



Research Set-Up & Presentation



Research Set-Up is critical to running market research studies with InContext.

In this section, you will learn:

- How to create a ShopperMX Project
- Set up your planograms/concepts for testing
- How to present your findings
- Troubleshooting along the way





Before you begin

ShopperMX Utilization Cycle



- Planogram, Sign, Display creation
- Product Metadata
- Store Layout



- Test shopper behavior
- ROI impact on product and category sales
- Visual data analysis



- Live store walkthrough
- Screenshots
- Videos
- Sales presentation tools

Project Planning – Best Practices



Identify the Business Need

- What problem are you solving? Why?
- Can you use SMX? If so, how?



Plan your Project

- What is your timeline?
- What content will you need (.psa files, product images, signage)
- What resources do you have?



Create Content

- Create a project
- Upload content
- Record video, screenshots, VAA



Presentation

- How will you present the new concept? (store walk through, video, screenshots, PP, VAA)
- Who will present the new concept?



Research Set-Up

Set up research when you are running an Indicator with our team



Research Set-Up: Step by Step

1. Creating a New Project in ShopperMX
2. Adding Planogram/s to your project (2 Options)
 - Option 1: Upload a .psa file
 - Option 2: Copy an existing Planogram from another Project
3. Finding and Uploading Missing Images to your Products
 - Finding Missing Images (2 Options)
 - Option 1: Manually looking through Planogram
 - Option 2: Using the Image Status Spreadsheet
 - Uploading those Missing Images (2 Options)
 - Option 1: Mass Import Images
 - Option 2: Manually Import Images
4. Update Metadata
5. Check the Planogram/s for Accuracy (turn on Price Tags)
6. Add Planogram/s to Store Environment
7. Let your InContext Rep know you are Done Setting Up your Study



Create a new project

ShopperMX™
Powered by: TeConSoft

Kellogg Company

Home

Projects

Library

Support

Uploads

Recent Projects

Project 3

Last Accessed: 3/5/2019
by: ICS Admin

Project 2

Last Accessed: 3/5/2019
by: ICS Admin


Project 1

Last Accessed: 3/5/2019
by: ICS Admin

View All

Create New

Virtual Store Templates



Kroger

Kroger is the country's largest supermarket chain, and the second-largest general retailer. Kroger-branded grocery stores are located throughout the Midwestern and Southern US. Kroger is also parent to several "banner" chains, such as Ralphs in California.

Notes:

Recent Projects – SMX shows you the 3 most recent projects you have created or have been given access to

View All – same as clicking on the Project tab on the left



Name your project and provide access to others, if necessary

The screenshot shows the 'Create New Project' interface. At the top, a grey header bar contains the title 'Create New Project' on the left and two buttons, 'Save & Open Project' (in blue) and 'Cancel' (in grey), on the right. A red arrow points from the 'Save & Open Project' button to the text in the first paragraph below. On the left side, there is a sidebar with a green header 'Name & Description' and three menu items: 'Manage Project Access', 'Key Contacts', and 'Culture Settings'. A red arrow points from the 'Manage Project Access' item to the text in the second paragraph below. The main content area is titled 'Project Name & Description' and includes the instruction 'Use this area to communicate your project's name and business goals.' Below this is a checkbox labeled 'Make a Master Project' with a tooltip '(only available to ICS Admins)'. The 'Name' section has a red asterisk and a text input field with the placeholder 'Enter a name for your project'. A red arrow points from the 'Name' input field to the text in the first paragraph below. A red error message 'Required field' is visible next to the input field. The 'Description' section has a text area with the placeholder 'Enter a project description'.

Fill out the project **Name & Description** page: project name, description (optional). Click the **Save & Open Project** icon. You have successfully created a project!

You can optionally manage project access, key contacts, and culture settings from this page too. Just click the options on the left to adjust those settings.





Option 1 – Importing Planogram/s to your project

Click on Planograms tab then click Import

[← Back to Home](#)

Research Set-Up & Presentation - Documentation

Language English (United States)
Currency \$ USD

Project Assets

Store Concepts

Planograms

Products

Signage

Displays

Import

Create New

|

Copy from...

Project Actions

Edit Project Details

Manage Project Access

Delete Project

Install ShopperMX™

Search by name...

'0' Planograms Found.

Media Collection

Recordings

Screenshots

User Videos

Photos

Documents

Refresh Videos

Search by name...

There are no Videos associated with this project.



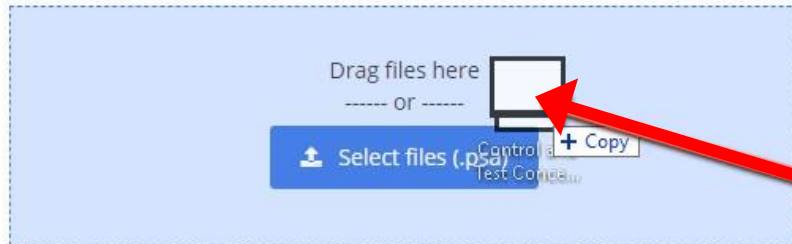
Drag your .PSA files to the blue box or select files from your computer

[Back to "Research Set-Up & Presentation - Documentation"](#)

Import Planograms

Follow these instructions for importing planogram(s) to the "Research Set-Up & Presentation - Documentation" project.

Import .psa file(s)



Drag .PSA from your desktop

i Imported product data from your .psa file **will not** overwrite existing product data in your project. [Import Options](#)



You should get a successful import then click Continue

[Back to "Research Set-Up & Presentation - Documentation"](#)

Import Planograms

[Continue](#) [Cancel Import](#)

Follow these instructions for importing planogram(s) to the "Research Set-Up & Presentation - Documentation" project.

Import .psa file(s)

Drag files here
----- or -----
[Select files \(.psa\)](#)

Control and Test Concept.psa
✓ Ready for Import

i Imported product data from your .psa file **will not** overwrite existing product data in your project. [Import Options](#)

A few **errors** you might see...

- **ShopperMX does not support peg hooks or unique shelving:** If it allows you to proceed, do so and delete the unique fixtures in ShopperMX
- **Need unique names:** If your planograms are named the same, you will need to provide a distinct name to each
- **Does not support file:** Make sure file is a .PSA

Reach out if you see any errors that you cannot troubleshoot



It is likely you will see an error message on the following page. That is OK.

This simply means the dimensions of the .PSA products do not **exactly** match the dimensions of those products already in the ShopperMX library. However, this is typically a result of being less than <.01 in off any particular dimension.

Go ahead and click **Continue** anyway.



Review the planogram information found within each .psa below. Rename planograms as necessary.

Control and Test Concept.psa

90 products in your .psa file have errors. [View error details](#)
Planograms with product errors may not display as intended.

✓ Planogram Control Concept

80 of 80 Products will be imported with this planogram.

⚠ Planogram Test Concept

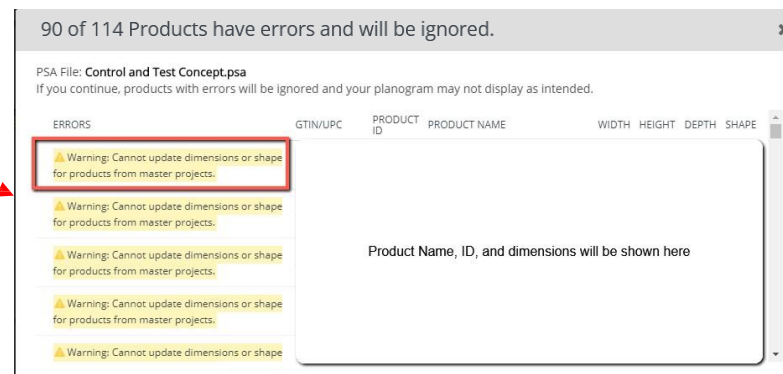
80 of 80 Products will be imported with this planogram. [View error details](#)

⚠ Planogram Test 2 Concept

114 of 114 Products will be imported with this planogram. [View error details](#)

⚠ Planogram Test 3 Concept

114 of 114 Products will be imported with this planogram. [View error details](#)





After you click continue, you might see our Quick Match Page

This means that some of your product ID's are a close match to the ID's in our system, but not an exact match. Alternatively, there might be multiple options to select from.

Go through each product one by one and select the best option.

- Look at GTIN/UPC
- Product Name
- Product Image (click on the blue box with a mountain)
- Last Updated Date

Alternatively, you can click **Quick Match** and it will select the latest updated product.*

If none of these are matches, you can click **Create New Product** to create a new product.

Once you have selected a Match or Clicked Create New Product for each product, Click Save Planograms.

Import Planograms

Save Planograms

Cancel Import

5 of 114 products have possible matches and need your attention

Review and select any product matches below. Select "Create New Product" to import the product as a new product.

Quick Match

Click "Quick Match" to select the 1st available match on all the products listed below. You'll still be able to review the matches before you continue.

Clear all matches

4 Matches

GTIN/UPC	ID	Product Name	Shape	Width	Height	Depth
4400007091	0	CHIPS AHOY! 6CT MULTIPACK		5.6	6	2.6

Select Match

Matching ID	Product Name	Date Created	Last Updated	Shape	Width	Height	Depth	Source
4400007091	CHIPS AHOY! 6CT MULTIPACK	8/17/2022	9/2/2022	Other	5.6	6	2.6	Kellogg Master Library
4400007090	OREO 6CT MULTIPACK	8/17/2022	9/2/2022	Other	5.6	6	2.6	Kellogg Master Library
4400007092	RITZ CHEESE CRISPERS 6CT MLP	8/17/2022	9/2/2022	Other	6.2	6.5	5	Kellogg Master Library
4400007098	WHEAT THINS 6CT MULTIPACK	8/17/2022	9/2/2022	Other	6.2	6.5	5	Kellogg Master Library

Create New Product

If there isn't a product match, select this option for your product to be imported as a new product.

*You can always go through and check to make sure you want the most recent one and select a different version


Once complete, go Back to Project


Kellogg Company


[← Back to "Research Set-Up & Presentation - Documentation"](#)

Import Planograms

What would you like to do next...


Import Product Images


Products by Image Status
(.xlsx)


Back to Project

4 Planogram(s) imported to the project

Option 2: Copy a planogram from a different project

If you've already used a planogram previously, or want to use someone else's, you can copy their planogram into your project.




The screenshot displays the ShopperMX web application interface. At the top, a grey header bar contains a back arrow and the text 'Back to Home', followed by the page title 'Research Set-Up & Presentation - Documentation'. Below the header, the left sidebar shows 'Language English (United States)' and 'Currency \$ USD'. The main content area is titled 'Project Assets' and features a horizontal navigation bar with 'Store Concepts', 'Planograms' (which is underlined), 'Products', 'Signage', and 'Displays'. Under the 'Planograms' tab, there are three links: 'Import', 'Create New', and 'Copy from...'. The 'Copy from...' link is highlighted with a red rectangular box. To the right of the main content area, a 'Project Actions' sidebar lists four options: 'Edit Project Details', 'Manage Project Access', 'Delete Project', and 'Install ShopperMX™'. Below this sidebar is a search bar with the placeholder text 'Search by name...'. At the bottom center of the page, the text '0 Planograms Found.' is displayed.



Check the box to the left of the name and picture to copy into your project then click Copy

[Back to "Research Set-Up & Presentation - Documentation"](#)

Pringles ☒ Copy Total Planograms: 54 Number Selected: 2 |

<input checked="" type="checkbox"/>		Test 1	Project Pringles	12/19/2019
<input checked="" type="checkbox"/>		Control	Project Pringles	12/19/2019
<input type="checkbox"/>		Control	Cheez-It Project	9/12/2019

You can search for planograms by planogram name or project name in the top left.

As a reminder, you only have access to **copy** over planograms you have created or to which others have provided you access.



Now you have planograms in your project. The next step is to find out what (if any) products are missing images

[Back to Home](#)

Research Set-Up & Presentation - Documentation

Currency: USD

[Install ShopperMX™](#)
[Edit Project Details](#)
[Manage Project Access](#)
[Delete Project](#)

Project Assets

[Store Concepts](#) [Planograms](#) [Products](#) [Signage](#) [Displays](#) [Indicators](#)

[Import](#) | [Create New](#) | [Copy from...](#)



Control (126865)
Description
Last Updated 9/26/2022



Test (126866)
Description
Last Updated 9/26/2022



Option 1 – Manually checking by looking through a Planogram

Open a planogram to see which products are missing the images.

[Back to Home](#)

Research Set-Up & Presentation - Documentation


Currency: USD

[Install ShopperMX™](#)
[Edit Project Details](#)
[Manage Project Access](#)
[Delete Project](#)


Project Assets

[Store Concepts](#) [Planograms](#) [Products](#) [Signage](#) [Displays](#) [Indicators](#)




[Import](#) | [Create New](#) | [Copy from...](#)







Control (126865)
Description
Last Updated 9/26/2022




Test (126866)
Description
Last Updated 9/26/2022









If there are any boxes that are just a blank-colored box, that means there are no images associated with that product.



Click on the product to find out what the UPC or Product ID is for each product.



Option 2 – Using the Image Status spreadsheet to check what products (if any) are missing images

Go back to the project homepage, and click Manage Products. Then, click Download Products by Image Status

[← Back to Home](#)

Research Set-Up & Presentation - Documentation

Language English (United States)
Currency \$ USD

Project Assets

Store Concepts | Planograms | **Products** | Signage | Displays

Import | Create New | Copy from... | Import Product Images | **Manage Products** | Download Products (.xlsx) | Refresh Products

Search by name or ID

[← Back to "Research Set-Up & Presentation - Documentation"](#)

Download Products by Image Status (.xlsx)

Download All Products (.xlsx)

Manage Products

0 of 100 Products Selected

Show Filters


Indicates a product with high resolution imagery

Indicates a product with low resolution imagery

Search

All

Search Products

	NAME	GTIN/UPC	ID	CATEGORY	BRAND	MANUFACTURER	DIMENSIONS	SHAPE	UPDATED	
<input type="checkbox"/>	<div><div>PRINGLES SOUR CR & ONION</div><div>1859321</div></div>	00003800084578	6734800			<Missing Manufacturer>	W: 10.8 in H: 4 in D: 5.5 in	Box 0 Images Uploaded.	8/11/2020	<div>Edit</div>



Open the .xlsx from your browser. Look in Column V – any product that has Image Count of 0 needs an image uploaded.

B	C	D	E	F	V	X
ShopperMX Products by Image Status						
Please Note: This file can not be used to import products into ShopperMX. If you need to import product images, use the product import spreadsheet.						
Date Created	Image Status	GTIN/UPC	Product ID	Product Name	Image Count	
8/11/2020	Missing Images	0003800084578	6734800	PRINGLES SOUR CR & ONION	0	
10/17/2017	Missing Images	0003800016968	3800016968	PRINGLES SCO MEGA	1	
10/17/2017	Missing Images	0003800016966	3800016966	PRINGLES ORG MEGA	1	
10/11/2017	Missing Images	3800017593	3800017593	Pringles BBQ Mega Stack	1	
10/11/2017	Missing Images	3800017591	3800017591	Pringles Cheddar Cheese Mega Stack	1	
10/11/2017	Missing Images	3800018060	3800018060	5.5 OZ PRINGLES CHIPS CRISP EXTRA HOT	1	
10/11/2017	Missing Images	3800018254	3800018254	PRINGLES SNACK STACKS 6-FLAVOR 18CT VARIETY PACK (ORG SCO	1	
6/25/2019	Missing Images	3800020227	571319133	PRNGL WAVY CLASSIC SALTED	1	
6/25/2019	Missing Images	3800019786	571319137	PRNGL WAVY JALAPENO	1	
4/29/2019	Missing Images	2	2	Club Minis Mix Fruit and Nut	1	
4/29/2019	Missing Images	1	1	Club Minis Mix Cheese Lovers	1	



Option 1 – Upload those missing images – Mass Import Images

If you have more than 5 or 6 products that need images, this is the best way to mass import images.

Click on the Products tab. Then, click Import Product Images





Add images to products by dragging a zip file to the provided area

[Back to "Research Set-Up & Presentation - Documentation"](#)

Import Product Images

Drag in or select image files to import into your project.

Drag files here to import

----- or -----

Select files ...

Standard image file guidelines on images.

Quick Links

[Products by Image Status \(.xlsx\)](#)

[Image File Guidelines](#)

Tip screen on file name guidelines for images

Image Folder.zip

16 of 22 products have missing images

☐ Only show products with missing images

Search ...

IMAGE STATUS	GTIN/UPC	ID	PRODUCT NAME	SHAPE	FRONT	BACK	TOP	BOTTOM	LEFT	RIGHT	
Missing Images	00003800084578	6734800	PRINGLES SOUR CR & ONION	Box							
Missing Images	0003800016966	3800016966	PRINGLES ORG MEGA	Other	✓						
Missing Images	0003800016968	3800016968	PRINGLES SCO MEGA	Other	✓						
Missing Images	00028400055109	9518188	LAYS STAX MESQUITE BBQ	Other	✓						
Missing Images	00028400055154	9518212	LAYS STAX SOUR CRM&ONION	Other	✓						
Missing Images	3800017593	3800017593	Pringles BBQ Mega Stack	Other	✓						
Missing Images	3800017591	3800017591	Pringles Cheddar Cheese Mega Stack	Other	✓						
Missing Images	3800017592	3800017592	Pringles Cheddar Cheese Mega Stack	Other	✓						

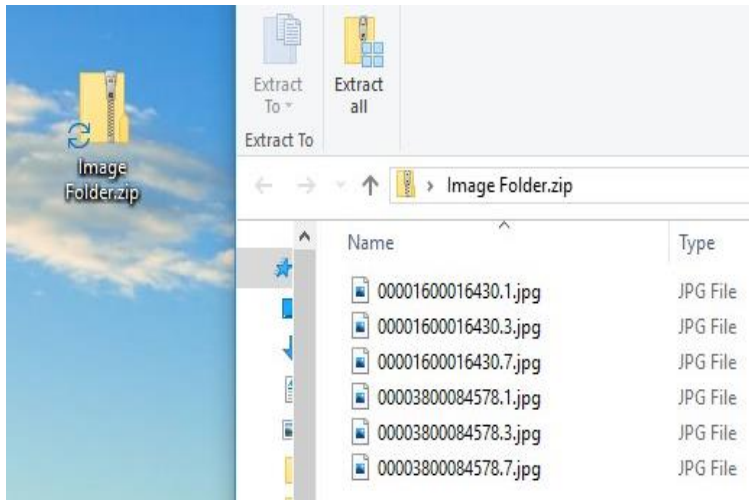
See the next couple of slide on how the organization of the zip files must be in for our system to correctly add the images to the products.



Zip File Organization Options

Option 1

You can upload a Zip folder = all images with facing extension with GTIN as the name

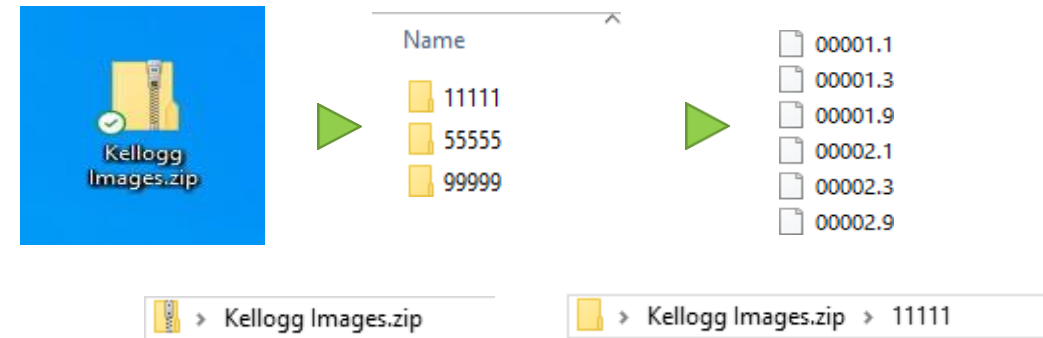


This will upload the front, top, and back images for products 00003800084578 and 00001600016430

These are dummy products used for demonstration

Option 2

You can upload via Syndigo/Gladson zip file format



This will **upload** the front, top, and bottom images for products 111111111, as well as any other images if there are suffixes associated with the prefixes 55555 and 99999

****The zip file must follow this exact format: Zip folder > folders containing first 5 digits of UPC / GTIN > subfolders containing the remaining digits of the UPC / GTIN followed by the facing extension.****



Option 2 – Upload those missing images – Manually Import Images

If you have only a couple of products that need images.

Click on the Products tab. Then, click on the name of the product that need images.

[Back to Home](#)

Research Set-Up & Presentation - Documentation

Language English (United States)
Currency \$ USD


Project Actions

[Install ShopperMX™](#)
[Edit Project Details](#)
[Manage Project Access](#)
[Delete Project](#)

Project Assets




[Store Concepts](#) [Planograms](#) **Products** [Signage](#) [Displays](#)

[Import](#) | [Create New](#) | [Copy from...](#) | [Import Product Images](#) | [Manage Products](#) | [Download Products \(.xlsx\)](#) | [Refresh Products](#)


Import Images

Pringles Sour Cream & Onion Potato Crisps 5.5 oz
(2182414)

ID
Last Updated 9/26/2022
Status 0 Images Uploaded.

Search by name or ID



Select each facing then select the image from your computer. Once done, click Save Product

Edit Product

Save ProductCancel

☒ Remove Image Background When Bundling ⓘ

* Price (\$)

0

Package Description

Pringles Sour Cream & Onion Potato Crisps 5.5 oz

Category

Chips/Crisps/Snack Mixes – Natural/Extruded (She

Brand

Pringles

PackageType

Enter PackageType

Package Images

Upload an image of the product by clicking the name of the "facing" below.

Upload Front...

Missing Front Image

Upload Right...

Missing Right Image

Upload Top...

Missing Top Image

Upload Back...

Missing Back Image

Upload Bottom...

Missing Bottom Image

Upload Left...

Missing Left Image

27

Once you have your planograms, you will want to work on your metadata. So...what is Metadata?

Metadata is consolidated product information used for 2 key purposes:

1. Shopping Experience
2. Research Output

1. Shopping Exercise



- Providing product details for shopper during virtual research shopping exercise

2. Research Output

Brand	Brand = Pringles	Total Units	302	329 ^c	286
		Share of Total Units	50.6%	52.6%	53.6%
		Total Dollars	\$572	\$662 ^{aC}	\$560
		Share of Total Dollars	45.8%	48.0%	48.2%
		Penetration(% of Shoppers Buying)	62.2%	63.0%	66.4%
		Unit Buy Rate(Units per Buyer)	1.6 ^C	1.7 ^C	1.4
		Dollar Buy Rate(Dollars per Buyer)	\$3.07	\$3.50 ^{AC}	\$2.81
		Units Per Shopper	1.0	1.1 ^c	1.0
		Dollars per Shopper	\$1.91	\$2.21 ^{aC}	\$1.87
		Total Units	78	101 ^{ac}	80
Size	Size = Multi-Serve	Share of Total Units	13.1%	16.2% ^a	15.0%
		Total Dollars	\$140	\$181 ^{ac}	\$143
		Share of Total Dollars	11.2%	13.2%	12.3%
		Penetration(% of Shoppers Buying)	20.9%	24.5%	21.8%
		Unit Buy Rate(Units per Buyer)	1.3	1.4 ^c	1.2
		Dollar Buy Rate(Dollars per Buyer)	\$2.24	\$2.46 ^c	\$2.18
		Units Per Shopper	0.3	0.3 ^{ac}	0.3
		Dollars per Shopper	\$0.47	\$0.60 ^{ac}	\$0.48
		Total Units	326 ^c	335 ^C	282
		Share of Total Units	54.6%	53.5%	52.8%
Flavor	Flavor = Regular	Total Dollars	\$754	\$850 ^C	\$705
		Share of Total Dollars	60.3%	61.7%	60.6%
		Penetration(% of Shoppers Buying)	64.8% ^c	65.8% ^C	59.3%
		Unit Buy Rate(Units per Buyer)	1.7	1.7	1.6
		Dollar Buy Rate(Dollars per Buyer)	\$3.88	\$4.31 ^a	\$3.96
		Units Per Shopper	1.1 ^c	1.1 ^C	0.9
		Dollars per Shopper	\$2.51	\$2.83 ^C	\$2.35

- Granular analysis of respondent shopping data once a study has fielded

Update/Fill out your Metadata

Click on the Products Tab then select Download Products (.xlsx)

Open the excel spreadsheet from your browser downloads

The screenshot displays the ShopperMX web application interface. At the top, there is a navigation bar with a 'Back to Home' link and the page title 'Research Set-Up & Presentation - Documentation'. Below this, the main content area is divided into several sections. On the left, there are settings for 'Language' (English (United States)) and 'Currency' (\$ USD). In the center, under 'Project Assets', there are tabs for 'Store Concepts', 'Planograms', 'Products', 'Signage', and 'Displays'. The 'Products' tab is highlighted with a red box. Below the tabs, there is a horizontal menu with several options: 'Import', 'Create New', 'Copy from...', 'Import Product Images', 'Manage Products', 'Download Products (.xlsx)', and 'Refresh Products'. The 'Download Products (.xlsx)' option is highlighted with a red box. On the right side, there is a 'Project Actions' panel with four options: 'Install ShopperMX™', 'Edit Project Details', 'Manage Project Access', and 'Delete Project'. At the bottom right, there is a search bar labeled 'Search by name or ID'.

Update/Fill out the Metadata Sheet

*REQUIRED - AT LEAST ONE ID TYPE		REQUIRED	OPTIONAL - PRODUCT DESCRIPTION				OPTIONAL - PRODUCT DATA					OPTIONAL - CUSTOM DATA			
GTIN/UPC	Product ID	Product Name	Description	Shape	Width	Height	Depth	Manufacturer	Price	Category	Brand	Asset ID	Subcategory	Size	Flavor
00038000138430		Pringles Sour Cream & Onion Potato Crisps 5.5 oz	Pringles Sour Cream & Onion Potato Crisps 5.5 oz	Pre-defined	3.1	9.23	3.1	KELLOGG	1.35	Chips	PRINGLES	2027223	POTATO SANCKS	Regular	SCO
00038000138416		Pringles Original Potato Crisps 5.2 oz	Pringles Original Potato Crisps 5.2 oz	Pre-defined	3.09	9.21	3.09	KELLOGG	1.35	Chips	PRINGLES	2027222	POTATO SANCKS	Regular	Regular

1 Minimum fields to fill out-

The following columns are required to fill out for the metadata sheet:

Manufacturer, Price, Category, & Brand columns

2 Adding custom columns-

Using the **Custom Data** columns, you can add diagnostics in order to look at the output by different cuts of data. (Examples below)

- Sub-category
- Size
- Flavor

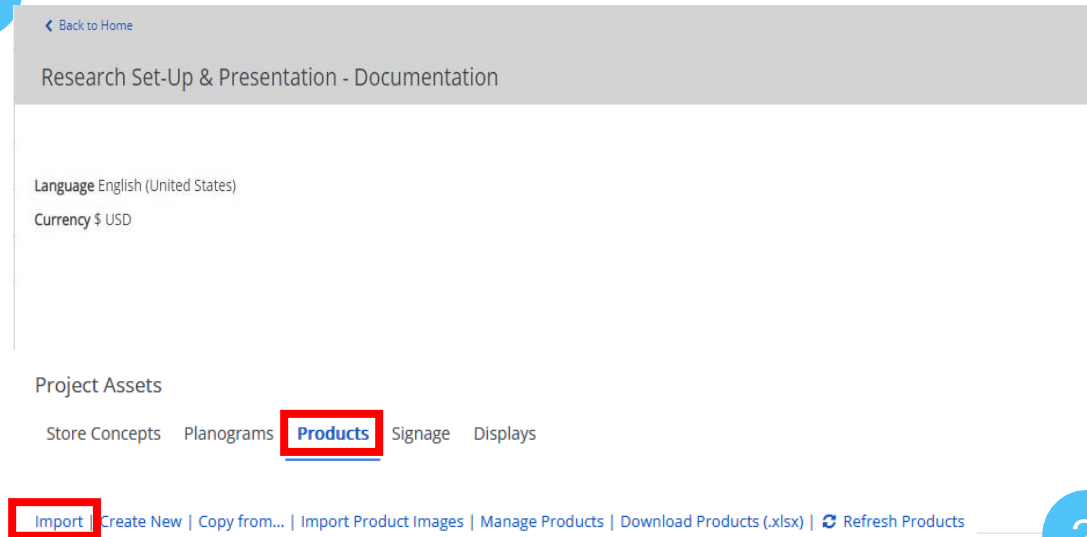


Why is metadata so important?

Metadata directly affects the research deliverable, so please make sure the data is reviewed & accurate

Once you complete the metadata, save and upload excel sheet to ShopperMX

1



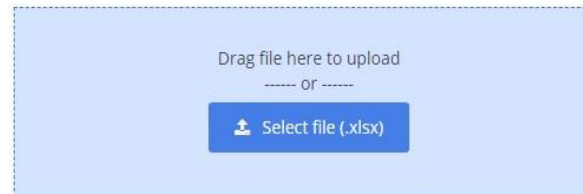
2

Follow these instructions for importing products into the "Research Set-Up & Presentation - Documentation" project.

1 - Make sure to download and use our NEW product template

 Download product template (.xlsx)

2 - Next, upload completed product data spreadsheet



Metadata: Things to keep in mind.

- Delete everything in Column P (Custom Metadata) on, then add up to 3 additional metadata columns for your study.
- Do **NOT** alter the order of columns before Column P, as ShopperMX.com will not take the import if you do.
- Since this directly affects your research output, please review all inputs are correct.
- Make sure every product in your project has an input for brand, manufacturer, and price. If you add additional metadata columns, make sure you add an input for every product in the additional column as well.

Now you have planograms and metadata. Time to check the POGs.

Click on the name of each Planogram. Check to make sure all the products are facing the correct way, pricing came through correctly, and no products are overlapping.

[Back to Home](#)

Research Set-Up & Presentation - Documentation


Currency: \$ USD

[Install ShopperMX™](#)
[Edit Project Details](#)
[Manage Project Access](#)
[Delete Project](#)


Project Assets

[Store Concepts](#) [Planograms](#) [Products](#) [Signage](#) [Displays](#) [Indicators](#)




[Import](#) | [Create New](#) | [Copy from...](#)







Control (126865)
Description
Last Updated 9/26/2022




Test (126866)
Description
Last Updated 9/26/2022



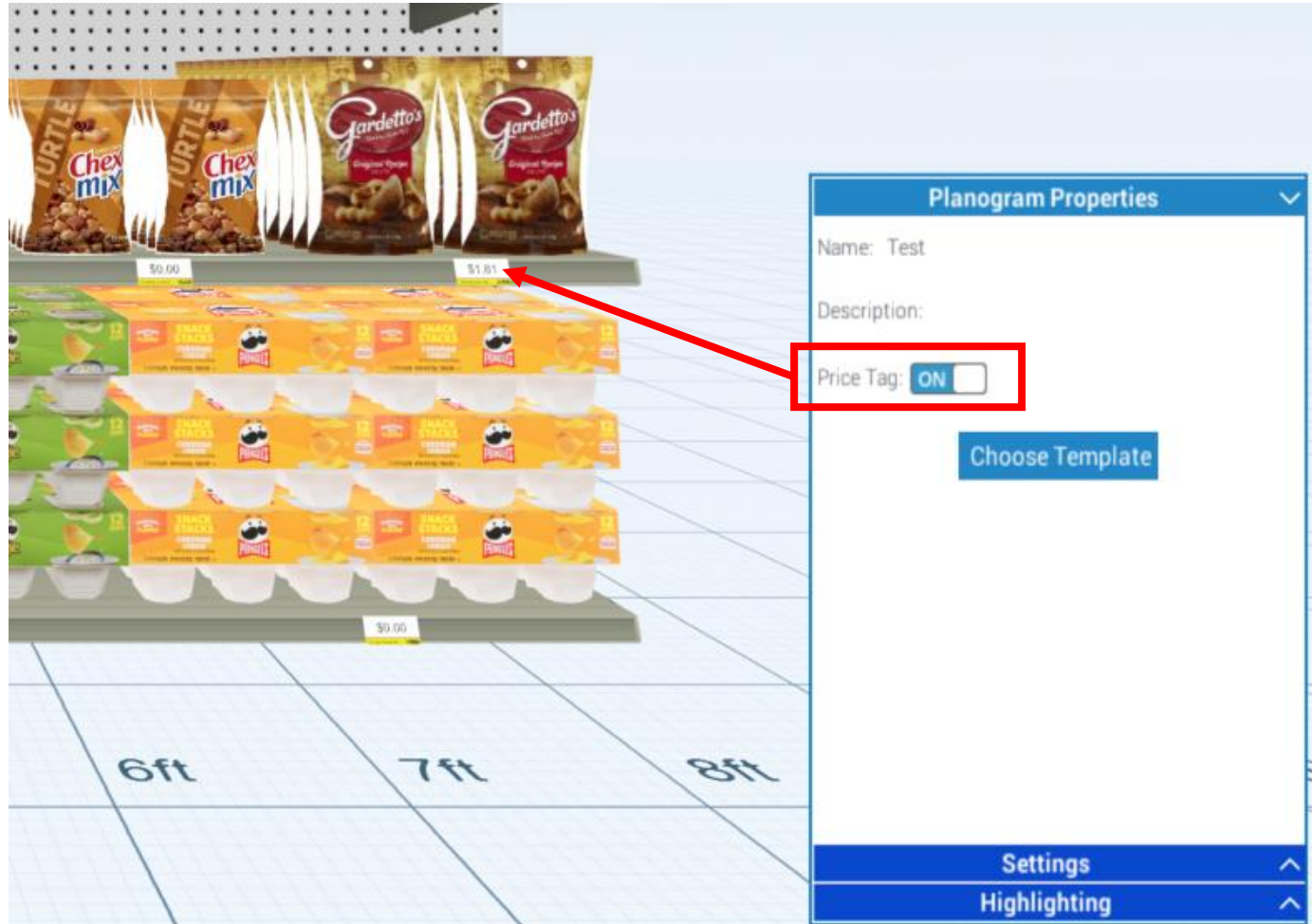






Click on each of the POG names to open them in SMX

Turn on price tags for your planogram

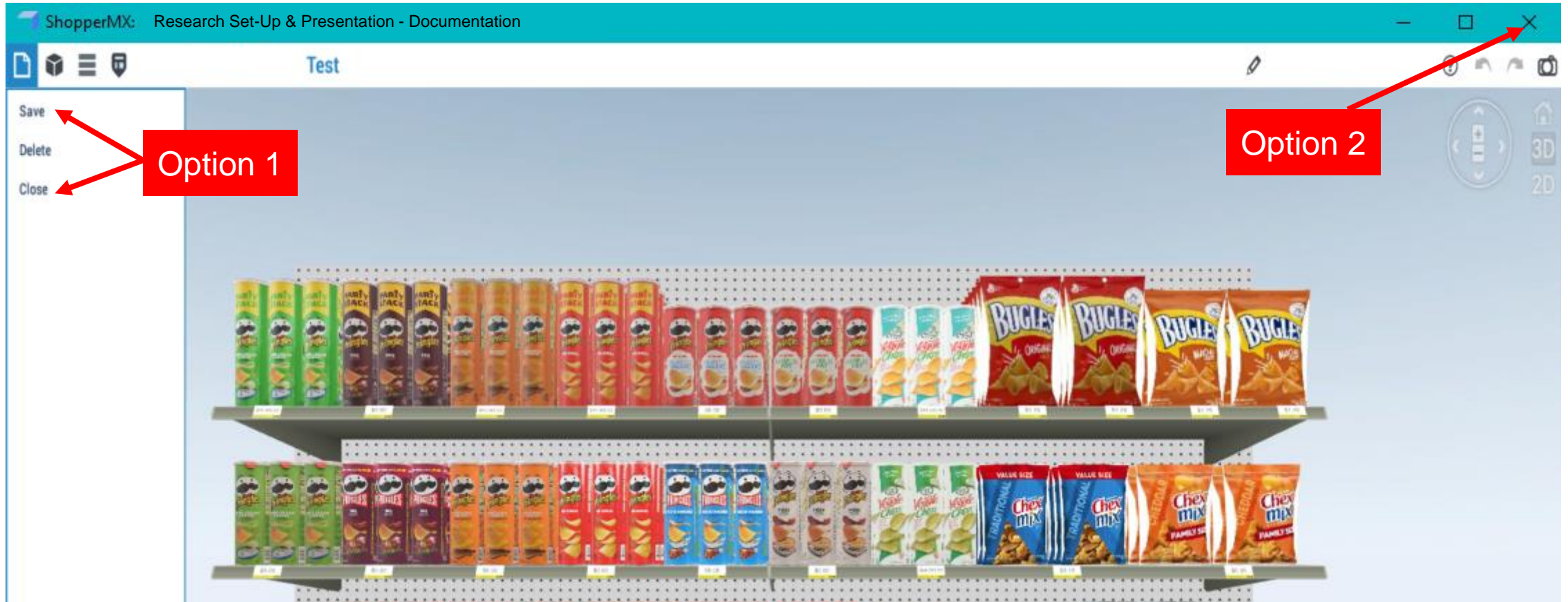


In the bottom right of Planogram Builder, click on Planogram Properties and turn on Price Tag.

The prices on the planogram should reflect the prices you input in the metadata.

Turn on Price Tags **FOR ALL PLANOGRAMS**. *If you do not, respondents will not see price tags in the shopping experience.*

Save and Close out of Planogram Builder





Now, it's time to add our Planograms to the Store Concepts.

Click on Store Concepts then Click Create New

[← Back to Home](#)

Research Set-Up & Presentation - Documentation

Currency: \$ USD

Project Assets

Store Concepts

Planograms

Products

Signage

Displays

Create New

Copy from...

View Exporting

Install ShopperMX™

Edit Project Details

Manage Project Access

Delete Project

Search by name or template...

'0' Stores Found.



Open your store. Depending on your project, you will choose the appropriate store for virtual research

Create a Store Concept

Store Name and Description

* Name
Control

Description
Enter description

Click on the image below to select the store template you want to use to create a store concept.
Selected Store Template:

InContext

InContext Drug

InContext Grocery

InContext Innovation Center

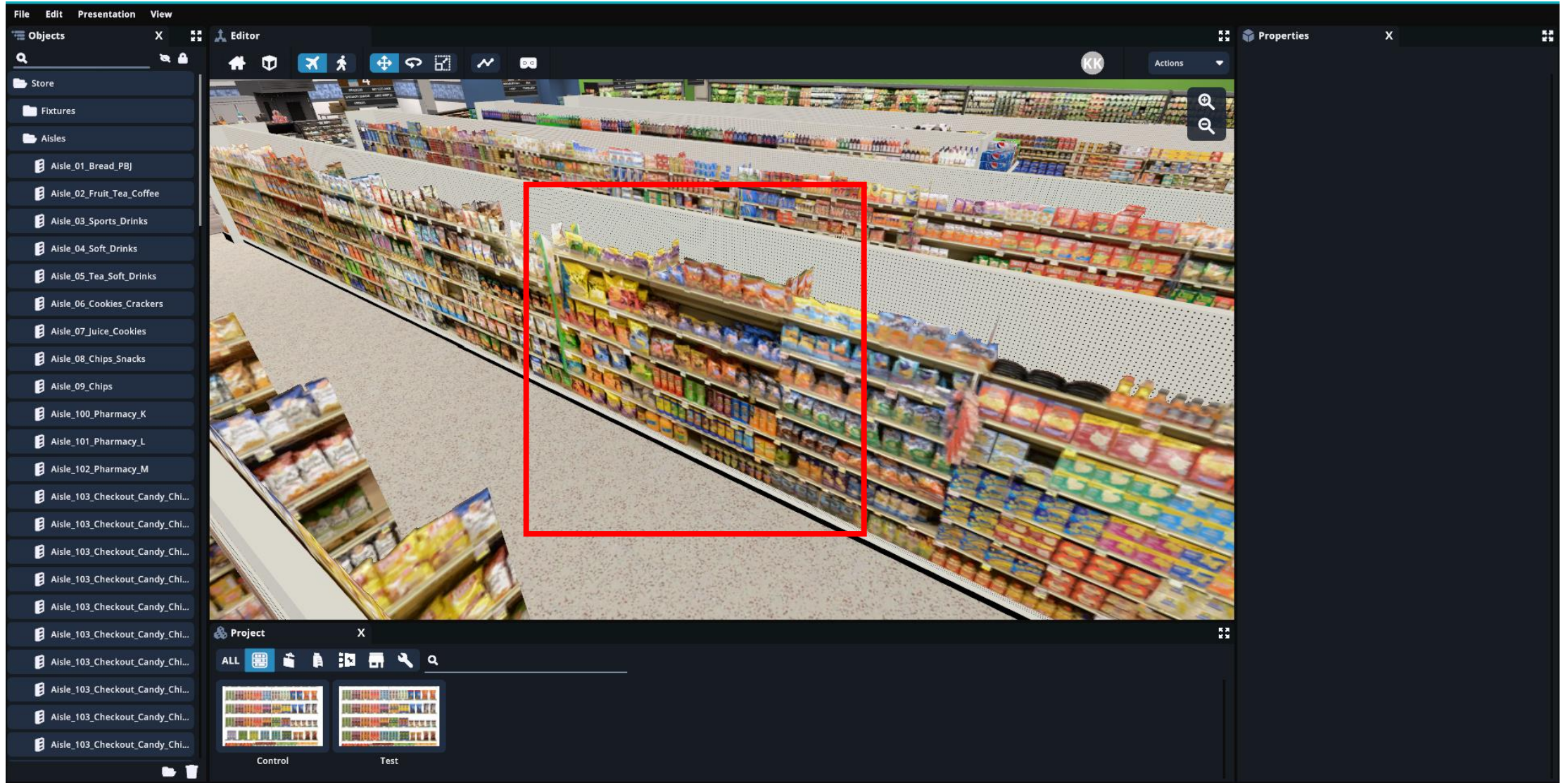
Digital Innovation Center

If you are doing a Wal-Mart study, choose a Wal-Mart (3 WM options)

If you are doing a Target Study, choose a Target (2 Target options)

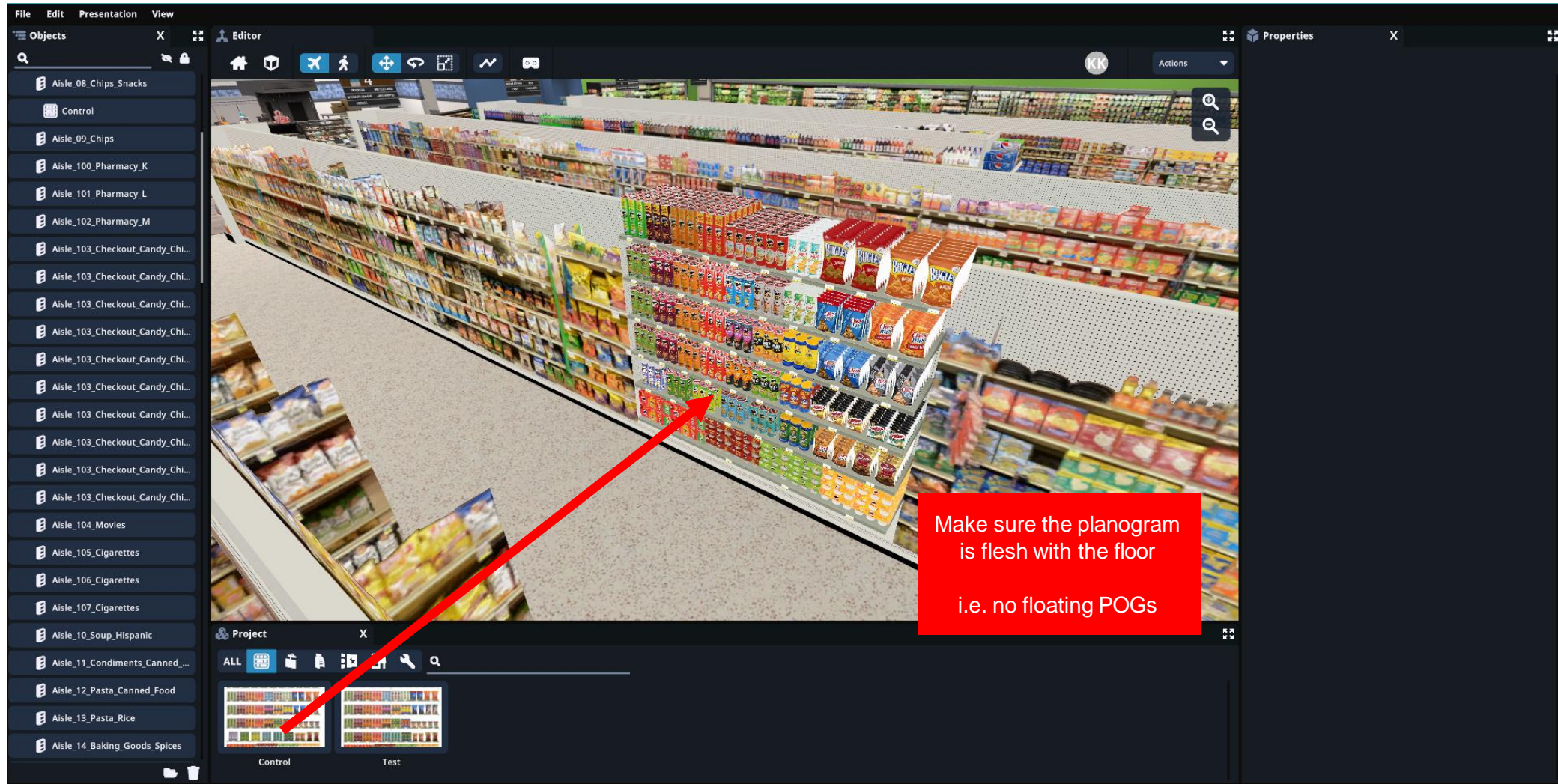
If you are doing a generic study, choose **InContext Grocery**

Fly to where your planogram would be in store





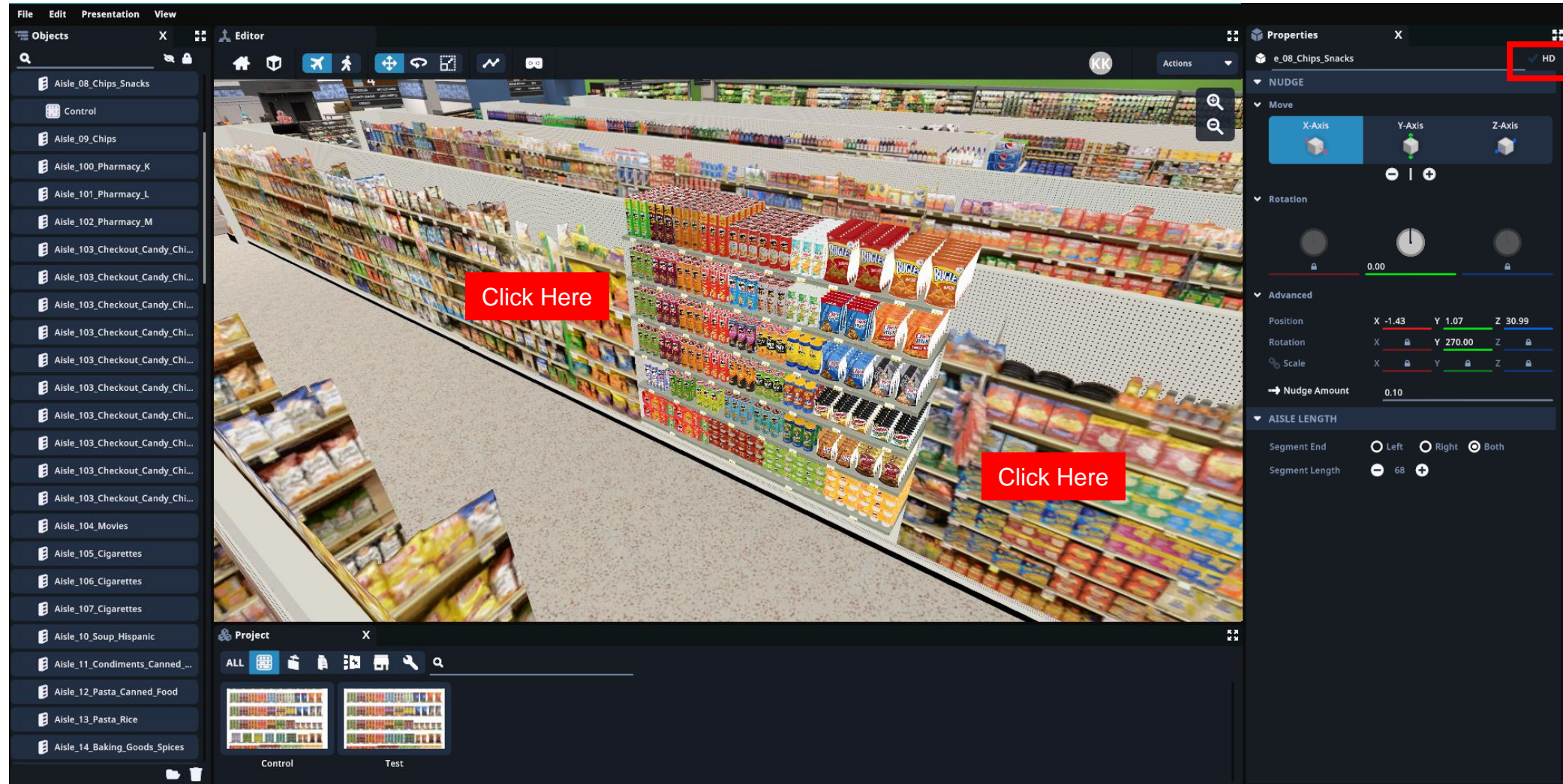
Drag your planogram from the Project Panel in to the store



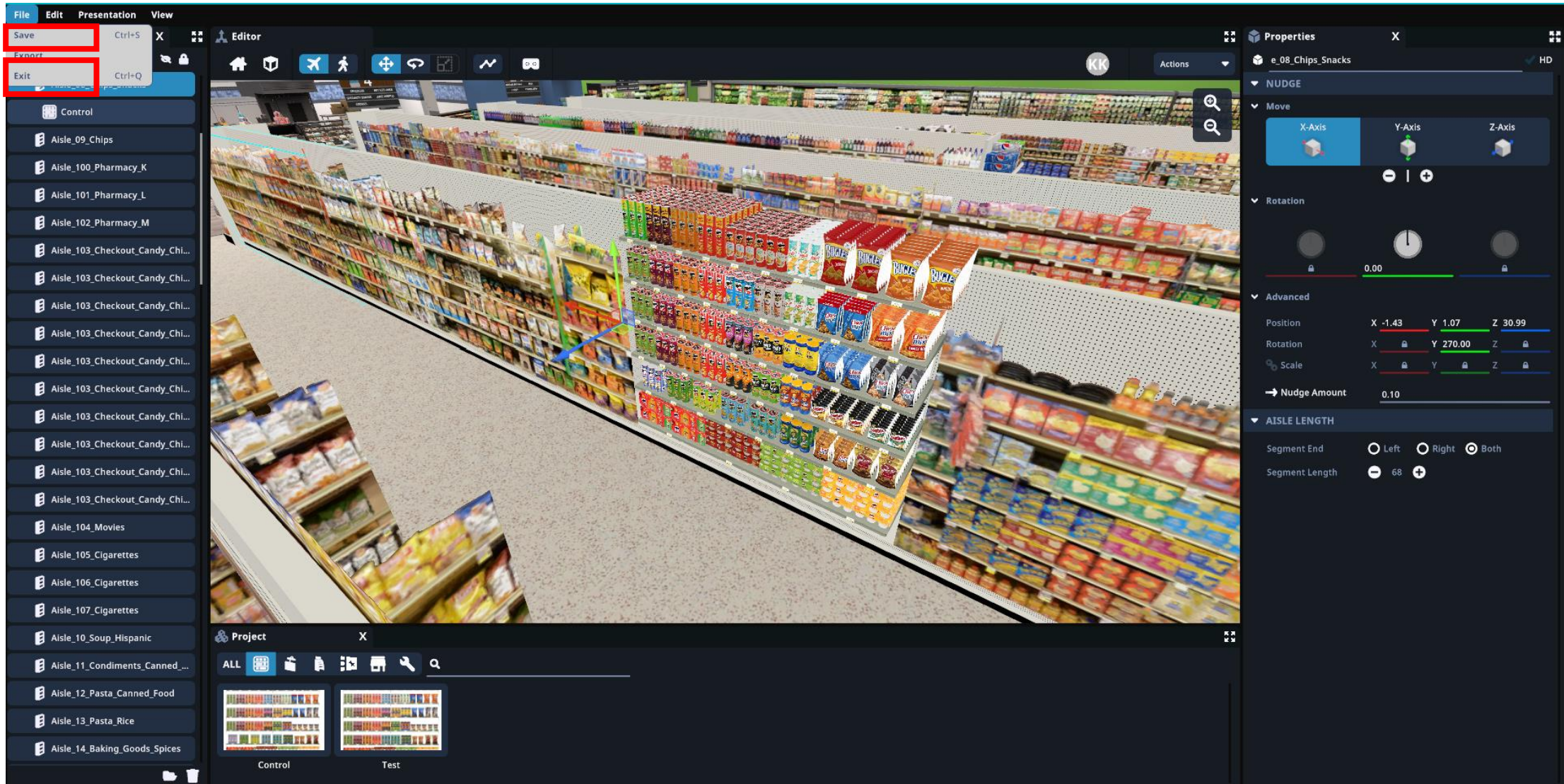
Make sure the planogram has price tags on it



Click on the aisle the POG is in. Go the Properties Panel and click HD to make the aisle high resolution



Save and Exit.





Next Steps

- Let your InContext Representative know when you have set up your control cell in the store concept. We will finish putting the study links together for you to review before fielding.
- Please just let the representative know the name of the project you set up.
- Any additional questions, reach out to Kristen.koennecke@incontextolutions.com





Customer Presentation



Presenting your concepts/findings with InContext and ShopperMX puts you ahead of the competition

There are many ways to showcase these concepts/findings, including (but not limited to)...

- Screenshots
- Virtual Attention Analysis
- Videos
- Highlighting
- Data Visualization

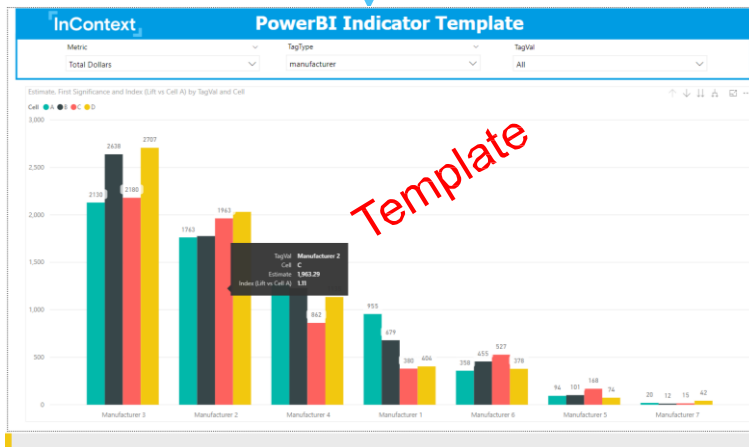


Set-up. Visualize. Analyze. Implement.

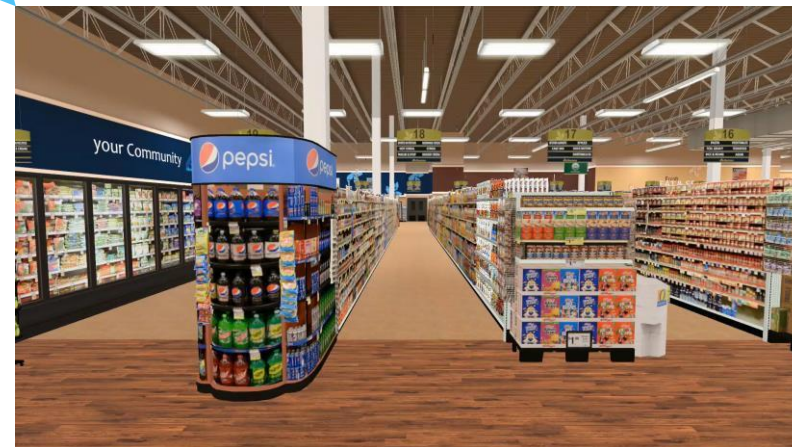
ShopperMX Set-Up



Virtual Attention Analysis



Business Intelligence Dashboard



Concept Video



Screenshots in POG Builder: In your project go to Planograms and click on the name of a concept

[← Back to Projects](#)

Test Project and Documentation

Description 08.13.2020

Language English (United States)

Currency \$ USD

Project Assets

Store Concepts

Planograms


Products

Signage


Displays

Indicators




Import | Create New | Copy from...








Control (126865)
Description
Last Updated 9/26/2022



Test (126866)
Description
Last Updated 9/26/2022







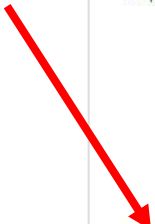
Project Actions

Install ShopperMX™

Edit Project Details

Manage Project Access

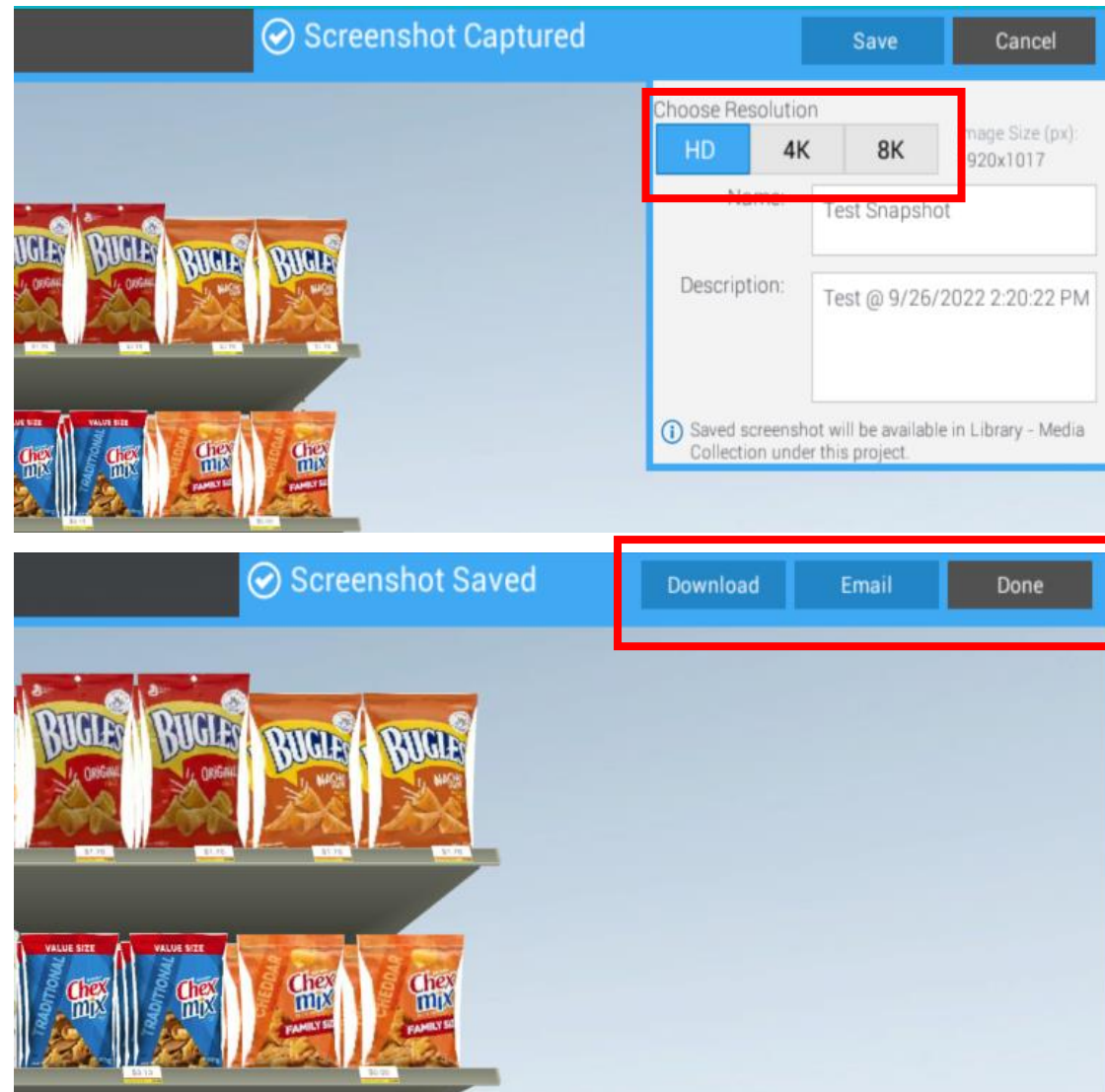
Delete Project



Once in your concept, go to the top right and click the camera icon



Select resolution then Download or Email



Remember all screenshots will be saved under the Media Collections in your project



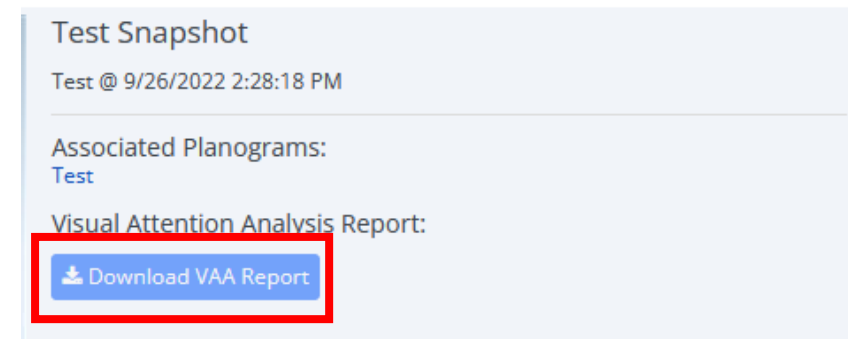
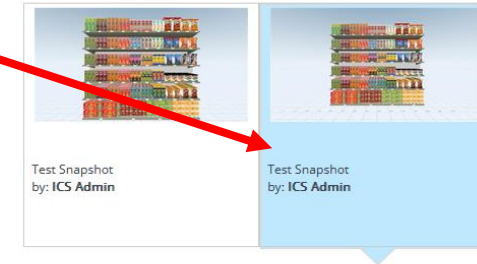
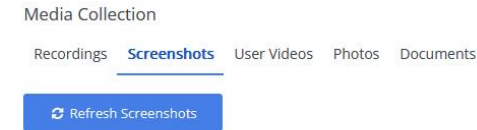
Virtual Attention Analysis

- What is Virtual Attention Analysis? Technology that has been tailored by experts at 3M to accurately predict how an image will be seen in the first 3-5 seconds of viewing it.
- **Remember:** This is an algorithm that analyzes photos, not a product that analyzes eye tracking from respondents.
- Click the source below from the 3M website for more information or in the VAA report.



How to Run VAA

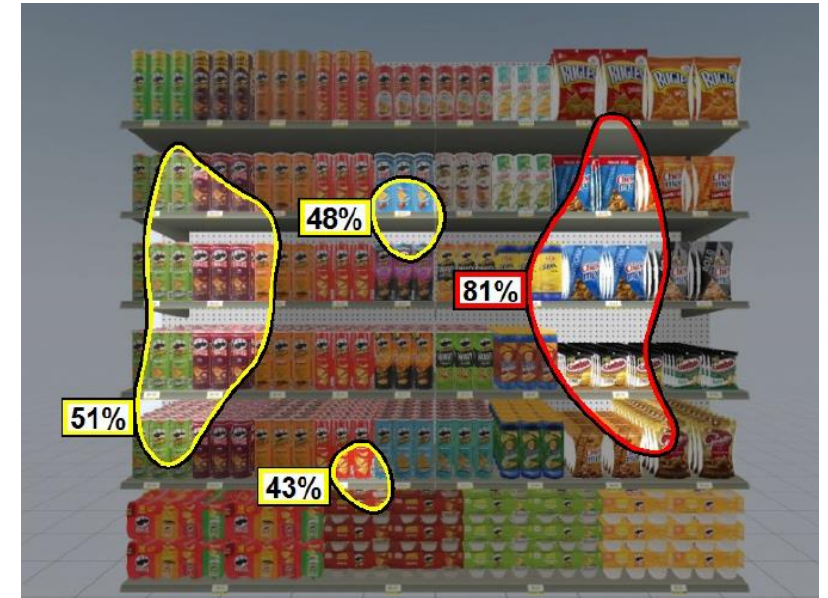
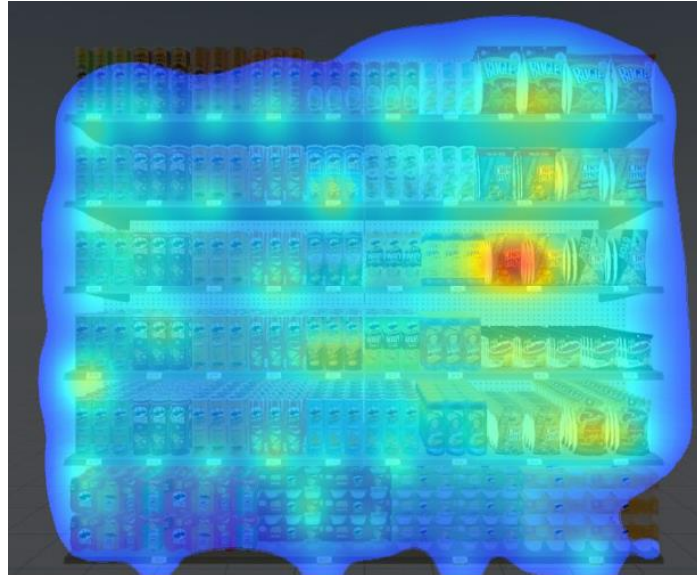
- After taking a screenshot, click on Screenshots under Media Collections then click on the photo you would like to run VAA. Click Create VAA Report.
- The report will get emailed to you. You to download it from there or you can click Download VAA Report in the Media Collection.



Click the PDF provided to read the report

Name

- TestSnapshot- VAS report.pdf
- TestSnapshot- Results_Legend.jpg
- TestSnapshot- VAS_Heatmap.jpg
- TestSnapshot- VAS_Original.jpg
- TestSnapshot- VAS_Regions.jpg
- TestSnapshot- VAS_VisualElements.jpg
- TestSnapshot- VAS_VisualSequence.jpg

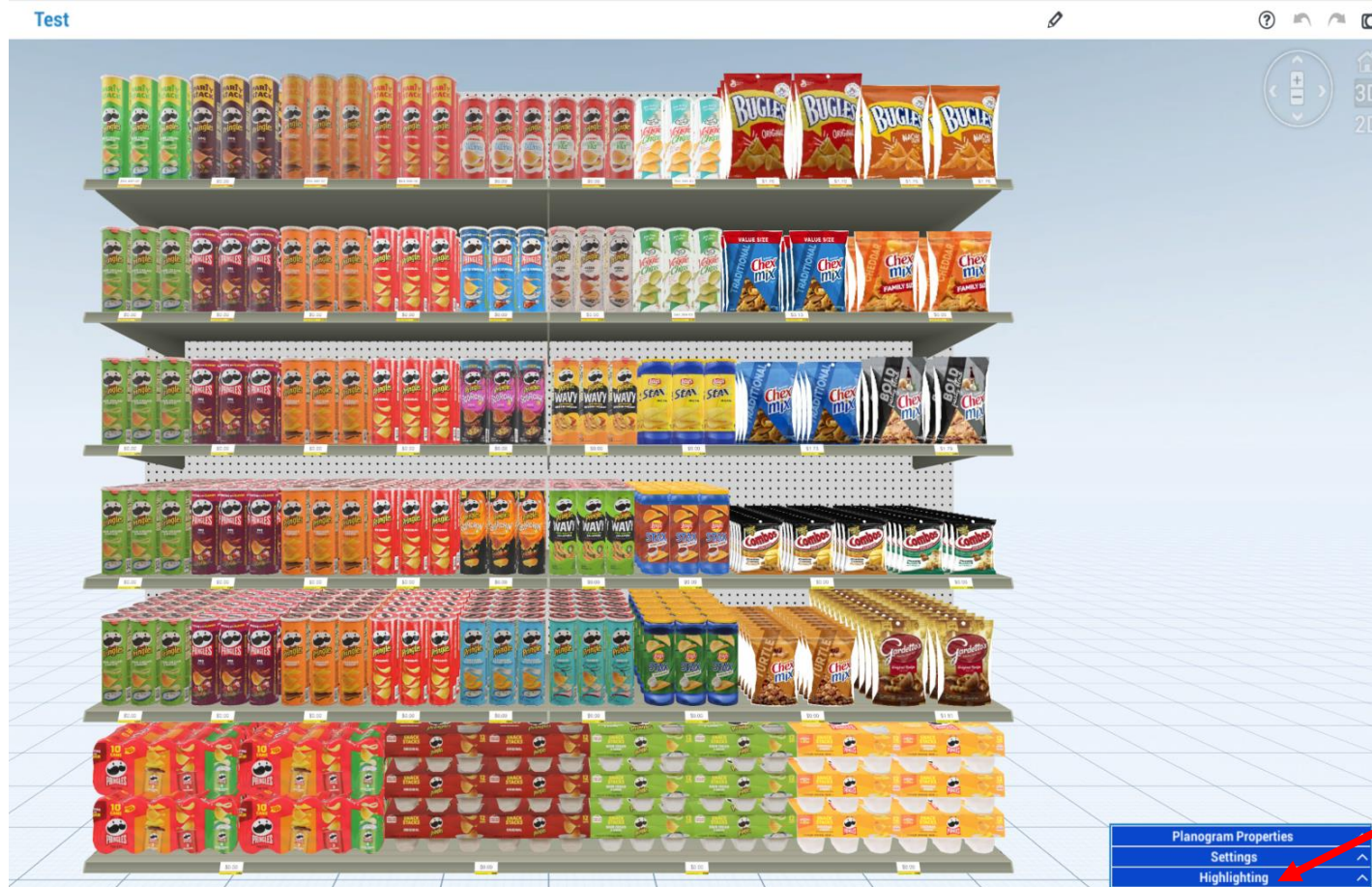


And more!

You can also highlight by data cuts in POG Builder

Remember that metadata you filled out? That feeds directly into product highlighting.

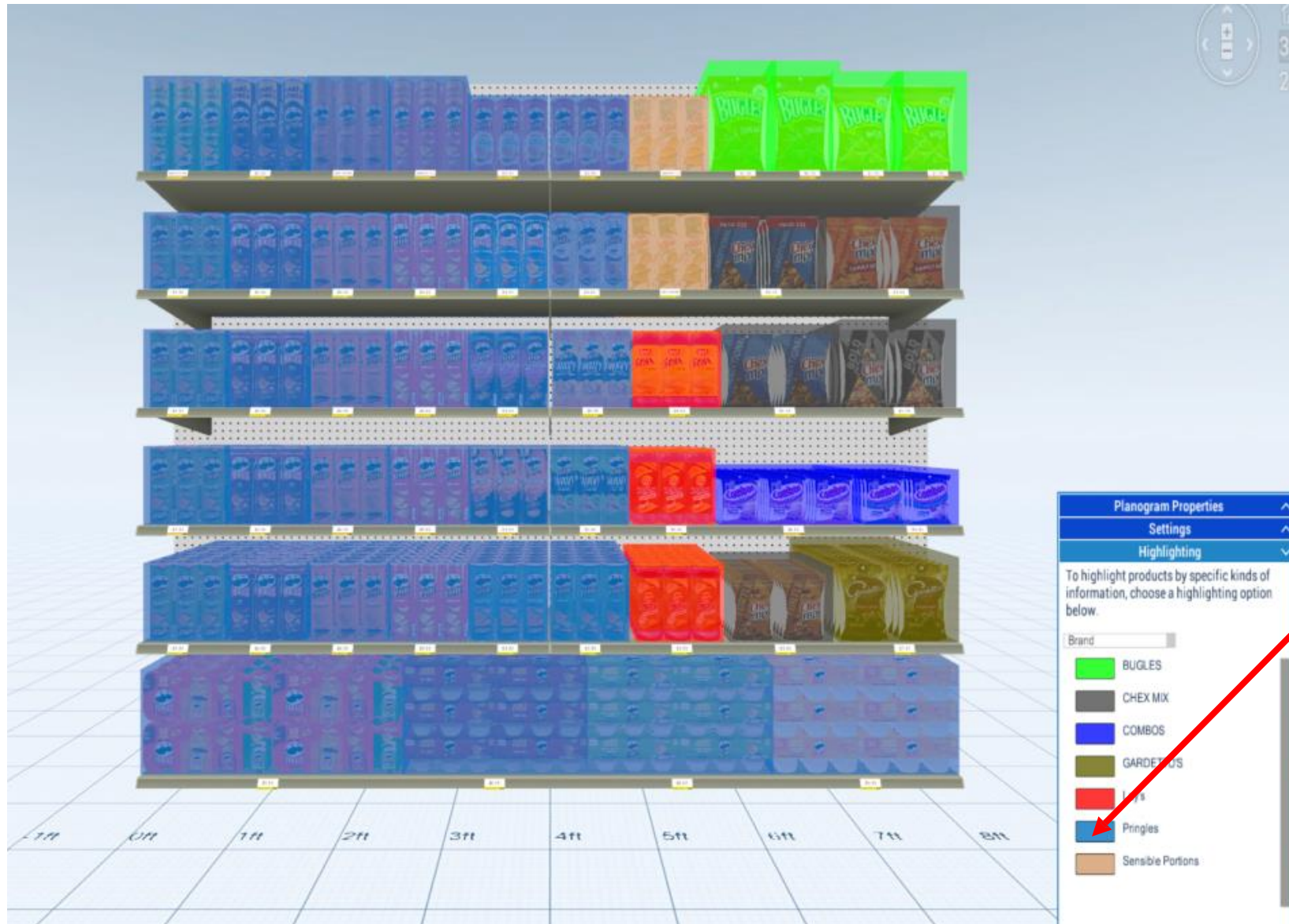
In POG Builder, click **Highlighting** in the bottom right corner



ShopperMX will provide you with a way to highlight every single data cut



Highlighted by Brand



Click on a color box to change the color of the highlight



Take a screenshot of your concept highlighted by brand!

Additional Use Cases:

- Quickly showcase changes made between concepts
 - Doors vs Windows branding
 - Lead the aisle vs. non-lead the aisle
 - Different locations for sizes on shelf
- Make a data cut that highlights best selling items
 - Name the column top ten
 - Anything that is a top 10 percent selling item, put yes
 - Anything that isn't leave blank
 - Highlight POG by top ten to showcase where the best selling items are on shelf



We can also take screenshots, run VAA, and highlight in the virtual Store (among other things)!

Go to a virtual store

[← Back to Projects](#)

Test Project and Documentation

Description 08.13.2020


Language English (United States)

Currency \$ USD

Project Assets

[Store Concepts](#) [Planograms](#) [Products](#) [Signage](#) [Displays](#)

[Create New](#) | [Copy from...](#) | [View Exporting](#)







Control (34396)

Template InContext Grocery





Description

Last Updated 9/26/2022

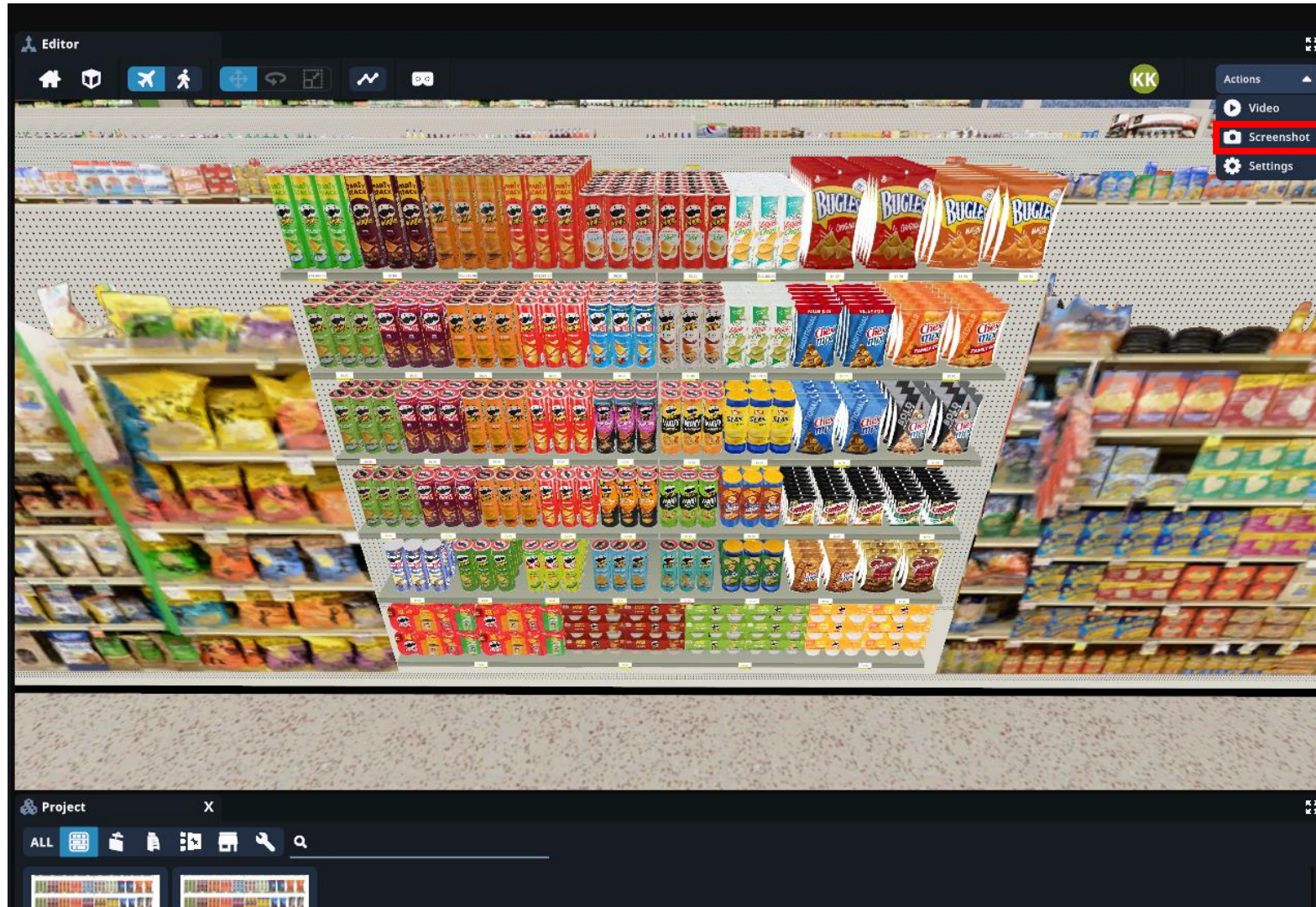
  



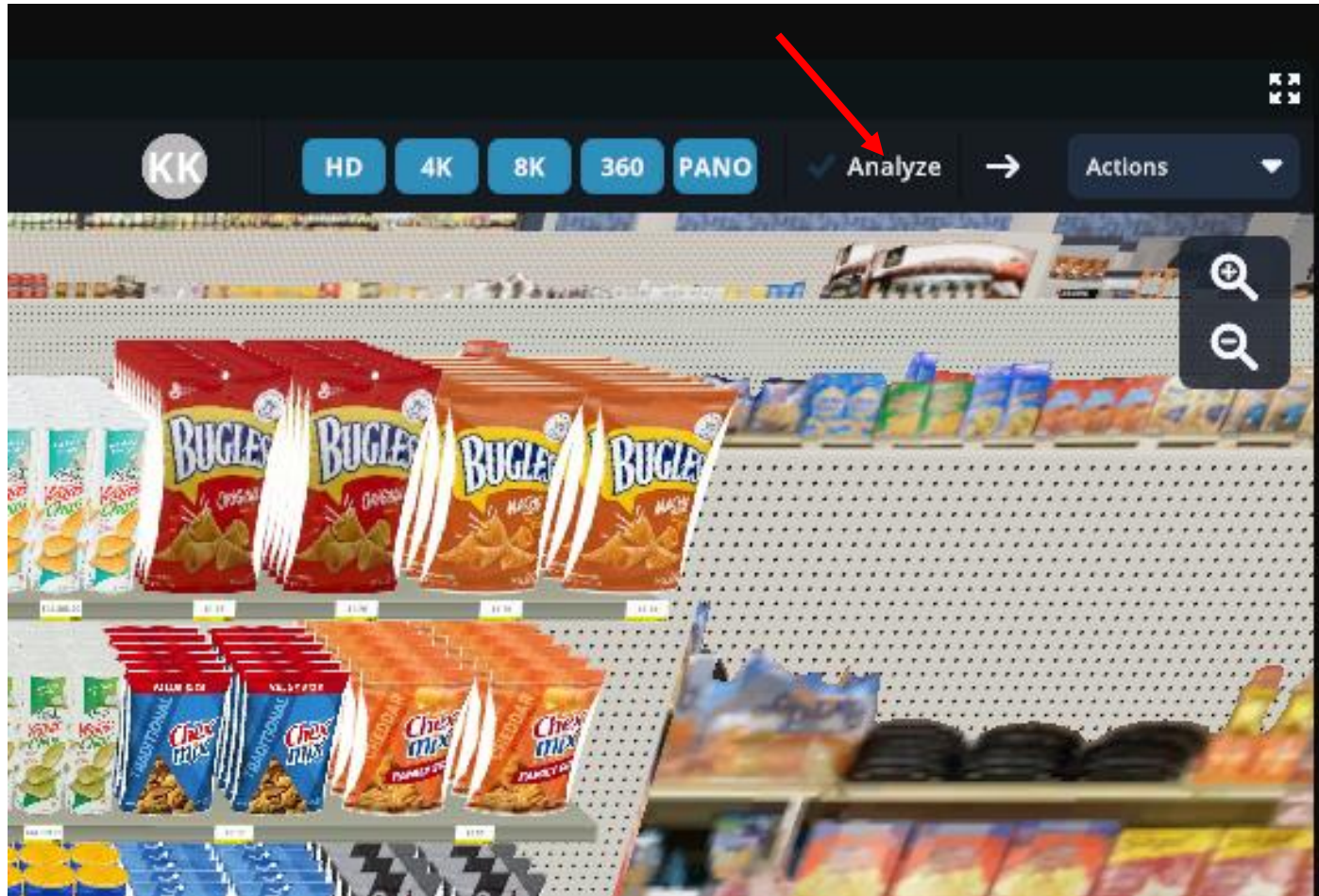
Project Actions

-  Install ShopperMX™
-  Edit Project Details
-  Manage Project Access
-  Delete Project

Under Actions in the Editor Window, click Screenshot to take a photo of your store view

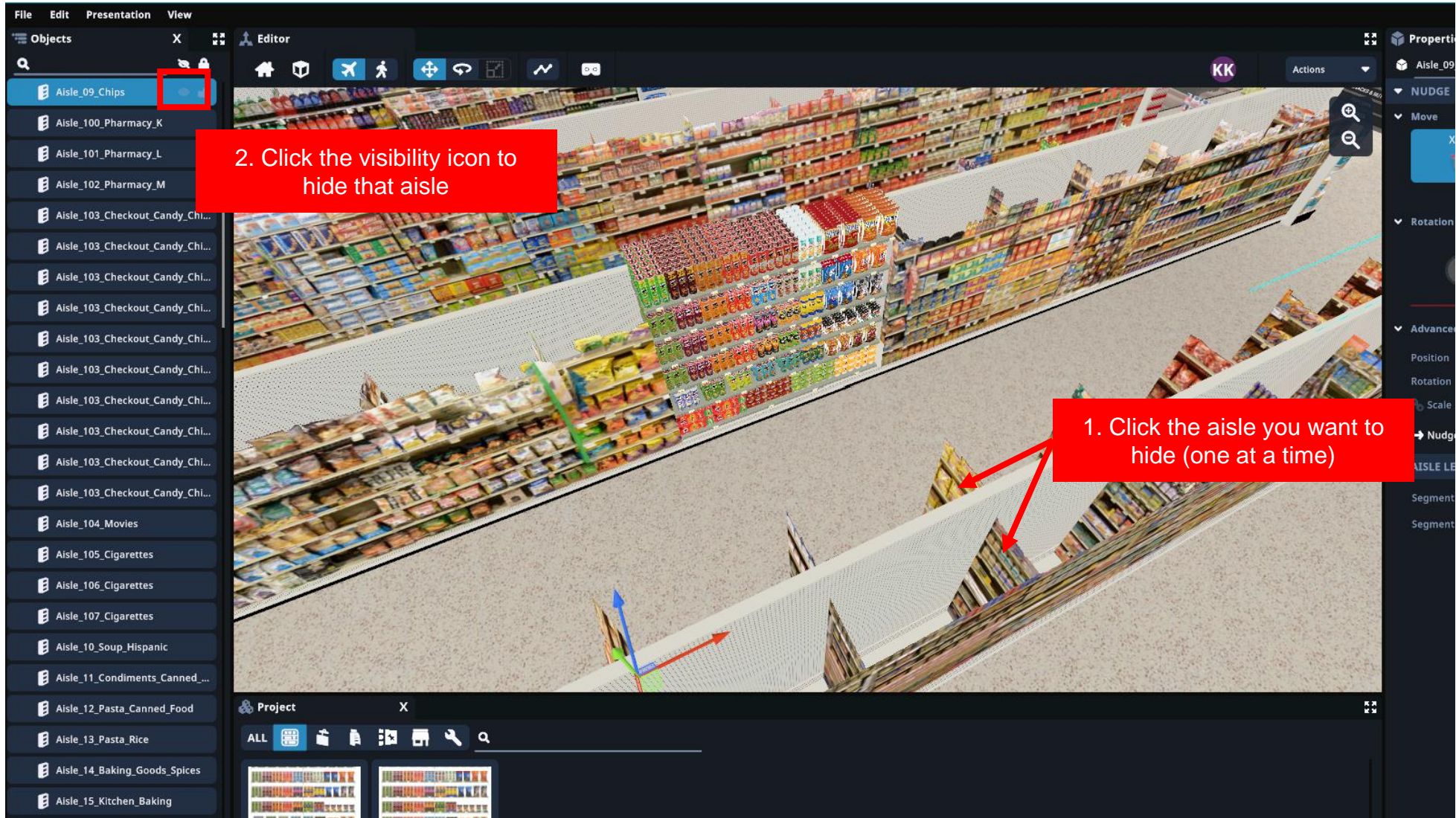


Choose your resolution and the photo will download to your computer. If you click Analyze, a VAA report will be sent to your email.



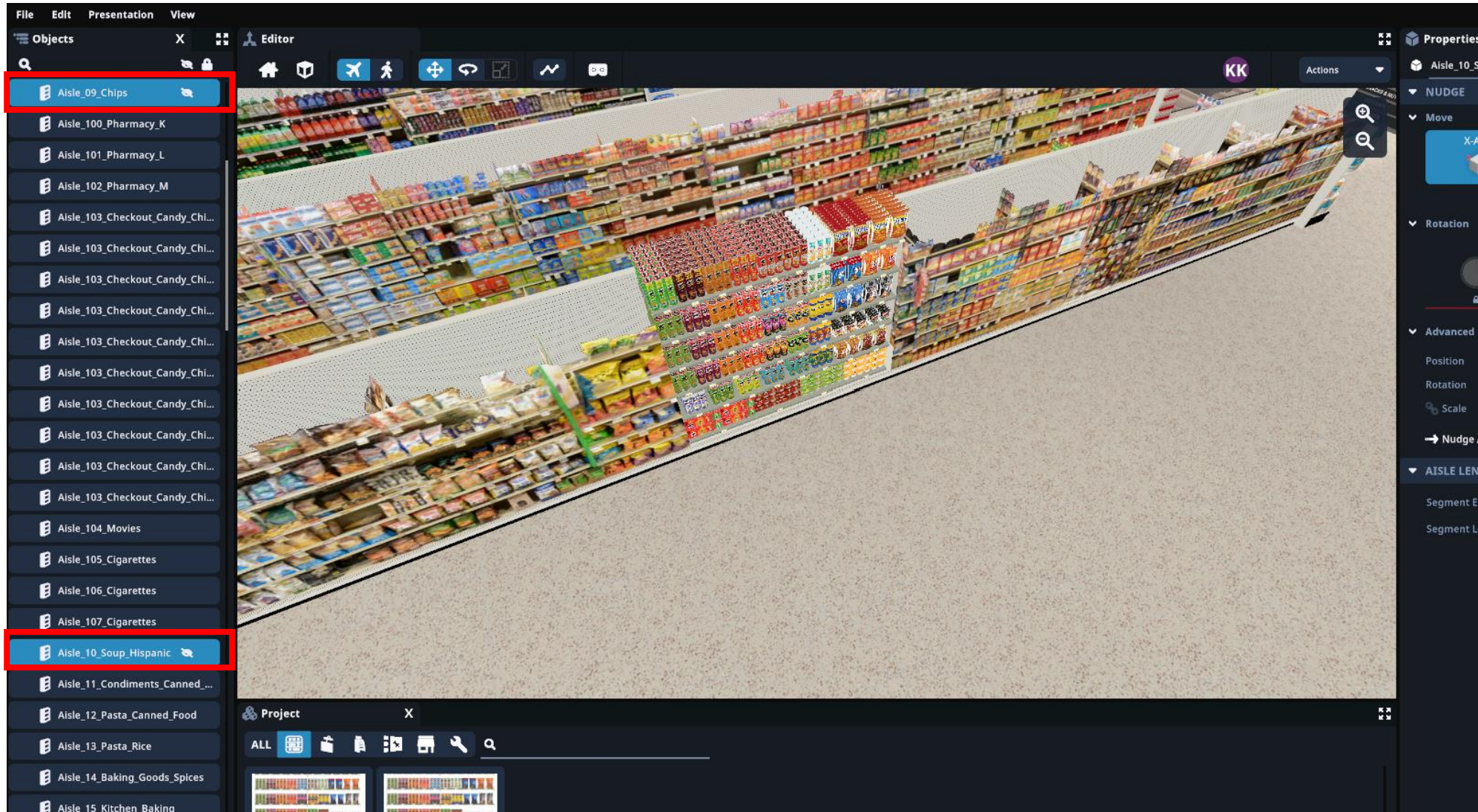


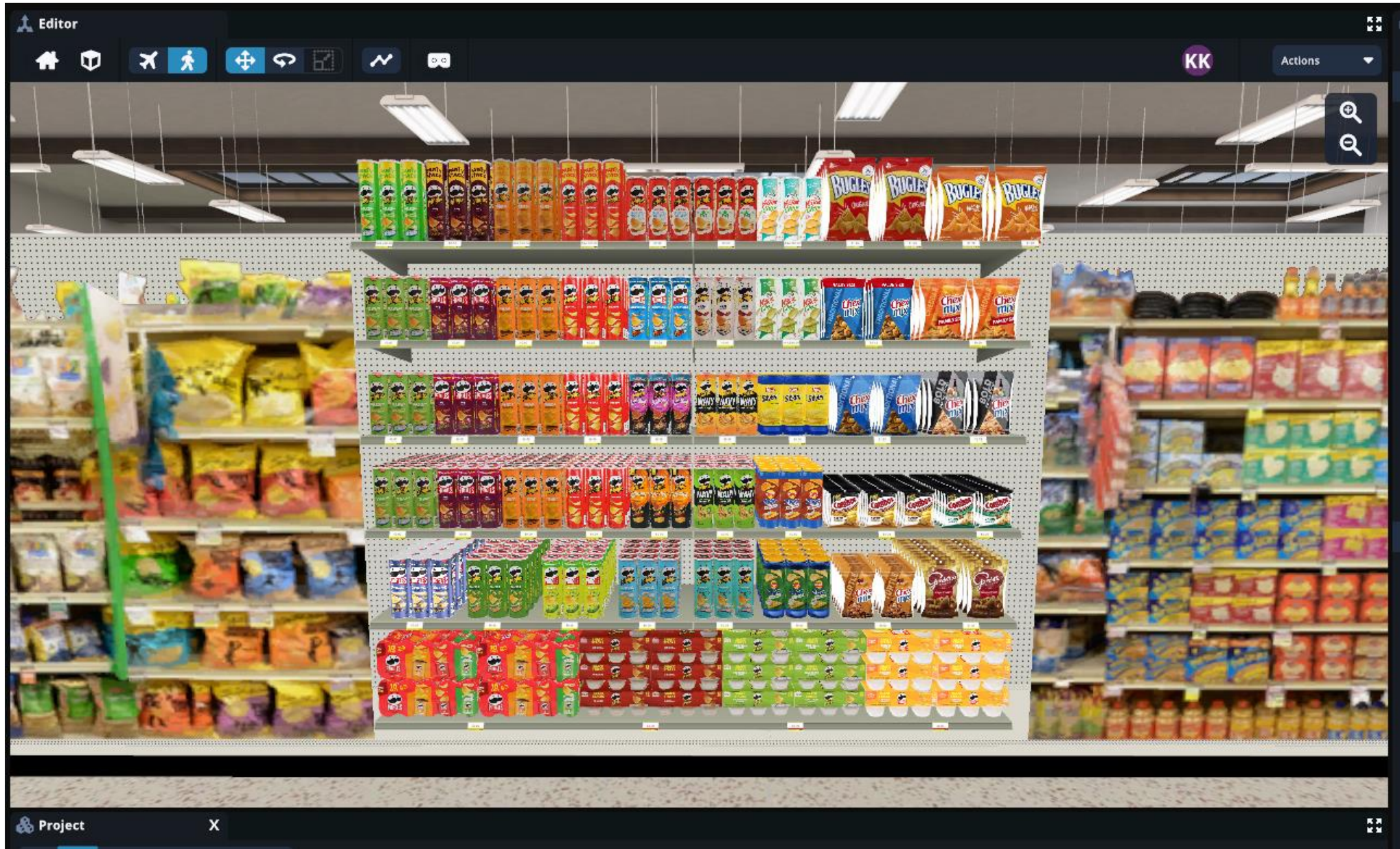
Pro Tip: Hide the aisle adjacent to your concept so you can take a better photo



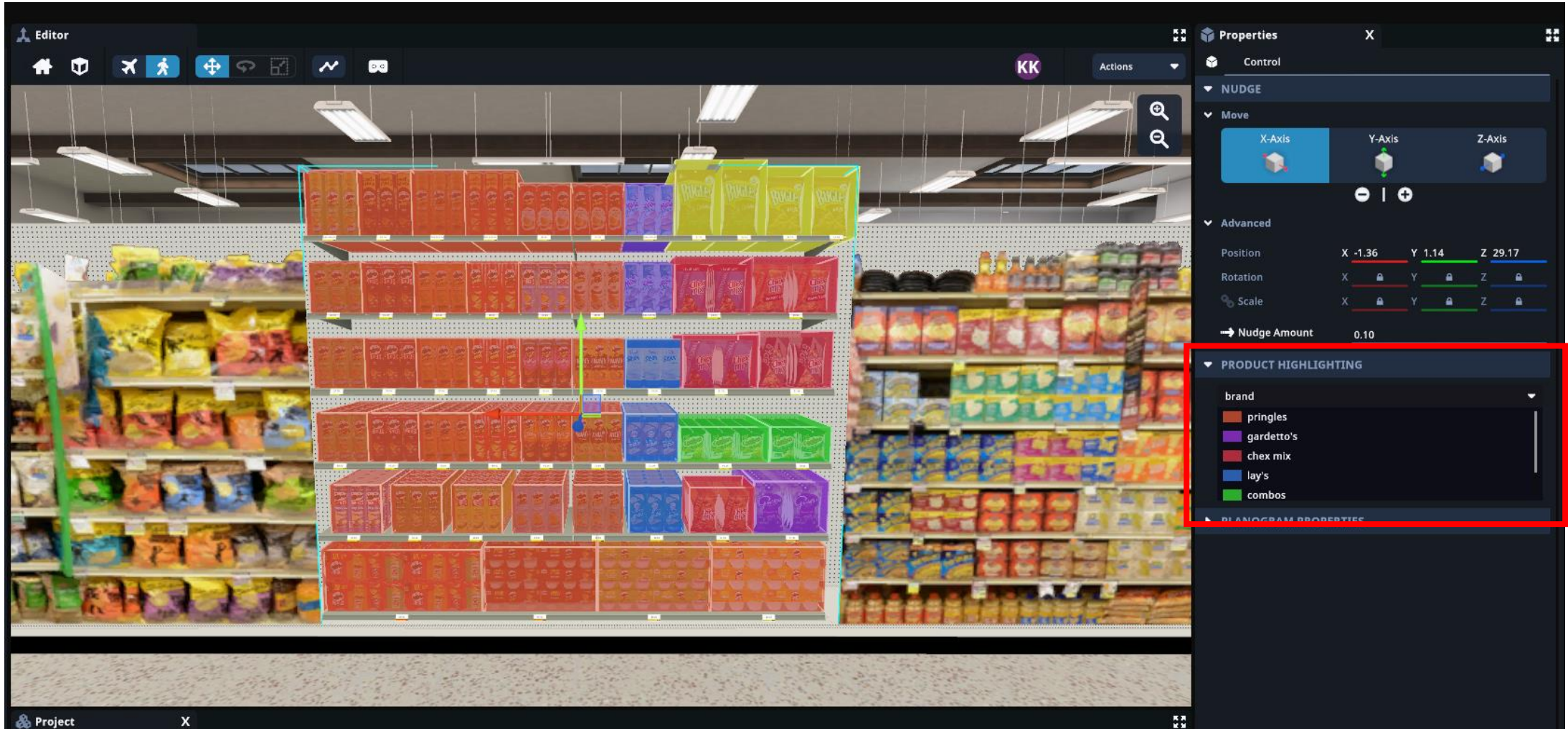


Now that the aisles are out of the way, you can take a better photo

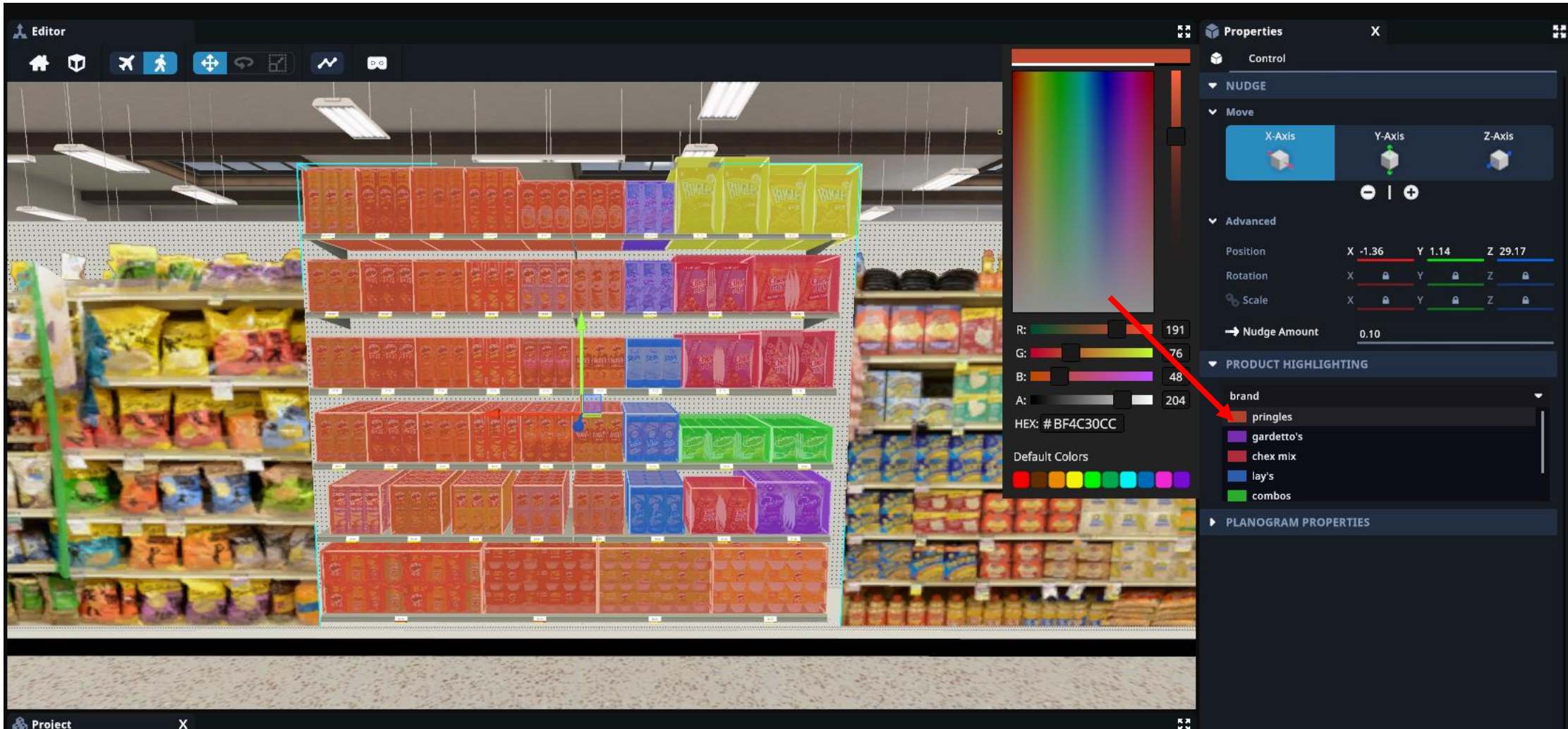




You can also highlight in store. Click on the POG, and in the Properties Window, select your Highlighting cut

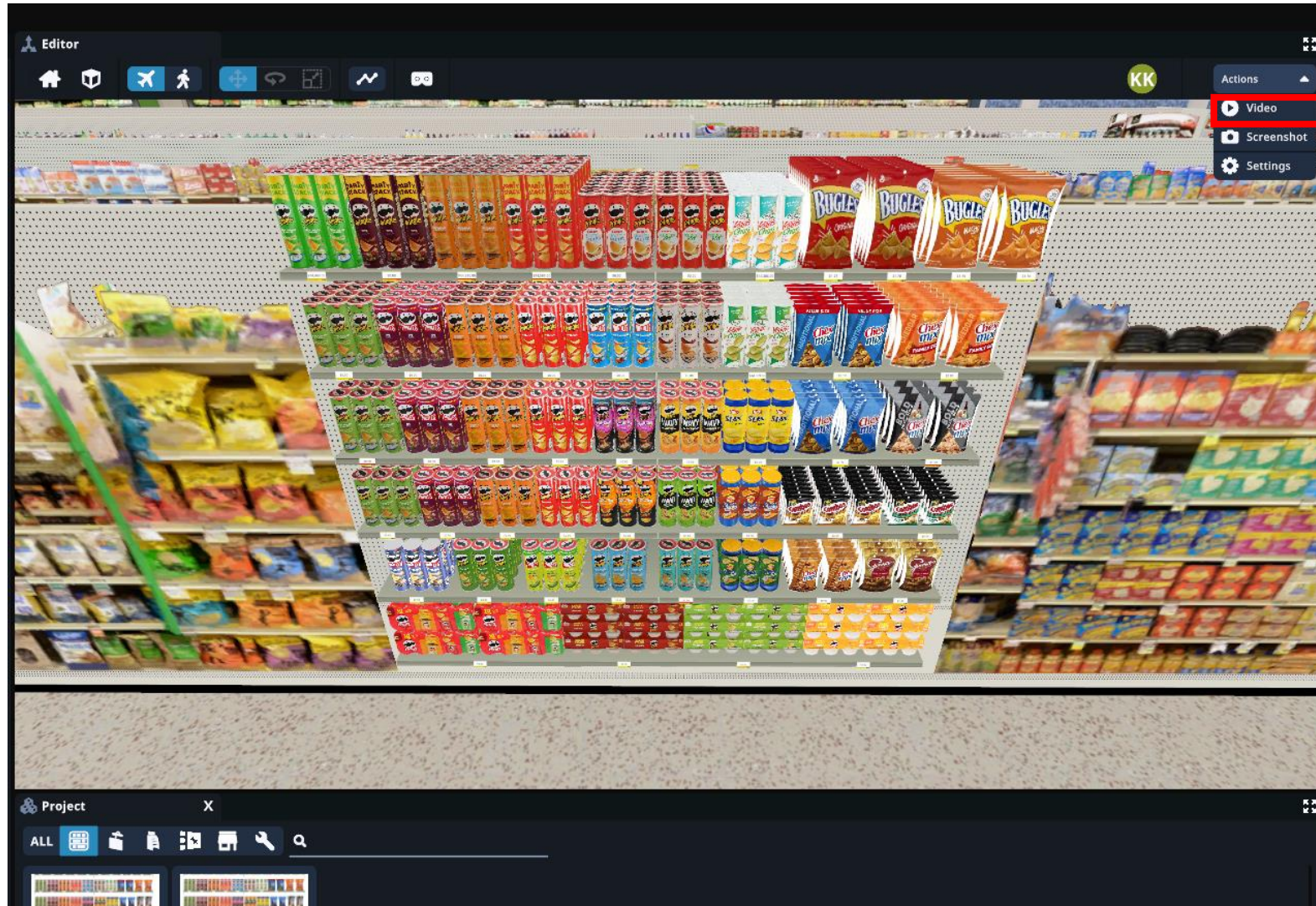


Similar to POG Builder, you can alter the color of the highlights by clicking on the color boxes





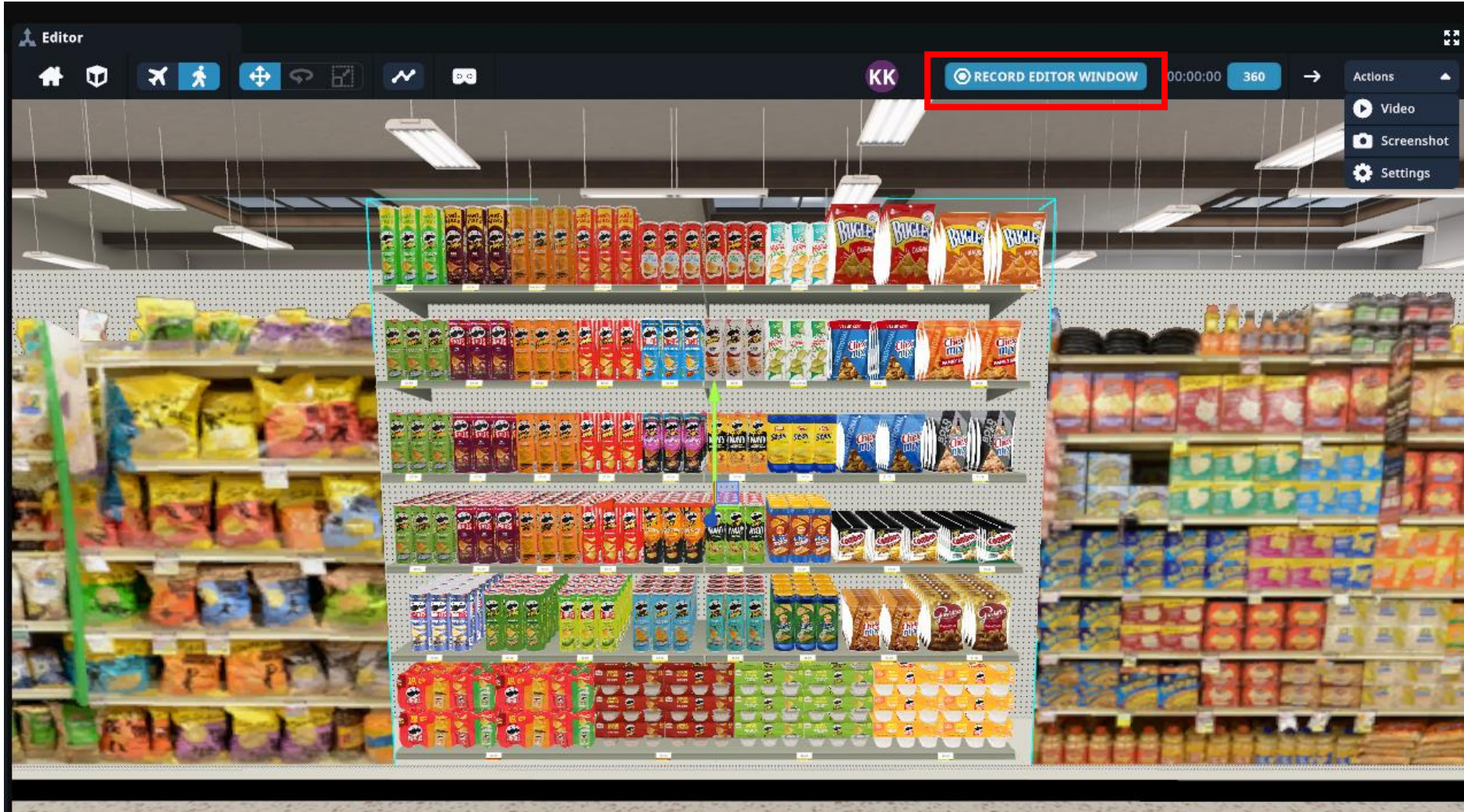
Instead of a photo, you might want to take a video.
Click Actions in the Editor Window then Video





When ready, click Record. Click Finished when complete.

Once finished, you can **Play** back the Video, **Save** it, or create a **New Video** by clicking **Exit**.

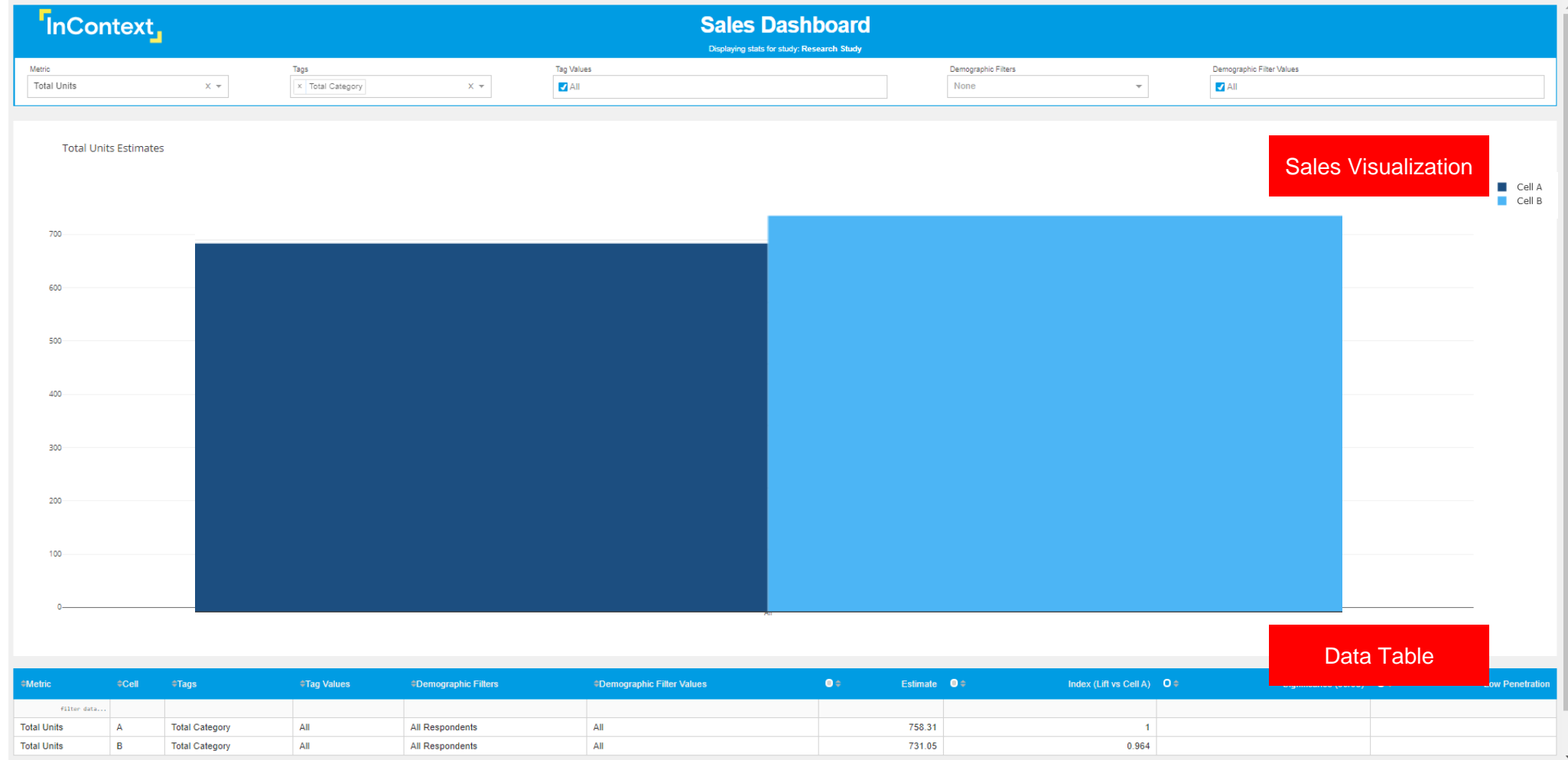


Note: You can record up to 2 minutes of video footage at a time.



Outside of ShopperMX, you will receive a dashboard with all your sales data.

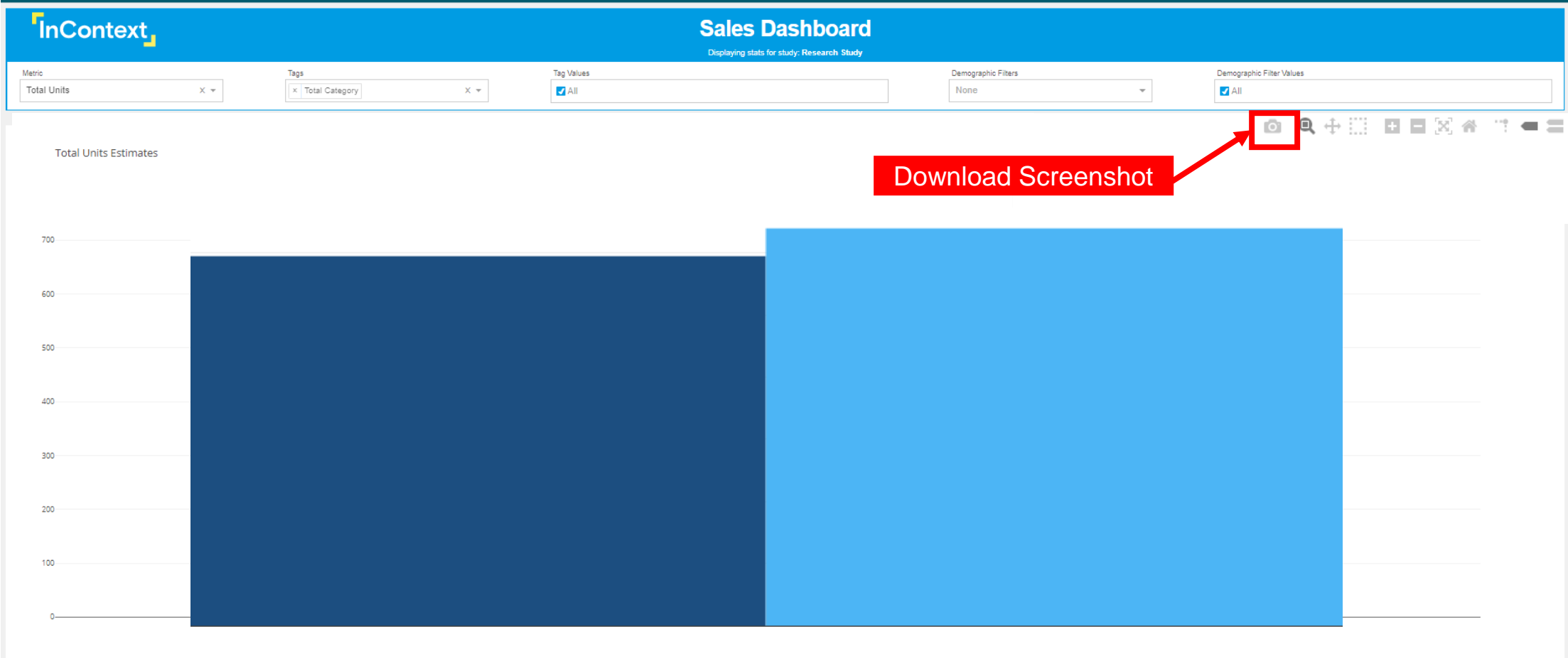
It will look similar to what you see here



This is a fake dashboard used for training purposes.



Use Case: Let's integrate this with ShopperMX...take a screenshot of the bar graph



Go back into our store

[← Back to Projects](#)

Test Project and Documentation

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Control (34396)
Template InContext Grocery
Description
Last Updated 9/26/2022








Search by name or template...

Project Actions

 Install ShopperMX™

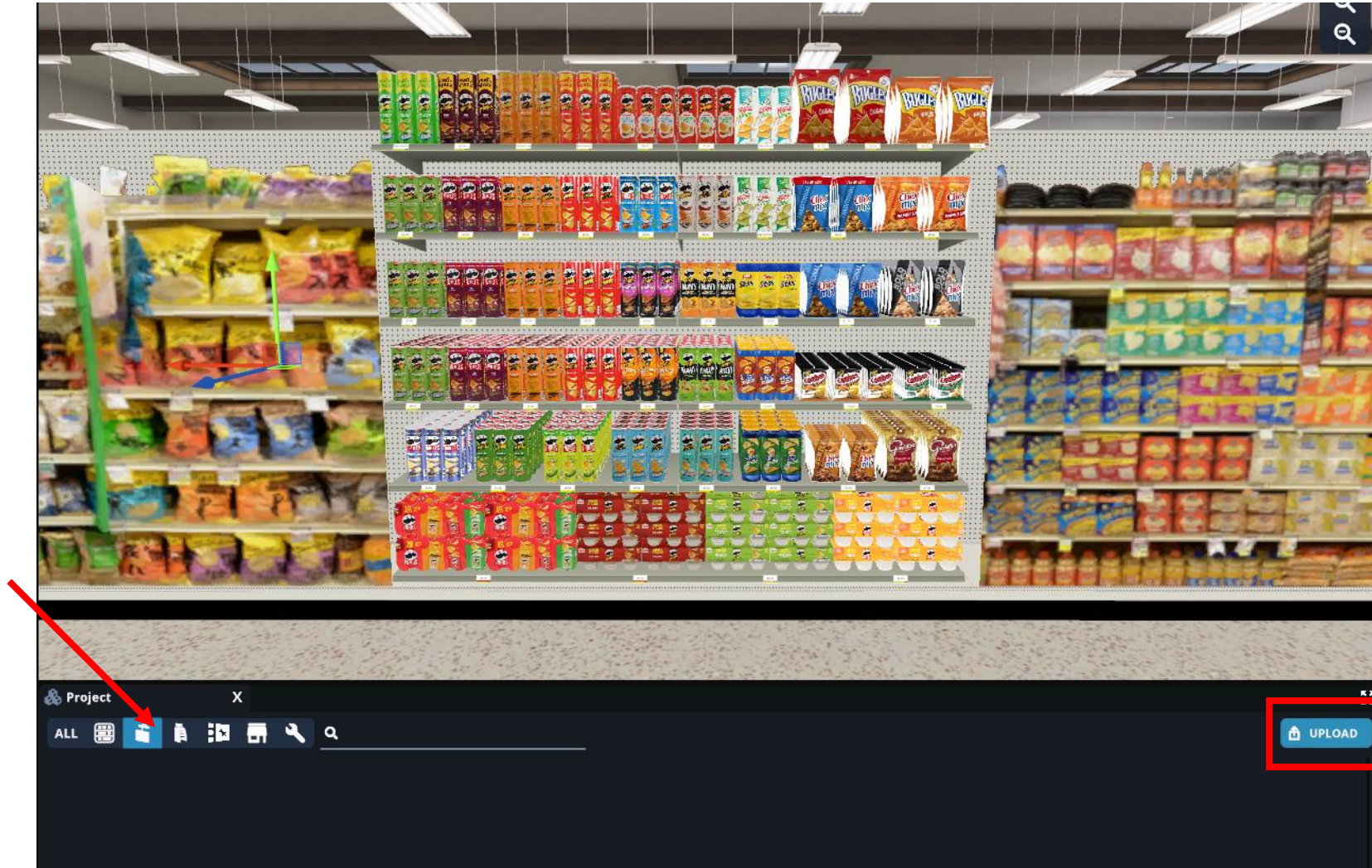
 Edit Project Details

 Manage Project Access

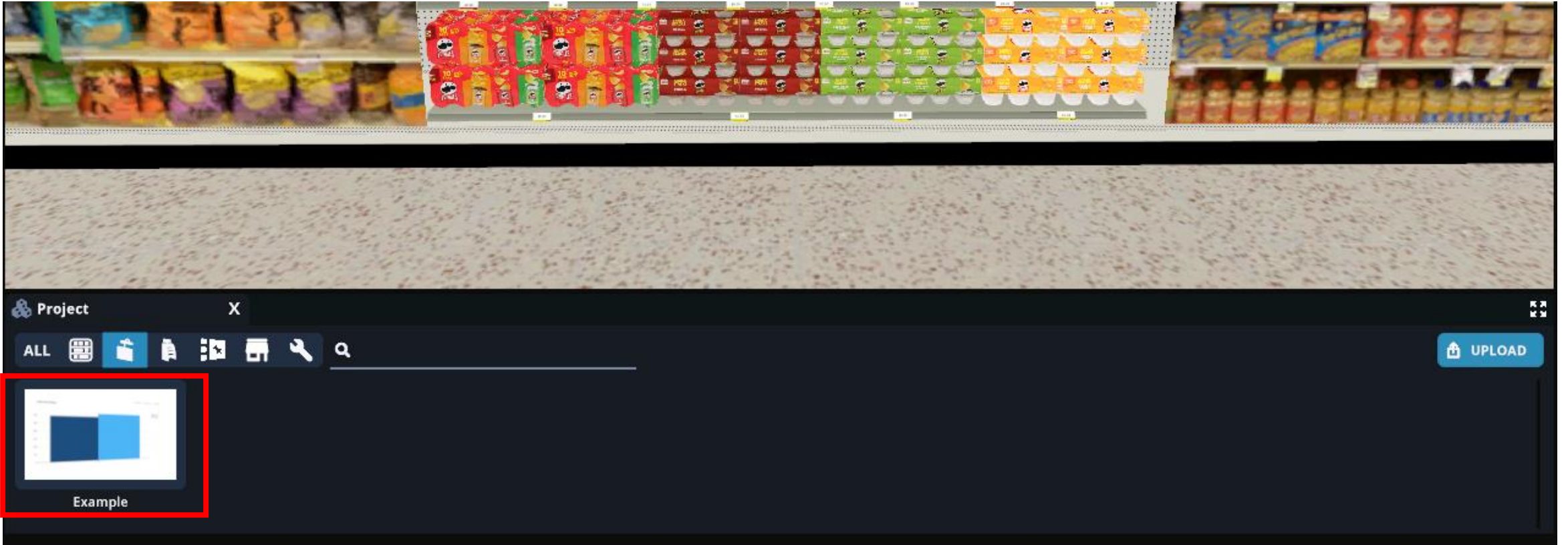
 Delete Project

68

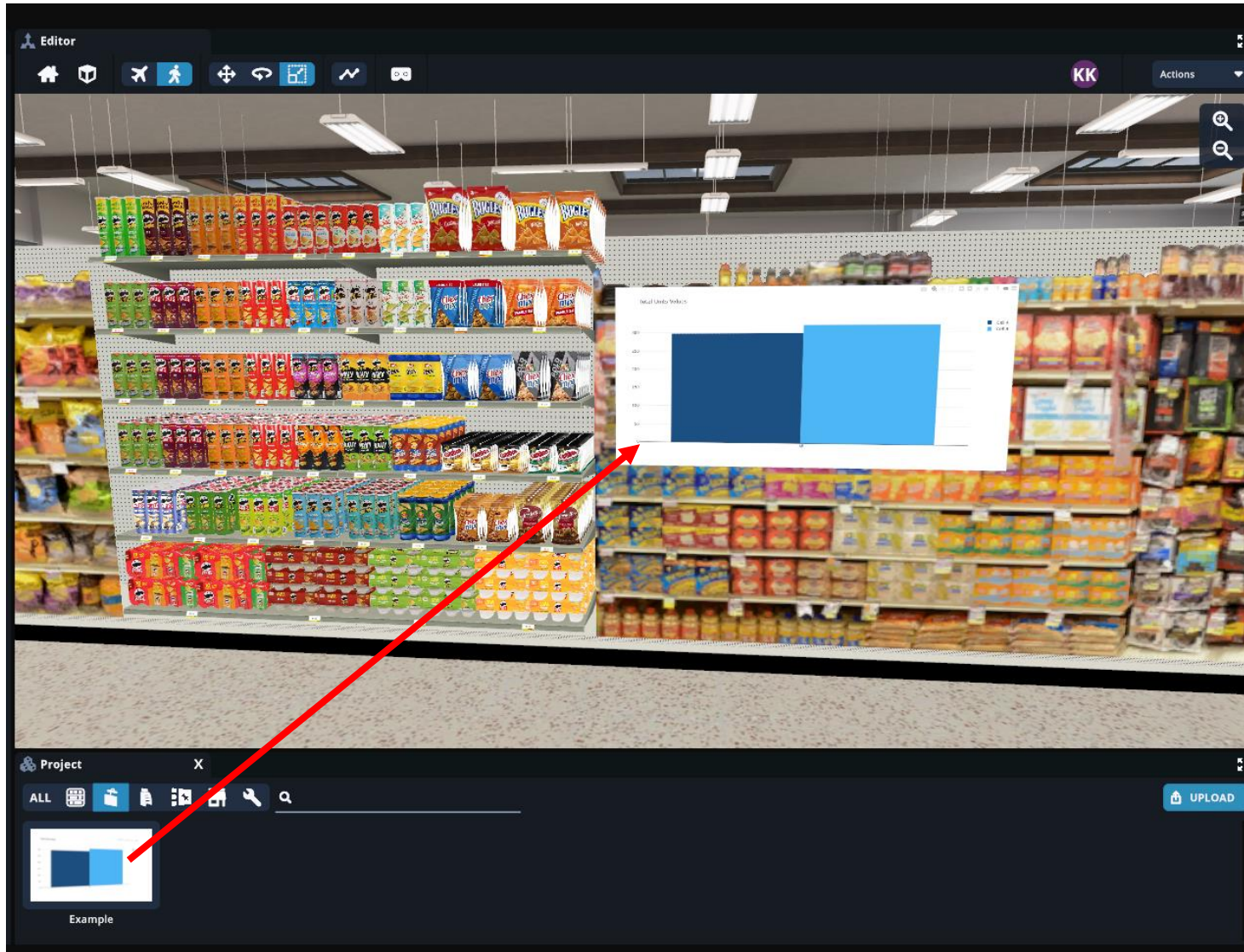
Once in ShopperMX, we can actually add pictures to the store directly as a Signage. Go to the Project Window then click Upload



Select your photo (.png or .jpg) and within seconds that picture will be available in the virtual store



Drag and Drop your photos in to the store to enhance your sales story



You've successfully enhanced your presentation!

Let's review what we've done –

1. Screenshots (In POG Builder and Virtual Store)
2. Highlighting (In POG Builder and Virtual Store)
3. VAA (In POG Builder and Virtual Store)
4. Creating Videos
5. Analyzing the Dashboard
6. Adding Signage in store

If you have any additional questions, don't hesitate to reach out to:

Kristen.koennecke@incontextolutions.com



Resources



Missing Image Help

More help when you have missing images: **Kellogg_Filling Image Gaps on Planograms**

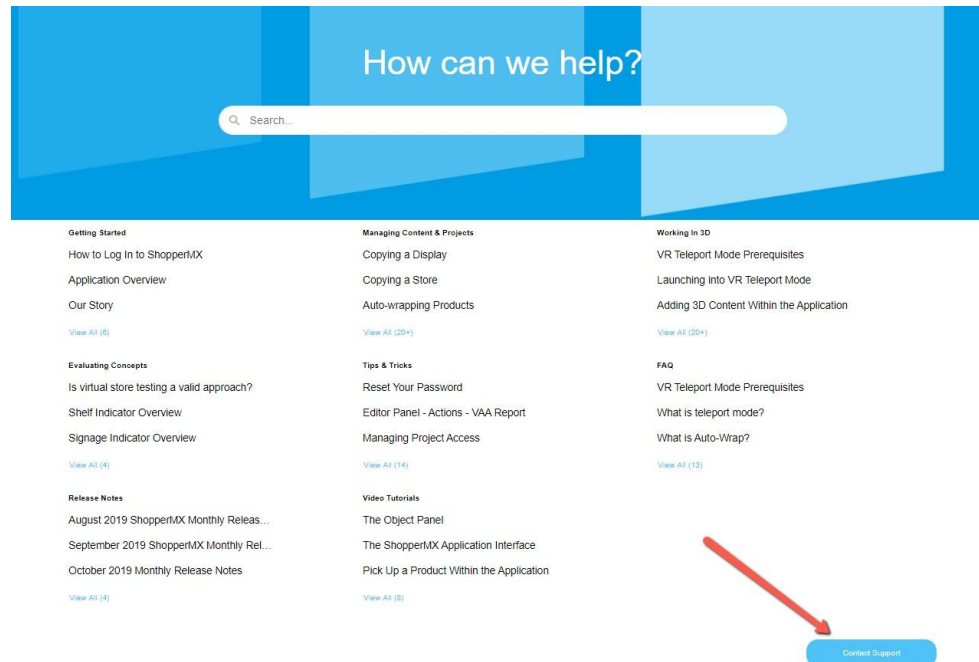
An in-depth review of how to add images to products



General Questions

ShopperMX Help Site: <https://shoppermx.force.com/smxsupport/s/>

Ask a question, or contact ShopperMX support at the bottom right.





GET IN TOUCH

Questions?

Kristen Koennecke

E: Kristen.koennecke@incontextsolutions.com

