

LIGHTSTONE EXPLORE ONLINE (LEO) – LIGHTSTONE EXPLORE’S G.I.S. PLATFORM



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Cheat Sheet – one-page quick guide

Sector / category / section navigation

Navigate to your company's section via the map drop-down. It may be within an appropriate category or sector

maps

Description box

Select top layer; navigate to a place; select from other drop-downs here; reset your selection to start again

Layer control

Select which layers you wish to view. Some may only become available at certain zoom levels

Search Map
Layer: Stores
Address:
Classification: Select
Brand: Select
Search Reset
Change Map Mode
Zoom: 13

- PRODUCT Mail Summary 2017
- Malls
- Stores
- PRODUCT Mail Catchments 2017 Update
- PRODUCT Sample Vehicle Movement Mail Catchments

Tool buttons

Use the buttons for map functionality. Toggle to Google view or street view; select an area on the map using a radius or polygon selector (data may drop down to the Selection Box below the map), measure distances, or aggregate data within your chosen selection

Selection Box

The data-points and other associated data (e.g. company name plus size, address and phone number) that you captured in your radius or polygon selector will drop down into the Selection Box. It may be available for export. Note that if multiple layers are available in your Section, the one you want to select from must be chosen in the Layer field in the Description box

Zoom

Zoom in and out. This can also be done by double-clicking on the map, and by scrolling the mouse button.

User Guide – Working with the Map

There are a number of query and navigation tools on the map. Each component of the tool has been described below the Orientation section, and where relevant the description is colour coded to the colour on the Orientation map.

Log in

First log-in:

You will receive an auto-generated email welcoming you to Explore Online. Click on the hyperlink in the email, and follow the prompts to set up your password. Please note that this system of password set-up exists to ensure that nobody else has access to your password.

Subsequent log-ins:

As you enter the website at www.lightstoneexplore.co.za/LEO you will be presented with the following toolbar above the map:



Click on the 'Login' button and enter your email address and the password that you initially set.

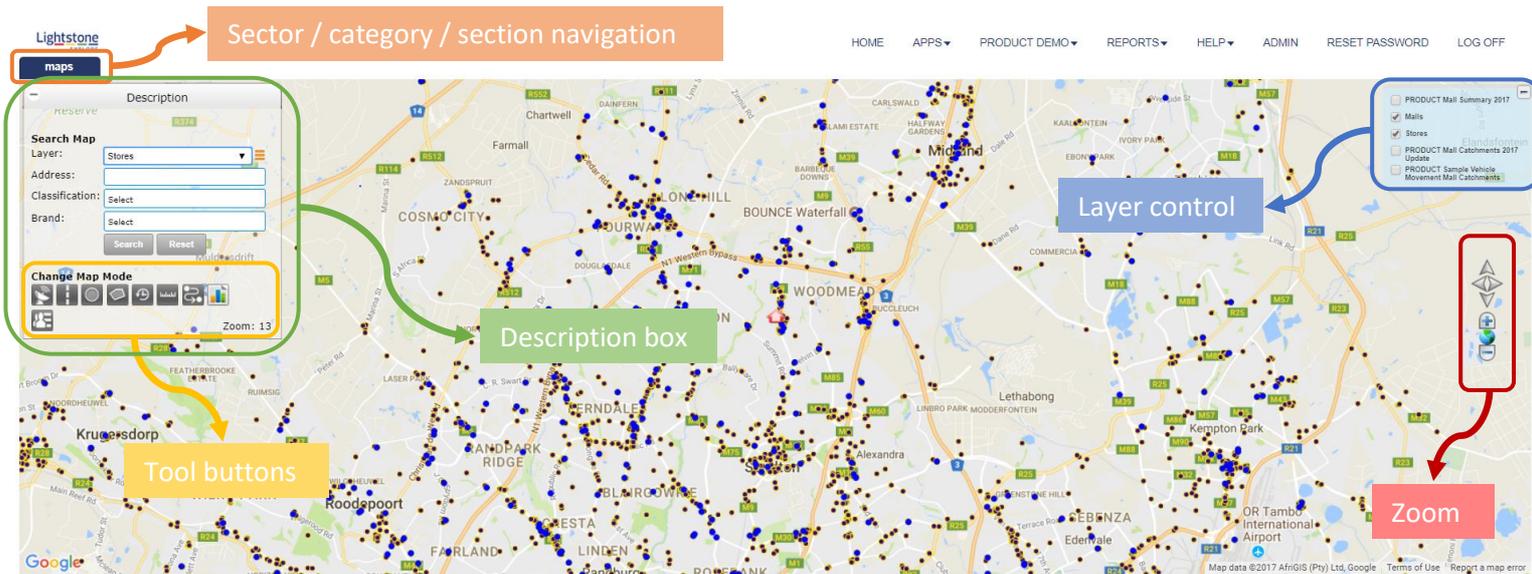
Email

Password

Login Password Reminder

If you have forgotten your password, click on 'Password Reminder' and an email will be sent to you; follow the instructions to reset your password.

Orientation



Sector / Category / Section Navigation

Several areas exist within the maps area, each of which is host to a sector / group of categories. You will have access to certain generic layers (e.g. Crime, Demographics) and the specific one built for your company (if relevant). Click on the title of the sector / category to access your section of the tool.



Map Navigation

There are five possible methods of navigation.

- 1) Use the zoom bar to zoom in and out
- 2) Use your mouse's scroll button to zoom in and out
- 3) Double-click on a point on the map to zoom in to half the zoom level
- 4) Type in an address in the Address bar in the Description box (the address can be a suburb, province, city etc)
- 5) Move from location to location by holding the left mouse button and dragging the map.

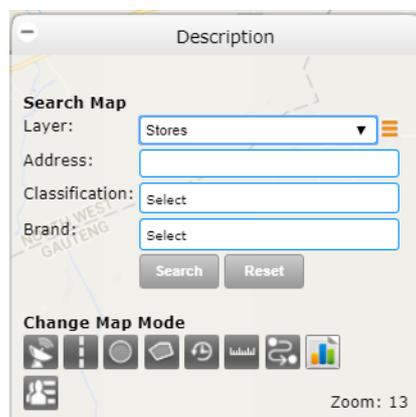
The default zoom level is 6; the most granular view is zoom level 20, at which level a handful of properties will fill the screen.

Layer Control Tickbox



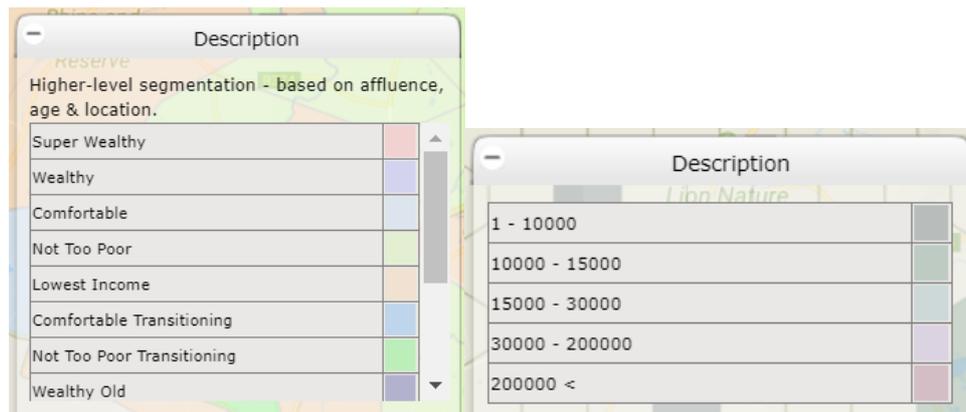
The Layer Control tickbox will appear on the top right of the map if there are multiple layers within the section. It is used to control what layers are visible on the map. If the layer is ticked, it will be visible. Some layers will only become available at certain Zoom levels; only those that are within the Zoom Control limits will be shown in the Layer Control box.

Description Box



The Description Box provides the functionality to query the data via a number of attributes. While there are several capabilities that exist for inclusion in the Description Box, not all of them are used for every client, so you may not see all of the below.

Description and Key:



Typically, where a heat map layer has been applied, a description and / or key explaining the layer will be at the top of the Description box.

Search Map

The Search Map provides functionality to search for items on the map, and to present them in the drop-down box.

- **Layer Dropdown Box**

This shows the top and searchable layer. When pulling down data from a selected area on the map (described below), the data FROM THE TOP LAYER ONLY will be selected within the selector tool. Ensure that the layer whose data you want to see is selected in this selector box.

If your section has multiple layers, but some of them only become available at certain Zoom levels (see section 'Layer Control') you will see all the layers but only those in black are selectable at current zoom level. Zoom in to be able to select the greyed-out ones.

- **Address Search Box**

This is the Google Address Search. Type in a suburb, city, province, or street address and press enter or click the 'search' button; the map will be navigated to that location.

- **Map Specific Dropdown Boxes**

The data can be searched on the fields listed. In the example image above, the drop-down boxes contain lists of all the categories and brands of stores in the Stores and Malls section of the platform.

- **Search Button**

Once you have made your selection in any of the above search or drop-down boxes, click the 'Search' button to execute your search.

- **Reset Selection Button**

Use this button if you want to clear the results of your previous search but remain within your Section and at your Zoom level.

- **Reset Button**

Use this button if you wish to start working within your Section again; clicking on this button will take you back to Zoom level 6 and will clear any selections made previously.

Tool Buttons



Click on the tool buttons to provide map functionality. The selected icon will turn to blue as in the image above.



Turns Google satellite imagery on and off



Turns Google Street View on and off



Radius Select - Point map pointer to centre of area to select, hold left mouse button, and drag outwards. When area has been selected, a blue radius will appear. Release the mouse button, and the area will be selected. All transactions / data points within the blue circle will appear in the Selection Box below the map



Polygon Select - Point map pointer to the start of the polygon to be drawn, then click, then move pointer to next point, and click. Repeat until you have drawn the full area of the polygon, and then double click. The polygon will appear on the map, the data from the top layer (see Description Box -> Layer) will be selected, and will appear in the box below the map



Drive time Analysis – This tool measures the distance which can be travelled in the road network in a given time when driving at a selected speed



Measuring Tool - Click on map from start point, and end point, and the distance will appear in box



Aggregate tool - Click on this tool, and a box will show a count / sum / summary of the items selected in the drop-down boxes (depends what is most sensible or has been requested for your particular section)



Routing tool – This tool allows the user to establish the optimal route between two selected points

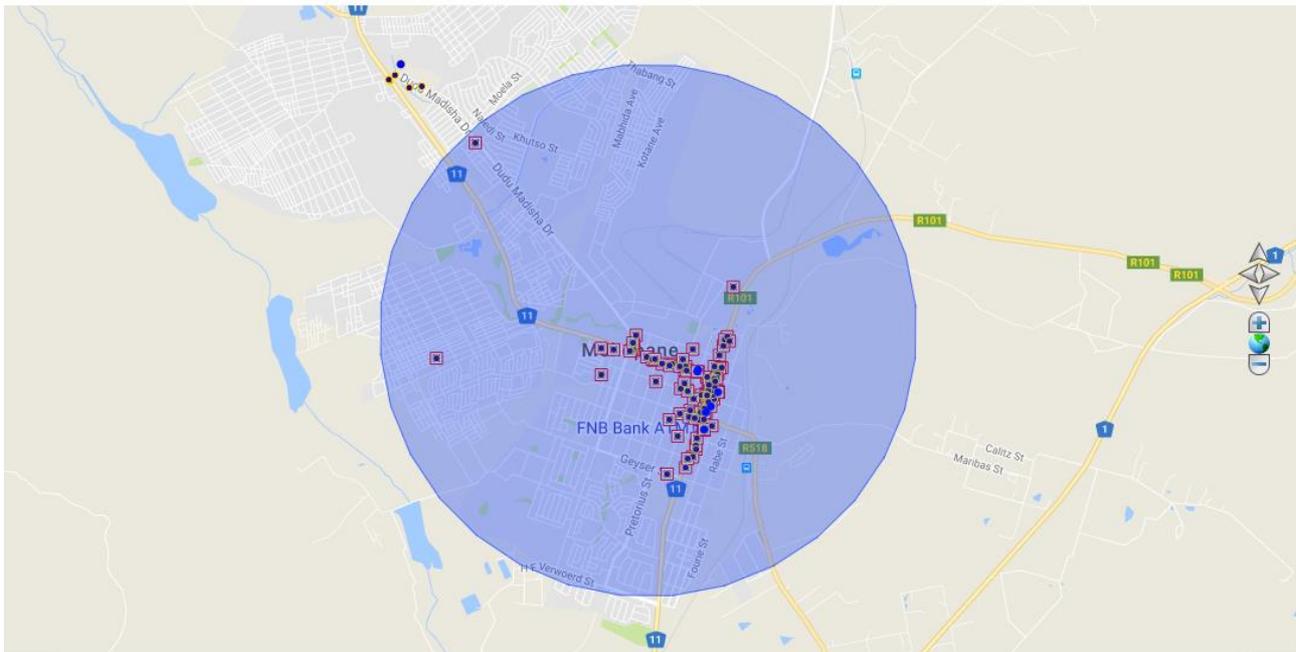


Export tool – In certain instances reports can be exported using this tool



Market report tool – this tool allows the user to create a Footprint report; it is used in conjunction with the Radius and Polygon search tools

Exporting records



Brand	Store Name
Select 3@1	MAKOPANE
Select ABSA BRANCH	MOKOPANE
Select ABSA BRANCH	MOKOPANE MALL
Select ACKERMANS	POTGIETERSRUS (MOKOPANE)
Select AFRICAN BANK	MOKOPANE (2124)
Select AMERICAN SWISS	MOKOPANE - POTGIETERSRUS
Select AUTO PEDIGREE	MOKOPANE
Select BEAVER CANOE	MOKOPANE
Select BED CITY	POTGIETERSRUS
Select BLUE BOTTLE	BLOUBERG



Search results appears below the map whenever data points are selected via the Search functionality. The nature and amount of data that appears will depend on what has been created in your search.

Optional functionality:

- The first field may have a hyperlinked Select indicator. Click on the 'Select' item of the record you wish to view, and the map will zoom to the record.
- As above; sometimes an  button will appear with the Tool buttons. Click on that button, and the details linked to that record will appear.

Exporting Data:



- This icon allows the user to export the results from the search, click on it to send all records displayed under the map to a .csv file.



- The extract builder tool allows the user to select additional data attributes to be included when exporting data

Data Representations:

Hexagons

Sometimes data are represented as a hexagon layer, to view a metric / set of metrics over equal-sized geographic areas. There are four possible levels of hexagon:

- Large – 200km²
- Medium – 6km²
- Small – 1,6km²
- Micro – 0,6km²

The levels of hexagon made available depend on the specifics of the project, so you may not see all hexagon levels within your area