



**Store Visualizer**

# **CONSUMER INSIGHTS**

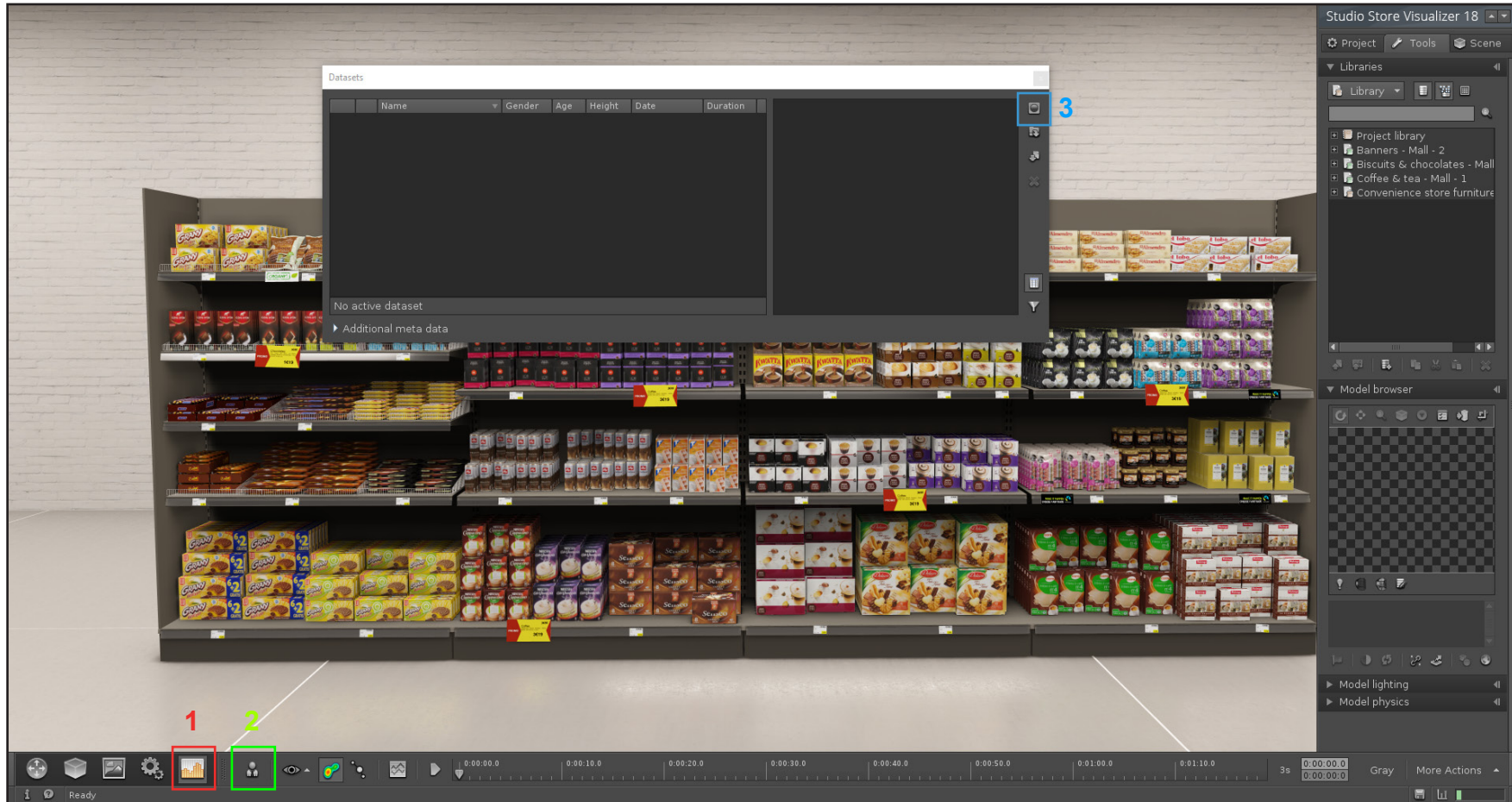
**Step by step guide**



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# 1. Data acquisition



1. In the Toolbar panel, select the **Consumer insights** icon. The Consumer insights panel appears.
2. Select the **Dataset management** icon. The **Datasets** window will allow you to start the data acquisition phases and manage the participants.
3. Click on **Start a new dataset acquisition** icon. The **Data acquisition** window will appear.

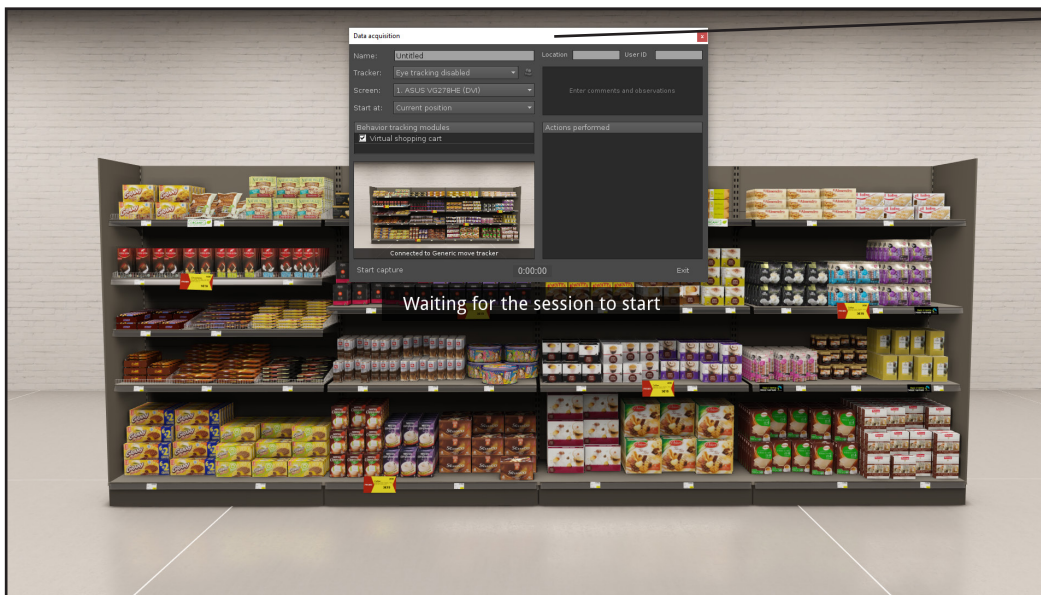


To start a data acquisition, you must have a **Cloud Transaction Account**. Each time you start an acquisition, your Cloud account will be debited by one unit. Contact your Esko reseller and your Cloud administrator for more information.

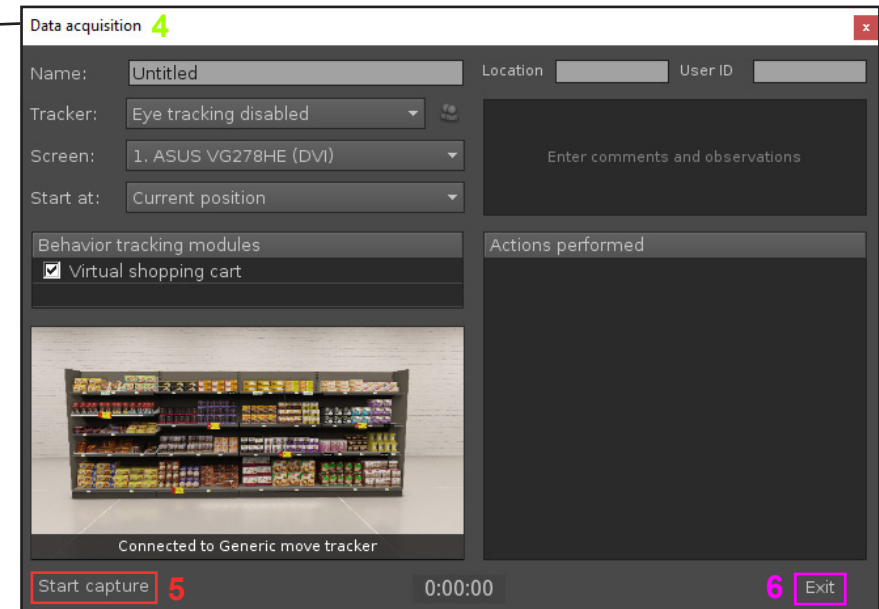


Before starting an acquisition session, be sure that your project is finished and that you will not make even minor changes to product placement. Any acquisitions you make will always be associated to a project. If you change the project after an acquisition, the acquisition data you have made will no longer be reliable!

Store Visualizer automatically switches to fullscreen mode during an acquisition session (Fig. 1-01). The notification «*Waiting for the session to start*» appears on the participants screen. You can select the participants screen by using the Screens dropdown. For typical acquisition scenarios it is advisable to have separate screens for the participant and the operator.



▲ Fig 1-01



▲ Fig 1-02

The **Data acquisition** window (Fig. 1-02) will allow you to set up your acquisition session. You will be able to select the tracker, the modules you want to use during the acquisition, enter information about the participant, etc.

4. Setup your acquisition session settings.
5. Click on **Start capture** icon to start the acquisition session.
6. Click **Exit** to exit the Data acquisition window if no acquisition was started or click **Finish** (Fig. 1-04) to finalize your acquisition session.

*Multiple eye tracking devices are supported by Store Visualizer. It is also possible to make acquisitions without an eye tracking device connected. The **Virtual shopping cart** module will record all participant actions related to his shopping experience.*

During the acquisition phase, the operator can follow the session in real time through the **Data acquisition** window (Fig. 1-04). The actions performed during the session will also be listed. There are several ways to select a product during the acquisition depending on the hardware used for the data acquisition (keyboard + mouse, touchscreen, VR goggles + controllers, VR goggles + integrated eye trackers, etc).

When the participant selects a product (Fig. 1-03), it leaves its original position to face him. He will then be able to inspect all details of the product. A price board with product information appears on the left side of the screen. The layout of the price board can be customized by the operator (see chapter 7). The participant can then choose to buy (**Add to cart**) or to return (**Back**) the product to its original position on shelf. In VR, the product information appears on a small floating tablet next to the product (see chapter 8).



◀ Fig 1-03

▼ Fig 1-04

**Data acquisition**

Name:  Location:  User ID:

Tracker: Eye tracking disabled

Screen: 1. ASUS VG278HE (DVI)

Start at: Current position

Behavior tracking modules

Virtual shopping cart

Enter comments and observations

Actions performed

- 0:00:03 🔄 Grany3
- 0:00:12 🔄 Grany3
- 0:00:17 🔄 MAX\_Coconut.zae
- 0:00:21 🔄 MAX\_Coconut.zae
- 0:00:29 🔄 GET\_SET\_SWEETS.zae

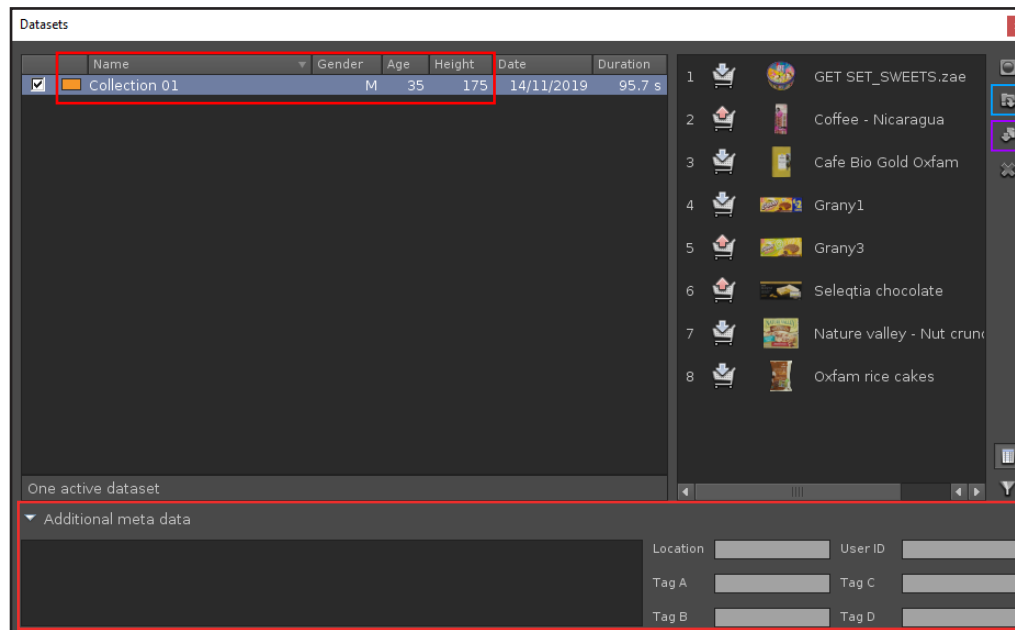
Connected to Generic move tracker

Running... 0:01:00 Finish

Physics are disabled during the data acquisition phase.

## 2. Manage your datasets

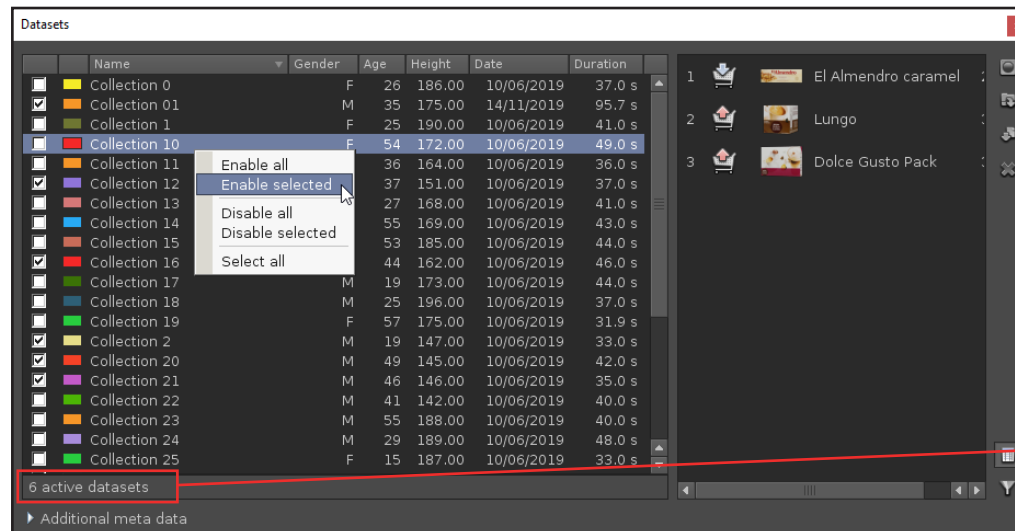
After you finish the acquisition, it appears in the **Datasets** window (Fig. 2-01). The operator can fill in various **meta data** about the participant such as the name, gender, age, height, etc. This information will be used later when analyzing the data.



▲ Fig 2-01

All acquisitions listed in the datasets window are saved with your project.

You can **export** the acquisitions in **xml** or in **csv** formats and you can also **import** acquisitions made in the same project on other computers, locations or with the Store Visualizer CI Satellite.



Participants you want to study need to be activated. You can either activate them manually using the check boxes in next to each dataset, or use the right click contextual menu to activate or deactivate multiple datasets at once. You can use filters to only activate participants matching a specific focus group (chapter 5).

Selecting a dataset will display the participants shopping list on the right side of the window.

The number of currently active participants (active datasets) appears at the bottom of the list.

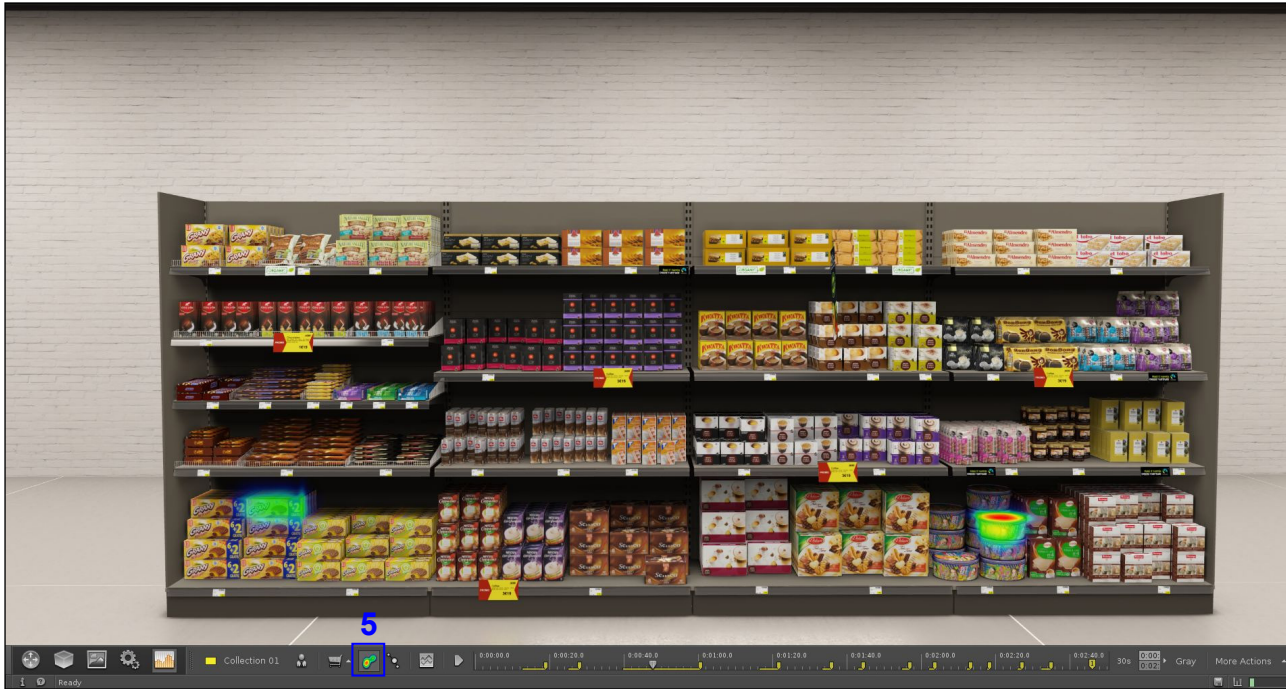
### 3. Visualization mode

Depending on the acquisition method used (with or without eye-tracking system, tracking module, etc) or the information you want to obtain, you can choose between two viewing modes (Fig. 3-01): **View gazes** and **View actions**. The View Gazes mode will show you all the information acquired with the use of an eye-tracking system. The View Actions mode will show you all the information acquired with the Shopping cart module.



1. Toggle between **View gazes** and **View actions** modes by clicking the **Change visualization mode** icon (Fig. 3-01).
2. A **timeline** shows the actions performed by the active participants during the acquisition in chronological order.
3. Click on the **Play icon** to view the participants' interactions and gazes through time. You can also drag the cursor through the timeline by using your mouse to go to a specific point in time. The mouse wheel will change the scale of the time line.

 The view gazes visualization mode will only be available on datasets that were acquired with an eye tracking device.



Participants gazes and shopping actions can be visualized in 3D using either Heatmaps or Fixations.

5. Click the **Show Heatmaps** icon to enable heatmap visualization.

*Heatmaps are static or dynamic aggregations of gaze points and fixations revealing the distribution of visual attention. Red areas suggesting a high number of gaze points (and therefore an increased level of interest), and yellow and green areas showing fewer gaze points (and therefore a less engaged visual system. Areas without coloring were likely not attended to at all.*

Using heatmap mode is useful if many datasets are active, showing average accumulated data for all participants in an efficient way.



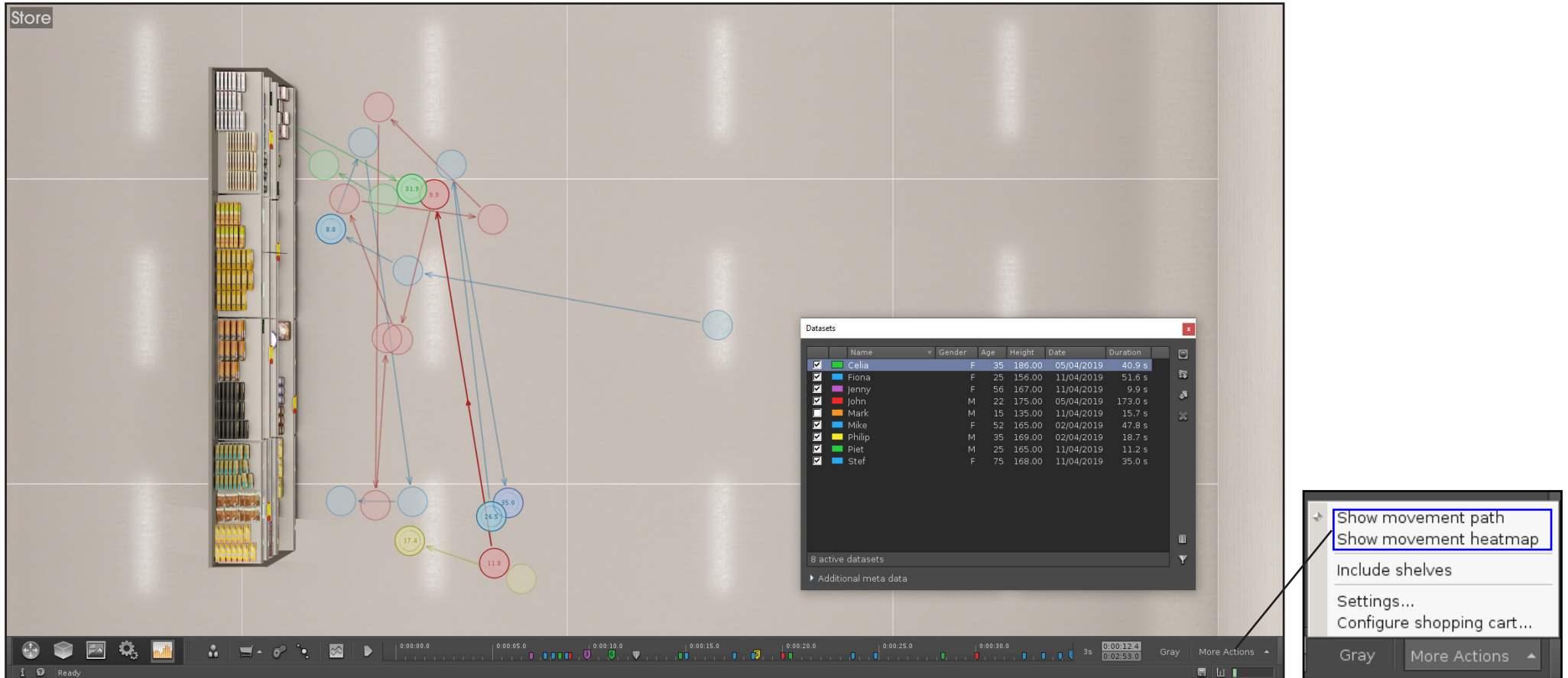
6. Click the **Show fixations** icon to show fixations and scan paths for all active participants.

*Based on fixation position and timing information you can generate a fixation sequence. This is dependent on where participants look or perform an action and how much time they spend, and provides insight into the order of attention/action, telling you where participants looked or performed an action first, second, third etc.*

Fixation mode is useful for analyzing the gazes and actions of a single or a small number of participants in depth.

7. Use the **Accumulation time** icon to choose the period of time over which you want to view Heatmaps or Fixations. For example, if you choose 30 seconds, all events that took place 30 seconds prior to the current cursor position on the timeline will be displayed.

8. The **Show movement** function (in the More actions dropdown) allows you visualize and to follow the trajectory from one or more participants recorded during an acquisition session. You can visualize the trajectory either as a path or as a heatmap. When you select **Show movement path**, the circles symbolize a location where the participant stopped (Fig. 3-02). The numbers at the center of each circle represent the time they spent at this location. The path taken by the participant between two stops is symbolized by a line or curve and an arrow.



▲ Fig 3-02

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### 3.1 Local product visualization modes

The visualization modes shown in the chapters above act globally, they will give you a global view of the consumer behavior over all products as they appear on shelf. Local visualization modes allow you to focus on the behavior data for a specific product, either averaged over multiple participants or closely following a single participants interaction with the product.



Local mode is automatically enabled when you perform a product view on an object. Both heatmaps and fixations / scan paths can be displayed for the selected product.

Select the product you would like to view local data for and enable product view mode. Interactions with the product by active participants will be shown directly on the 3D object as heatmaps or fixations. Use your mouse to turn or zoom onto the product. You may use the consumer insights timeline the same way as in global mode (see chapter 3) to scroll through all interactions performed by the participants and view their effects on the product.

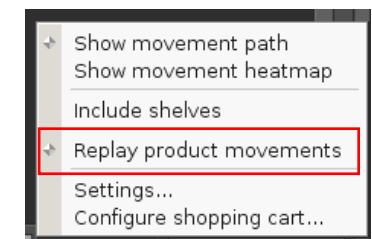


If you would like to analyze a specific purchase event for a single participant, open the datasets window and select a dataset you are interested in. The participants shopping cart is displayed on the right. Double click on the entry to view the associated product in local visualization mode. The timeline cursor will be positioned at the beginning on the selected purchase event automatically.



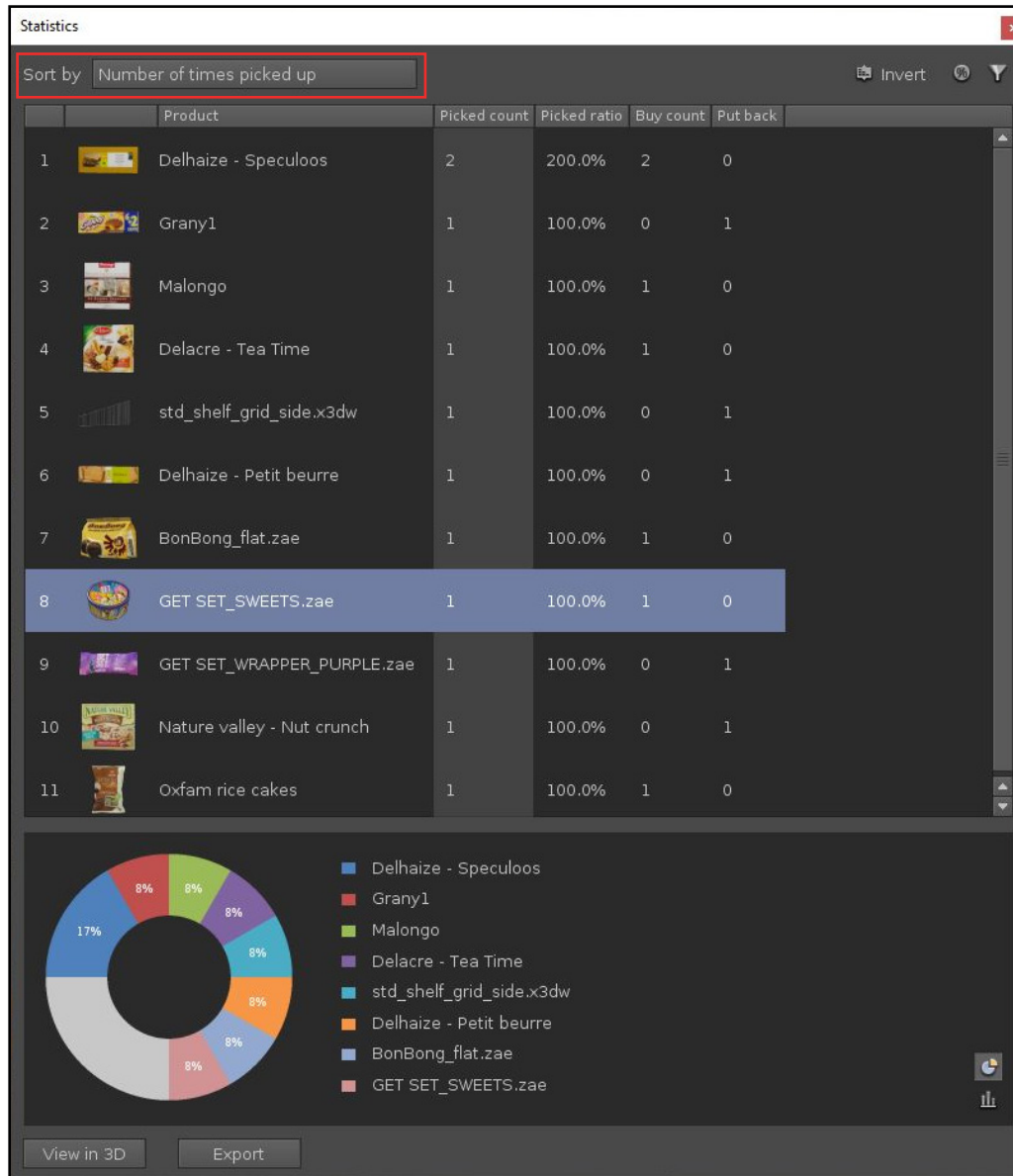
For fully averaged local gaze data over all active participants, enable heatmaps and select an accumulation time of All (see chapter 3).

The **replay product movement** feature (available in the More Actions dropdown) will replay the precise movements the participant performed on the product while viewing it during the acquisition phase. This allows you to see the product the same way the participant did when moving on the timeline, all while viewing his behavioral data. This feature is only available if a single participant is currently active.



## 4. Statistics

The **Statistics** window (Fig. 4-01) will allow you to study the conscious and subconscious behavior patterns performed by the participants during their acquisition session. Depending on the hardware used (eye-trackers, VR, etc.) and the selected modules (Virtual shopping cart) during the acquisition, you will be able to analyze, interpret and present the different types of data and correlations within your data collections.

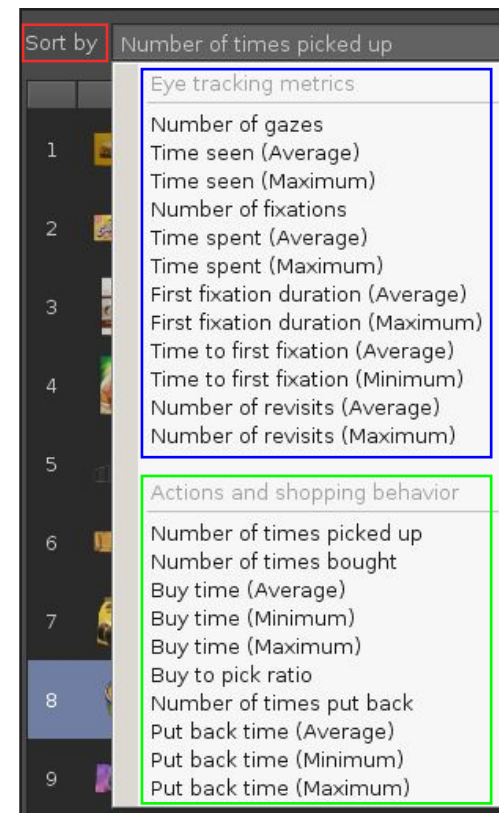


▲ Fig 4-01



In the Consumer Insights panel, click on the **Statistics** icon to open the Statistics window (Fig. 4-01).

The data from all active participants is processed according to an analytical metric. Two categories of metrics are available: **Eye tracking metrics** and **Actions and shopping behaviour**. On Store Visualizer Prime, additional category metrics are available. Select from the dropdown menu «**Sort by**» the metric you would like to use (Fig. 4-02).



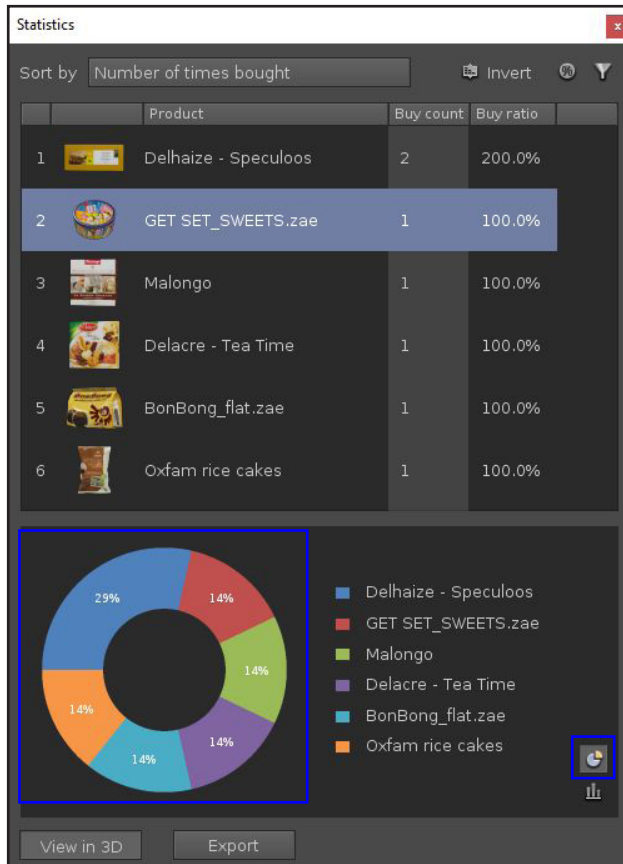
▲ Fig 4-02

*If you didn't use an eyetracking system during your acquisition session, you will have no statistics corresponding to eye tracking metrics. Similarly if you didn't use the Virtual shopping cart module during the acquisition, you will have no statistics corresponding to Actions and shopping behavior.*

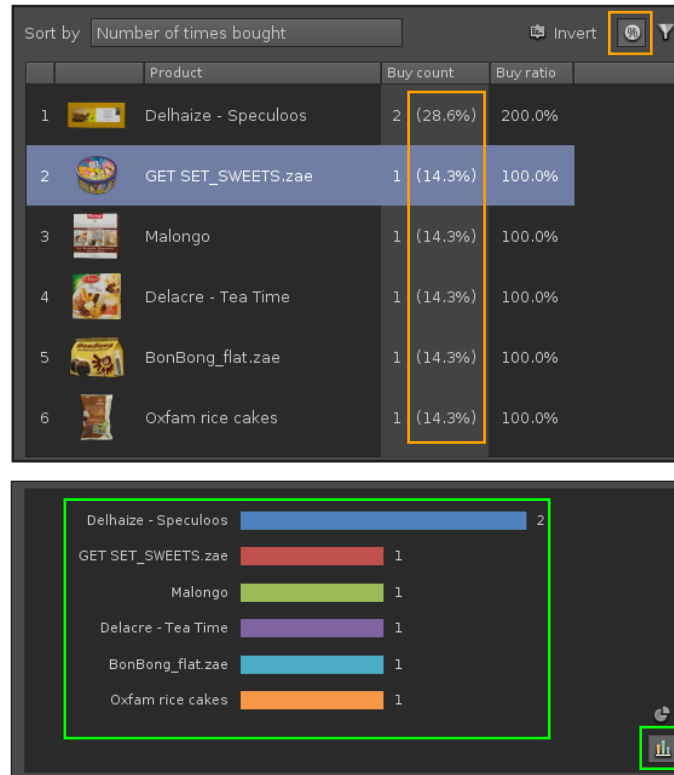
*On Store Visualizer Prime, additional category management metrics will be available in this dropdown. These allow you to correlate consumer insights metrics with store layout and category management related data.*

Statistics can be viewed directly as a **pie chart** (Fig. 4-03) or a **bar chart**. They can also be exported as a CSV spreadsheet file for further analysis and processing by third party tools.

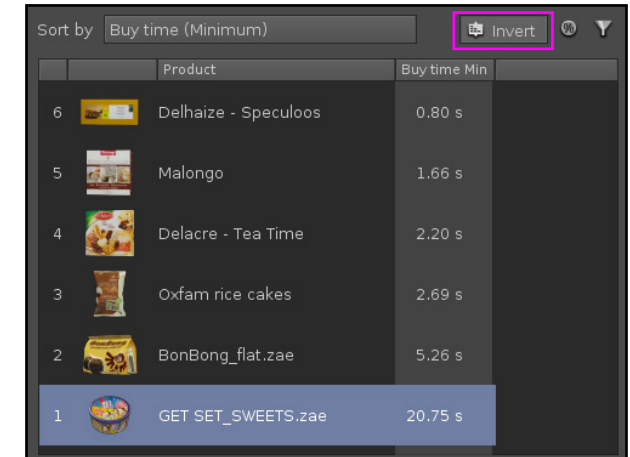
Product statistics are sorted by their relative percentage to each other. This percentage can optionally be shown in the table by clicking on the **relative percentage icon** (Fig. 4-04). Some metrics make more sense when the order is reversed, such as information about the **Buy time (Minimum)** for example, where less is better. Click on the **Invert** icon to reverse the order of the statistics (Fig. 4-05).



▲ Fig 4-03

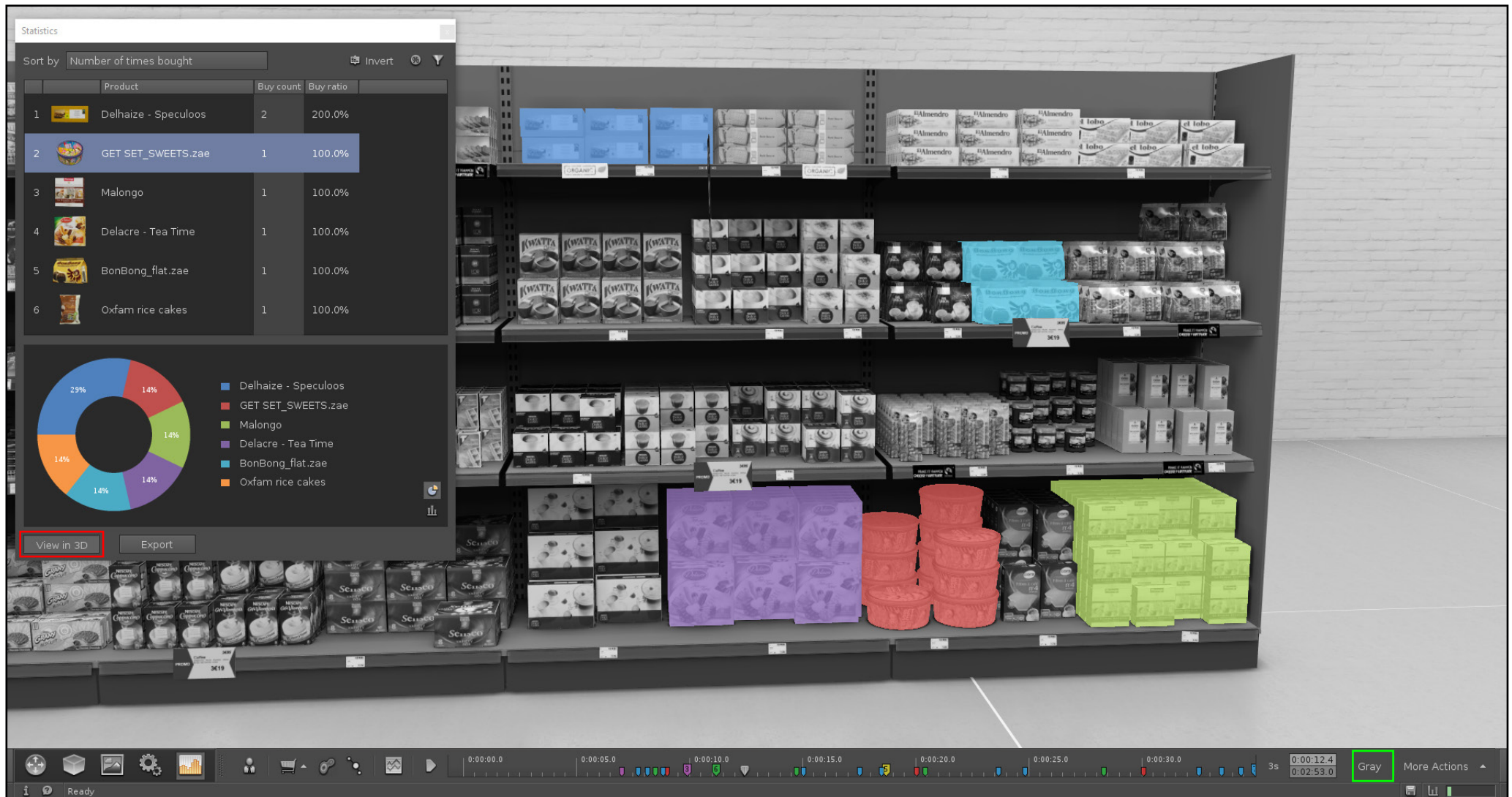


▲ Fig 4-04



▲ Fig 4-05

You can also visualize your statistics in the 3D scene directly as colored overlays over the products.. Click on the **View in 3D** icon to highlight the top five entries according to the currently active metric and sort order (Fig. 4-06). To better visualize the colors arranged on the products, you can display the 3D rendering in grayscale (click on the **Gray** icon).



▲ Fig 4-06

## 4.1 Eye tracking metrics

- Number of gazes
- Number of fixations

These metrics indicate how many of the active participants actually saw (**number of gazes**) or fixated a product by looking directly at it (**number of fixations**). Both absolute counts and percentage ratios relative to the number of active participants are provided. These metrics show an efficient overview over which products draw the most and which draw the least amount of attention across all participants.

- Time seen
- Time spent

**Time seen** quantifies the amount of time participants have visually processed the product, their eyes having 'scanned' it. **Time spent** quantifies the amount of time participants have spent actively fixating and looking at the product. The former metric captures a mostly subconscious process where the brain scans large amounts of visual data, filtering out information that is deemed irrelevant. When the participant is drawn towards a visual stimulus, the eye will fixate onto it. This gaze fixation may indicate increased attention and interest in the area or product and is captured by the **Time spent** metric.

If your product shows a low **Time seen** across multiple participants, then this may indicate poor physical exposure. It may be physically hidden (for example behind other products, advertisements or similar) or it may be located in an area where participants are less inclined to look for it (too high / too low on a shelf, too close to a very eye-catching stimulus, in a less visited section of the store, etc ). Movement traffic analysis available in Store Visualizer Prime can help identifying and improving low traffic and low exposure areas of a store.

If your product has high **Time seen**, but low **Time spent** across multiple participants, then this may indicate that your product, while very visible, does not draw high enough interest compared to competing visual stimuli around it. The participants have seen it, but their attention was not actively drawn to it.

- Time to first fixation
- First fixation duration

**Time to first fixation** (TTF) indicates the amount of time it takes for a participant (or multiple participants on average) to find and look at a product for the first time after session start. **First fixation duration** represents the amount of time this first encounter lasts. The combination of these two metrics provides information about how the participant prioritizes products on his way through the store, how easy it is to find products and how well they attract attention. If a participant has a short TTF and a long first fixation duration, then the product or advertisement is likely to be very eye catching and easy to find.

- Number of revisits

The **number of revisits** indicates how many times a participant returned their gaze onto a product that was already seen previously. You can use this metric to identify products that repeatedly attract attention.

## 4.2 Shopping behavior metrics

- Number of times picked up
- Number of times bought
- Number of times put back

These metrics will give you information about how participants interact with a product. **Number of times picked up** shows how often participants grabbed the product from its shelf to interact with it. **Number of times bought** denotes how often these interactions resulted in an active purchase, **Number of times put back** how often the participants decided to not proceed with the purchase and put the product back. All three metrics are also provided as percentage relative to the number of active participants.

- Buy time
- Put back time

After starting an interaction with a product (by picking it up), these two metrics quantify the amount of time it took the participant to decide whether to proceed with the purchase (**buy time**) or not to proceed and put the product back (**put back time**). You can use the local heatmap or fixation feature (see chapter 3.1) to follow the detailed gazes and visual scan paths of the participant that ultimately lead to them either purchasing the product or not.

- Buy to pick ratio

This metric represents the percentage of pick up events that actually resulted in a purchase. If a product was picked up a lot (**number of times picked up** is high, thus the product managed to draw participants attention) but has a low **buy to pick ratio**, then something ultimately prevented participants from purchasing an already picked up product. Closer inspection of the local heatmap and scan path data on the product can help to reveal the reasons behind this behavior.

### 4.3 Category and movement traffic metrics

The following metrics are available in Store Visualizer Prime as part of the category management module.

- Time spent
- Time to first entry

**Time spent** indicates the amount of time spent by one more participants in each category zone. If multiple participants are active, then both maximum and average times are reported. **Time to first entry** (TTFE) represents the amount of time it took participants to find and enter each zone. If TTFE is very high across multiple participants, then this may indicate a problem with the store layout.

- Number of times entered

This metric represents the number of active participants who entered each category zone. Each participant is counted exactly once, multiple reentries by the same participant are discarded. **Number of times entered** allows the generation of affluence or activity maps and represents the global traffic each category zone is subject to.

- Number of visits

**Number of visits** counts the number of times participants revisit an already visited zone, by exiting and subsequently re-entering it. Both maximum and average counts are reported. A high number of revisits indicates that your zone is subject to high passage traffic. Traffic visualization combined with exposure maps can help you in identifying if the traffic is due to beneficial high attractivity of the zone (repeatedly drawing participants into it) or due to inefficient store layout.

- Number of purchases

**Number of purchases** counts the accumulated number of purchases performed by all active participants in each category zone.

## 5. Filters

To make your stats more relevant, you can use filters that allow you to target specific information within the statistics. Click on the **Filter** icon in the Statistics window. Select the **Type of filter** you want to apply. Filters include generated consumer insights data as well as all the standard metadata associated with the products. For example, you will be able to filter your metrics according to brand name, a price range, profit margins and more.

The screenshot shows the 'Statistics' window with a table of products and a filter dropdown menu. The table is sorted by 'Number of times picked up' and filtered to show products with counts between 1 and 100. The filter dropdown menu is open, showing a list of filterable attributes including 'Manufacturer', 'Brand', 'Category', 'Subcategory', 'Size', 'Weight', 'Color', 'Price', 'Cost', 'Keywords', 'URL', 'UPC/EAN', 'SKU code', 'Description A', and 'Description B'.

	Product	Picked count	Picked ratio	Buy count	Put back	Picked count
1	Douwe Egberts - Lungo profondo	14	23.0%	10	4	14
2	Delacre - Tea Time	12	19.7%	4	8	12
3	Nature valley - Nut crunch	12	19.7%	4	8	12
4	Dolce Gusto Pack	12	19.7%	6	6	12
5	Lungo	10	16.4%	6	4	10
6	Espresso Intenso	8	13.1%	4	4	8
7	Senseo variety box	6	9.8%	4	2	6
8	Kwatta	6	9.8%	4	2	6

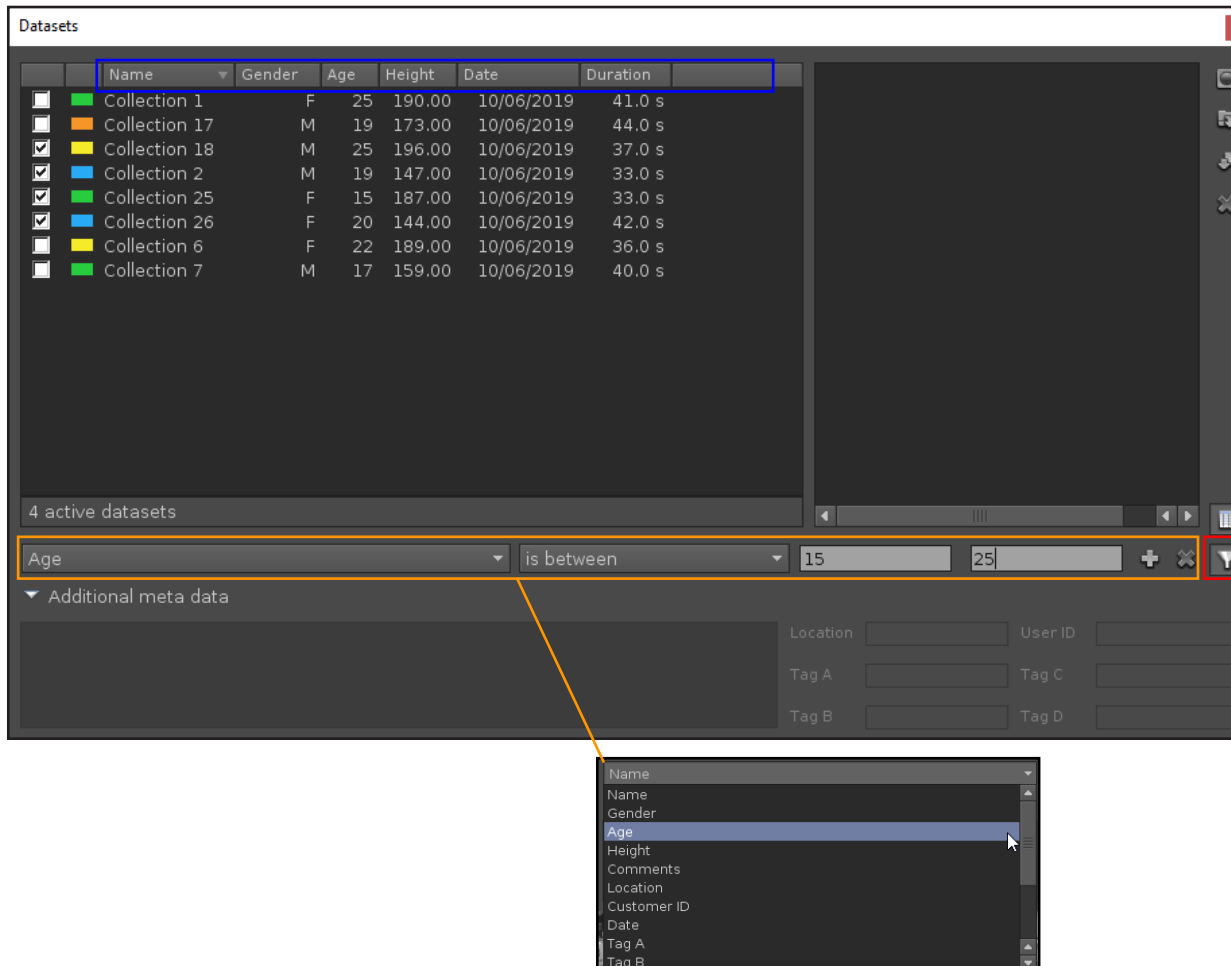
Filter dropdown menu options:

- Number of times bought
- Manufacturer
- Brand
- Category
- Subcategory
- Size
- Weight
- Color
- Price
- Cost
- Keywords
- URL
- UPC/EAN
- SKU code
- Description A
- Description B

▲ Fig 5-01

The Datasets window also allows you to sort based on participant data, targeting specific focus groups. Click on the **Filter** icon in the Datasets window. Select the **Type of filter** you want to apply (Fig. 5-02). Filters include all meta data associated with the participants. For example, you will be able to filter your participants by age range, gender, dates of acquisition, location or any kind of custom attributes you assigned to the participants.

You can also sort the data by clicking on the **list header** directly next to the column name.



▲ Fig 5-02

 The filters in the Datasets window and in the Statistics window are cumulative.

## 6. Data export

All statistics can be exported for analysis in third party software such as spreadsheet or graphing software. Click on the **Export** icon in the Statistics window. The Data exported in CSV format is entirely customizable (Fig. 6-01). For each CSV column, select the type of data you would like to export. This includes product meta data, metrics from eye tracking and shopping behaviour data. On Store Visualizer Prime, statistics generated from category management data can also be exported here.

The Statistics window displays a table with the following data:

	Product	Buy count	Buy ratio
1	Delhaize - Speculoos	2	200.0%
2	GET SET_SWEETS.zae	1	100.0%
3	Malongo	1	100.0%
4	Delacre - Tea Time	1	100.0%
5	BonBong_flat.zae	1	100.0%
6	Oxfam rice cakes	1	100.0%

The donut chart shows the following distribution:

Product	Percentage
Delhaize - Speculoos	29%
GET SET_SWEETS.zae	14%
Malongo	14%
Delacre - Tea Time	14%
BonBong_flat.zae	14%
Oxfam rice cakes	14%

The CSV statistics export dialog shows the following fields for selection:

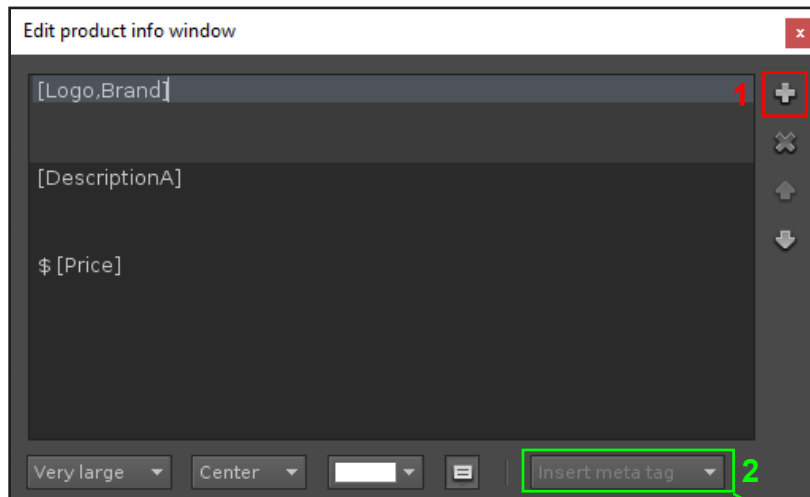
Field name
A UPC/EAN
B Brand
C Category
D Price
E Description A
F Picked up ratio
G Number of times bought
H Number of times put back
I Put back ratio

The dialog also includes options for Encoding (Unicode (UTF8)), Separator (.), and a checkbox for Include products without data.

▲ Fig 6-01

## 7. Customizing the product price board

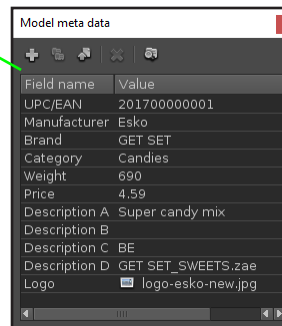
In the Consumer Insights panel, click on **More actions** > **Configure shopping cart...** The **Edit product info window** will appear.



▲ Fig 7-01

1. Click the **Add new entry** icon to create and adjust the different sections that will make up your **Product Info** floating price board. In this example, the information window has 3 sections (Fig. 7-01). You can enter any text you would like to appear as part of the section.

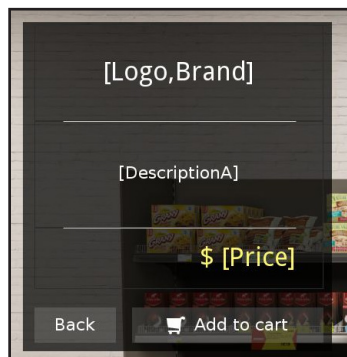
2. Use the **meta tag** dropdown to insert product specific data into the section text. You can insert multiple meta data tags into a single section. When multiple consecutive tags are separated by commas, the first available tag for a product will be used. The appearance of the text can be customized for each section individually (font size, color, alignment). Click on the separator icon to insert a visible separation line below the section in the price board.



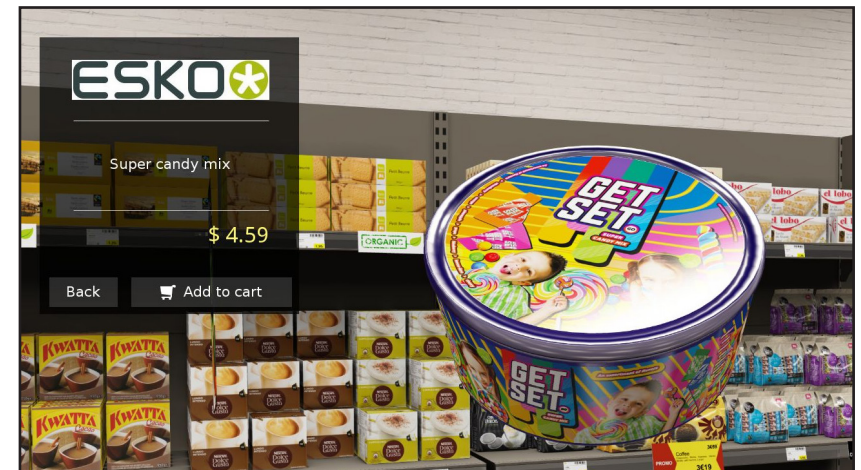
▲ Fig 7-02



If you have a logo or an image added in the model meta data panel, it will be displayed on the price board if you insert the respective Logo or Image meta tags into a section. (Fig. 7-02).



3. Hover your mouse over a section separation line, press the left mouse button and drag the mouse up or down to change the size of a section.



The price board floating window appears when a participant selects a product during an acquisition session or picks up a product in VR.

## 8. Data acquisition in VR

Using virtual reality headsets during data acquisition is a very effective way to obtain high quality behavioral data. Participants are immersed into a highly realistic environment allowing for very natural interactions. Participants naturally walk and pick up products in an intuitive way, removing the impacts of an unfamiliar interface on the acquired data. Participants will react more lifelike and the quality of the acquired data reflects this.



A VR acquisition session is initiated the same way as a normal acquisition. VR mode is automatically enabled when the participant wears the headset. If your headset includes a supported eye tracker, please make sure the tracking device is enabled in the acquisition window (chapter 1).

Participants may simply look around and walk naturally to move. If the physically available walking area is too small to contain the parts of the virtual environment under study, the participants may move around by using the trackpad or thumbsticks on their VR controllers.

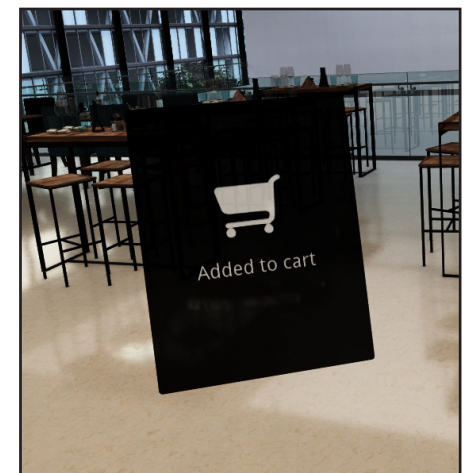
In order to pick up a product from a shelf, participants will move a controller next to the product of interest and briefly pull the trigger. The product will then be grabbed and naturally follows the movements of the respective hand. Products can be grabbed with both hands simultaneously.

When a product is picked up, a floating product information price board appears next to the grabbed product. The layout of this price board follows the non-VR one described in previous chapters and can be customized in the same way.

When a participant decides to purchase a product they picked up, they will press the trigger and hold it for at least 2 seconds to confirm the purchase. A visual feedback is given on the price board. If the participant does not wish to purchase a picked up product, they may simply drop it onto a nearby shelf. To do that, hold the product over a shelf and briefly press the trigger to release it.

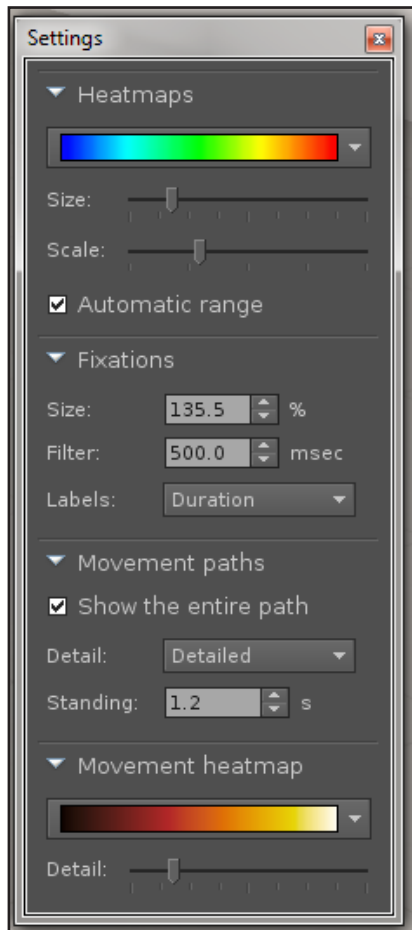


For best results, a VR headset with integrated eye tracking is highly recommended.



## 9. Settings

In the Consumer Insights panel, click on **More actions > Settings...** The data visualization **settings window** will appear.



### Heatmaps

- **Gradient:** select a color gradient used to represent gaze heatmaps.
- **Size:** the detail level of the heatmaps. Smaller values allow for higher detail maps (up to the accuracy limit of the eye tracking device used to capture the data), larger values allow for a simplified and more global heatmap.
- **Scale:** the intensity of the heatmap color gradient.
- **Automatic range** will select a suitable intensity range automatically when the camera moves or the amount of active participants change. Unchecking this will allow you to set the range manually.

### Fixations

- **Size:** the size of the circles used to represent fixations.
- **Filter:** removes all fixations with a duration below this threshold (in milliseconds).
- **Labels:** Fixations circle labels can show duration, sequence numbers or nothing at all.

### Movement paths

- **Show entire path** will render the full movement trajectories of all active participants. When unchecked, only the currently relevant path segments are shown with respect to the current cursor position on the time line.
- **Detail:** the level of detail used in the representation of the movement paths.
- **Standing:** the amount of time a participant has to stay in a certain area for him to be considered standing (in seconds).

### Movement heatmaps

- **Gradient:** select a color gradient used to represent movement and traffic heatmaps.
- **Detail:** the detail level of the movement heatmaps. Smaller values allow for higher detail maps, larger values allow for a simplified and more global traffic rendering.

## 10. Areas of interest (AOIs)

Areas of interest (AOI) are user defined regions within a product or model, where metrics are calculated and extracted specifically for those regions.

### 10.1 Creating and managing AOIs



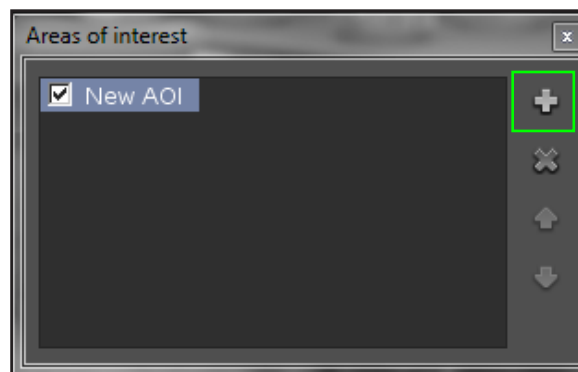
Press the **AOI icon** to open the Area of Interest management dialog.

To create a new AOI region, press the **Add AOI** button to initiate creation mode.

Select the upper left point of the new AOI on the product in the model browser and confirm by a short click on the left mouse button. Next, select the lower right point and confirm by clicking the left mouse button again. A new AOI will be added to the product and follow the shape of its surface.

You can also use the AOI management dialog to rename and delete AOIs. The checkbox in front of an AOI entry can be used to temporarily disable an AOI without removing it.

A stimulus is only ever attributed to a single AOI. When multiple AOIs overlap partially, the AOI highest in the list will receive the stimulus. You can change the priority of overlapping AOIs with the arrow icons.



## 10.2 Visualizing AOI statistics

All eyetracking metrics available for individual products can also be applied to areas of interest. Metrics related to shopping behavior (shopping cart statistics, number of products bought, etc) are not available for AOIs, as they operate on a individual products.

When a product has areas of interest assigned to it that contain valid gaze stimulus information according to the currently selected metric, an **open icon** appears next to the product entry on the statistics dialog.

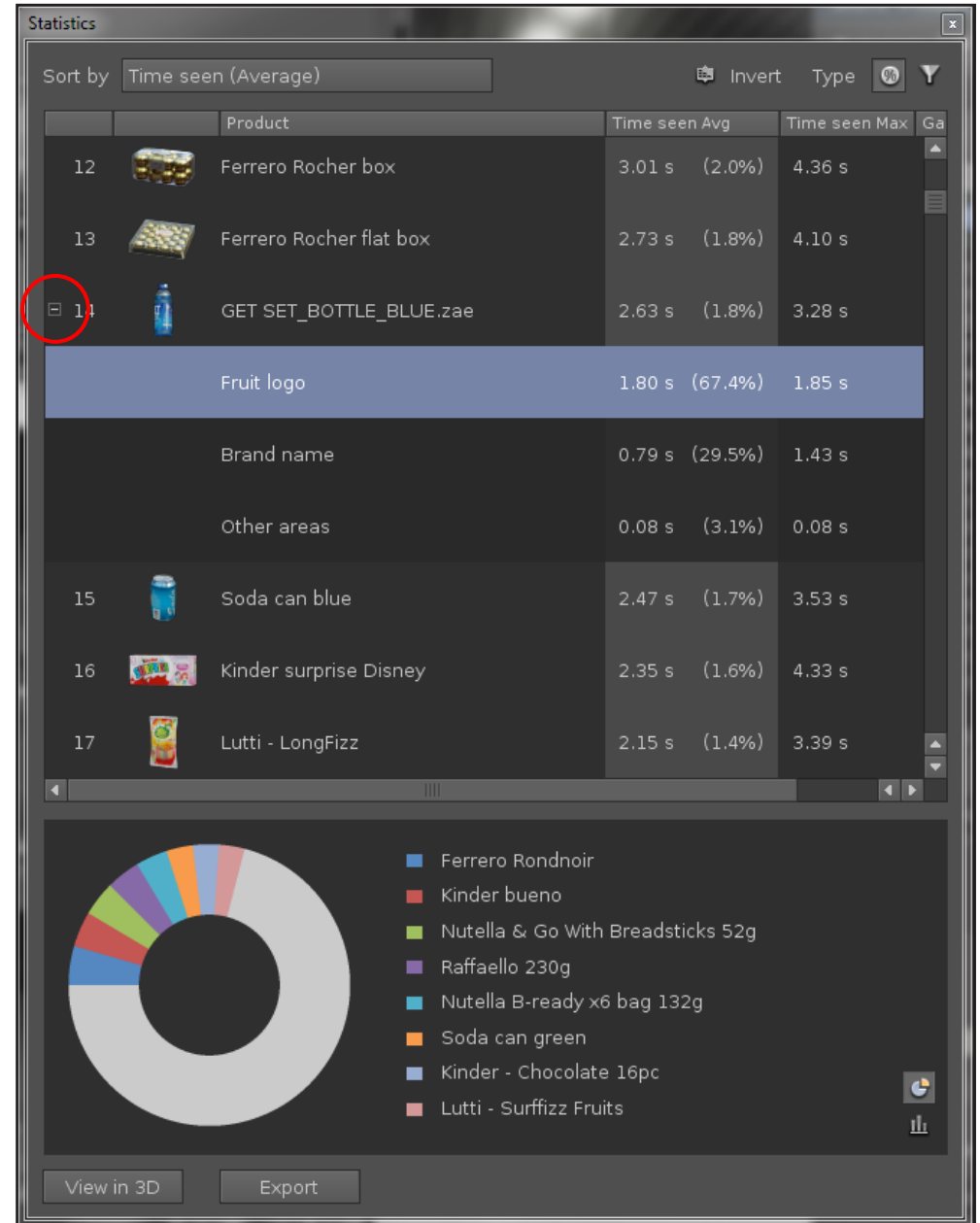
**Double click** the product entry to open the AOI detail.

The AOIs are displayed and sorted according to the same metric as their parent products, for example the Time Seen or Time Spent metric. An additional virtual AOI entry, Other areas, is automatically added. This entry represents all stimuli on the product that were not within any of the designated AOIs.

When percentage view is enabled, AOI percentages will be relative to their respective parent product.

## 10.3 Exporting AOI data

AOIs can optionally be exported as part of a CSV data set. On the export dialog, add the AOI Name tag into a column. As soon as this tag is present, AOI data will be exported right next to the statistical data of its parent product. In order to facilitate further processing, all AOIs share their products GTIN and can be differentiated by their name.



## **11. Typical consumer insight setups**

### **VR setups**

The participant is wearing a VR headset (*Vive Focus Vision*).

- Navigation works implicitly by walking around and using the VR controllers
- Optional VR eye tracking is supported on the *Vive Focus Vision*

### **Desktop setups**

The participant is sitting in front of a standard desktop screen.

- Navigation devices: touchscreen (most intuitive), 3D mouse, mouse and keyboard
- Optional bar type eyetracking device
- Second screen is recommended for the operator

### **Wall size screens**

The participant is standing in front of a wall sized screen or projection surface.

- Navigation devices: touchscreen, 3D mouse, tracked HTC controller
- Optional bar type eye tracking device
- Second screen is recommended for the operator



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Store Visualizer User Guide.

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