

FootfallCam Portal User Manual

How to login to FootfallCam Portal

Go to <http://controlpanel.retailcam.co.uk>

Fill in the details:

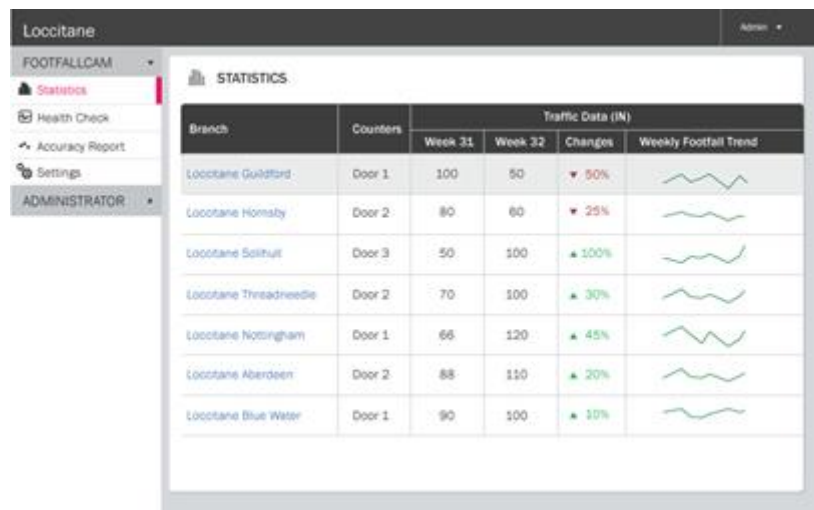
Username: staramusement

Password : password

Section 1: Statistics

Traffic patterns and the traffic counts' changes of each counter are listed in one screen, allowing you to easily track on the traffics trend for all stores.

1.0 How to view FootfallCam Report from the portal



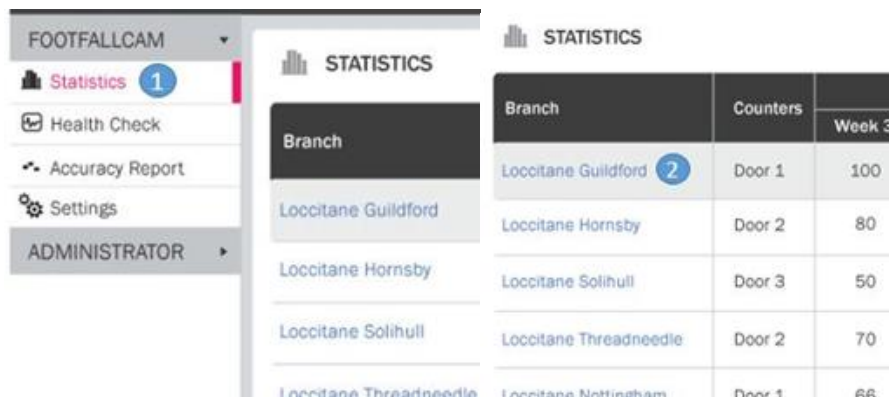
Branch	Counters	Traffic Data (IN)			Weekly Footfall Trend
		Week 31	Week 32	Changes	
Loccitane Guildford	Door 1	100	50	▼ 50%	
Loccitane Hornsby	Door 2	80	60	▼ 25%	
Loccitane Solihull	Door 3	50	100	▲ 100%	
Loccitane Threadneedle	Door 2	70	100	▲ 30%	
Loccitane Nottingham	Door 1	66	120	▲ 45%	
Loccitane Aberdeen	Door 2	88	110	▲ 20%	
Loccitane Blue Water	Door 1	90	100	▲ 10%	

Note:

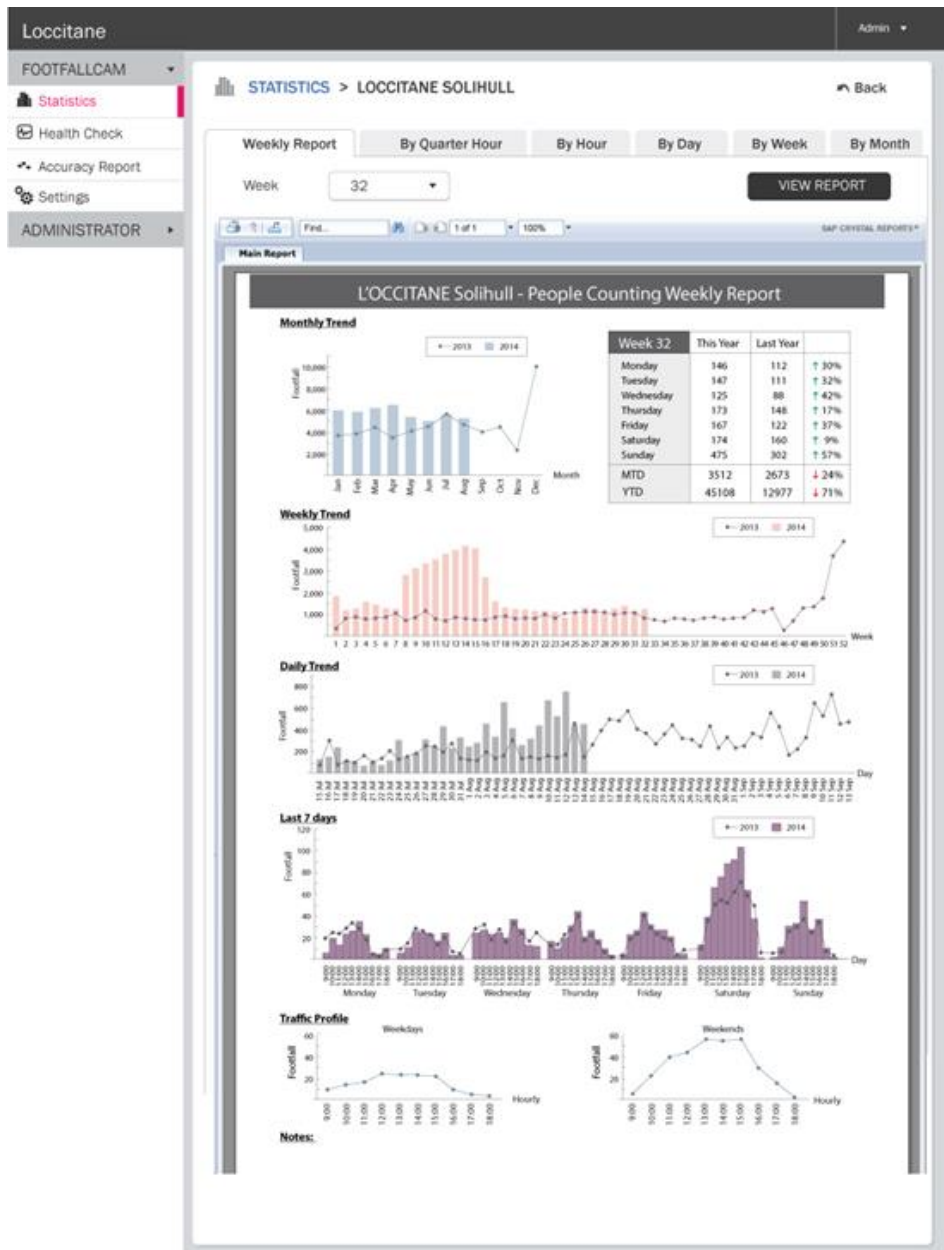
1. The **Changes** column refers to the changes of traffic counts by comparing the traffic counts of the current week with the previous week.

2. The **Sparkline graph** indicating the traffics pattern of the current week on a daily basis.

Once login to the portal > Click on the left (1) **'Statistics'** bar > Select the (2) branch you prefer > Report page.



Branch	Counters	Week 31
Loccitane Guildford	Door 1	100
Loccitane Hornsby	Door 2	80
Loccitane Solihull	Door 3	50
Loccitane Threadneedle	Door 2	70
Loccitane Nottingham	Door 1	66



There are 5 sections in this weekly report page:

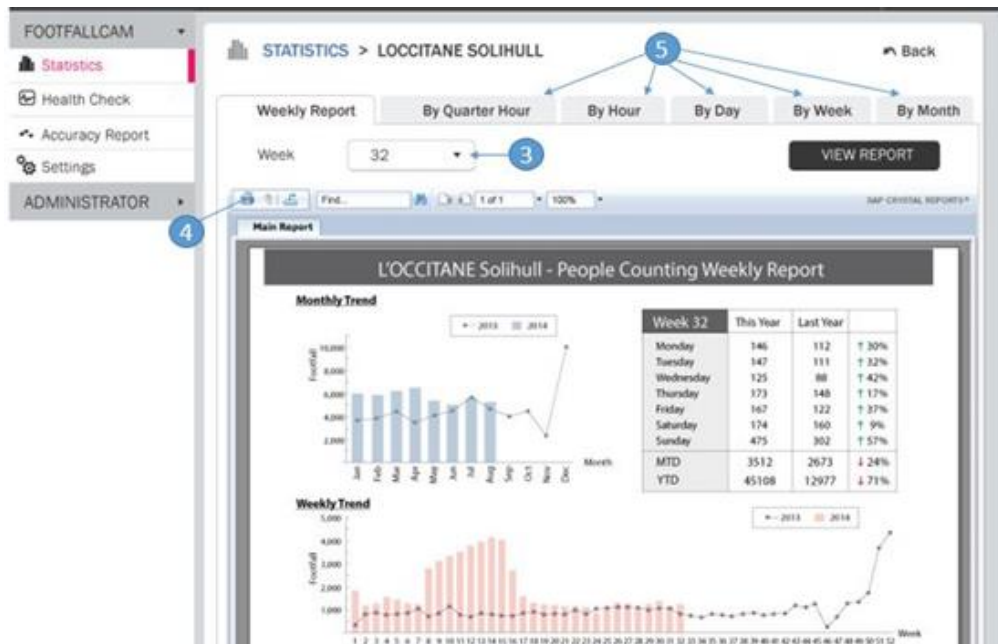
1. **Monthly Trend**: Specifies the monthly traffic data from Jan to current month for the current year and last year.
2. **Weekly Trend**: Specifies the weekly traffic data from Week 1 to current week for the current year and last year.
3. **Daily Trend**: Specifies the traffic data for the last 30 days in daily basis for the current year and last year.
4. **Last 7 days**: Specifies the hourly traffic data for the last 7 days.
5. **Traffic Profile**: Illustrates the traffic pattern in hourly basis on weekdays and weekend for the previous week.

1.1 View Reports

(3) In Weekly Report, choose the week you prefer > click **VIEW REPORT**

(4) Report can be **Save** and **Print**

Select the report that you prefer (5) (**Quarter Hour, Hour, Day, Week, & Month**)



To choose (6) **Date & Period** > Click on the and select the time you prefer > Click **VIEW REPORT**
The report (7) can be **EMAIL** and **EXPORT** as PDF or Excel file.



Section 2: Health Check

2.0 System Health Check

System Health Check (SHC) is a suite of tools that assesses the health status of your people counting system by checking if each store camera is working fine on a regular basis

Click on 'Health Check' at the side panel.

Branch Name	Counters	External IP	External Port	Health Check
Locoitane Guildford	Door 1	192.168.2.101	8001	✓
Locoitane Hornsby	Door 2	192.168.2.102	80	✓
Locoitane Solihull	Door 3	192.168.2.103	8080	✓
Locoitane Threadneedle	Door 2	192.168.2.104	8001	Failed
Locoitane Nottingham	Door 1	192.168.2.105	8080	✓
Locoitane Aberdeen	Door 2	192.168.2.106	80	✓
Locoitane Blue Water	Door 1	192.168.2.107	8001	✓
Locoitane Booragoon	Door 1	192.168.2.108	8080	✓
Locoitane Leamington Spa	Door 2	192.168.2.109	80	✓

Note:

- i. The camera is working fine if the status is shown in '✓'.
- ii. The camera is having error if the status is shown in 'Failed'.

2.1 History Log

'History Log' will lists down the daily health check result of the particular counter to see when the error does occurs.

Click on the **Camera** that you wish to view the history log.

Date	Time	Health Check Status
25/08/2014	13:00	Error: Connection Failed
24/08/2014	12:00	✓
23/08/2014	15:00	✓
22/08/2014	17:00	Error: Connection Failed
21/08/2014	14:00	✓
20/08/2014	18:00	✓
19/08/2014	20:00	Error: Connection Failed
18/08/2014	19:00	✓
17/08/2014	13:00	Error: Connection Failed
16/08/2014	15:00	✓

Section 3: Accuracy Report

3.0 Accuracy verification

Accuracy Verification basically is a process of ensuring the accuracy of each single people counter. Fine tuning camera parameter is vital for any single people counter as the accuracy may be affected by the different store environment. Accuracy verification act as a proof for the top management that the camera installed at the particular store has achieved the required counting accuracy to ensure the traffic data is accurate and reliable to be used for the future planning for the store.




It includes a list of counters with the counting accuracy, giving you a holistic view of the counters' accuracy. You can always fine tune the counter's settings and conduct accuracy verification whenever needed.

Click on **Accuracy Report** at the left panel

Branch	Counters	Accuracy		Verification
		IN	OUT	
Locoitane Guildford	Door 1	-	-	RECORD VIDEO VERIFY REPORTING
Locoitane Hornsby	Door 2	95%	98%	Locoitane_Hornsby_20072014.pdf (Re-verify)
Locoitane Solihull	Door 3	-	-	RECORD VIDEO VERIFY REPORTING
Locoitane Threadneedle	Door 2	96%	99%	Locoitane_Solihull_20052013.pdf (Re-verify)
Locoitane Nottingham	Door 1	98%	99%	RECORD VIDEO VERIFY REPORTING
Locoitane Aberdeen	Door 2	-	-	RECORD VIDEO VERIFY REPORTING
Locoitane Blue Water	Door 1	-	-	RECORD VIDEO VERIFY REPORTING
Locoitane Booragoon	Door 1	-	-	RECORD VIDEO VERIFY REPORTING
Locoitane Leamington Spa	Door 2	-	-	RECORD VIDEO VERIFY REPORTING

Recording video at
30/05/2014 18:00 - 18:30
30/05/2014 14:00 - 14:30
30/05/2014 11:00 - 11:30
29/05/2014 16:00 - 16:30
29/05/2014 14:00 - 14:30
29/05/2014 11:00 - 11:30
Videos will be uploaded by 31/05/2014 05:00

Note:



1. For counter that *has not been verified*, there will be    where you can click on [VERIFY](#) button to conduct accuracy verification.
2. For counter that *has been verified*, there will be a report [LINK](#) of under *Verification*. You can click on [Re-verify](#) button if verification needs to be conducted again for new counter settings.

There will be 3 major steps in doing the verification study:



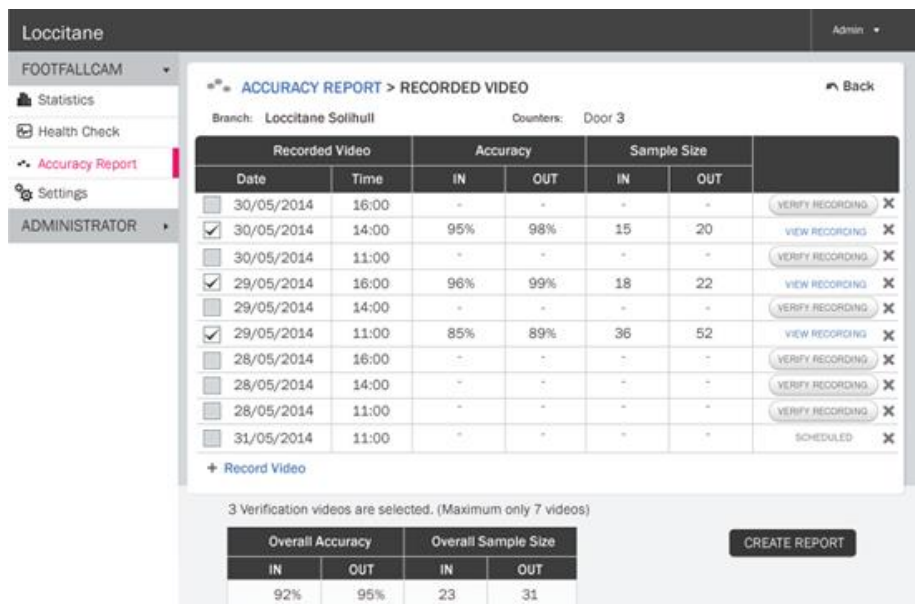
3.1 Record Videos

Turn on the **Recording** function: Click the **RECORD VIDEO** button to on the video record function for video verification

 Video recording is Off	 Video recording is On
<p><i>Note:</i> Once the Recording function is turned on, videos of the counter will be recorded automatically at 11am, 2pm and 4pm (30 minutes for each recording) every day. These videos will be uploaded to the control panel at 5am every day for you to review during the verification process to find out the counter's accuracy.</p>	

3.2 Verify Videos

Click on the **VERIFY** button to view the recorded videos of the particular counter.



Recorded Video		Accuracy		Sample Size		
Date	Time	IN	OUT	IN	OUT	
<input type="checkbox"/>	30/05/2014 16:00	-	-	-	-	VERIFY RECORDING X
<input checked="" type="checkbox"/>	30/05/2014 14:00	95%	98%	15	20	VIEW RECORDING X
<input type="checkbox"/>	30/05/2014 11:00	-	-	-	-	VERIFY RECORDING X
<input checked="" type="checkbox"/>	29/05/2014 16:00	96%	99%	18	22	VIEW RECORDING X
<input type="checkbox"/>	29/05/2014 14:00	-	-	-	-	VERIFY RECORDING X
<input checked="" type="checkbox"/>	29/05/2014 11:00	85%	89%	36	52	VIEW RECORDING X
<input type="checkbox"/>	28/05/2014 16:00	-	-	-	-	VERIFY RECORDING X
<input type="checkbox"/>	28/05/2014 14:00	-	-	-	-	VERIFY RECORDING X
<input type="checkbox"/>	28/05/2014 11:00	-	-	-	-	VERIFY RECORDING X
<input type="checkbox"/>	31/05/2014 11:00	-	-	-	-	SCHEDULED X

Overall Accuracy		Overall Sample Size	
IN	OUT	IN	OUT
92%	95%	23	31

Under the list of video recordings for the specific counter, click on the **VERIFY RECORDING** button of video you wish to conduct accuracy verification.

Note:
1. For video that *has been verified*, the *counting accuracy* and *sample size* will also be recorded next to the time.

Click **VIEW RECORDING** button to see the video that you have verified.

Click **X** button to delete video.

The screenshot shows the 'Loccitane' application interface. On the left is a sidebar with navigation options: FOOTFALLCAM, Statistics, Health Check, Accuracy Report (highlighted), Settings, and ADMINISTRATOR. The main content area is titled 'ACCURACY REPORT > VERIFICATION VIDEOS'. It displays a video player for a recording from 18-11-2013 at 12:30:01. Below the video player, there are two count sections: 'System Count' (IN: 29, OUT: 32) and 'Manual Count' (IN: 20, OUT: 30). To the right of the video player is a table titled 'All Logs' with columns for Time, In, and Out. The table contains several rows of data, including timestamps and counts. Below the counts, there is a section for 'Undercount IN?' with buttons for IN, OUT, NO, and YES, and a text area for 'Your remarks here to be recorded in the logs.' with a 'Send Remarks' button. At the bottom, there is an 'Overall comments' section with a text area for 'Summary for this verification study.' and 'SAVE' and 'CANCEL' buttons.

3.2.1 How to complete the verification study

Step 1: Play the video

Click on the **Play** button on the video player to play the recorded video.

Note:

1. **System Count:** The system count represents the counting done by the camera. It will be recorded automatically when people coming in and going out.
2. **Manual Count:** The manual count represents the counting recorded by the verification staff from the manual observation on the recorded video.

Step 2: Verify in and out traffic

Click on **Up** arrow key or **Down** arrow key if you notice people passing through the **IN line** or **OUT line** in the video.

Note:

The Up and Down direction will changed depends on the direction of IN and OUT for the store.

Remarks can be added at any point of time. Enter your comment in the **Remarks** textbox and click on **Send Remarks**.

Note:

1. Any manual count (IN and OUT) and remarks added will be listed down with time under **All Logs** section.
2. To view all remarks recorded without the manual count data, click on **tab**.
3. Remarks are editable. Click on **Edit** button next to it and edit the remarks.

Step 3: Compare manual count and system count, save report.

At the end of accuracy verification process, you can include a summary for the verification. Type in your comment in the **Overall Comments** textbox and click on **Save**.

3.3 Generate Accuracy Report

Loccitane

Admin

FOOTFALLCAM

Statistics

Health Check

Accuracy Report

Settings

ADMINISTRATOR

ACCURACY REPORT > CREATE REPORT

Branch: Loccitane Solihull Counters: Door 3

Report: Loccitane_Solihull_20052013.pdf

	IN	OUT
Accuracy	92%	95%
Sample Size	23	31

Create a report

3 Verification videos are selected. (Maximum only 7 videos)

CREATE REPORT

	Date	Time	Accuracy		Sample Size	
			IN	OUT	IN	OUT
<input checked="" type="checkbox"/>	30/05/2014	14:00	95%	98%	15	20
<input checked="" type="checkbox"/>	29/05/2014	16:00	96%	99%	18	22
<input checked="" type="checkbox"/>	29/05/2014	11:00	85%	89%	36	52
Average			92%	95%	23	31

Select video: Click on the checkbox to select verification video.

Note:

1. Only [completed verification videos](#) can be selected to create verification reports.
2. Overall accuracy and sample size for IN and OUT for the selected verification videos will be counted automatically.

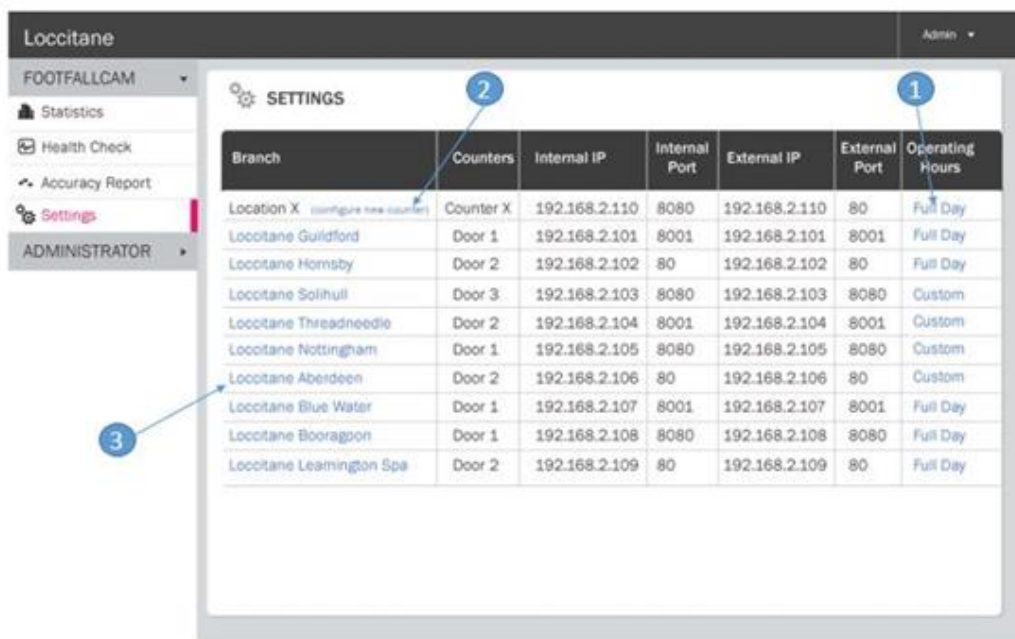
Create report: Click on **CREATE REPORT** to create a verification report for the selected verification videos.

Note:

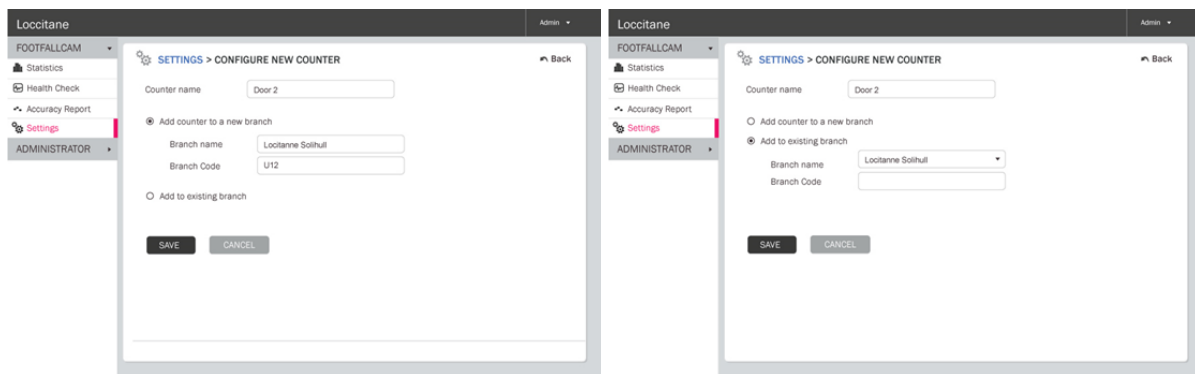
1. Normally, verification report will only be created when the overall accuracy achieve over 95% with the sample size above 30 people for each verification.
2. Once the verification report is created, the counter will be marked as [Completed](#) under [Status](#) column in the [Accuracy](#) page and there will be a [View](#) button under [Report](#) column where you can click to view the verification report.

Section 4: Settings

4.0 Configure New Counter



1. Click on **Settings** at the side panel.
2. Click on (2) **configure new counter** under Branch list.



3. Rename the counter name at **Counter Name**.
4. The counter can add to **new branch** or **existing branch**.
5. Key in your **Branch name** and **Branch Code**.
6. Click on **SAVE** to save the settings.

4.1 Configure Counter Operating Hours Settings

1. Click on **Settings** at the side panel.
2. Click on the selected branch (1) **Operating Hours** settings.

The screenshot shows a web interface for 'Loccitane' with a sidebar on the left containing 'Statistics', 'Health Check', 'Accuracy Report', 'Settings' (highlighted), and 'ADMINISTRATOR'. The main content area is titled 'SETTINGS' and features a 'Back' button. Under 'Select your operating hours:', there is a table with checkboxes for each day of the week, each followed by two time selection dropdowns (e.g., '6:00' and '00:00'). Below this table are 'SAVE' and 'CANCEL' buttons. A section titled 'Holidays Closing' lists dates and events: '1/1/2014 New Year', '25/12/2014 Christmas', and '26/12/2014 Christmas', each with an 'x' in a box. There is an '+ Add date' link and a form at the bottom with a date input (showing '20/7/2014'), a calendar icon, a text input (showing 'e.g. Easter'), and an 'ADD DATE' button.

3. Adjust the selected store operating hours and **Tick** ✓ on the checkbox to select your operating hours. Click on **SAVE** to save the changes.
4. **Add date** for Holiday Closing date.

Note:

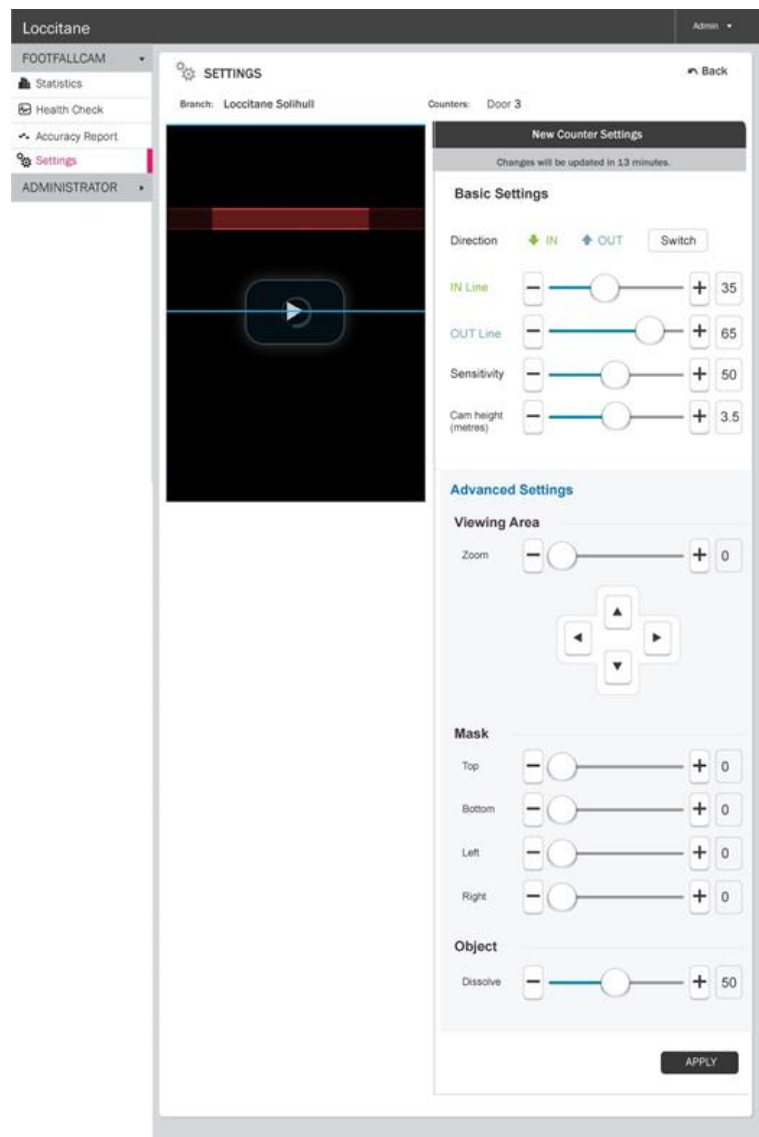
Counter will only counts during operating hour

Full Day is default setting. 24 hours on counting activities.

Custom is custom setting. Counting activities only on selected period.

4.2 Configure Counter Accuracy Settings

1. Click on **Settings** at the side panel, and then click on the selected branch (3) under **Branch** list.



2. Adjust the **Basic Settings** and **Advanced Settings**; click **PERFORM ONLINE SIMULATOR** to check the settings. Then click **SAVE TO COUNTER** to save the settings.

4.2.1 Basic Settings

a) Invert

Click on the **Invert** button if you wish to change the direction of IN and OUT line.

b) IN Line Position

When a person walk across the IN line under camera view, the camera will automatically count it as 1 people going in. Users can adjust the IN line position by adjusting the percentage (0-100).



1. When the percentage of IN line position is increased, the IN line will move downward



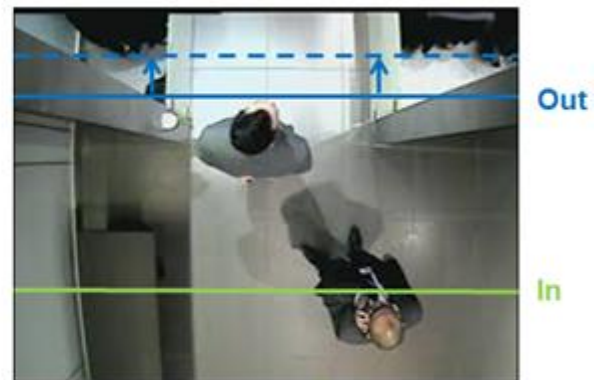
2. When the percentage of IN line position is decreased, the IN line will move upward.

c) OUT Line Position

When a person walks across the OUT line under camera view, the camera will automatically count it as 1 people going out. Users can adjust the OUT line position by adjusting the percentage (1-100).



1. When the percentage of OUT line position is increased, the OUT line will move downward.



2. When the percentage of OUT line position is decreased, the OUT line will move upward.

d) Sensitivity

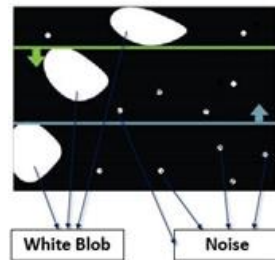
The percentage for the sensitivity is 0 - 100. The higher the sensitivity, the easier the counter to detect the people crossing. But it will be detected the noise if the sensitivity is too high. Therefore installer should adjust the sensitivity carefully based on the environment of counter installed.

Increase sensitivity:

If the background colour of viewing area and the object colour (e.g shirt) is too similar, this may cause undercounting. Therefore, sensitivity should adjust higher than previous setting.

Lower sensitivity:

If the light condition of the store is too bright, it will cause the appearance of the shadow and over count issue. Therefore, sensitivity should adjust lower than previous setting.



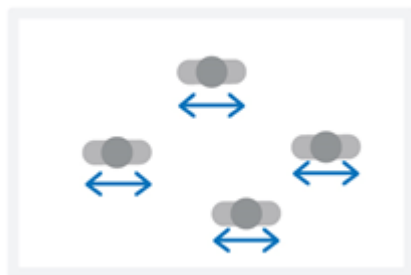
Note :

Decrease the sensitivity if the background detected noise until it disappeared.

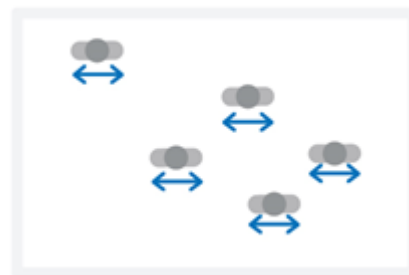
Noise is the particular white dots / small blob that can appear that may affect counting accuracy. Example like shadow of people or object and light condition of counter installed is too bright.

e) Shoulder Width

Any object detected under the camera view that matches with the pre-determined shoulder width will be identified as human. When the identified 'human' passing through the 2 lines under camera view, it will be counted as 1 IN or 1 OUT depending on the directions the 'human' is passing through. The scale for shoulder width is 0m to 10m. The higher (lower) the scale, the smaller (bigger) the shoulder width.



1. When the scale of the shoulder width settings is increased, camera will identify the object with bigger width as human.



2. When the scale of the shoulder width settings is decreased, camera will identify the object with smaller width as human.

Note:

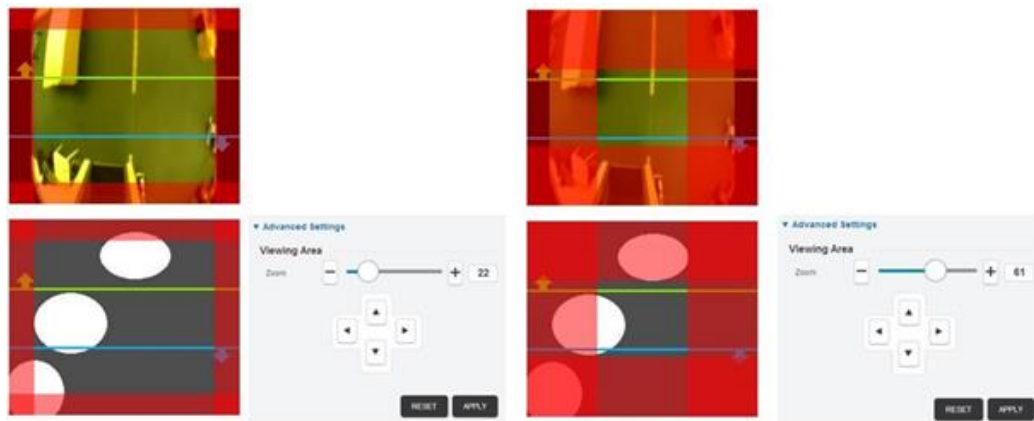
The shoulder width is mostly depending on the ceiling height where the camera is mounted.

1. Camera is mounted on the ceiling with lower height; the human size under camera view will be bigger, so the size of shoulder width should be bigger.

2. If a camera is mounted on the ceiling with higher height, the human size under camera view will be smaller, so the size of the shoulder width should be smaller.

4.2.2 Advanced Settings

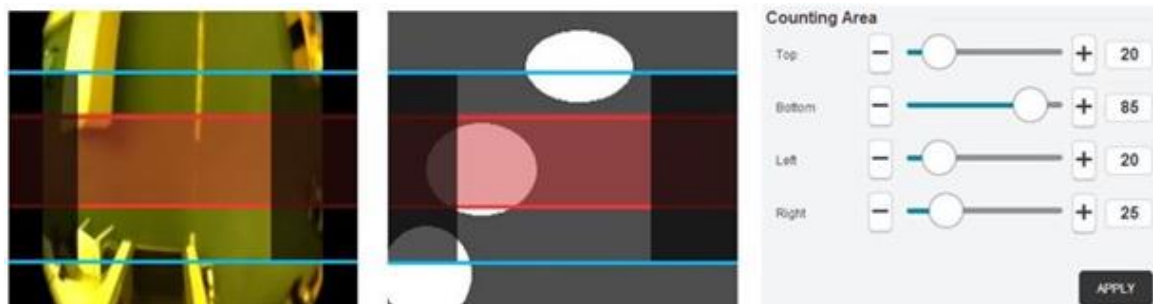
Viewing Area



This is the counter's viewing area and the red masking areas will be removed after clicking on the **PERFORM ONLINE SIMULATOR** button.

1. Increase or decrease the **Zoom** percentage to adjust the size of viewing area.
2. Adjust the viewing area by clicking on the ← ↑ → ↓ buttons.

Counting Area



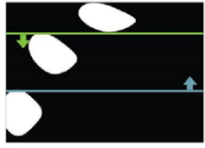
The movement of any object which are identified as 'human' under this **Counting Area** will be tracked and counted when it passes the IN or OUT line.

Exclude unwanted counting area to avoid counting the store activity by adjusting the percentage of **Top, Bottom, Left** and **Right**.

The shaded area is to cover the undesirable area so that store activity will not be counted in the system.

- Top : increase (decrease) to shift downward (upward).
- Bottom : increase (decrease) to shift upward (downward).
- Left : increase (decrease) to shift right (left).
- Right : increase (decrease) to shift left (right).

White Blob



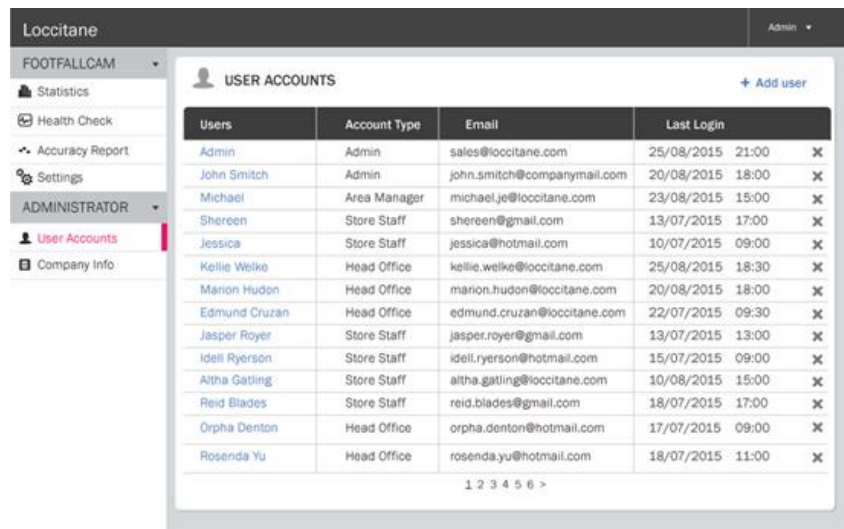
When people passing under the counter's view, they will be 'seen' as a white blob in the system. The movement of this white blob will be tracked and counted when it passes the IN or OUT line.

Section 5: Administrator

A list of users and login details to ease manager in manage the users account. Different users and account type could have different right in access the store counter.

5.1 How to Add New User

1. Click on **ADMINISTRATOR** at the side panel.
2. Click on the **User Accounts** under **ADMINISTRATOR**.
3. Click **+Add User** at the top-right corner.

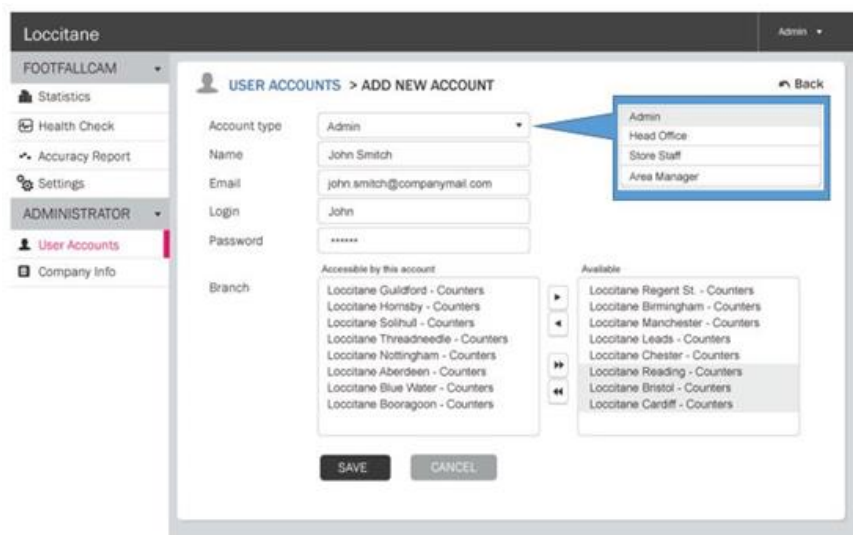


The screenshot shows the 'Loccitane' application interface. On the left is a sidebar with navigation options: FOOTFALLCAM, Statistics, Health Check, Accuracy Report, Settings, ADMINISTRATOR (selected), User Accounts (highlighted), and Company Info. The main area is titled 'USER ACCOUNTS' with a '+ Add user' button. It contains a table with the following data:

Users	Account Type	Email	Last Login
Admin	Admin	sales@loccitane.com	25/08/2015 21:00
John Smitch	Admin	john.smitch@companymail.com	20/08/2015 18:00
Michael	Area Manager	michael.je@loccitane.com	23/08/2015 15:00
Shereen	Store Staff	shereen@gmail.com	13/07/2015 17:00
Jessica	Store Staff	jessica@hotmail.com	10/07/2015 09:00
Kellie Welke	Head Office	kellie.welke@loccitane.com	25/08/2015 18:30
Marion Hudon	Head Office	marion.hudon@loccitane.com	20/08/2015 18:00
Edmund Cruzan	Head Office	edmund.cruzan@loccitane.com	22/07/2015 09:30
Jasper Royer	Store Staff	jasper.royer@gmail.com	13/07/2015 13:00
Idell Ryerson	Store Staff	idell.ryerson@hotmail.com	15/07/2015 09:00
Altha Gatling	Store Staff	altha.gatling@loccitane.com	10/08/2015 15:00
Reid Blades	Store Staff	reid.blades@gmail.com	18/07/2015 17:00
Orpha Denton	Head Office	orpha.denton@hotmail.com	17/07/2015 09:00
Rosenda Yu	Head Office	rosenda.yu@hotmail.com	18/07/2015 11:00

At the bottom of the table, there is a pagination control showing '1 2 3 4 5 6 >'.

4. Select **Account type**, key in the **Name**, **Email**, **Login**, and **Password**



The screenshot shows the 'ADD NEW ACCOUNT' form. It includes the following fields and options:

- Account type:** A dropdown menu with 'Admin' selected. A callout box shows the available options: Admin, Head Office, Store Staff, and Area Manager.
- Name:** Text input field containing 'John Smitch'.
- Email:** Text input field containing 'john.smitch@companymail.com'.
- Login:** Text input field containing 'John'.
- Password:** Text input field containing '*****'.
- Branch:** A section with two lists of branches:
 - Accessible by this account:** A list of branches including Loccitane Guildford - Counters, Loccitane Hornsby - Counters, Loccitane Solihull - Counters, Loccitane Threadneedle - Counters, Loccitane Nottingham - Counters, Loccitane Aberdeen - Counters, Loccitane Blue Water - Counters, and Loccitane Booragoon - Counters.
 - Available:** A list of branches including Loccitane Regent St - Counters, Loccitane Birmingham - Counters, Loccitane Manchester - Counters, Loccitane Leeds - Counters, Loccitane Chester - Counters, Loccitane Reading - Counters, Loccitane Bristol - Counters, and Loccitane Cardiff - Counters.

At the bottom of the form are 'SAVE' and 'CANCEL' buttons.

5. User can add the branch that accessible by this account just select the available branch under the **Available** branch list.
6. Click **SAVE** to save the settings.