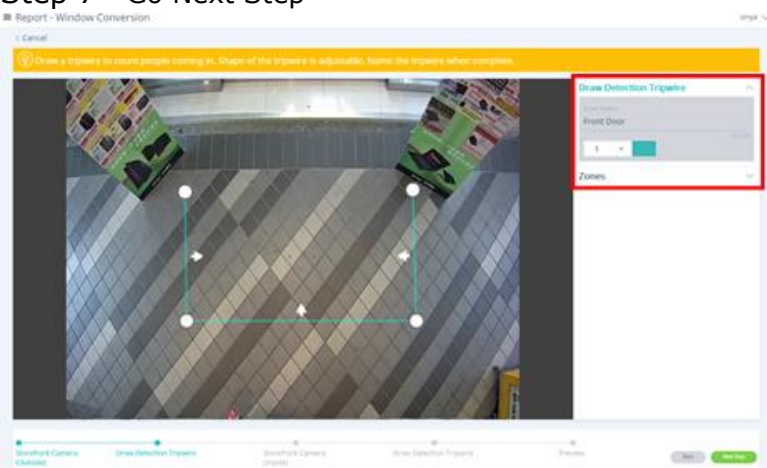


**Step 5 :** Drag the tripwire to any place within camera view. (eg. center to bottom)



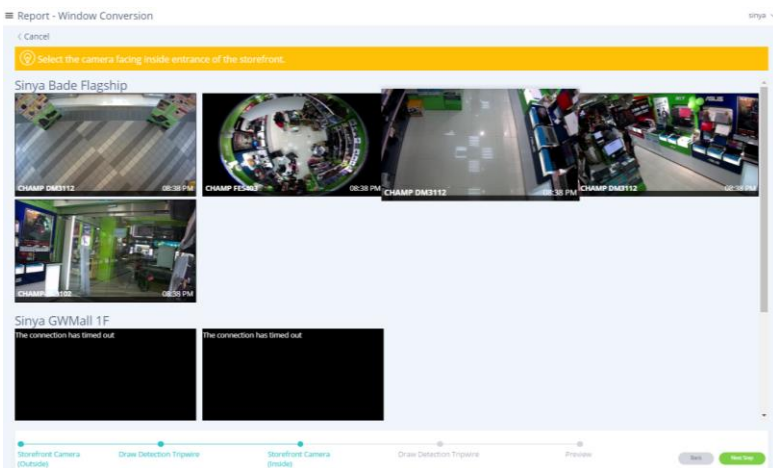
Step 6 : You must name the tripwire and choose the direction when completed.

Step 7 : Go Next Step



Step 8 : Select the camera facing **inside** of the store.

Step 9 : Go Next Step

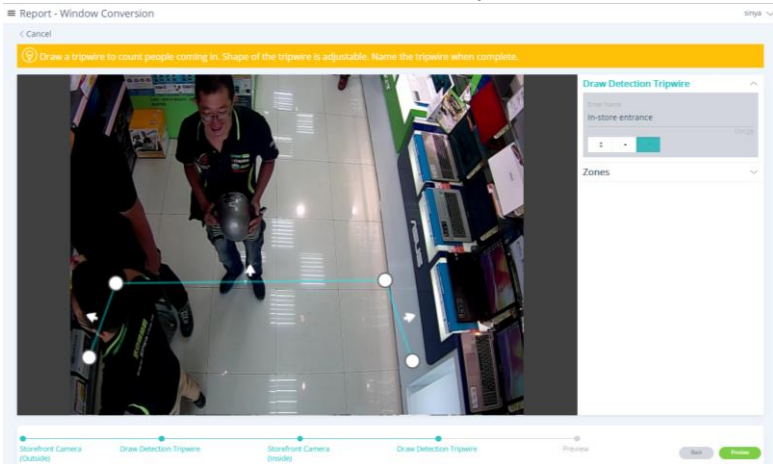


Step10 : Draw a tripwire to count people pass by.

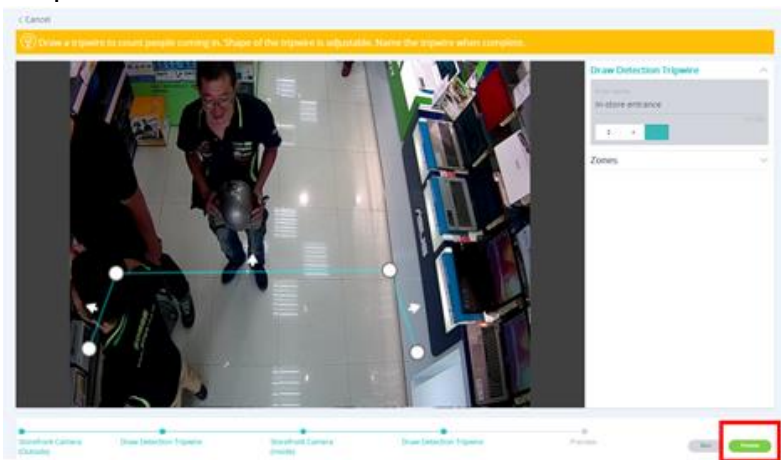
Note 1 : Click on tripwire to add node. Click on the node again to delete it.

Note 2 : Drag the tripwire to any place within camera view.

Note 3 : Remember to name the tripwire and choose the direction when completed.



Step 11 : Go Preview



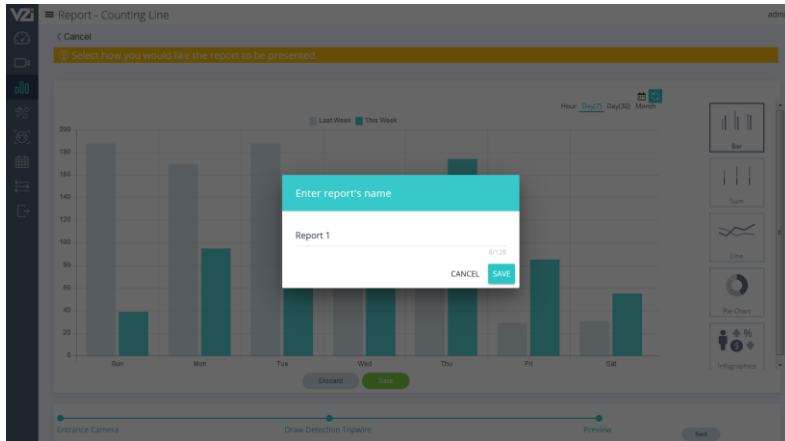
Step 12 : Select how you would like the report to be presented. There are five chart types of report.

1. Bar Chart
2. Sum Chart

3. Line Chart
4. Pie Chart
5. Infographics

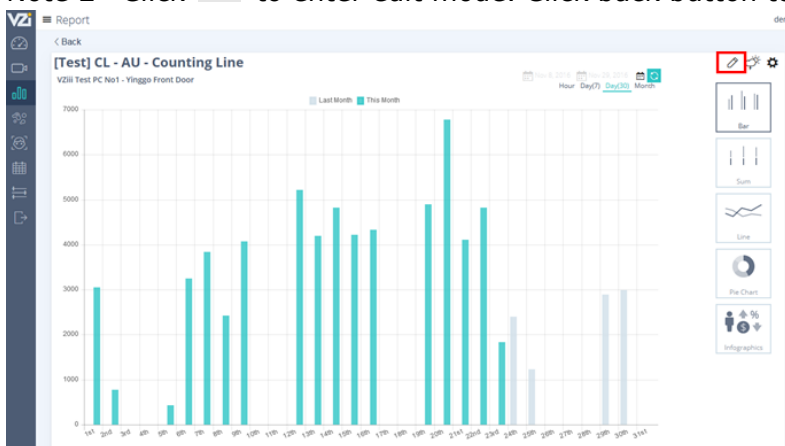


Step 13 : When you decide the chart type, you can enter a name and save report.



Note 1 : After saving report, you may check it at "Saved Report."

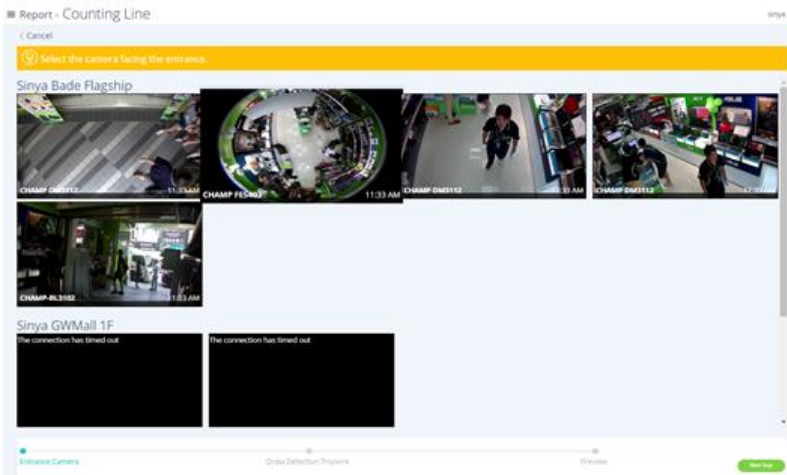
Note 2 : Click to enter edit mode. Click back button to revise the report.



### 4.3.2.2 Counting Line

Step 1 : Select the camera facing entrance of the store.

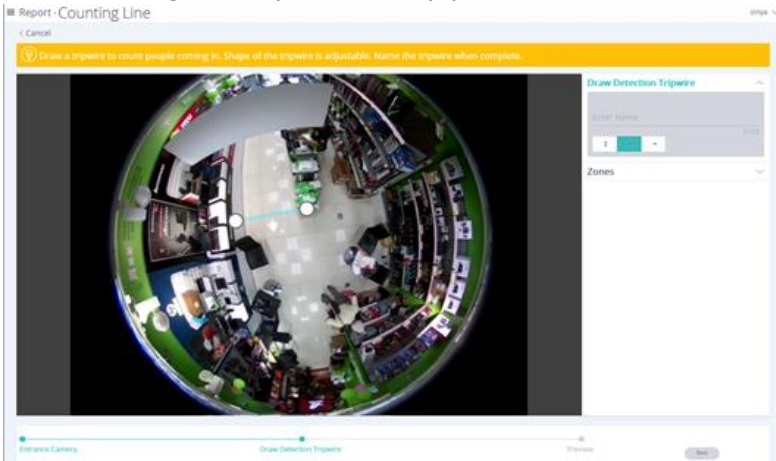
Step 2 : Go Next Step



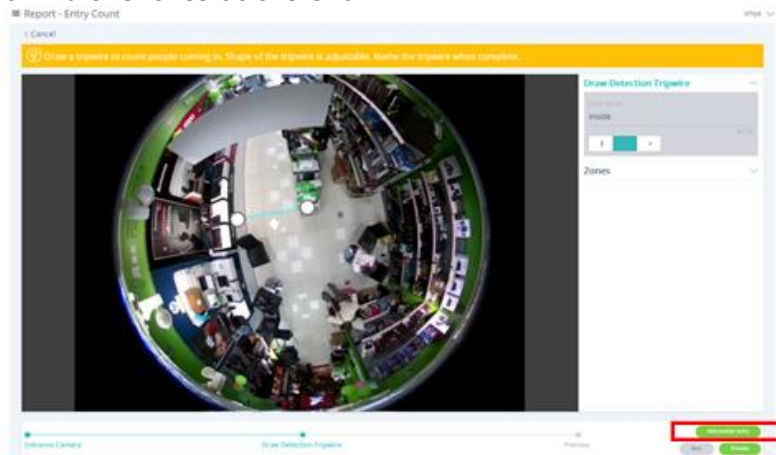
Step 3 : Draw a tripwire to count people coming in.

Note 1 : Click on tripwire to add node. Click on the node again to delete it.

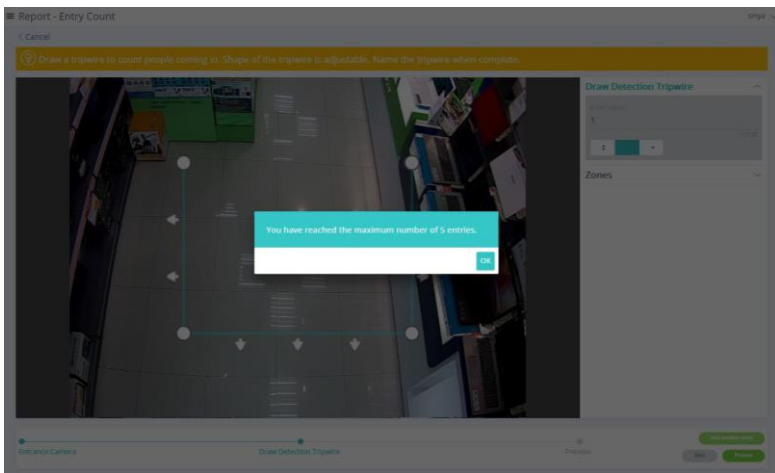
Note 2 : Drag the tripwire to any place within camera view.



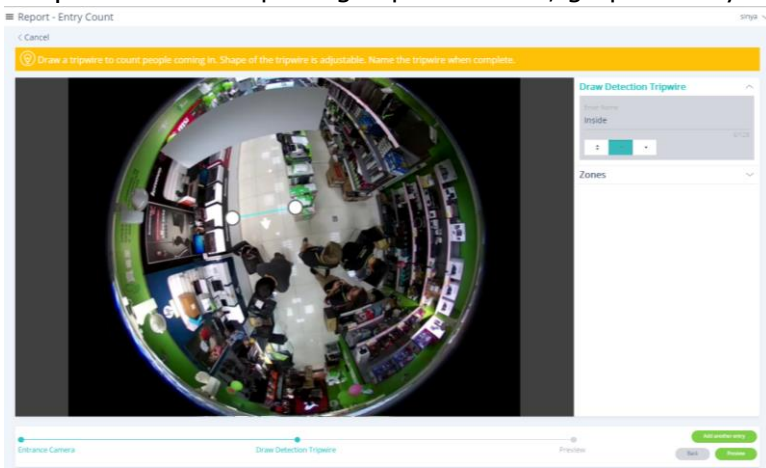
Step 4 : Name the tripwire when completed. You may add another camera and get the total number of multi-entries at the end.



Note : Add up to 5 entries at most.



Step 5 : After completing tripwire name, go preview your report and choose chart type.



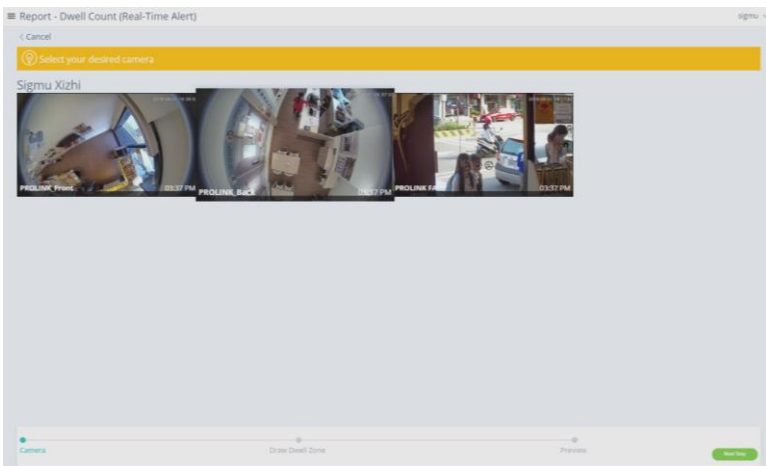
Step 6 : Five Chart Types



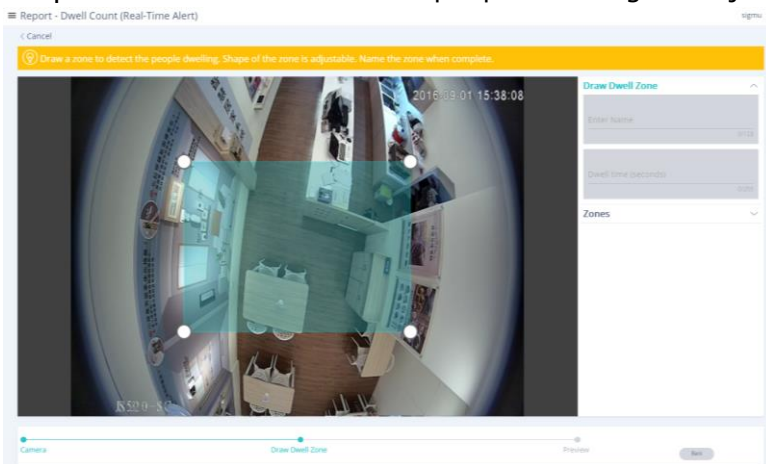
Step 7 : Choose chart type. Enter a name and save report.

### 4.3.2.3 Dwell Count

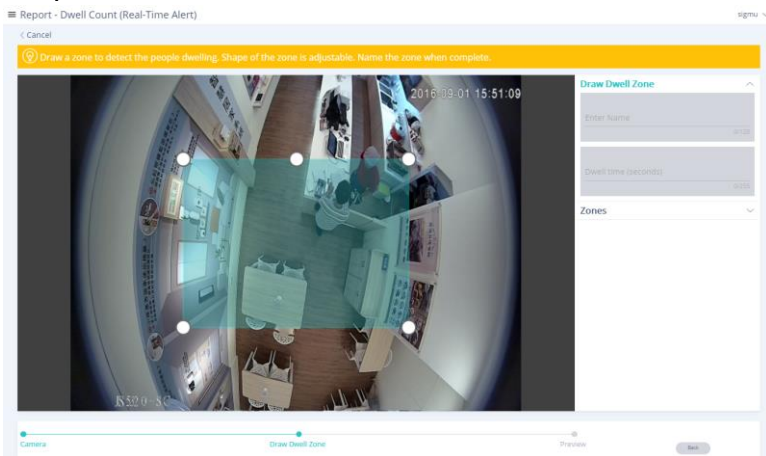
Step 1 : Select your desired camera and go Next Step.

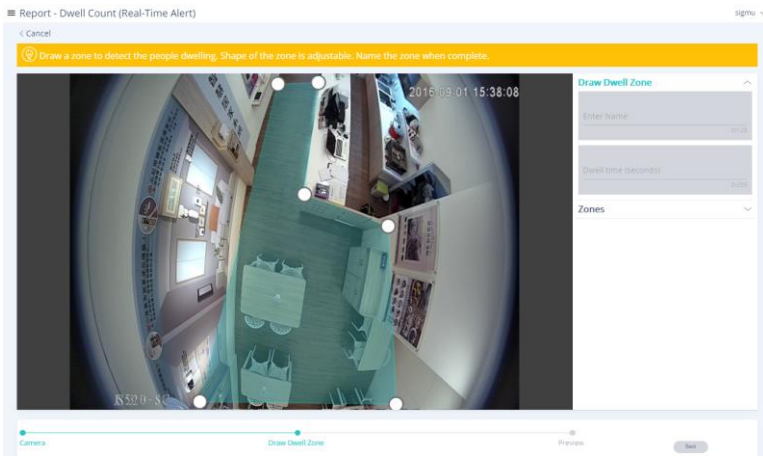


Step 2 : Draw a zone to detect people dwelling in. Adjust the shape of the zone.

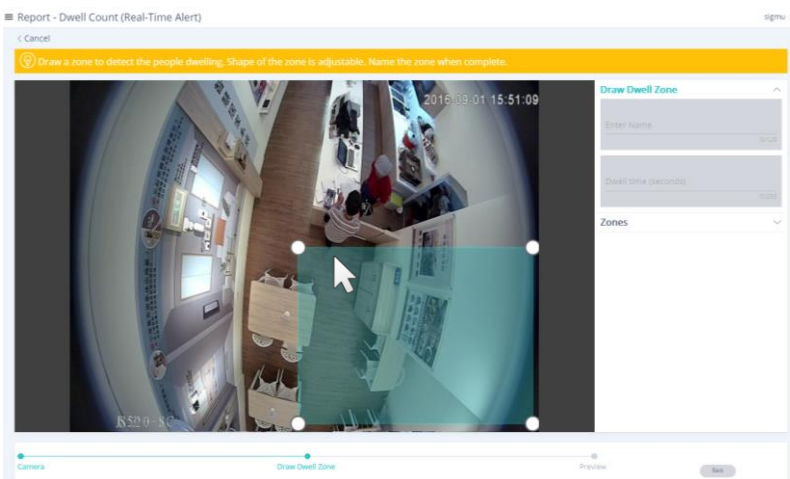
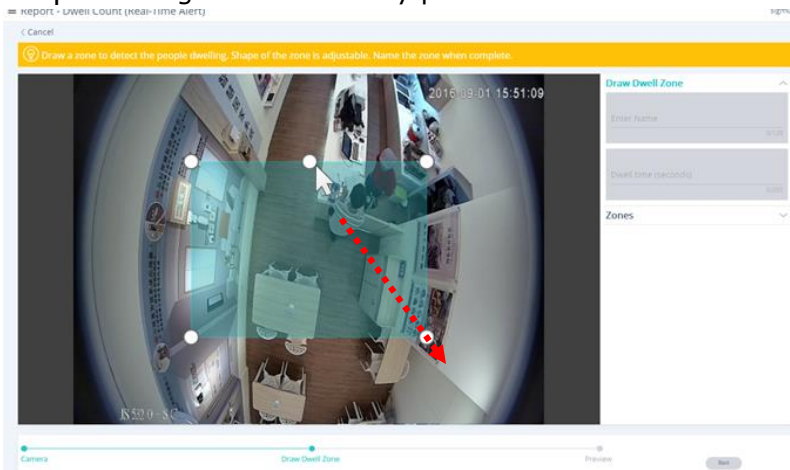


Step 3 : Add node to the zone, and alter the zone into the shape you'd like.



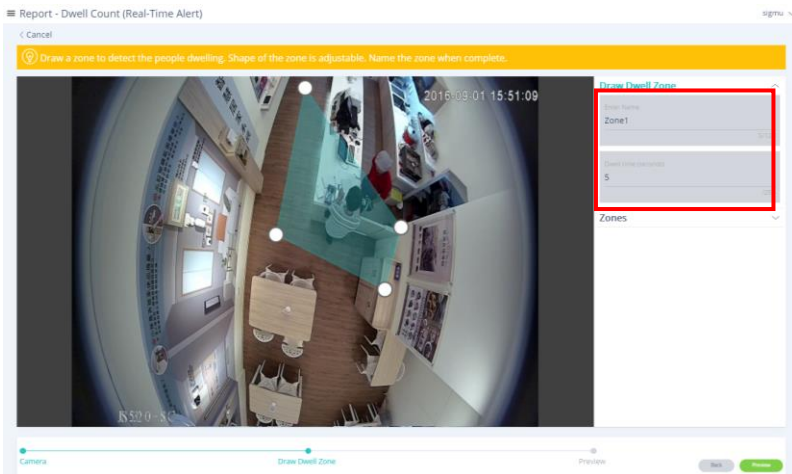


Step 4 : Drag the zone to any place within camera view.

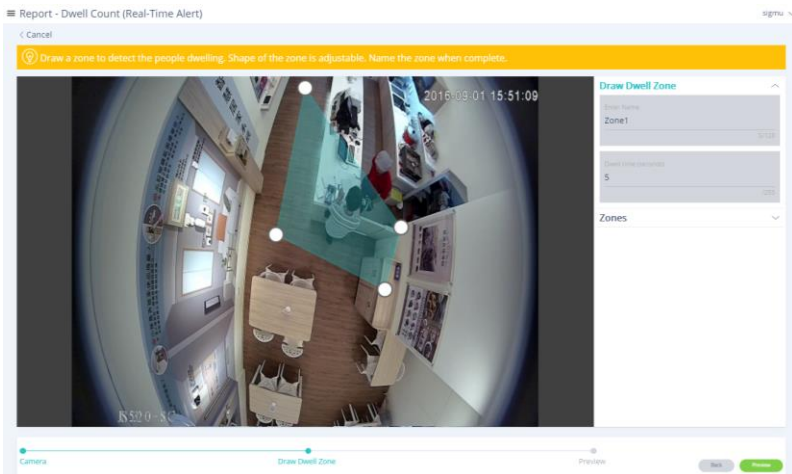


Step 5 : Name the zone and setup the dwell time.





Step 6 : When you complete the setting, you can preview the report

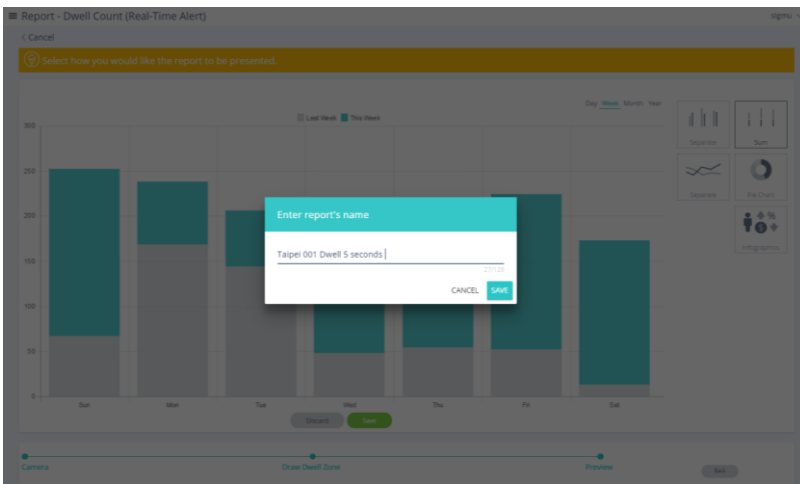


Step 7 : Start to choose five chart types.

1. Bar Chart
2. Sum Chart
3. Line Chart
4. Pie Chart
5. Infographics

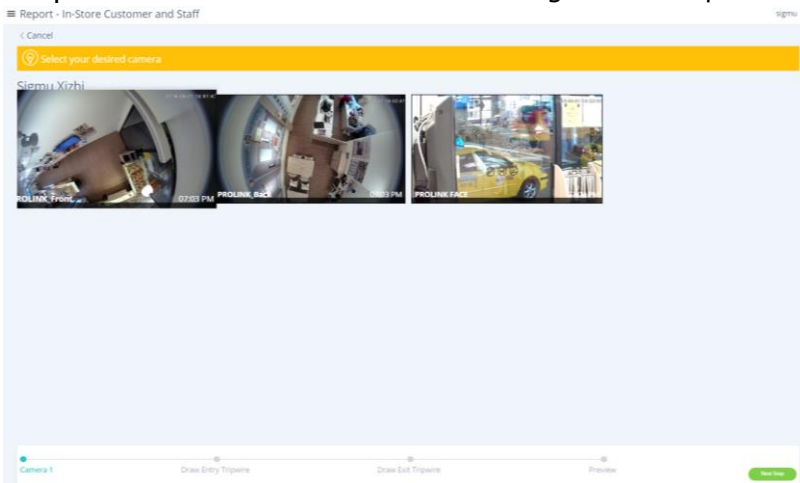


Step 8 : When you decide the chart type, you can enter a name and save report.

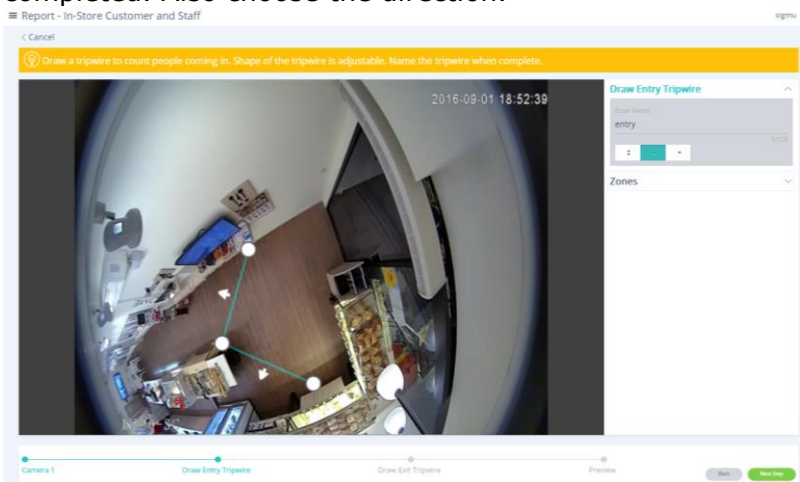


### 4.3.2.4 In-Store Customer and Staff

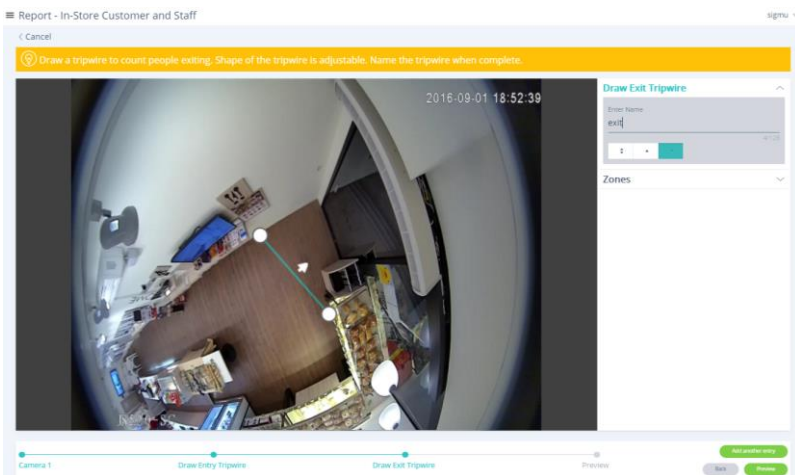
Step 1 : Select the desired camera and go Next Step



Step 2 : Draw a tripwire to count people coming in. Adjust the shape of the tripwire and name it when completed. Also choose the direction.

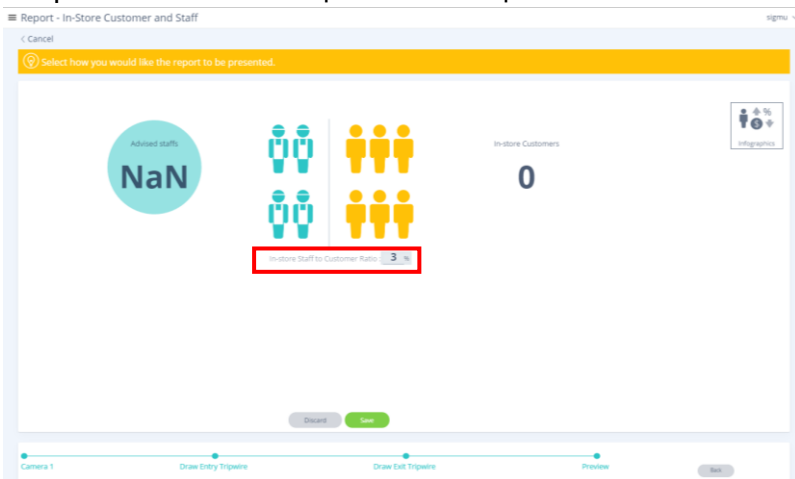


Step 3 : Draw a tripwire to count people leaving the store.

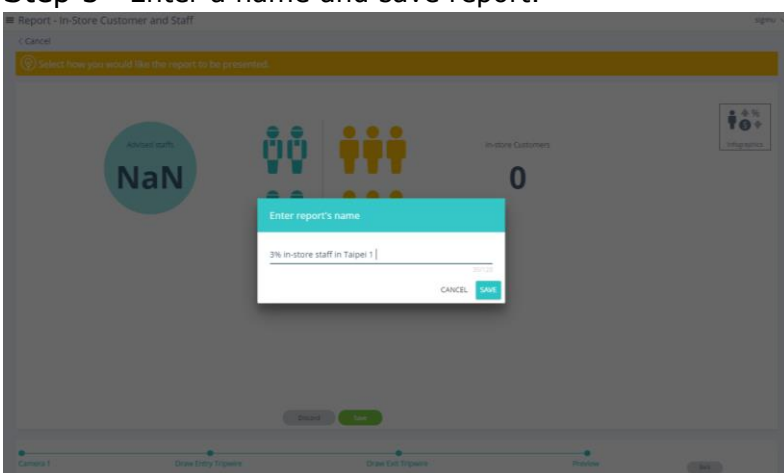


Note : You may add another camera, and get the total number of multi-entries at the end.

Step 4 : Preview the report and setup the desired number on in-store staff to customer ratio.

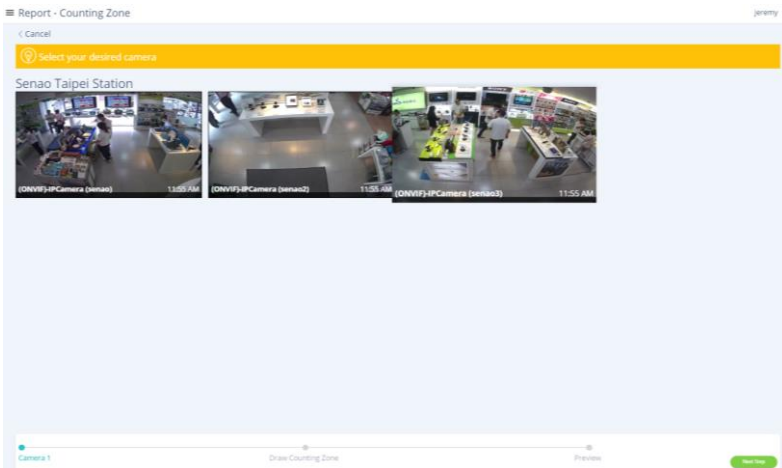


Step 5 : Enter a name and save report.

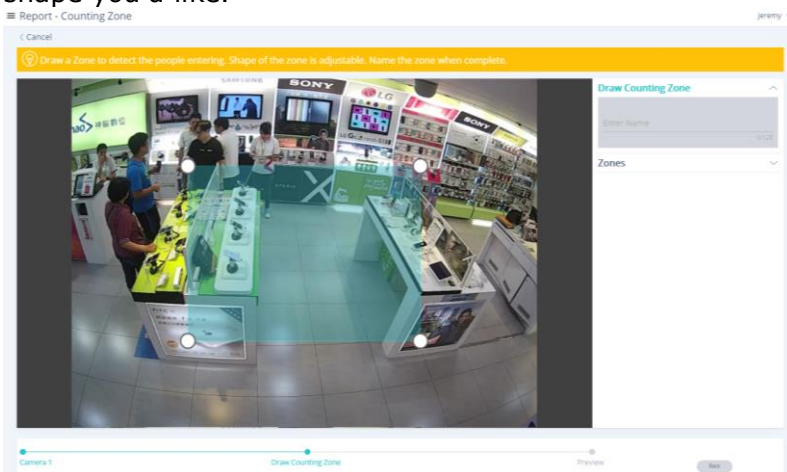


### 4.3.2.5 Counting Zone

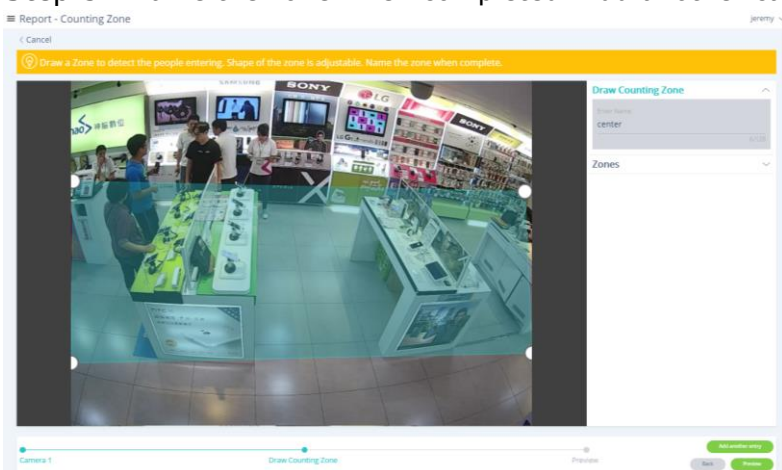
Step 1 : Select the desired camera and go Next Step.



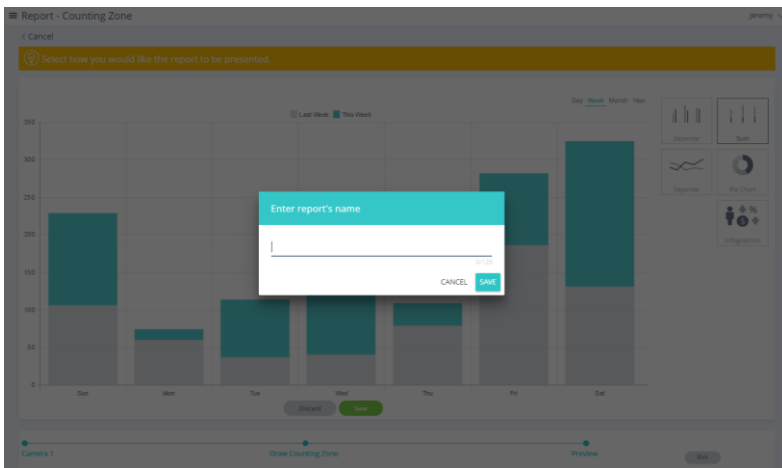
Step 2 : Draw a zone to detect people coming in. Add node to the zone, and alter the zone into the shape you'd like.



Step 3 : Name the zone when completed. Add another camera or go Preview.

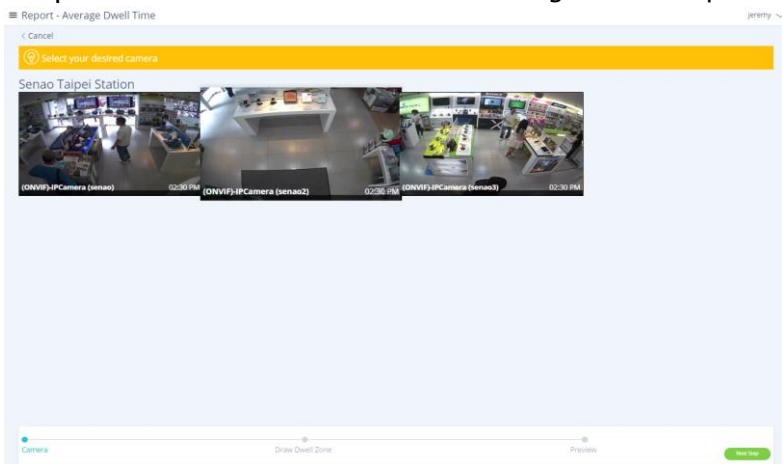


Step 4 : Choose chart Type. Enter a name and save report.

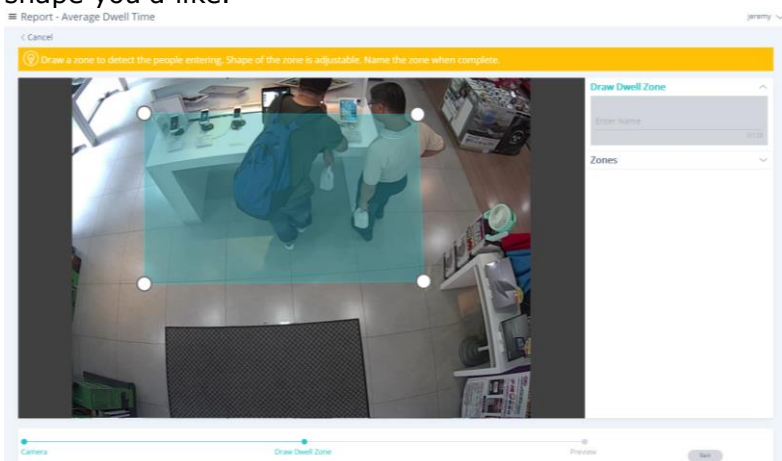


### 4.3.2.6 Average Dwell Time

Step 1 : Select the desired camera and go Next Step.

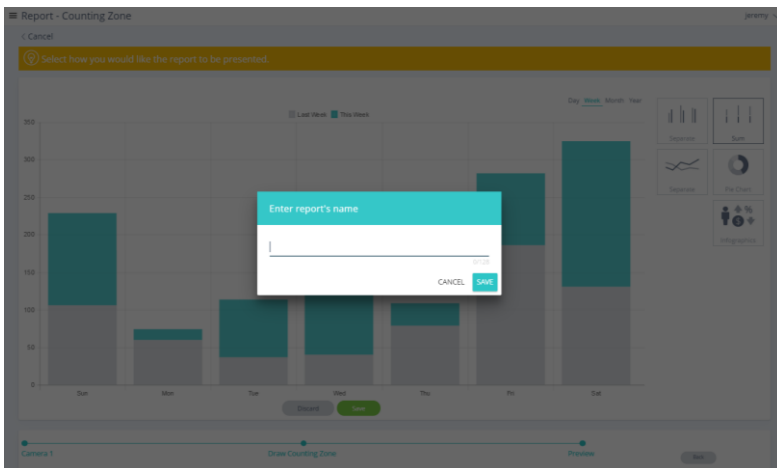


Step 2 : Draw a zone to detect people coming in. Add node to the zone, and alter the zone into the shape you'd like.



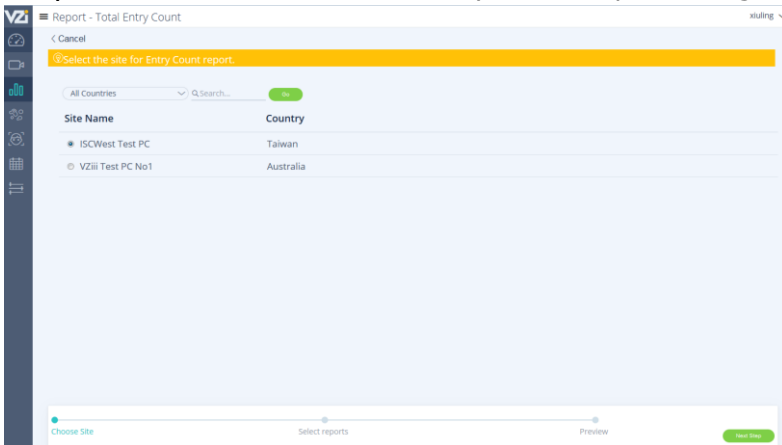
Step 3 : Name the zone when completed. Add another camera or go Preview.

Step 4 : Choose chart Type. Enter a name and save report.

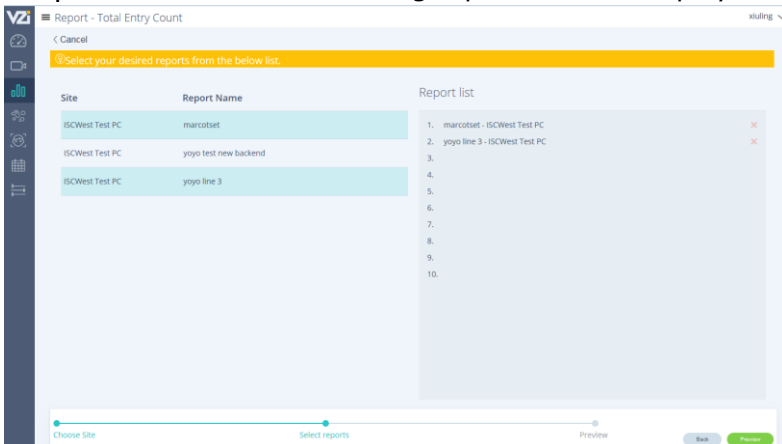


### 4.3.2.7 Total Entry Count

Step 1 : Choose Site for Total Entry Count report and go Next Step.



Step 2 : The selected Counting reports will be displayed on the "Report List."

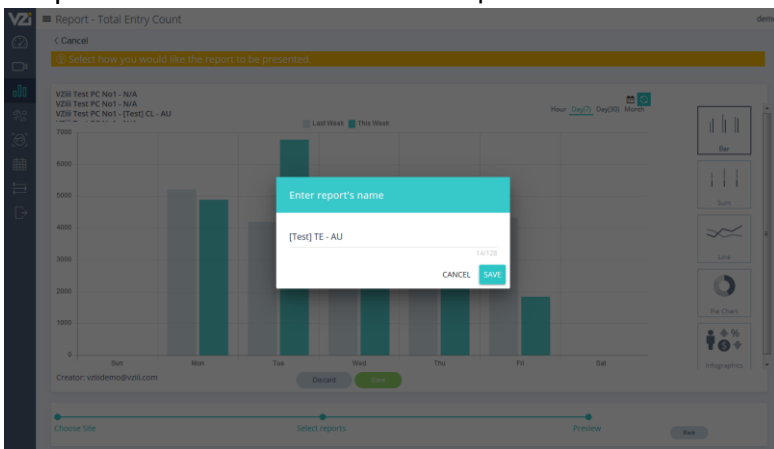


Note : Total Entry Count report is to add up the selected Counting reports under a specific site, showing the total number of visitors entering that store.

Step 3 : Go Preview. Select chart types.



Step 4 : Enter a name and save report.

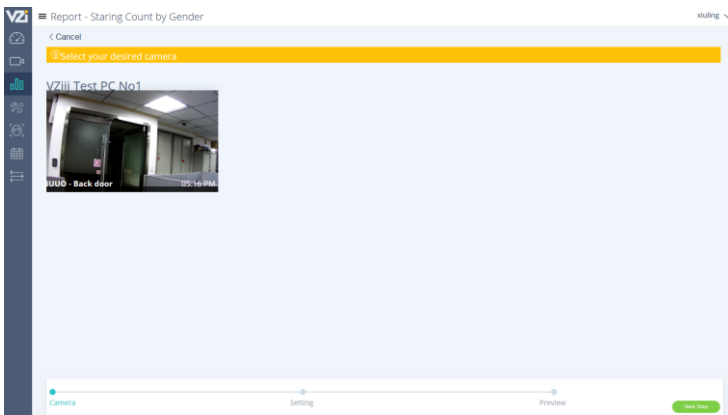


### 4.3.3 Demographics

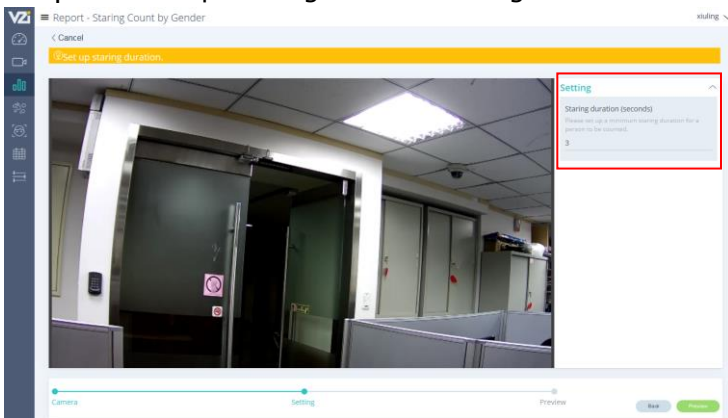
Counting	Demographics	POS	Comparison	Totaling
	<p><b>Staring Count by Gender &gt;</b></p> <p>Staring Count by Gender shows the number of men and women, staring at a particular area in your store.</p>	<p><b>Staring Count by Age Group &gt;</b></p> <p>Staring Count by Age Group shows the number of people, staring at a particular area in your store, classified by age groups.</p>	<p><b>Avg Staring Duration by Gender &gt;</b></p> <p>Average Staring Duration by Gender shows the time that men and women stare at a particular area in your store.</p>	
	<p><b>Average Staring Duration by Age Group &gt;</b></p> <p>Average Staring Duration by Age Group shows the time that people stare at a particular area in your store, classified by age groups.</p>	<p><b>Visitor Gender Ratio &gt;</b></p> <p>Visitor Gender Ratio shows the percentage of men and women, staring at a particular area in your store.</p>	<p><b>Visitor Age Group Ratio &gt;</b></p> <p>Visitor Age Group Ratio shows the percentage of men and women, staring at a particular area in your store, classified by age groups.</p>	

#### 4.3.3.1 Staring Count by Gender

Step 1 : Choose the desired camera and go Next Step.



Step 2 : Set up staring duration and go Preview.

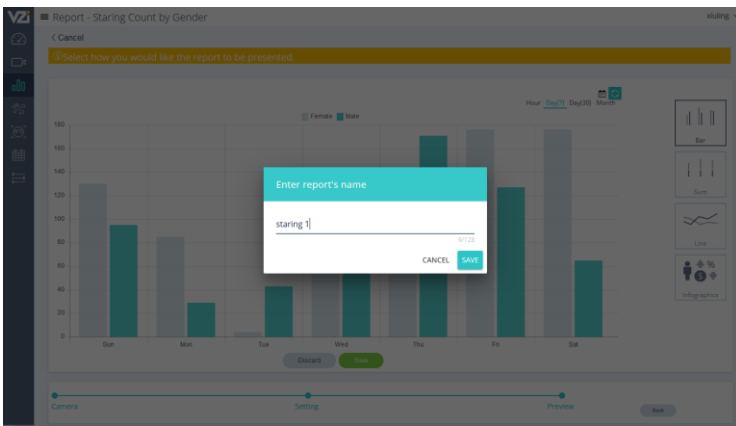


Step 3 : Select chart types.



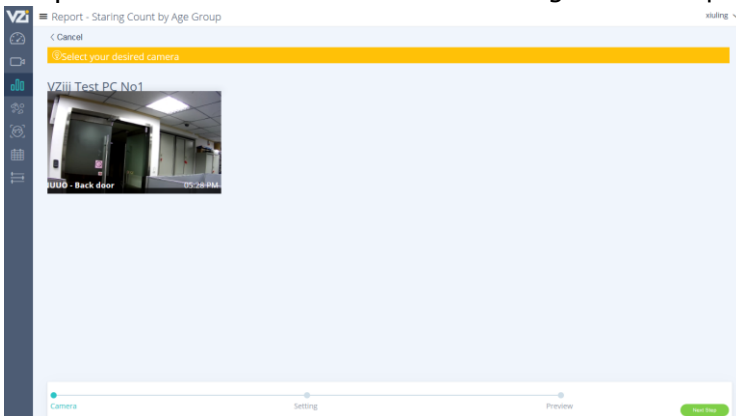
Step 4 : Enter a name and save report.



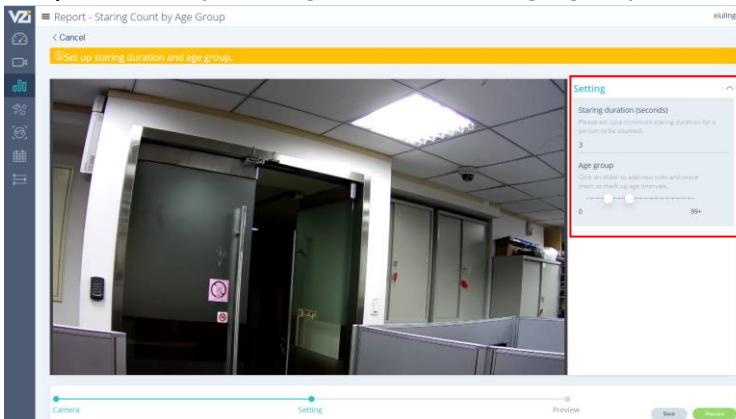


### 4.3.3.2 Staring Count by Age Group

Step 1 : Select the desired camera and go Next Step.



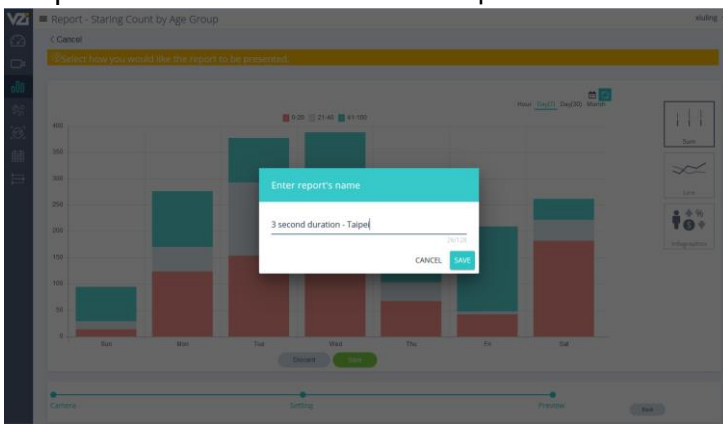
Step 2 : Set up staring duration and age group, then go Preview.



Step 3 : Select chart types.

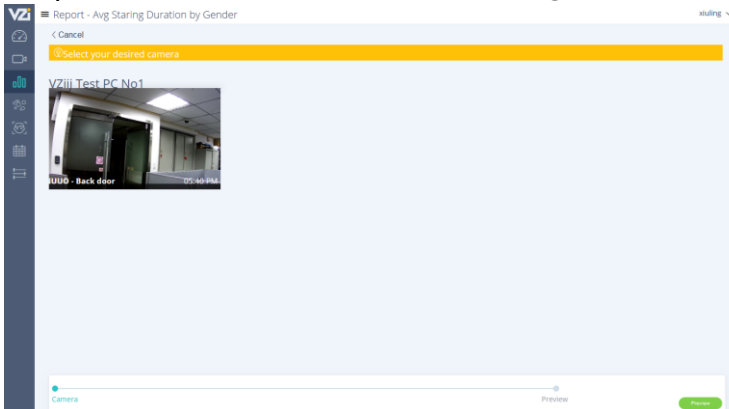


Step 4 : Enter a name and save report.

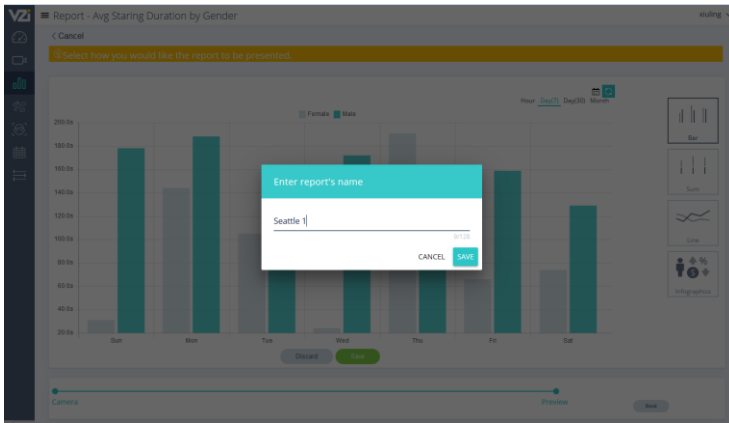


### 4.3.3.3 Average Staring Duration by Gender

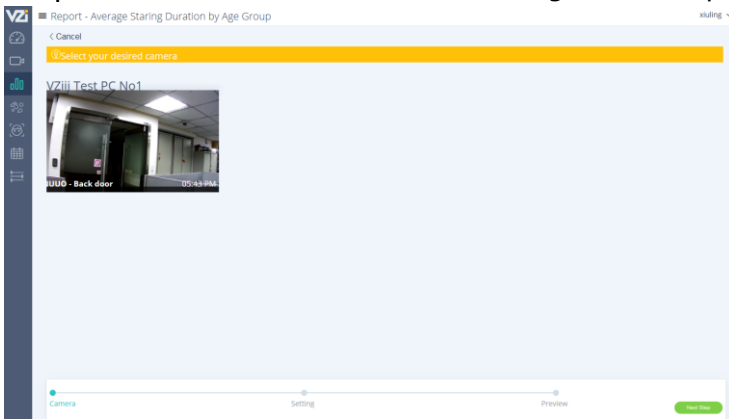
Step 1 : Select the desired camera and go Preview.



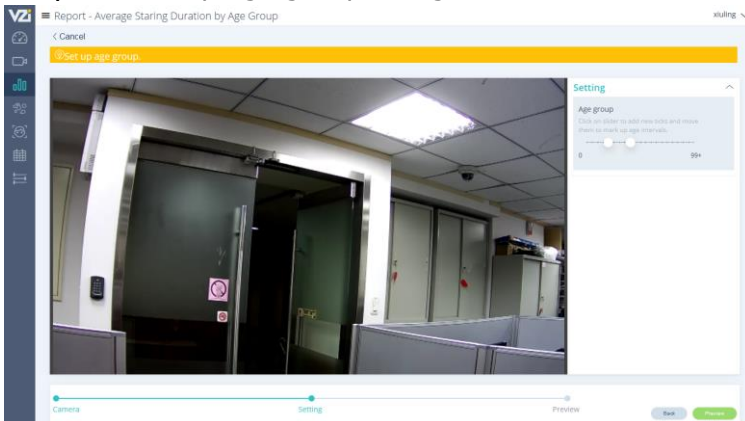
Step 2 : Choose chart types. Enter a name and save report.



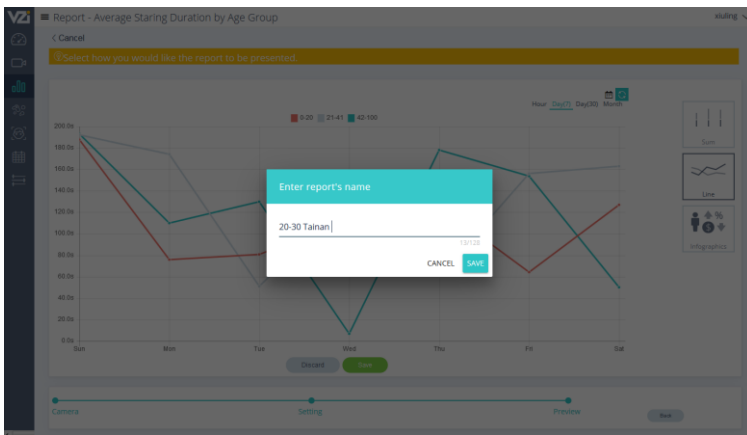
### 4.3.3.4 Average Staring Duration by Age Group Step 1 : Select the desired camera and go Next Step.



### Step 2 : Set up age group and go Preview.

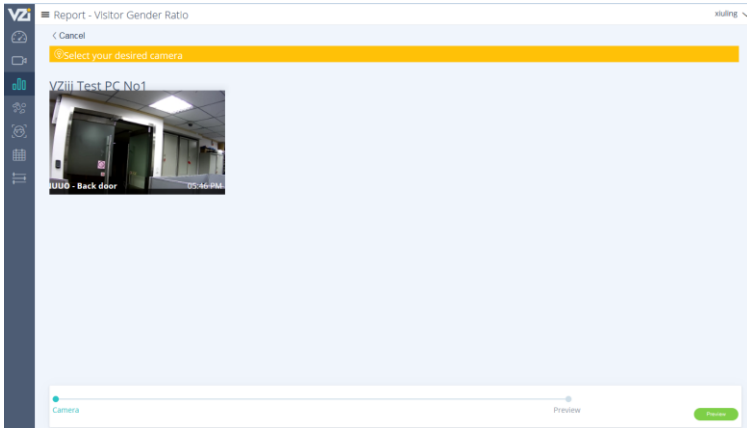


### Step 3 : Choose chart types. Enter a name and save report.

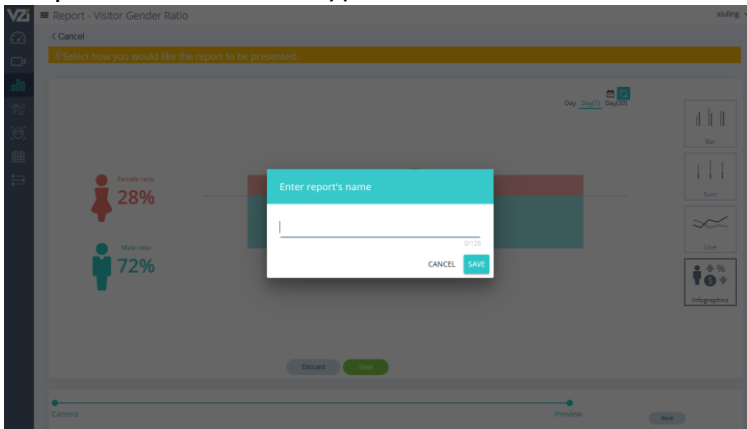


### 4.3.3.5 Visitor Gender Ratio

Step 1 : Select the desired camera and go Preview.

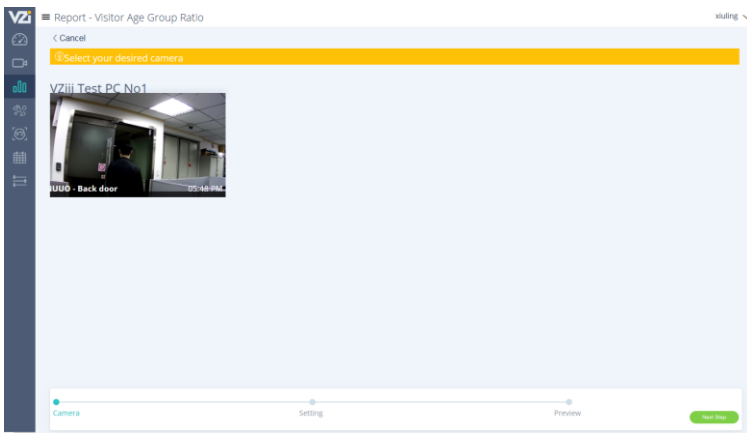


Step 2 : Choose chart types. Enter a name and save report.

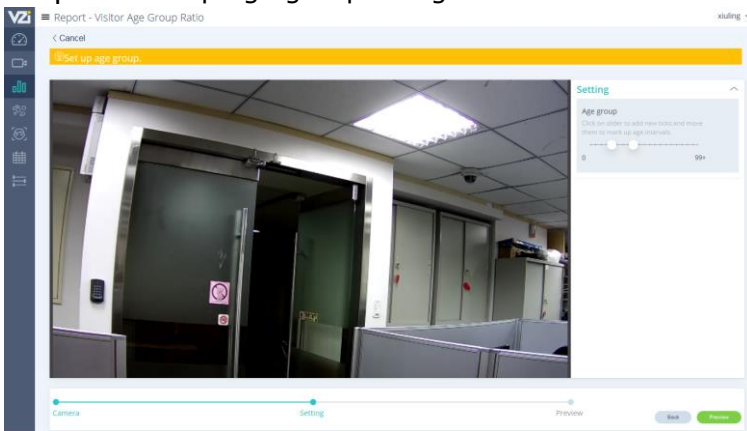


### 4.3.3.6 Visitor Age Group Ratio

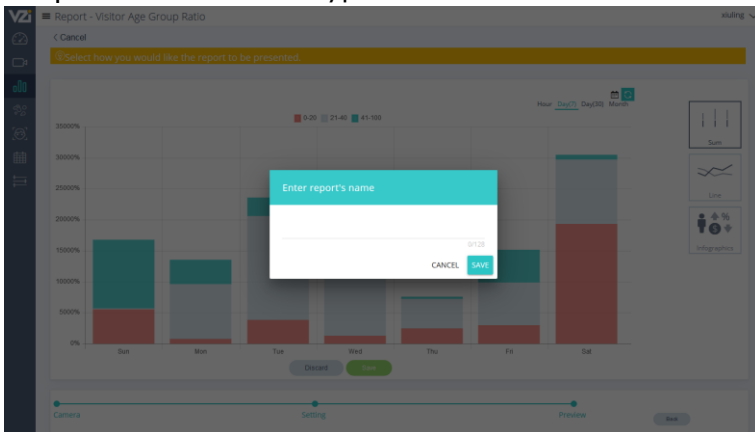
Step 1 : Select the desired camera and go Preview.



### Step 2 : Set up age group and go Preview.



### Step 3 : Choose daily chart types. Enter a name and save report.



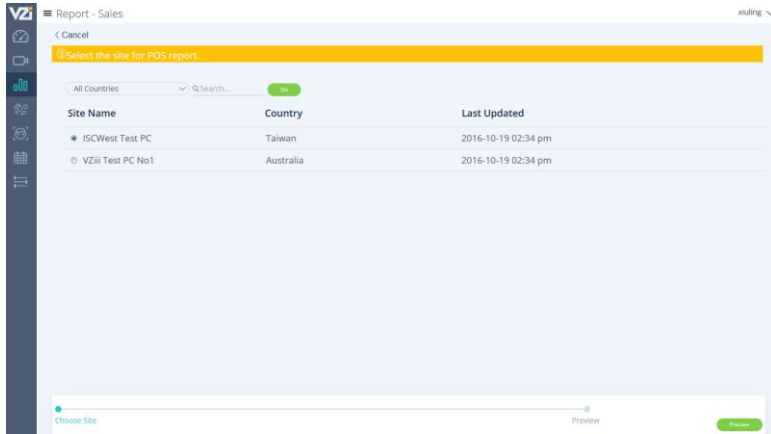
#### 4.3.4 POS

Counting	Demographics	POS	Comparison	Totaling
<p><b>Sales &gt;</b></p> <p>Sales report shows the daily revenue collected from POS.</p>	<p><b>Transactions &gt;</b></p> <p>Transactions Report shows the daily transactions collected from POS.</p>	<p><b>Conversion &gt;</b></p> <p>Conversion is defined as Transactions divided by entry count. This report refers to the percentage of a store converting shoppers into paying customers.</p>		
<p><b>Average Transaction Value &gt;</b></p> <p>Average Transaction Value is defined as Sales divided by transactions. This report refers to the average dollar amount that a consumer spends with your store within a single transaction.</p>	<p><b>Sales Per Shopper &gt;</b></p> <p>Sales Per Shopper is defined as Sales divided by entry count. This report helps you evaluate how your acquisition efforts to see which strategies are working.</p>			

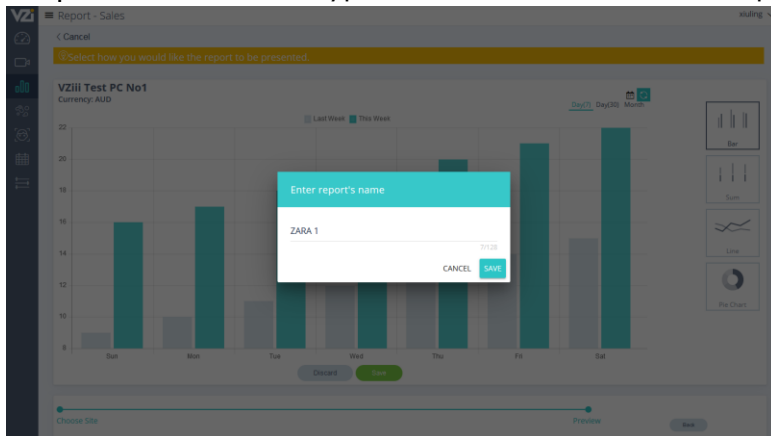
### 4.3.4.1 Sales

**Note:** Before creating the POS report, please go to POS Setting to upload the data first. Refer to page 52.

**Step 1 :** Select the site and go Preview.

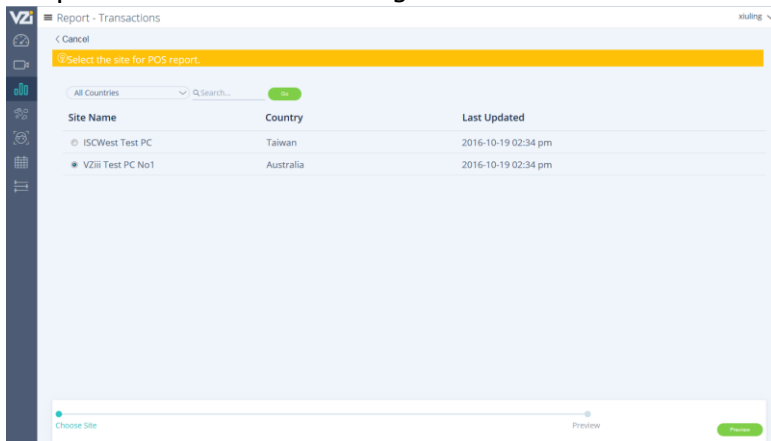


**Step 2 :** Choose chart types. Enter a name and save report.

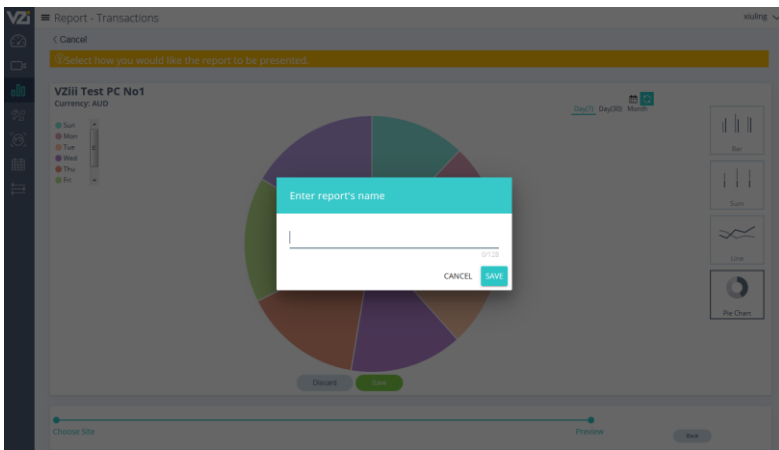


### 4.3.4.2 Transaction

**Step 1 :** Select the site and go Preview.

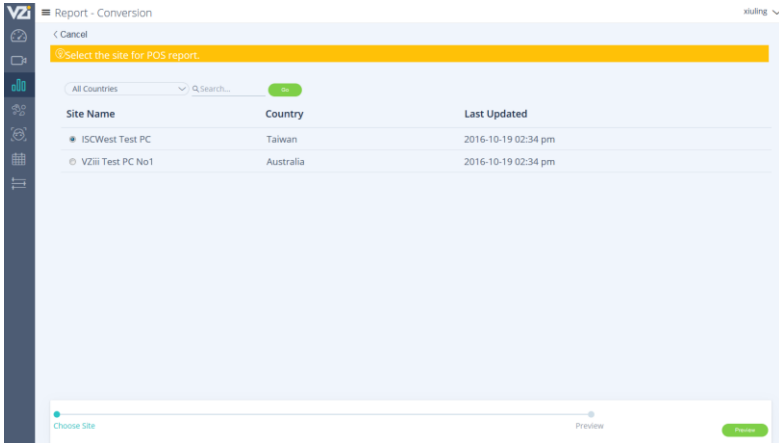


**Step 2 :** Choose chart types. Enter a name and save report.



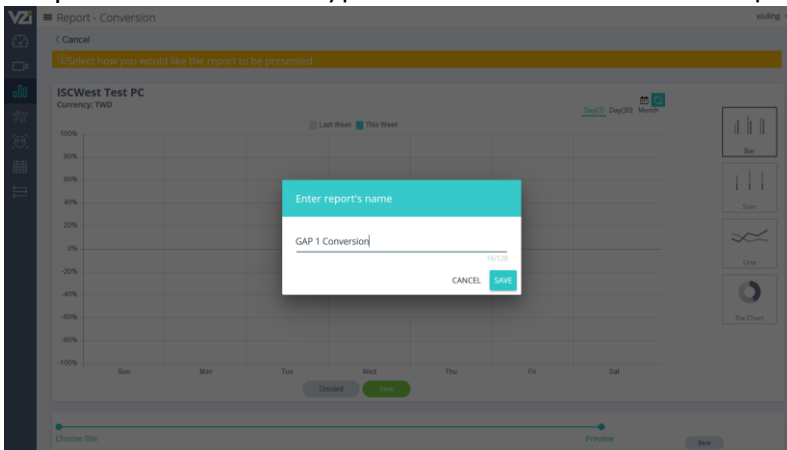
### 4.3.4.3 Conversion

Step 1 : Select the site and go Preview.



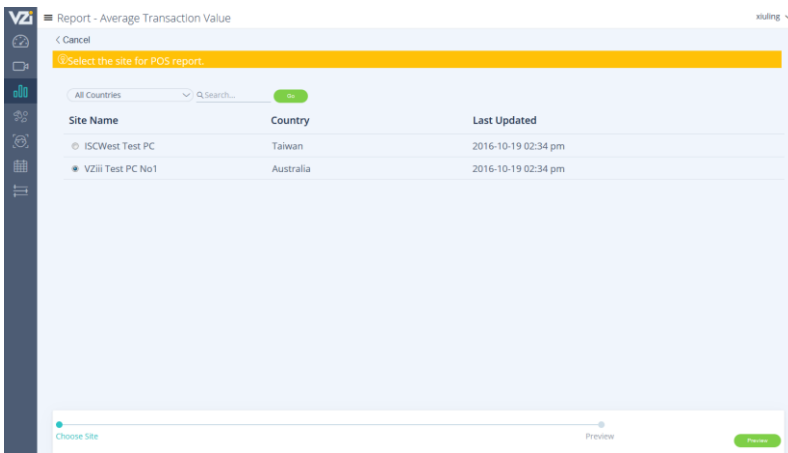
Note : Before creating Conversion report, please create Total Entry Count report in advance.

Step 2 : Choose chart types. Enter a name and save report.

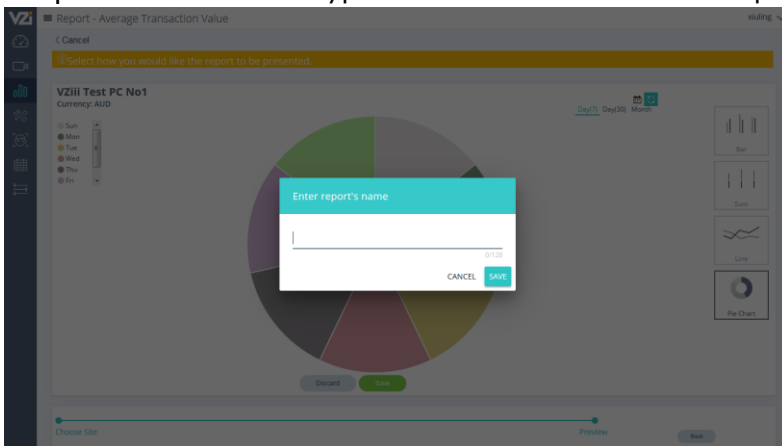


### 4.3.4.4 Average Transaction Value

Step 1 : Select the site and go Preview.

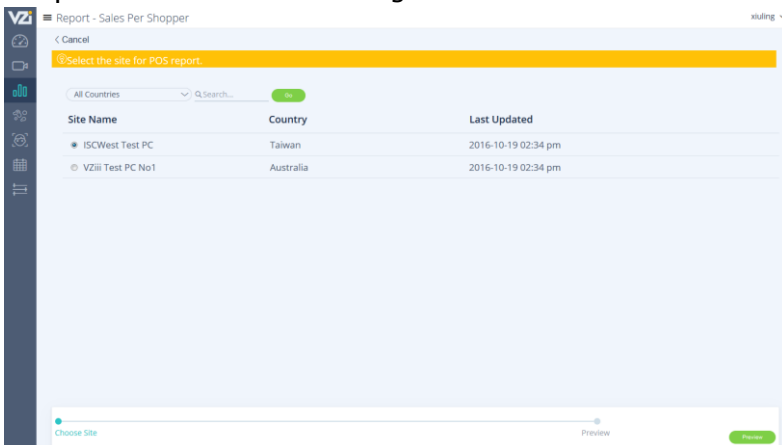


Step 2 : Choose chart types. Enter a name and save report.



### 4.3.4.5 Sales Per Shopper

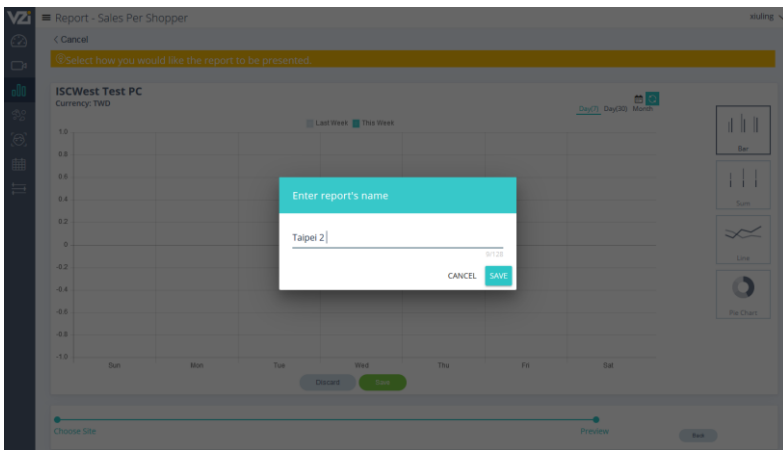
Step 1 : Select the site and go Preview.



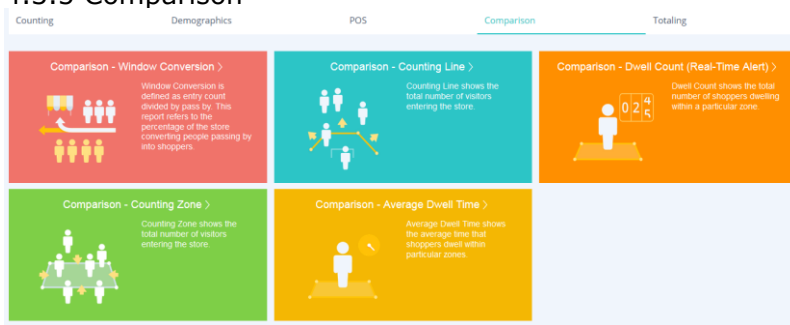
Note : Before creating this report, please create Total Entry Count report in advance.

Step 2 : Choose chart types. Enter a name and save report.



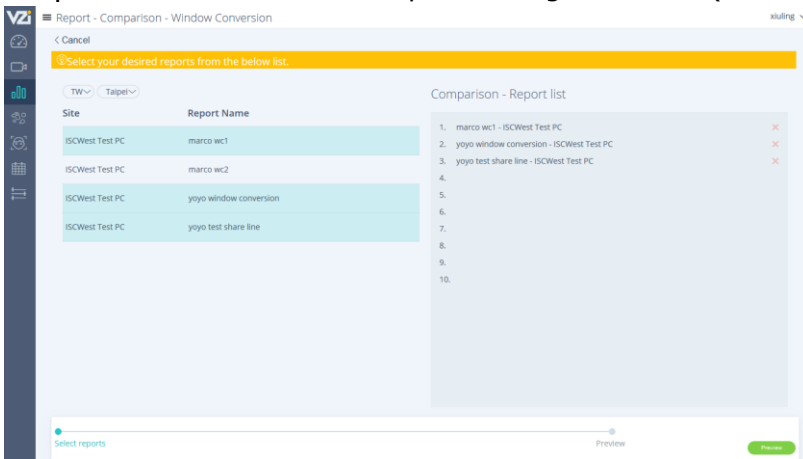


## 4.3.5 Comparison

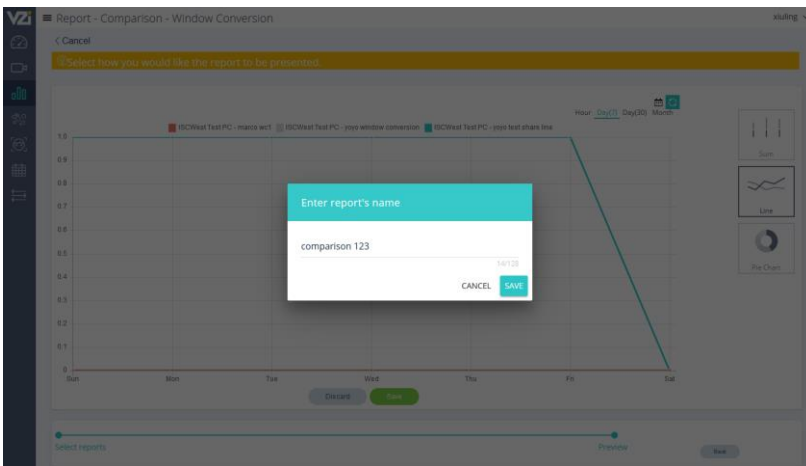


### 4.3.5.1 Comparison – Window Conversion

Step 1 : Select the desired reports and go Preview. (At least 2 reports)

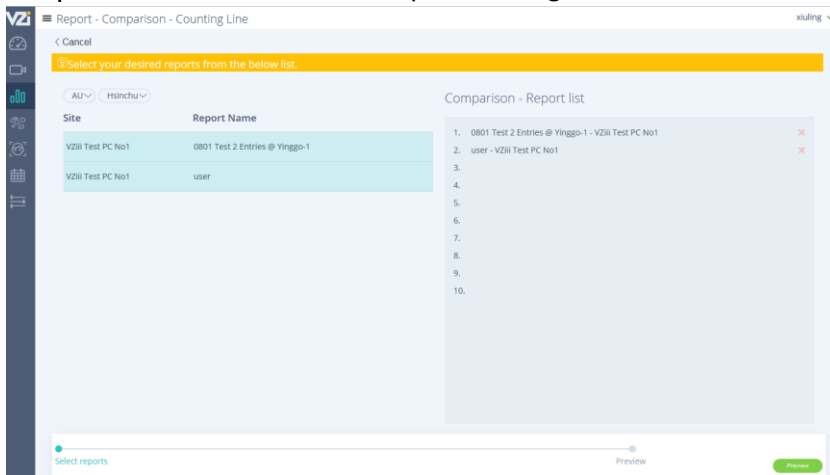


Step 2 : Choose chart types. Enter a name and save report.

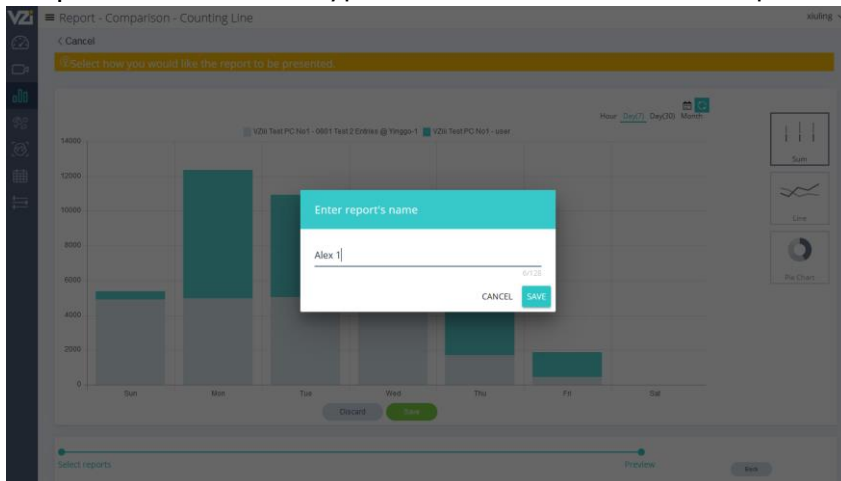


### 4.3.5.2 Comparison – Counting Line

Step 1 : Select the desired reports and go Preview.

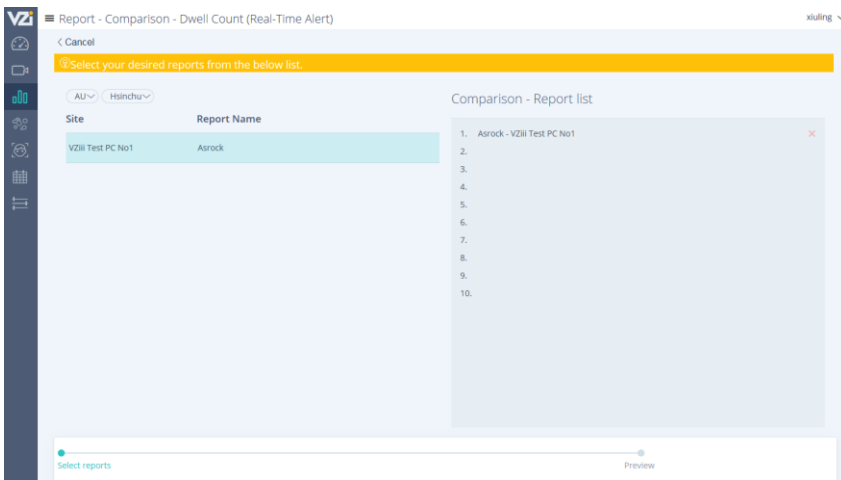


Step 2 : Choose chart types. Enter a name and save report..

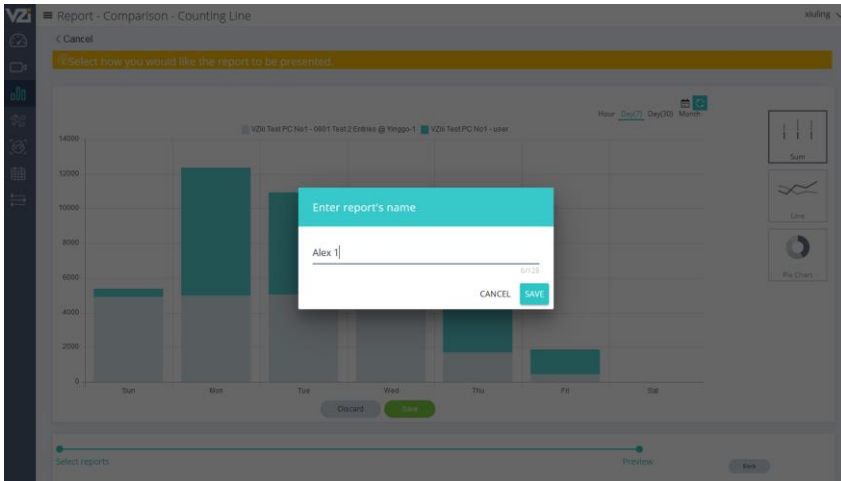


### 4.3.5.3 Comparison – Dwell Count (Real-Time Alert)

Step 1 : Select the desired reports and go Preview. (At least 2 reports)

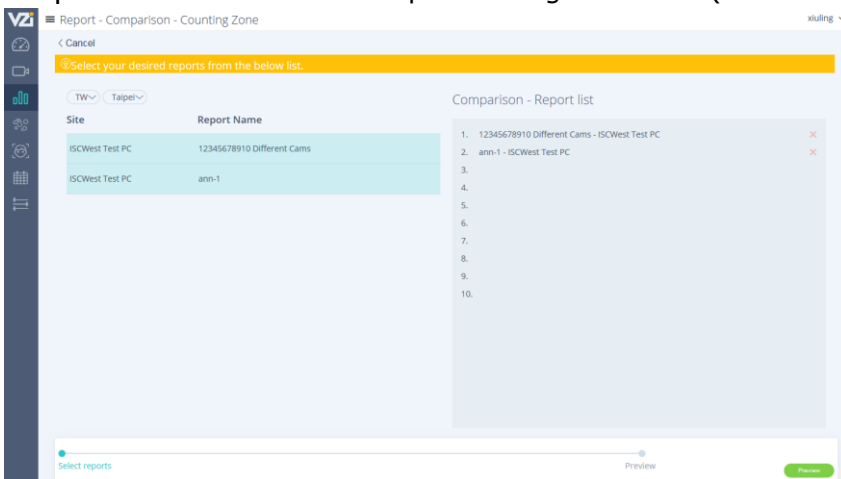


Step 2 : Choose chart types. Enter a name and save report.

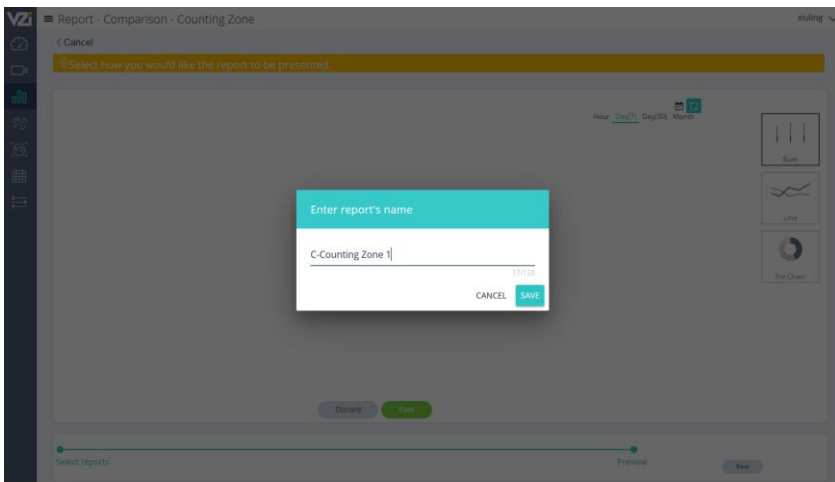


#### 4.3.5.4 Comparison – Counting Zone

Step 1 : Select the desired reports and go Preview. (At least 2 reports)

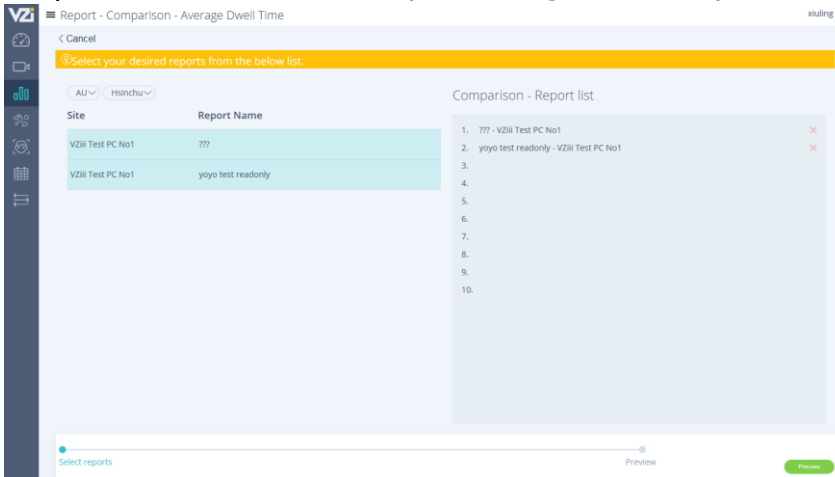


Step 2 : Choose chart types. Enter a name and save report.

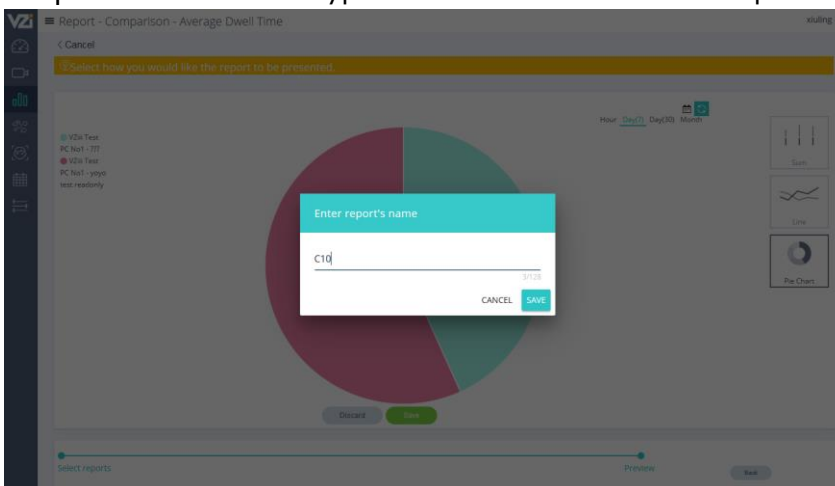


### 4.3.5.1 Comparison – Average Dwell Time

Step 1 : Select the desired reports and go Preview. (At least 2 reports)



Step 2 : Choose chart types. Enter a name and save report.

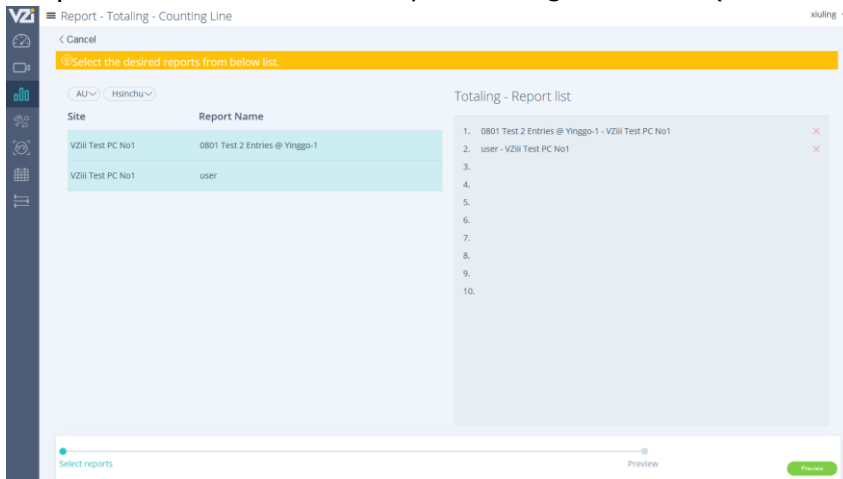


## 4.3.6 Totaling

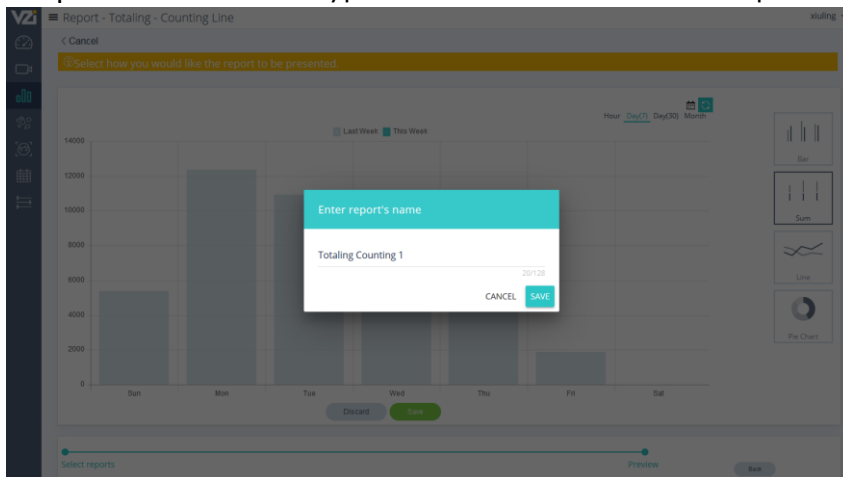


### 4.3.6.1 Totaling – Counting Line

Step 1 : Select the desired reports and go Preview. (At least 2 reports)

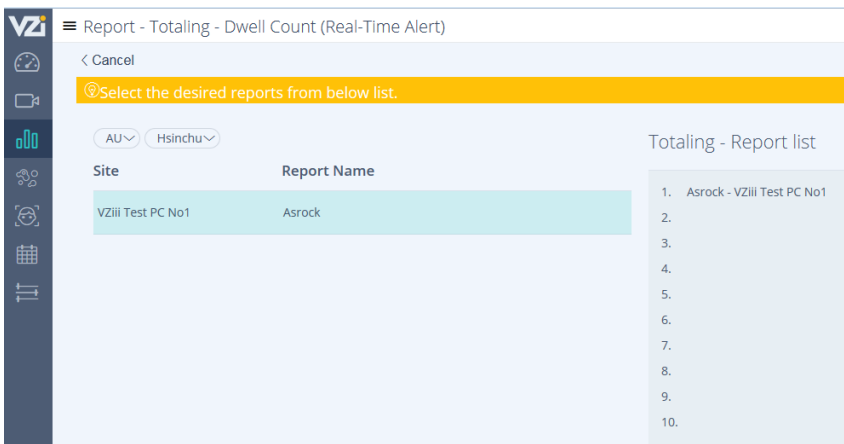


Step 2 : Choose chart types. Enter a name and save report.

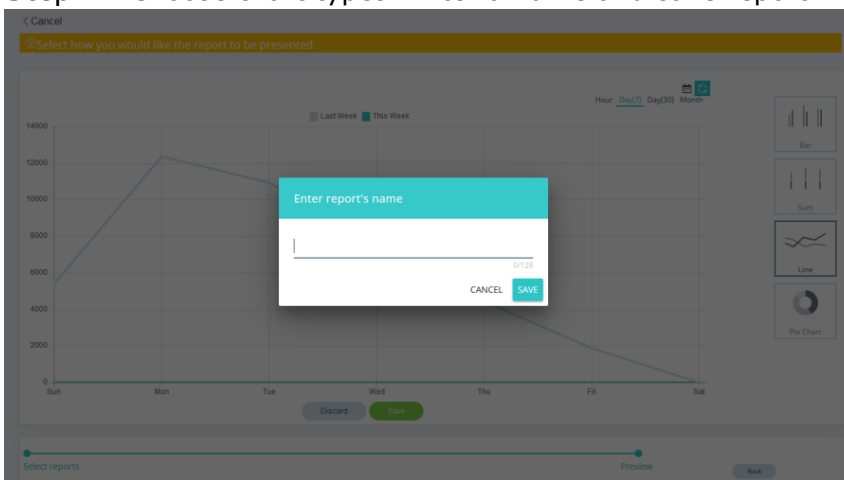


### 4.3.6.2 Totaling – Dwell Count (Real-Time Alert)

Step 1 : Select the desired reports and go Preview. (At least 2 reports)

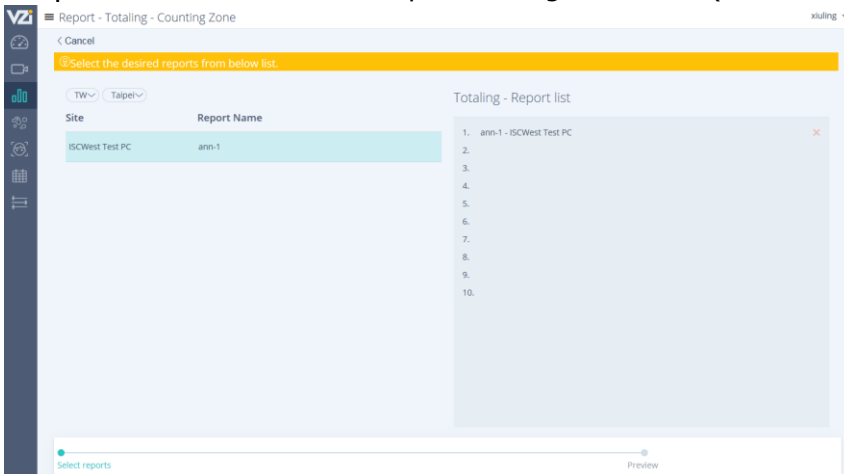


Step 2 : Choose chart types. Enter a name and save report.

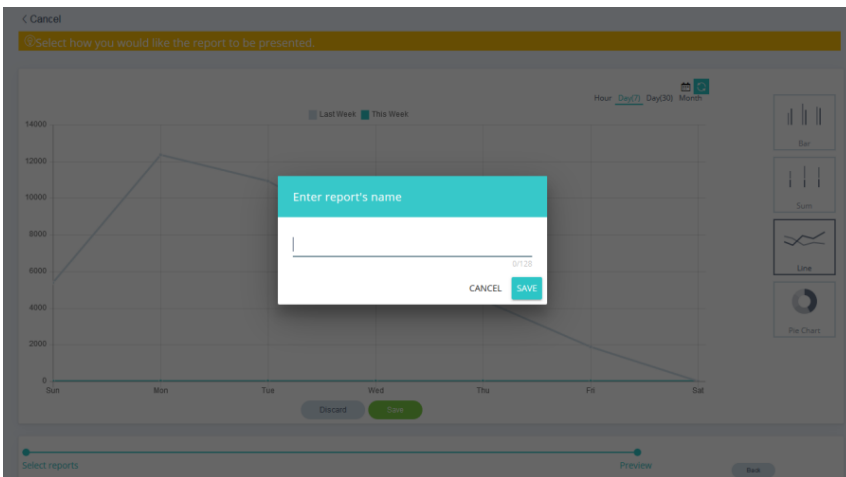


### 4.3.6.3 Totaling – Counting Zone

Step 1 : Select the desired reports and go Preview. (At least 2 reports)

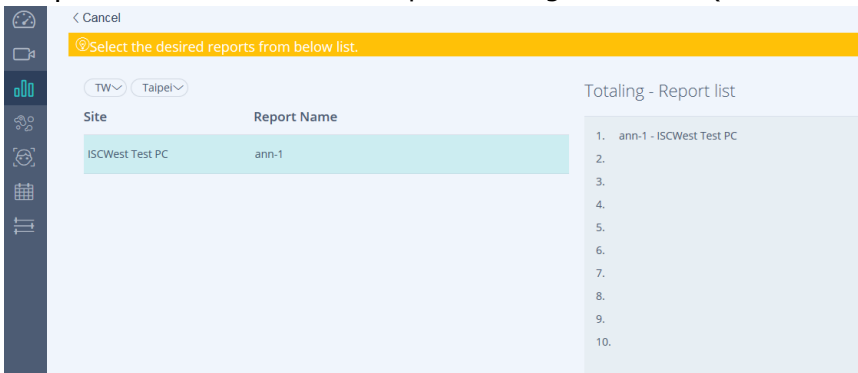


Step 2 : Choose chart types. Enter a name and save report.

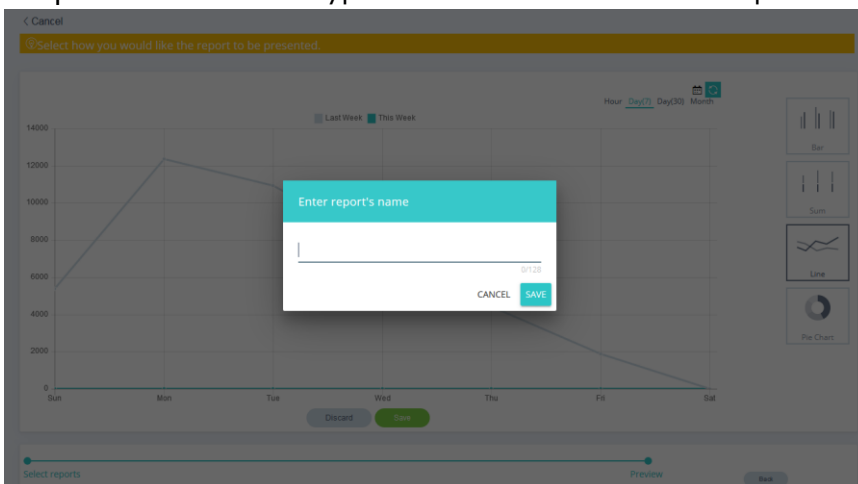


### 4.3.6.4 Totaling – Average Dwell Time

Step 1 : Select the desired reports and go Preview. (At least 2 reports)

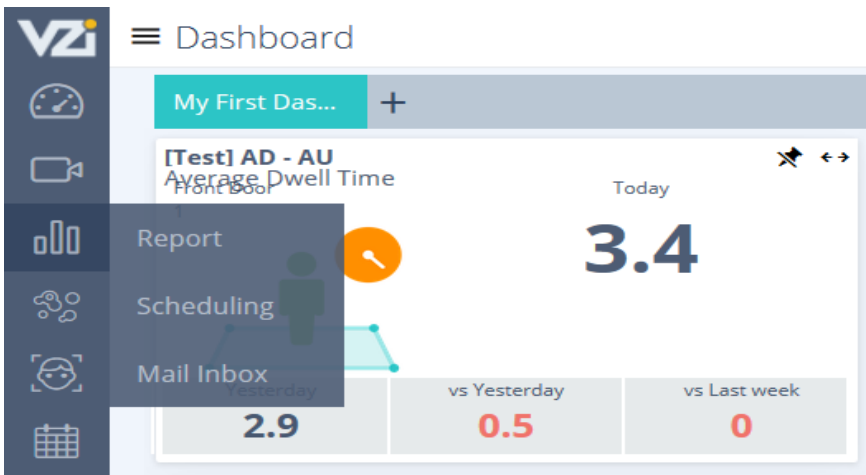


Step 2 : Choose chart types. Enter a name and save report.

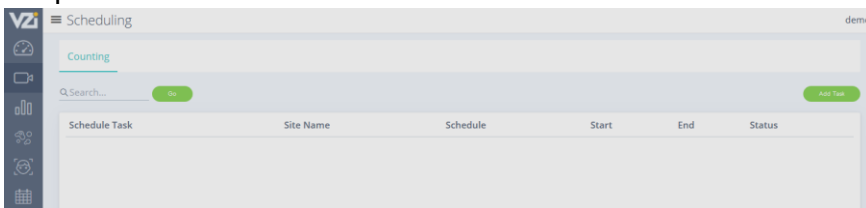


## 4.4 Scheduling

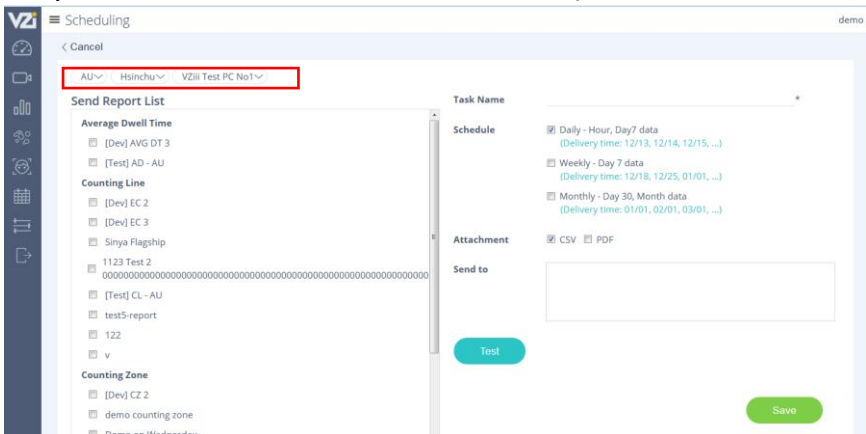
Note : Creating and editing the schedule task are privileged to Admin and Super user.



Step 1 : Add a task.

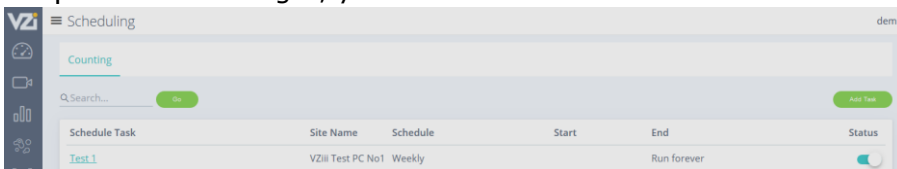


Step 2 : Choose the desired site. Send Report List will show all counting reports under that site.



Step 3 : Complete the detail of the task.

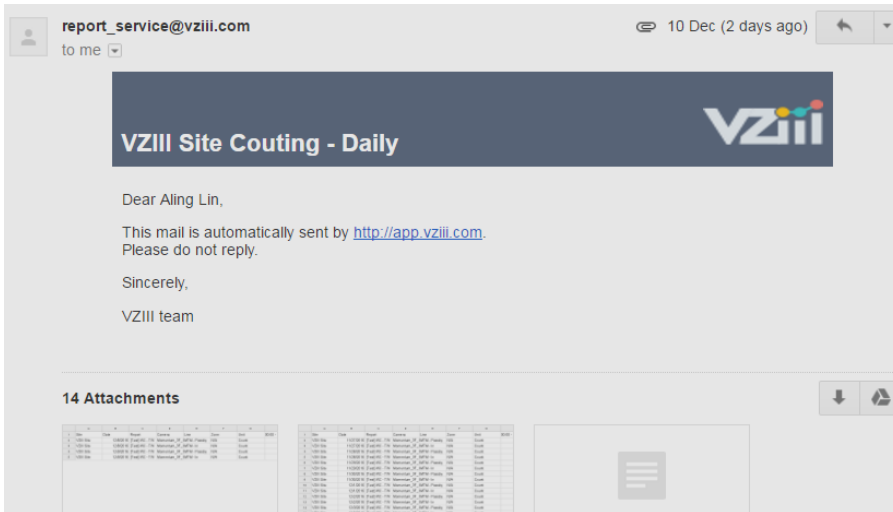
Step 4 : After saving it, you will see the saved task on the Scheduling Page.



Note: If switching off the schedule task, VZIII will stop sending scheduling reports.

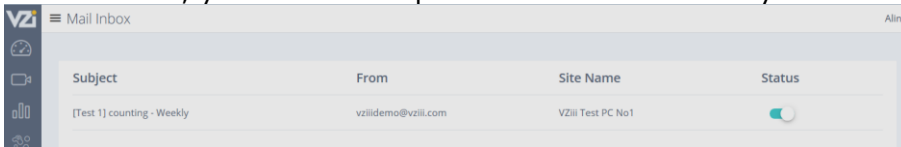
Step 5 : Below is the scheduling reports sent by VZIII.





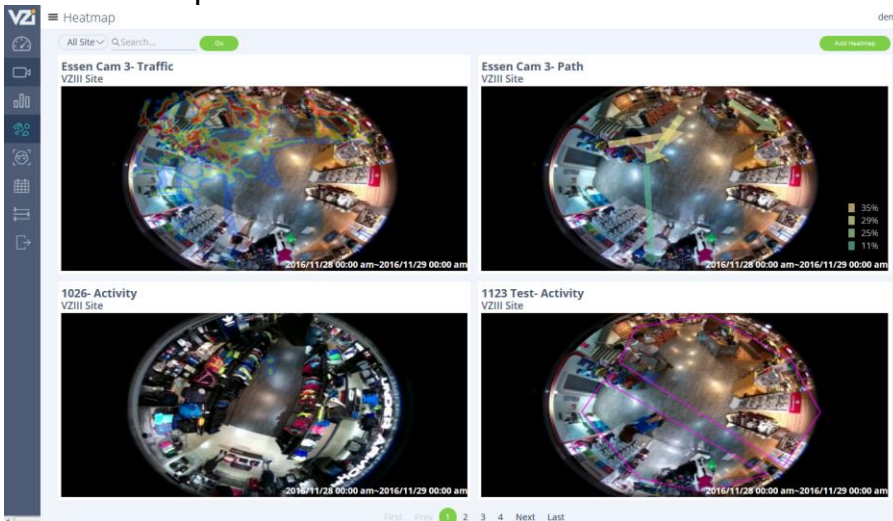
### 4.5 Mail Inbox

At Mail Inbox, you'll see the reports that others send to you.



## 5. Heatmap

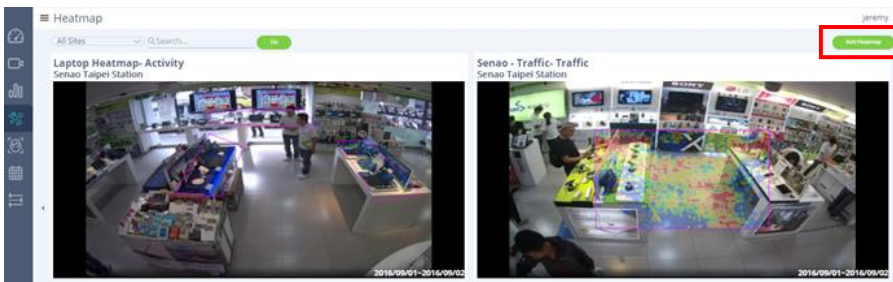
### 5.1 Heatmap Overview



Note : For first-time login, there isn't any Heatmap report.

Step 1 : Select desired site from site filter. Search desired sites or Heatmap by keyword.

Step 2 : Add new Heatmap.

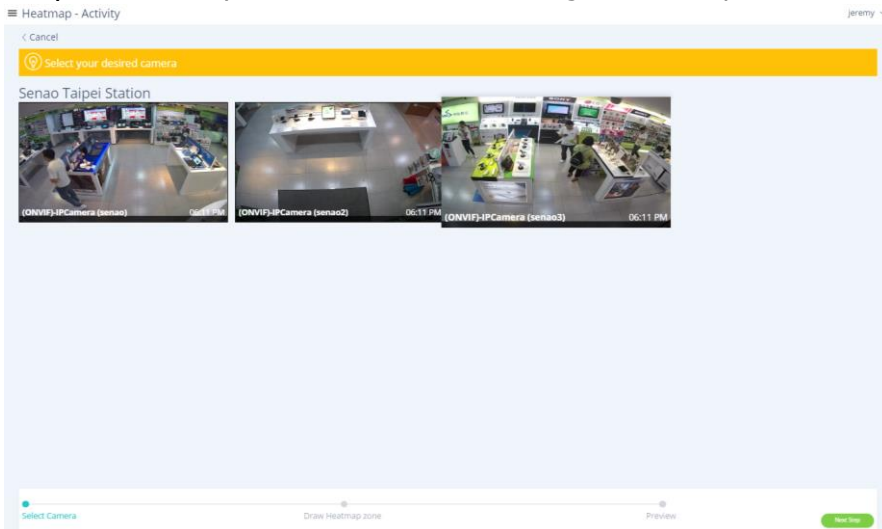


Step 3 : Choose the desired Heatmap type.  
There are three types of Heatmap report.



### 5.1.1 Activity

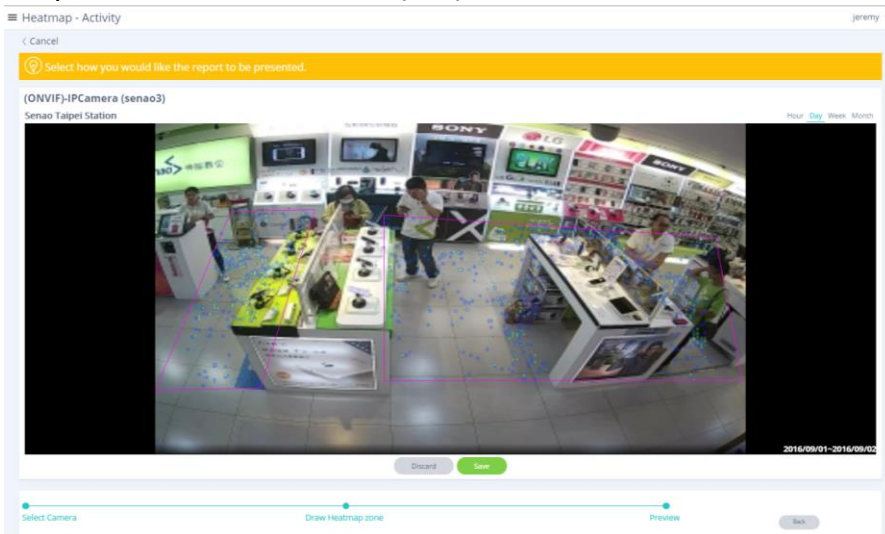
Step 1 : Select your desired camera and go Next Step.



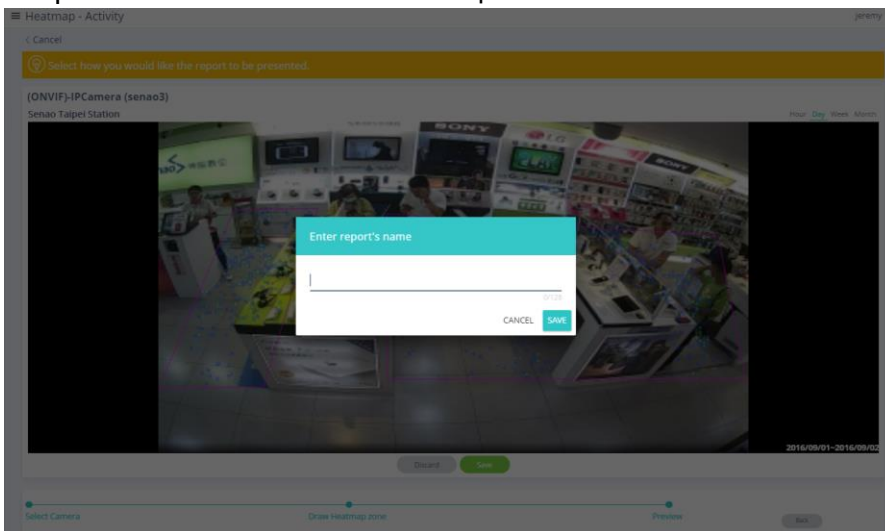
Step 2 : Draw a zone or add multi-zones. Alter the zone into the shape you'd like or click Full area to detect the whole.



### Step 3 : Preview the Heatmap report.

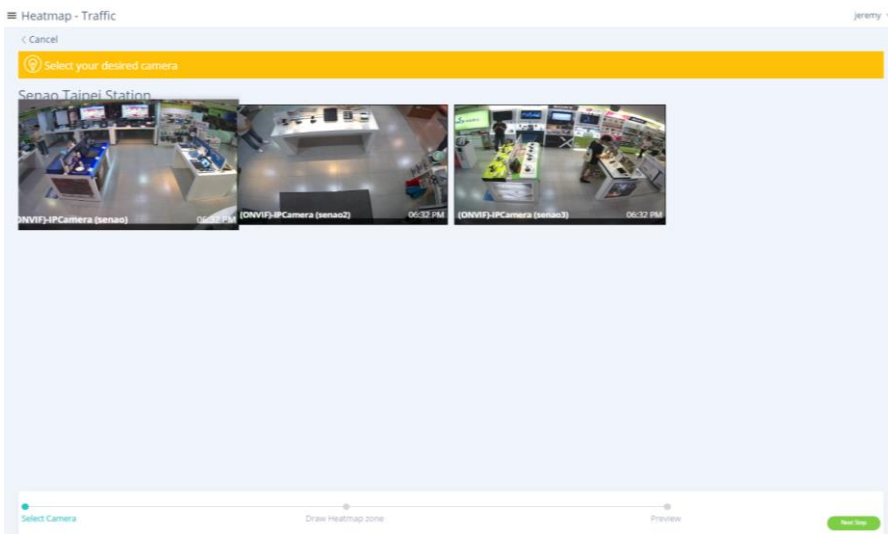


### Step 4 : Enter a name and save report.

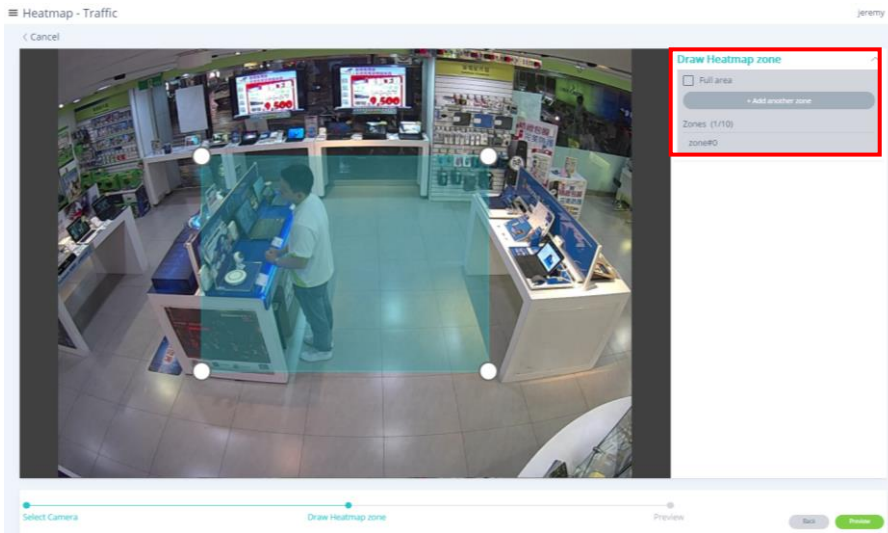


#### 5.1.2 Traffic

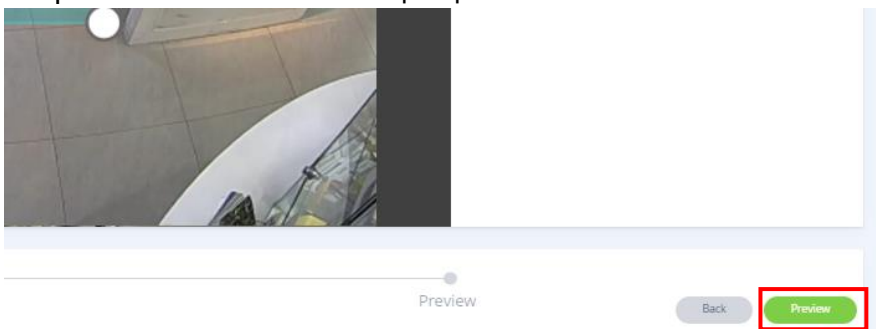
##### Step 1 : Select the desired camera and go Next Step.



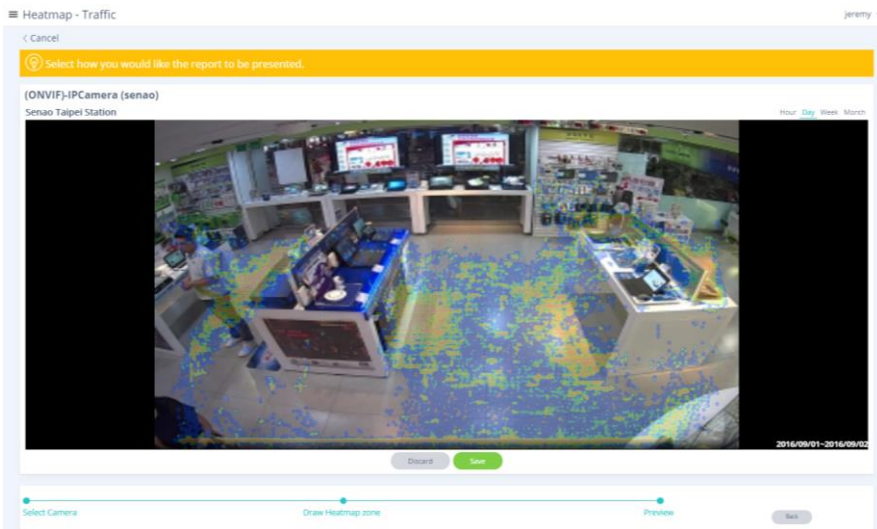
Step 2 : Draw a zone or add multi-zones. Alter the zone into the shape you'd like or click Full area to detect the whole.



Step 3 : Preview the Heatmap report.

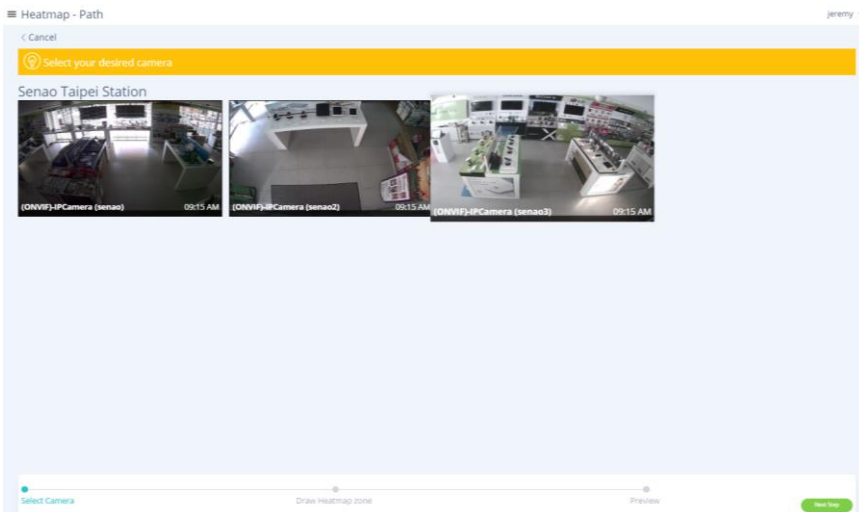


Step 4 : Enter a name and save report.

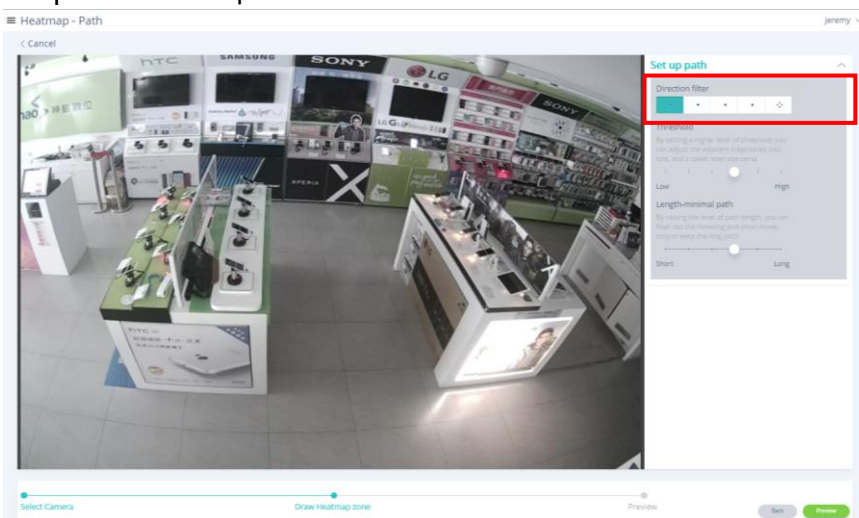


### 5.1.3 Path

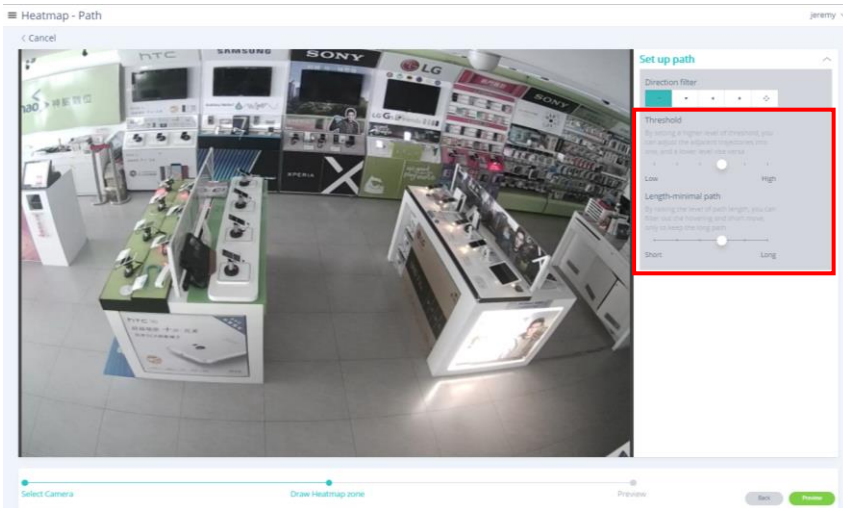
Step 1 : Select the desired camera and go Next Step.



Step 2 : Choose path direction.



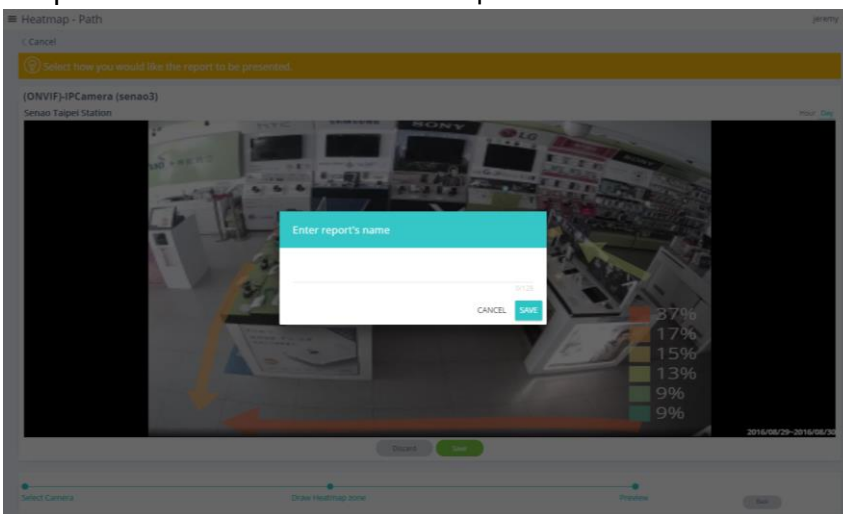
Step 3 : Adjust threshold and length-minimal path.



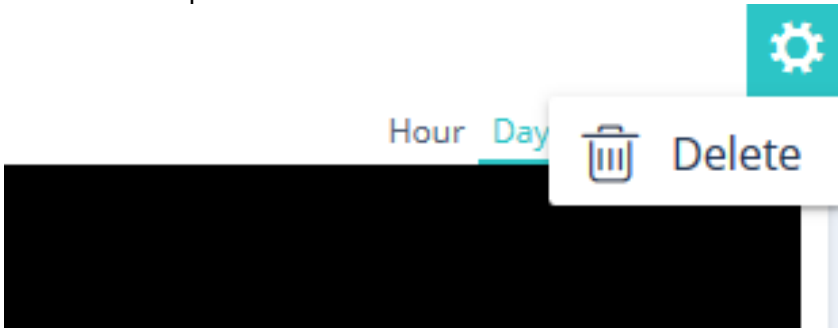
### Step 4 : Go preview



### Step 4 : Enter a name and save report.

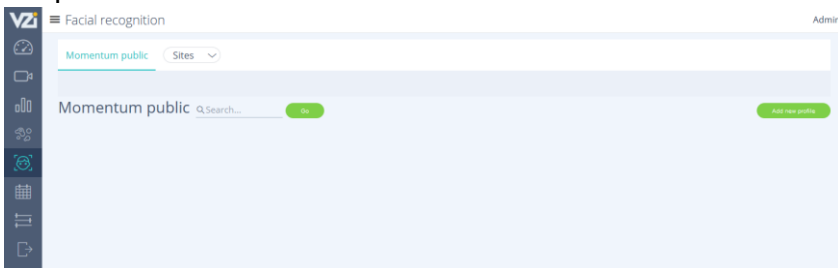


## 5.1.4 Heatmap Delete Button



## 6. Facial Recognition

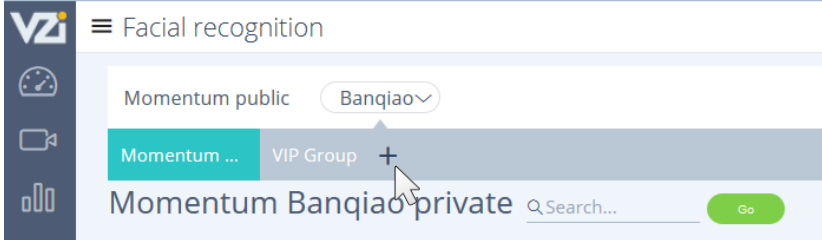
Step 1 : Select site.



Note: There are Public List and Private List (by site) in Facial Recognition.

Step 2 : Create group under private list.

Add a new group then you can go Add New Profile.



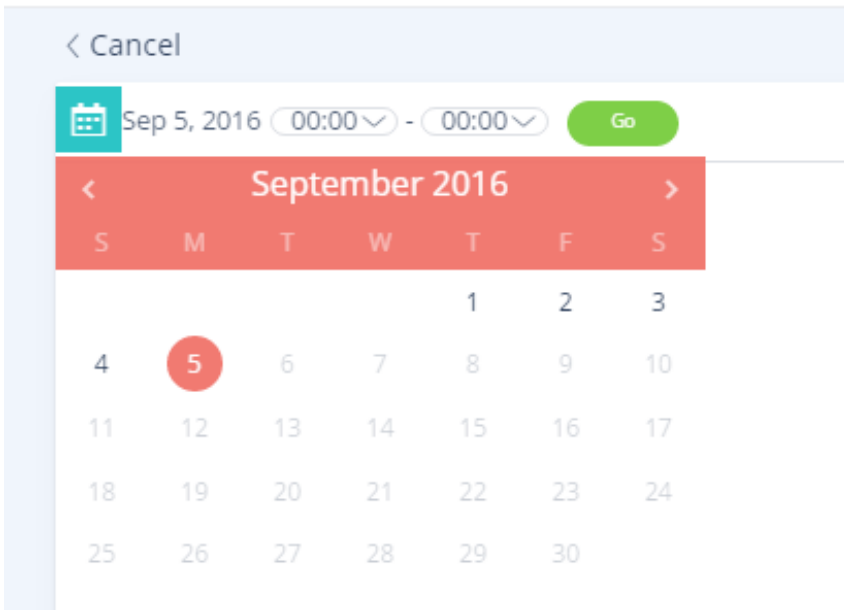
Step 3 : Add New Profile

Choose a site and go Next Step.

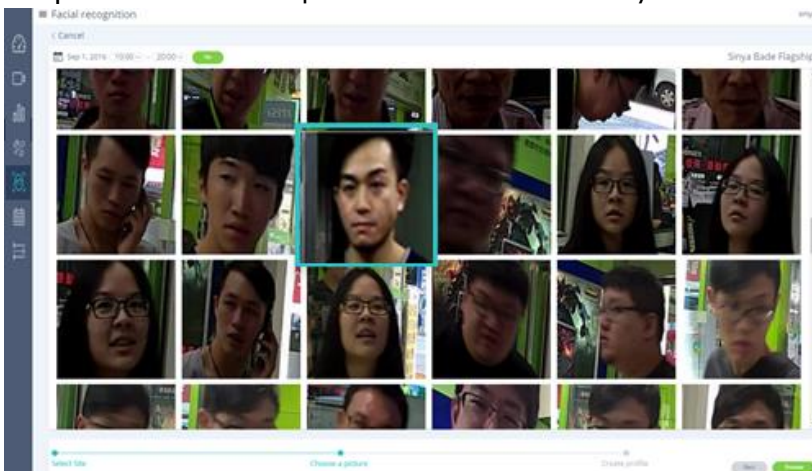


Step 4 : Find the customer you wanna add from a certain period.

Choose a date and decide the start and end time

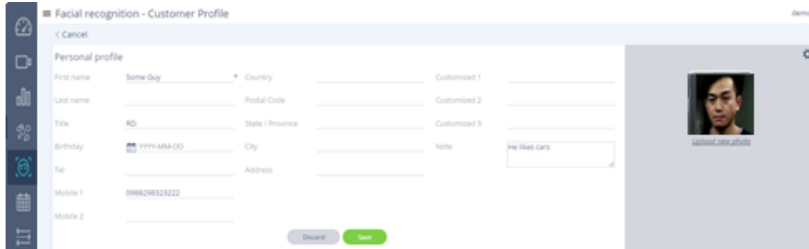


Step 5 : Find out the picture of customer that you wanna add.



Step 6 : Complete Customer Profile

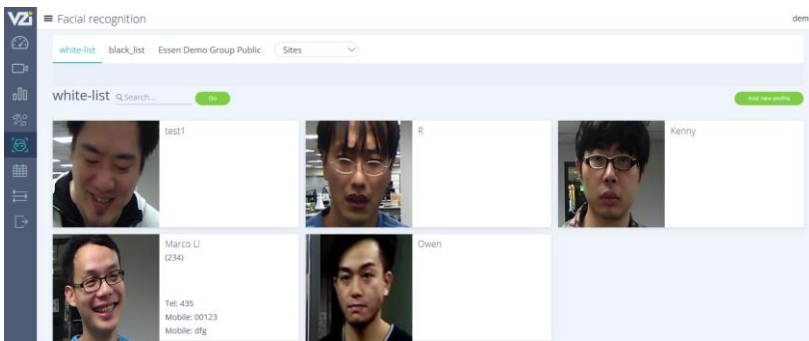
You can write down some notes on Customer Profile.



Note : With VZIII APP, you will receive instant VIP Notification when the customer enters the store next time. You may turn on/off the notification at Setting. Refer to 8.6

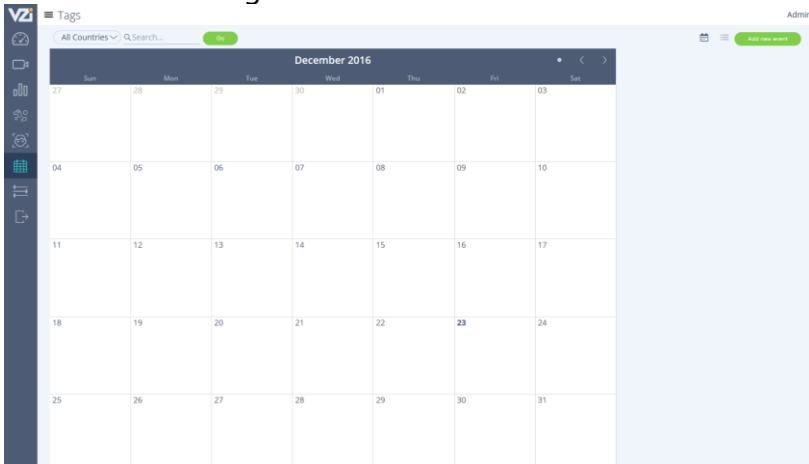
Step 7 : The saved profile will be displayed under the private list.



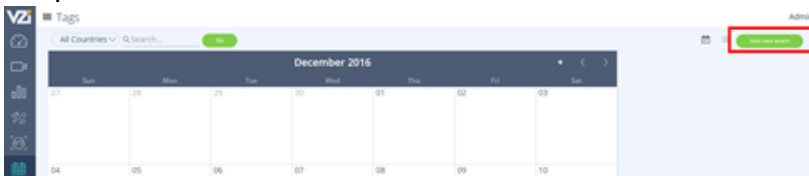


## 7. Event

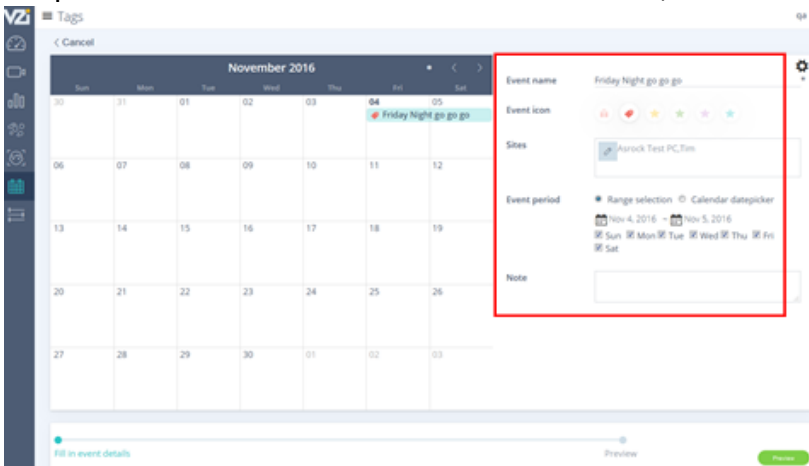
### 7.1 Event Setting



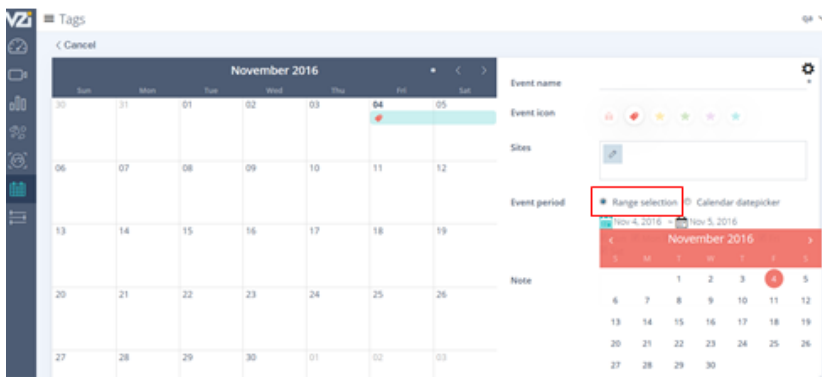
Step 1 : Add New Event.



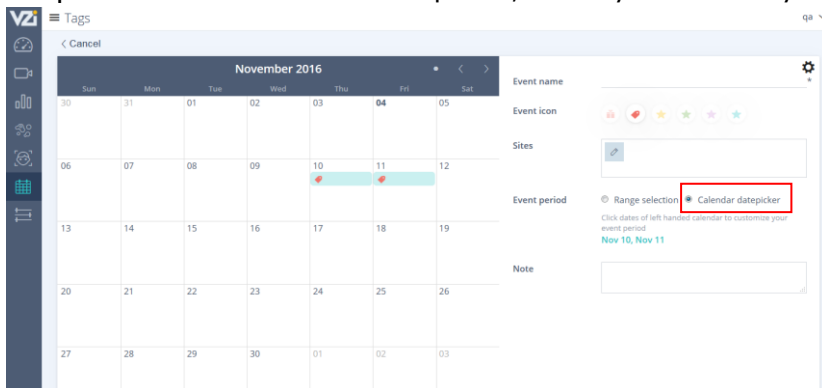
Step 2 : Fill in event details such as event name, event icon and so on.



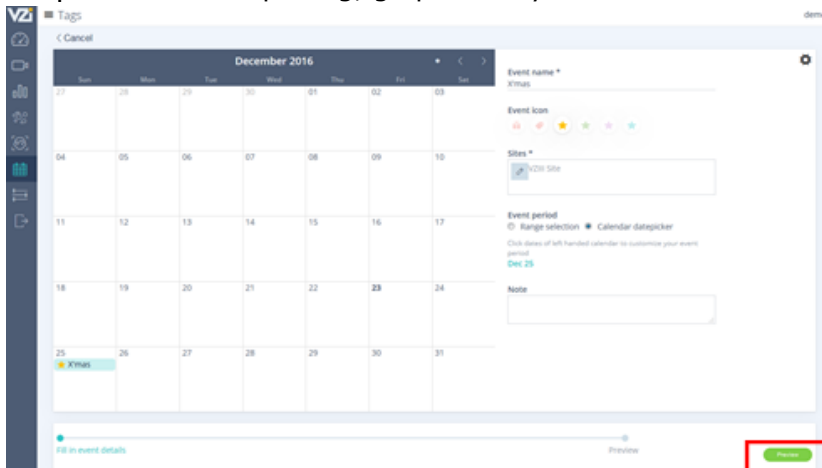
Step 3 : Click on Range selection to decide the event period.



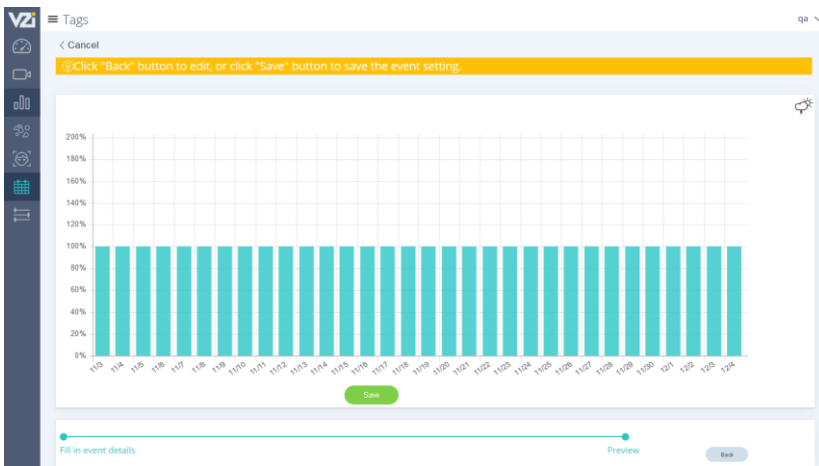
Step 4 : Click on Calendar datepicker, directly click on any date on the calendar.



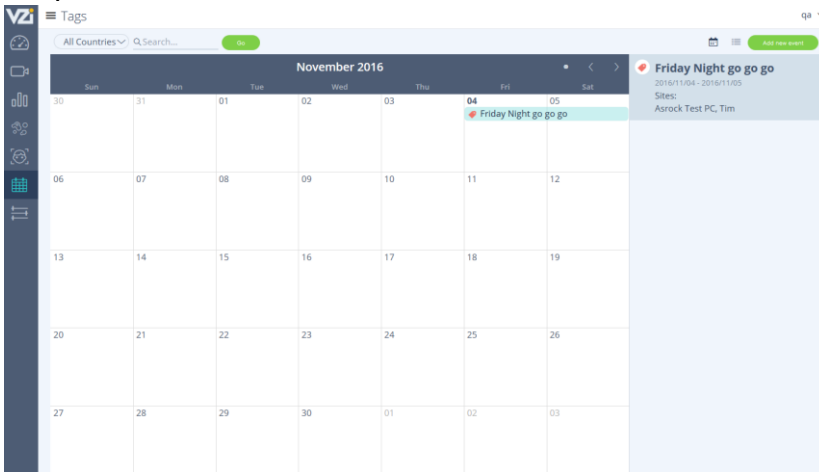
Step 5 : After completing, go preview you event.



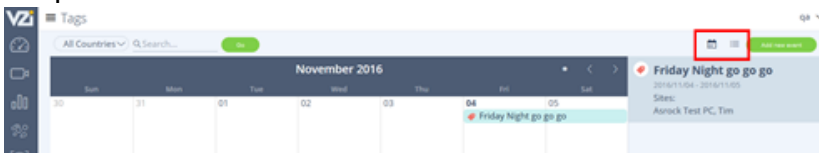
Step 6 : Click on weather icon to turn on event tag. Save the event when completed.



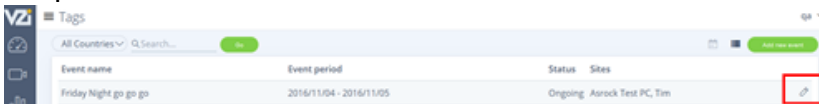
Step 7 : Check the saved event on the calendar.



Step 8 : Select calendar view or list view.



Step 9 : Edit event.

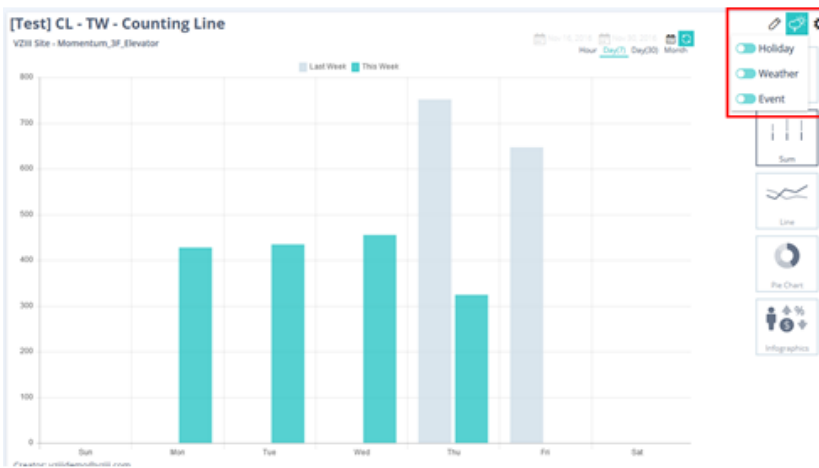


Step 10 : Delete event.



## 7.1 Event Tag

Step 1 : Click on weather icon to turn on event tag.



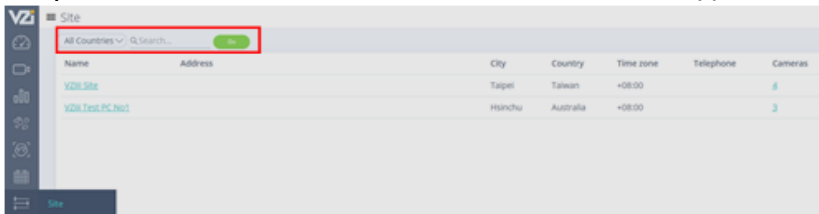
Step 2 : Mouse hovers on the event tags, and see information of weather, holiday and saved events.



## 8. Setting

### 8.1 Site

Step 1 : Search the desired site from site filter or type in key words.

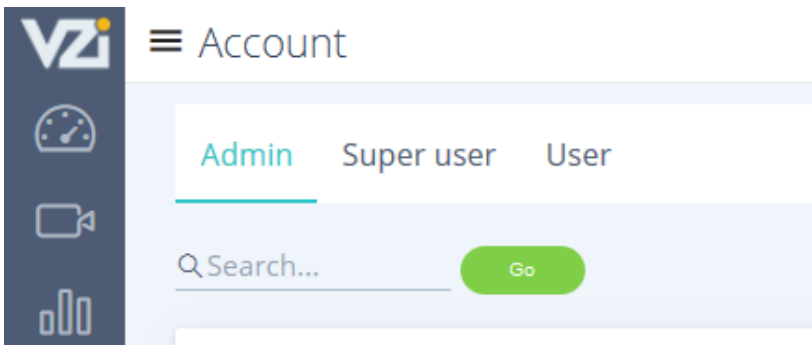


Step 2 : Type in city and set up the business hour of the site. Save it when completed.



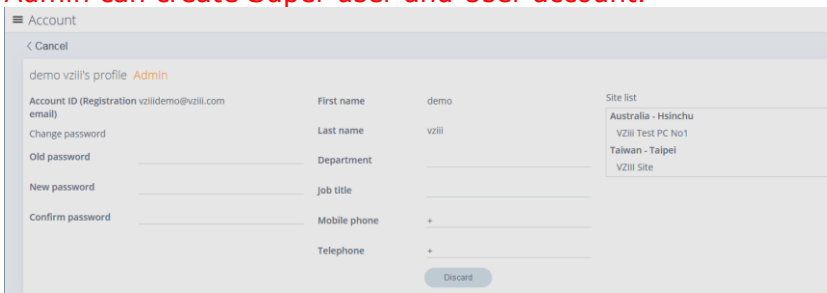
### 8.2 Account

There are three types of account permission.

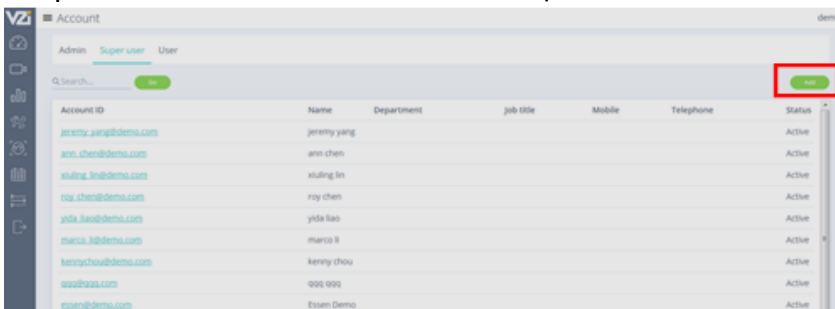


## 8.2.1 Admin

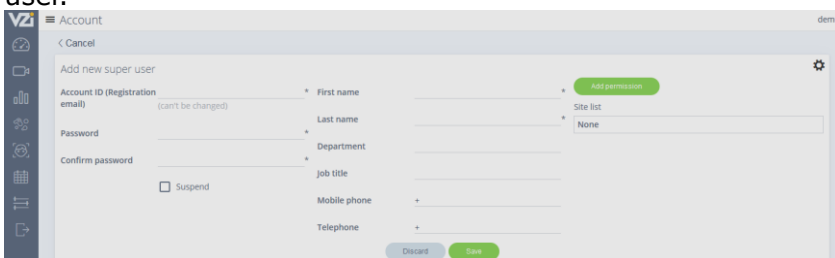
Admin can create Super user and User account.



Step 1 : Click add button to create a super user account.



Step 2 : Fill in details of the super user. Add permission button to give site permission to the super user.



## 8.2.2 Super user

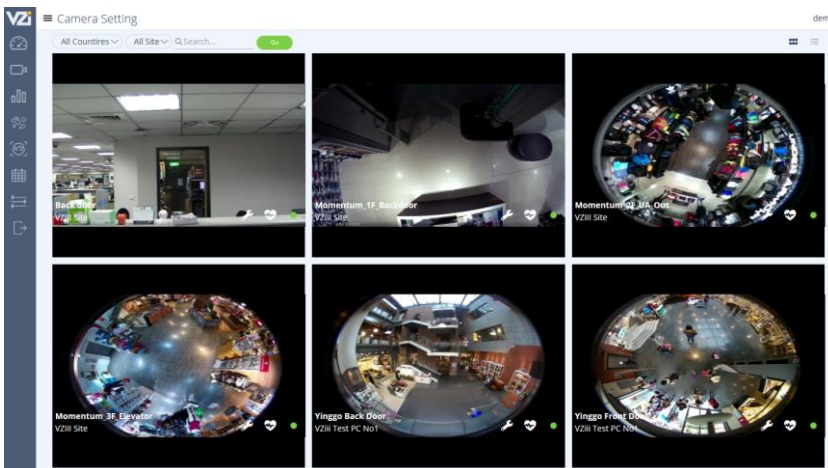
Super user can create, edit and view reports.

## 8.2.3 User

User can view the saved reports.

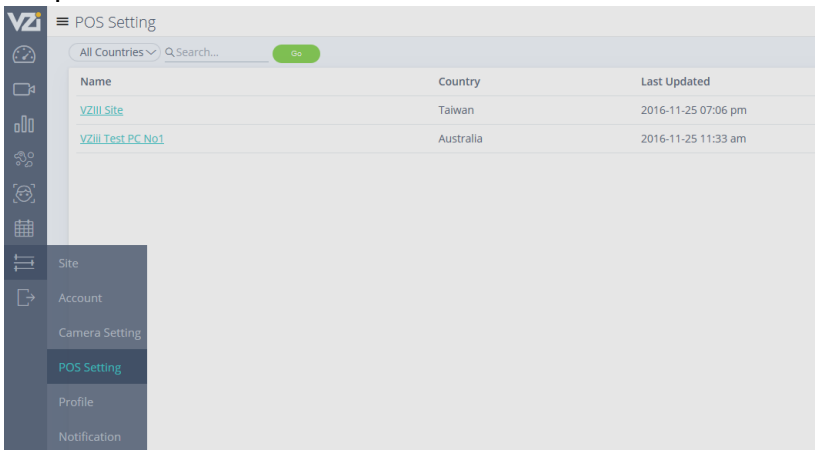
## 8.3 Camera Setting

Make sure each camera's status is working.

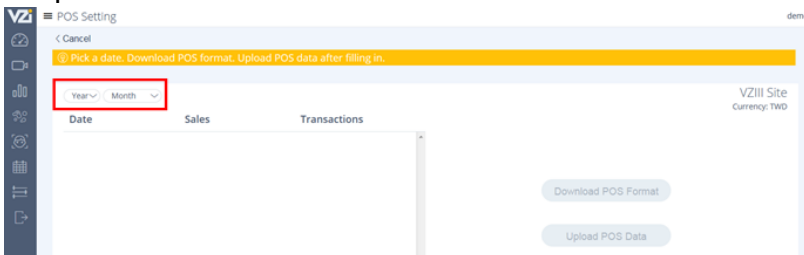


### 8.4 POS Setting

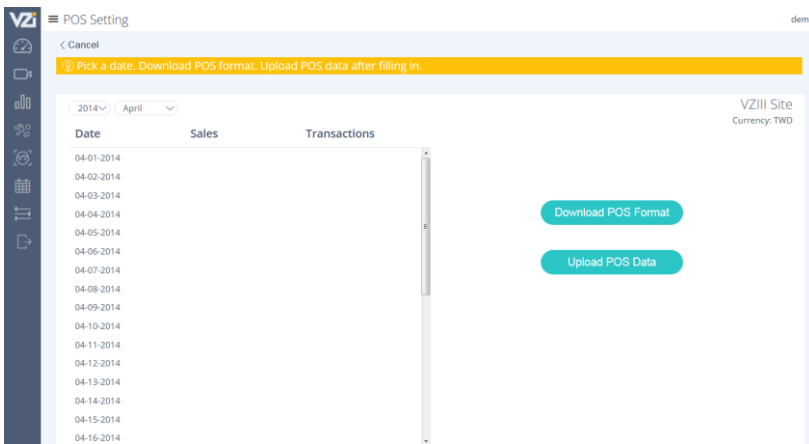
Step 1 : Choose a site.



Step 2 : Pick a date.



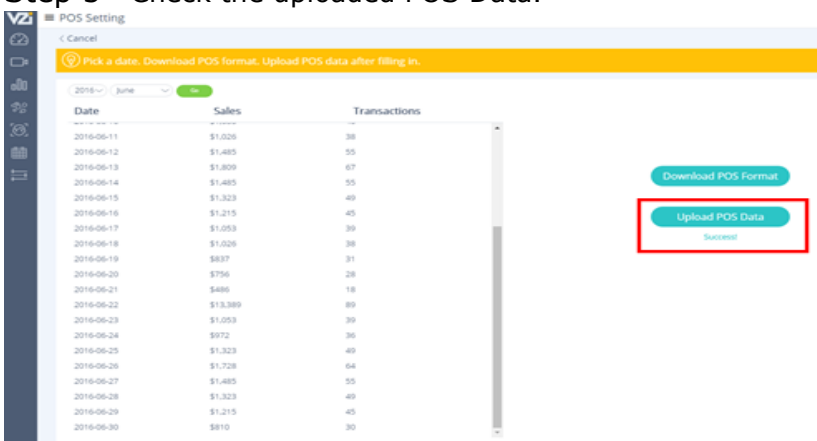
Step 3 : Download POS format. Fill in POS Data as requested. Then upload POS Data.



Step 4 : Preview the uploaded POS Data. Click save if no further questions.

Original			Updated			
Site	Currency	TWD	Site	Currency	TWD	
Date	Sales	Transactions	Date	Sales	Transactions	
2016-06-01		\$972	36	2016-06-01	\$972	36
2016-06-02	\$1,323		49	2016-06-02	\$1,323	49
2016-06-03	\$789		37	2016-06-03	\$789	37
2016-06-04	\$1,809		67	2016-06-04	\$1,809	67
2016-06-05	\$1,485		55	2016-06-05	\$1,485	55
2016-06-06	\$1,323		49	2016-06-06	\$1,323	49
2016-06-07	\$8,879		63	2016-06-07	\$8,879	63
2016-06-08	\$1,134		42	2016-06-08	\$1,134	42
2016-06-09	\$1,161		43	2016-06-09	\$1,161	43
2016-06-10	\$1,080		40	2016-06-10	\$1,080	40
2016-06-11	\$1,026		38	2016-06-11	\$1,026	38
2016-06-12	\$1,485		55	2016-06-12	\$1,485	55
2016-06-13	\$1,809		67	2016-06-13	\$1,809	67
2016-06-14	\$1,485		55	2016-06-14	\$1,485	55
2016-06-15	\$1,323		49	2016-06-15	\$1,323	49
2016-06-16	\$1,215		45	2016-06-16	\$1,215	45
2016-06-17	\$1,053		39	2016-06-17	\$1,053	39
2016-06-18	\$1,026		38	2016-06-18	\$1,026	38
2016-06-19	\$837		31	2016-06-19	\$837	31
2016-06-20	\$756		28	2016-06-20	\$756	28
2016-06-21	\$486		18	2016-06-21	\$486	18
2016-06-22	\$13,389		89	2016-06-22	\$13,389	89

Step 5 : Check the uploaded POS Data.



## 8.5 Profile

You may change password after first-time login.

## 8.6 Notification

You may turn off VIP Alert if you no longer want to receive it either on web or mobile.

