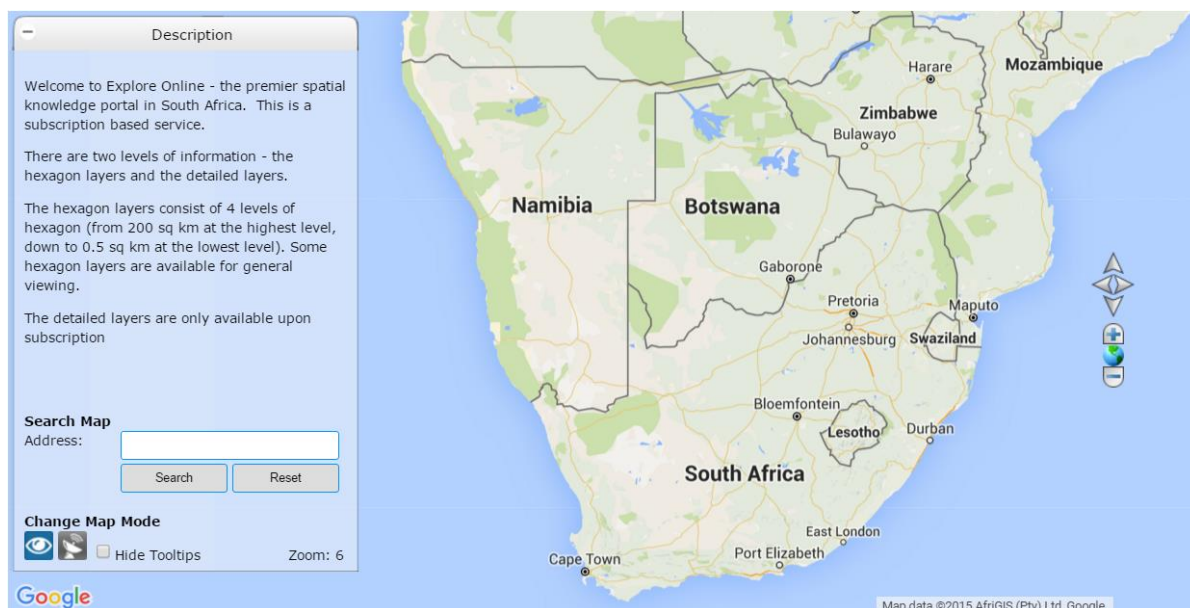


# EXPLORE ONLINE – LIGHTSTONE EXPLORE’S G.I.S. PLATFORM



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## Cheat Sheet – one-page quick guide

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

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

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

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

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

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

## User Guide – Working with the Map

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

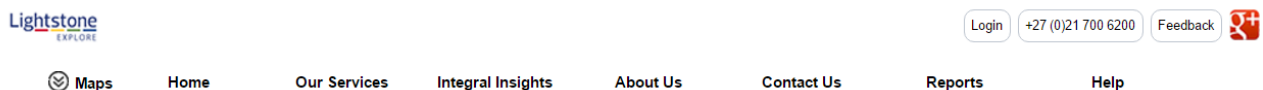
### Log in

#### **First log-in:**

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

#### **Subsequent log-ins:**

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



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

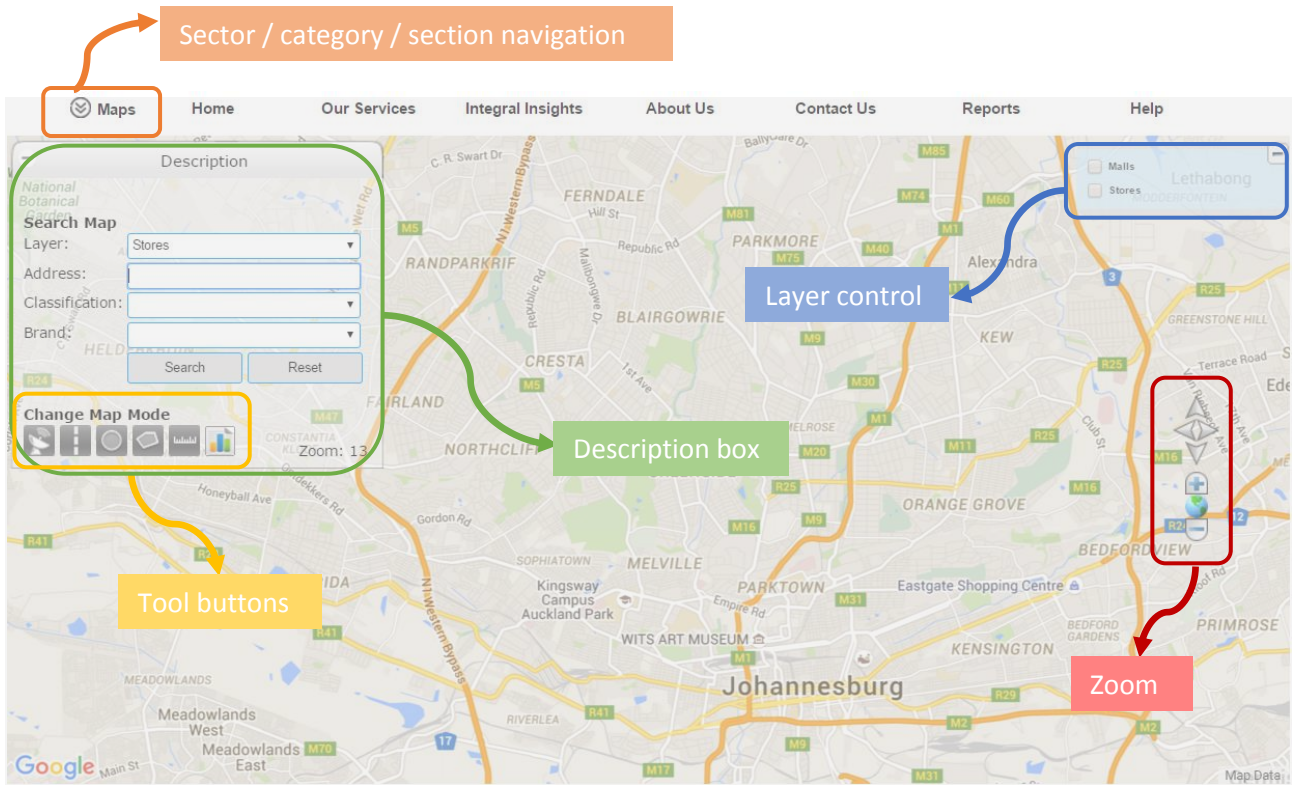
**Login**

**Email:**

**Password:**

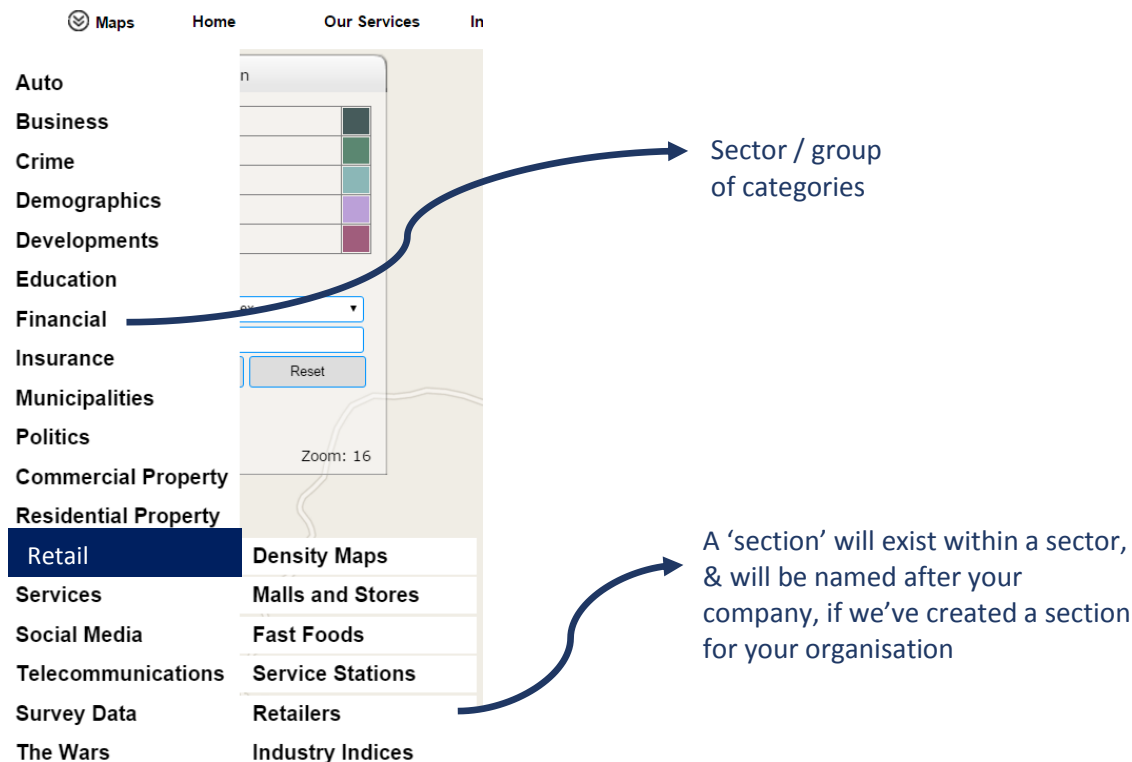
If you have forgotten your password, click on 'Password Reminder' and an email will be sent to you; follow the instructions to reset your password.

**Orientation**



**Sector / Category / Section Navigation**

Within the Maps drop-down list exists several areas, each of which is host to a sector / group of categories. You will have access to some general ones (eg Crime, Demographics) and the specific one built for your company (if relevant). Click on the title of the sector / category to access your section of the tool.





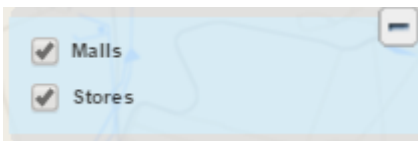
## Map Navigation

There are five possible methods of navigation.

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

As you log in to Explore Online you will be at Zoom level 6; the deepest zoom is to Zoom level 20, at which level a handful of properties will fill the screen.

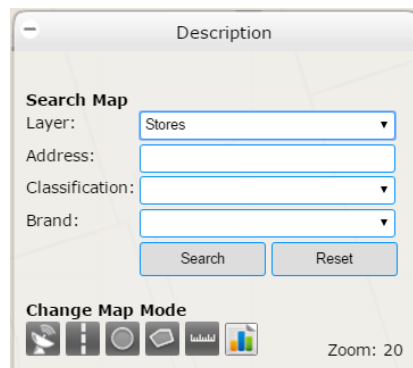
## Layer Control



On the top right of the map, this control will appear if there are multiple layers within the section. It is used to control what layers are visible on the map. If the layer is ticked, it will be visible.

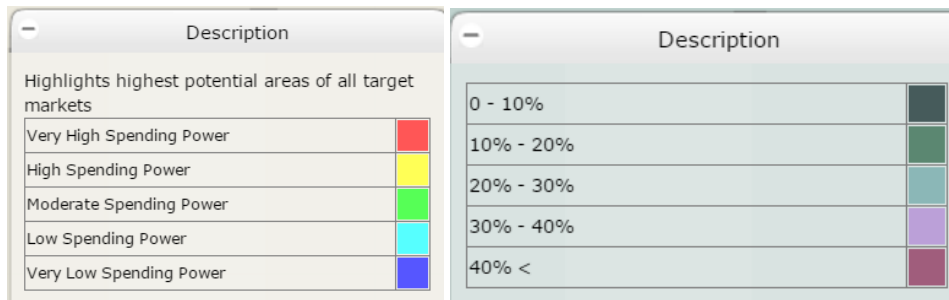
Some layers will only become available at certain Zoom levels; only those that are within the Zoom Control limits will be shown in the Layer Control box.

## Description Box



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

**Description and Key:**



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

**Search Map**

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

- **Layer Dropdown Box**

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

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

- **Address Search Box**

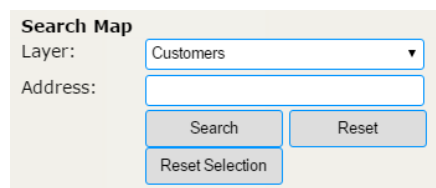
This is the Google Address Search. Type in a suburb, city, province, or street address and press enter or click the 'search' button; the map will be navigated to that location.

- **Map Specific Dropdown Boxes**

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

- **Map Specific Search Boxes**

The capability exists to search for a number of the top ranked areas / items / etc within a map. Putting the number of top items required into this search box will result in that number of top areas / items being identified on the map.



- **Search Button**

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

- **Reset Selection Button**

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

- **Reset Button**

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

## Tool Buttons



Click on the tool buttons to provide map functionality. The one that is currently selected will turn to blue as in the image above.



Turns Google satellite imagery on and off



Turns Google Street View on and off



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



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

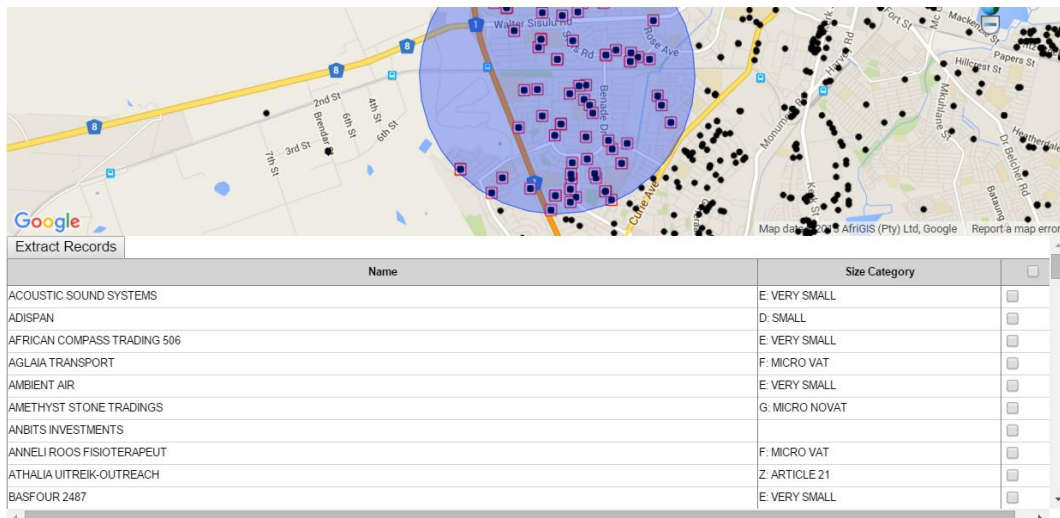


Measuring Tool - Click on map from start point, and end point, and the distance will appear in box



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


## Selection Box



Name	Size Category	<input type="checkbox"/>
ACOUSTIC SOUND SYSTEMS	E: VERY SMALL	<input type="checkbox"/>
ADISPAN	D: SMALL	<input type="checkbox"/>
AFRICAN COMPASS TRADING 506	E: VERY SMALL	<input type="checkbox"/>
AGLAIJA TRANSPORT	F: MICRO VAT	<input type="checkbox"/>
AMBIENT AIR	E: VERY SMALL	<input type="checkbox"/>
AMETHYST STONE TRADINGS	G: MICRO NOVAT	<input type="checkbox"/>
ANBITS INVESTMENTS		<input type="checkbox"/>
ANNELI ROOS FISIOTERAPEUT	F: MICRO VAT	<input type="checkbox"/>
ATHALIA UITREIK-OUTREACH	Z: ARTICLE 21	<input type="checkbox"/>
BASF0UR 2487	E: VERY SMALL	<input type="checkbox"/>

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

### Optional functionality:

- The first field may have a hyperlinked Select indicator. Click on the 'Select' item of the record you wish to view, and the map will zoom to the record.
- As above; sometimes an  button will appear with the Tool buttons. Click on that button, and the details linked to that record will appear.
- Sometimes a tick box will appear next to each record; selecting some tick-boxes and clicking on the 'Extract Records' button (between the map and Selection Box) will extract the detail of those records to a .csv file.



- If this icon appears under the Selection Box, click on it to send all records in the Selection Box to a .csv file.

### Data Representations:

#### Hexagons

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

- Large – 200km<sup>2</sup>
- Medium – 6km<sup>2</sup>
- Small – 1,6km<sup>2</sup>
- Micro – 0,6km<sup>2</sup>

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