



# Heatmaps Feature Guide

360iQ's **Heatmaps** feature showcases the high-traffic areas of your store or restaurant. These heatmaps reveal which parts of your location receive traffic and how much traffic they receive per period.

## Content

In this guide, we will cover the proceeding topics:

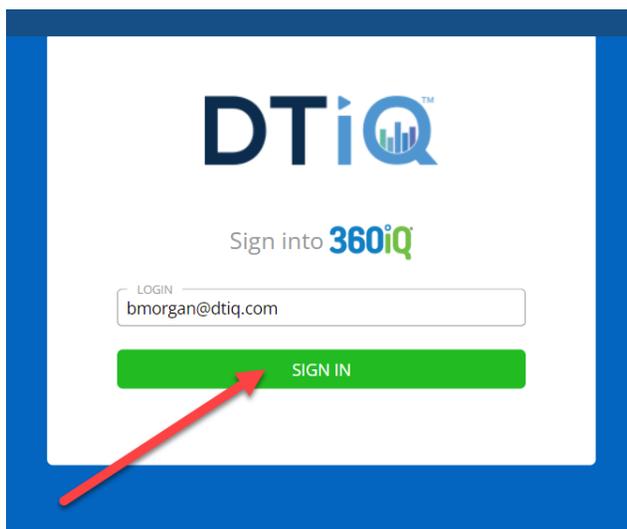
- [How to Access Heatmaps](#)
- [Create a New Heatmap](#)
- [View and Download Heatmaps](#)

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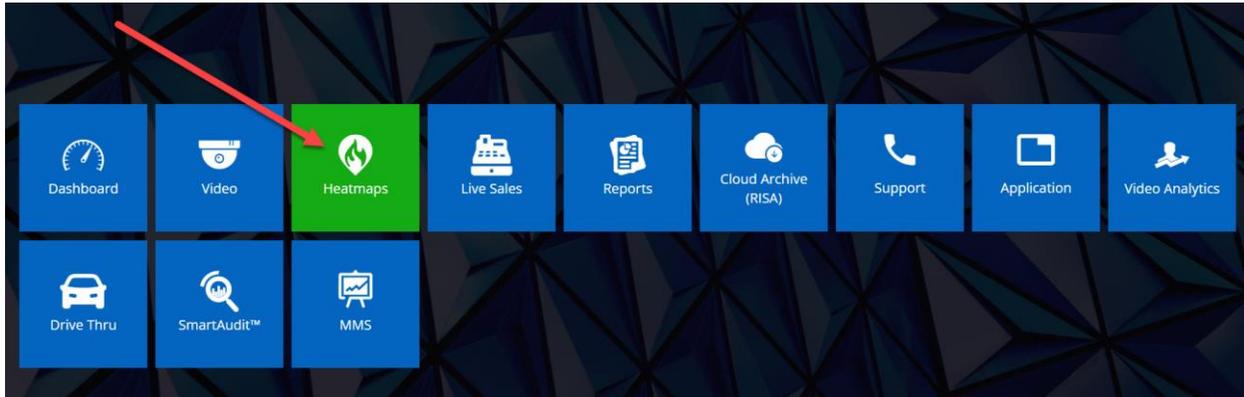
## How to Access Heatmaps

To access **Heatmaps**, take the following steps:

1. Log in to [360iQ](#).



2. From the **Home** Screen or **Quick** bar, find the **Heatmaps** tile, and click it.



3. You will then be redirected to the **Heatmaps Report**. Here, you can view all existing heatmaps, including the following information:

- a. Request Name
- b. Location
- c. Created on – timestamp of when request was placed.
- d. Created by – author of the request.
- e. Start date – first day of the request.
- f. Ranges – number of periods of day selected.
- g. Cameras – number of cameras selected.
- h. Status of the Request

**Note:** You can filter table by clicking on the funnel icon in the header, or search by request name, location, and description

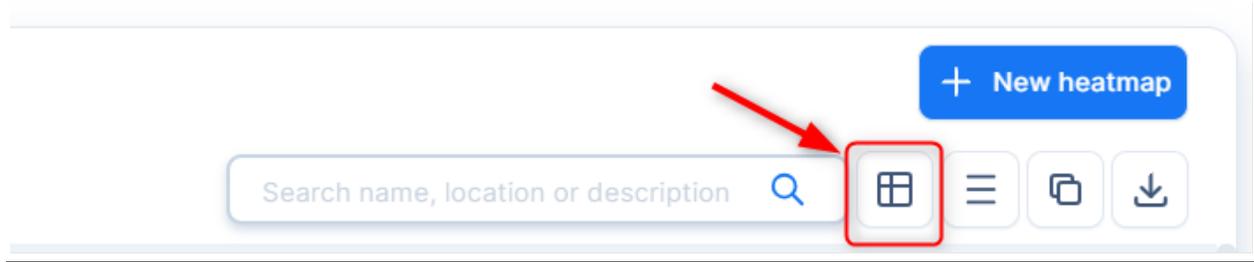
Heatmaps 🔍 Latest Last 30 days Last 90 days 📅 🔍 📄 ☰ 📄 📄

+ Add filter Sort by: Created on 🔍 Search name, location or description + New heatmap

Name	Location	Created on	Created by	Start date	Ranges	Cameras	Status	Actions
...	...	08/12/2024 03:10:45 PM	...	08/05/2024	3	3	Completed	📄
...	...	08/08/2024 06:25:24 PM	...	08/08/2024	1	3	In progress 20%	📄

Additionally, you can use **Column Ordering** to show these options:

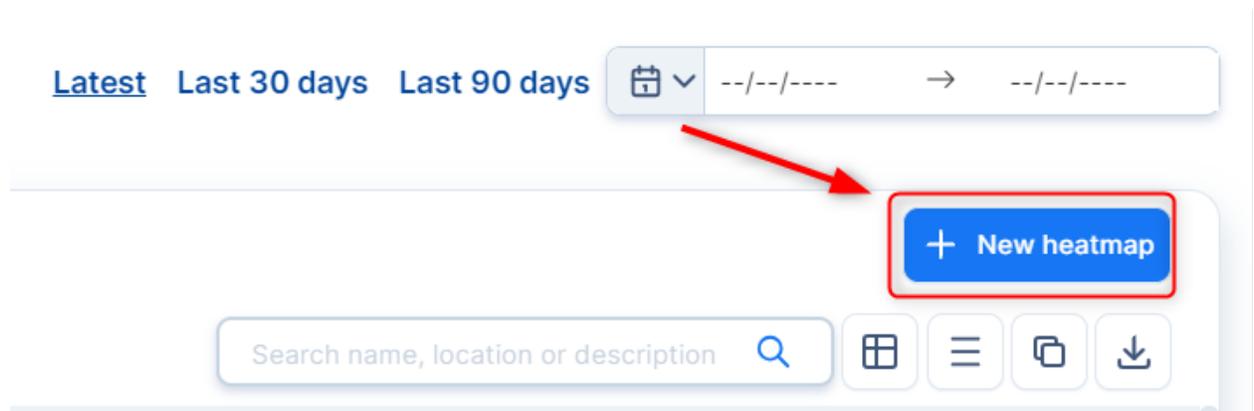
- a. End Date
- b. Duration
- c. Description



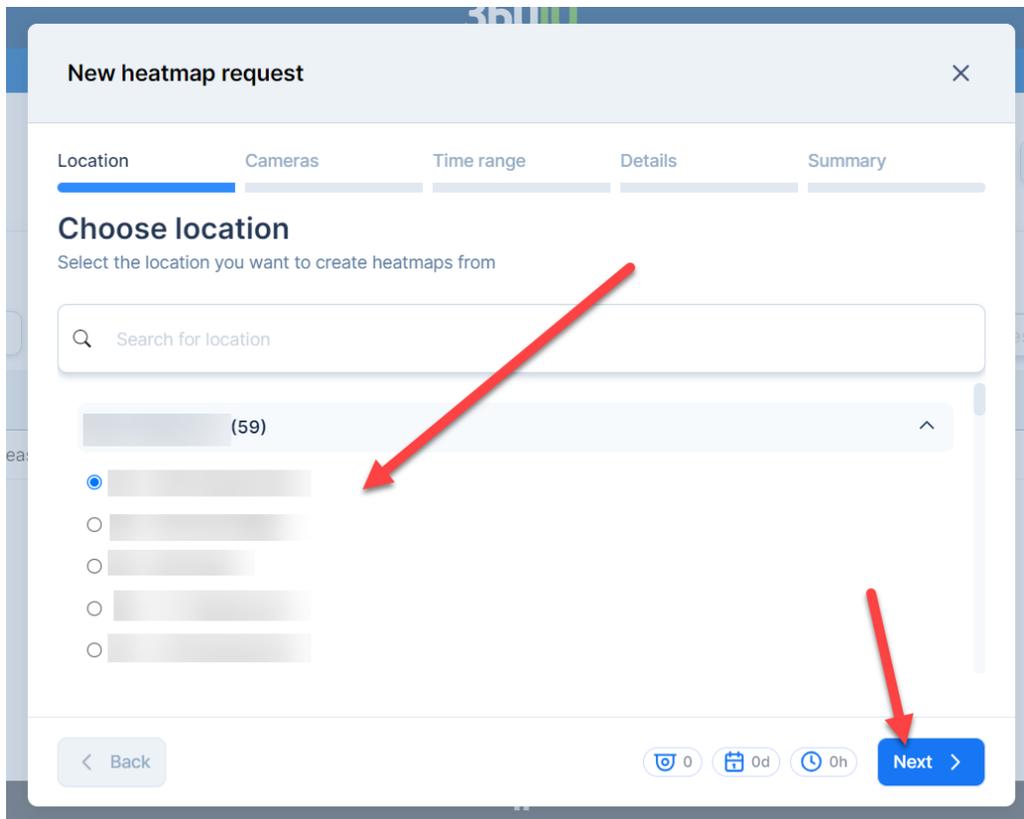
## Create a New Heatmap

To create a new heatmap, proceed as follows:

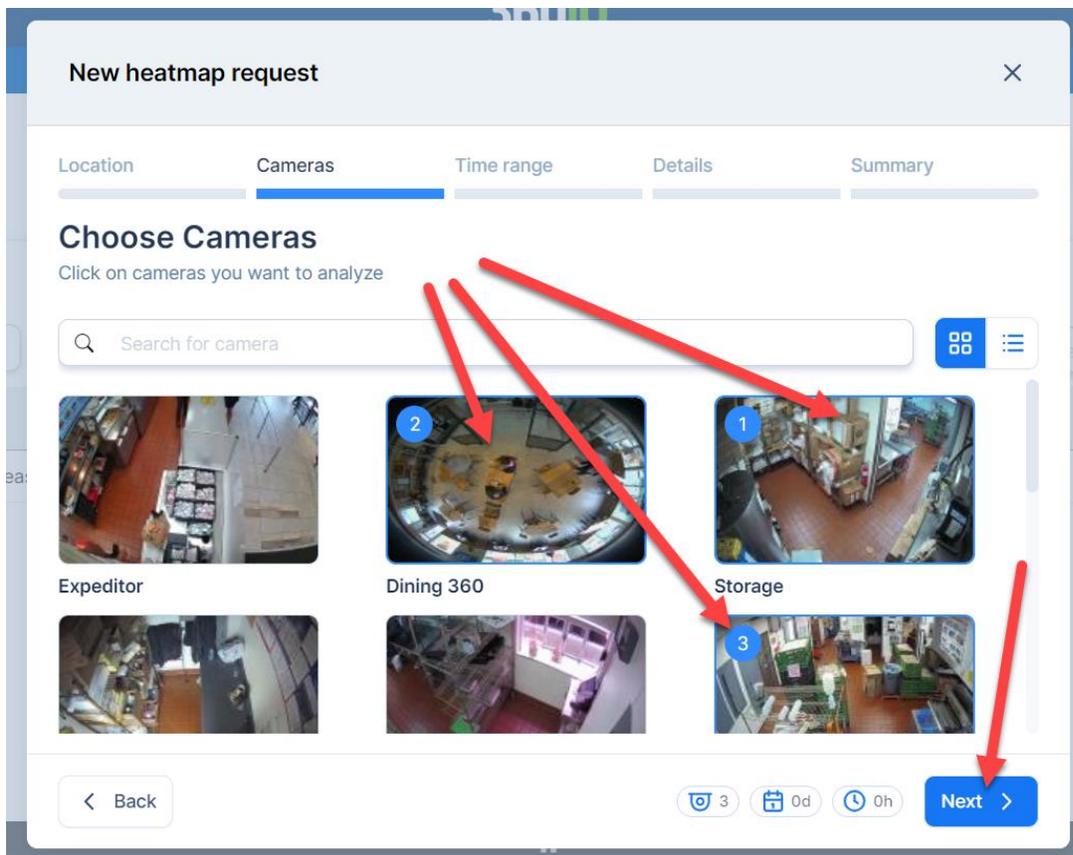
1. Click the **+ New heatmap** button in the top-right corner of the screen.



2. The **New heatmap request** menu will open. First, select the **Location** from which you want to create heatmaps. You can also type the name of the Location in the **Search bar**. Once you have selected your preferred Location, click **Next**.



3. Then, choose your **Cameras**. Click **Next**.



4. Select your preferred **Date range**. Pick the **Start date**, **Duration in days**, **Start time**, and **Duration in hours**. Click **Next**.

a. **Note:**

- i. You can adjust the duration by typing or using the +/- buttons. Ranges cannot overlap.
- ii. You can check how your selection aligns with the day on the timeline preview.
- iii. A heatmap will be created from every selected camera, for each day and range. For example, if you select 4 cameras from 08/16 to 08/18 and from 8:15-10:15 am, 2:00-8:00 pm, you will create 16 images. Each heatmap request is limited to a maximum of 4 cameras and 8 hours in duration.

**New heatmap request**

Location    Cameras    **Time range**    Details    Summary

### Choose time range

Select the time range you want to analyze

Start date: 08/08/2024    Duration in days: 1 (08/08/2024)

Start time: 01:15 AM PM    Duration in hours: 1 (02:15 PM)

+ Add next range

12 AM   02 AM   04 AM   06 AM   08 AM   10 AM   12 PM   02 PM   04 PM   06 PM   08 PM   10 PM   12 AM

< Back    3   1d   1h   **Next >**

b. **Note:** To add multiple date ranges, click the **Add Next Range** button.

Duration in hours: 1 (02:15 PM)

+ Add next range

5. In the last step, add the **Name** and the optional **Description** for the new heatmap. Click **Next**.

**New heatmap request** ×

Location    Cameras    Time range    **Details**    Summary

### Add name and description

Give some details for the request

**Name**

Testing heatmap

**Description (optional)**

This is a test heatmap to showcase 360iQ's heatmaps feature.

< Back    👁 3    📅 1d    🕒 1h    Next >

6. In the **Summary** section, review all your information to ensure it is correct. Once everything is in order, click **Create heatmap**.

### New heatmap request ✕

Location   Cameras   Time range   Details   **Summary**

## Testing heatmap

Cameras



Kitchen 1



Dining Area 2



Dining Area 1

Time range

Days 📅 3d

08/08/2024 - 08/10/2024

Selected Ranges 🕒 1h

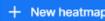
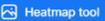
12:30 PM - 01:30 PM

← Back Create heatmap

7. You will be redirected to the **Heatmaps Report**. Here, you can track the **Processing** status of your new heatmap request.

Heatmaps 

Latest Last 30 days Last 90 days  05/11/2024 → 08/08/2024

 Add filter  New heatmap  Heatmap tool

Sort by: Creation 

Search name, location or description    

Name	Location	Created on	Created by	Start date	Ranges	Camera	Status	Actions
Testing heatmap		08/08/2024 06:25:24 PM		08/08/2024	 1	 3	In progress 0%	
		08/02/2024 02:40:43 PM		07/31/2024	 1	 1	In progress 20%	

## 8. Request statuses include:

- a. **In Progress** – request is being processed.
- b. **Completed** – request completed successfully.
- c. **Completed with Errors** – request was completed and can be viewed, but some heatmaps may not be available.
- d. **Error** – request failed and cannot be processed. This may be due to a camera issue or the location being offline.

## View and Download Heatmaps

In the **Heatmaps Report**, you can also view all heatmap requests. For any request, scroll to the right and click the **down arrow** in the **Actions** column to save a copy of the heatmap. The file will be downloaded to your computer as a .ZIP folder.

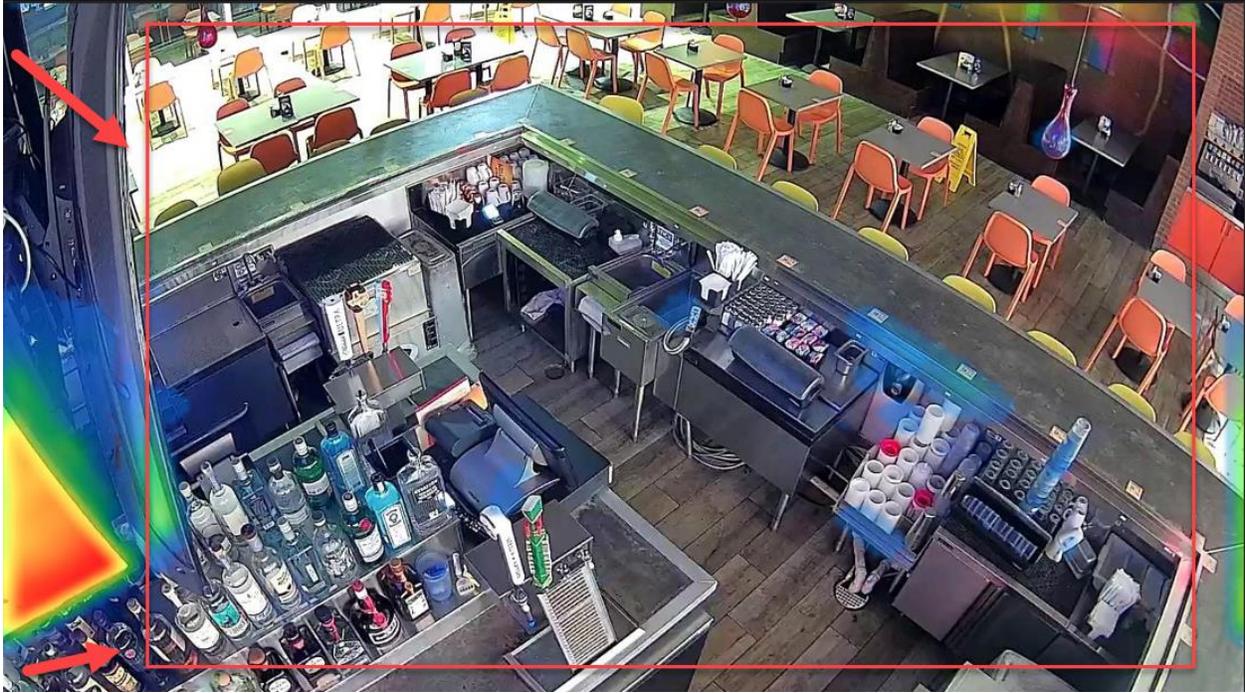
Once the file has been downloaded, you can share it with any relevant members of your team.

To view the downloaded heatmap, extract the .ZIP file, then double-click the new folder. Find the file you would like to view, then double-click to open the image.

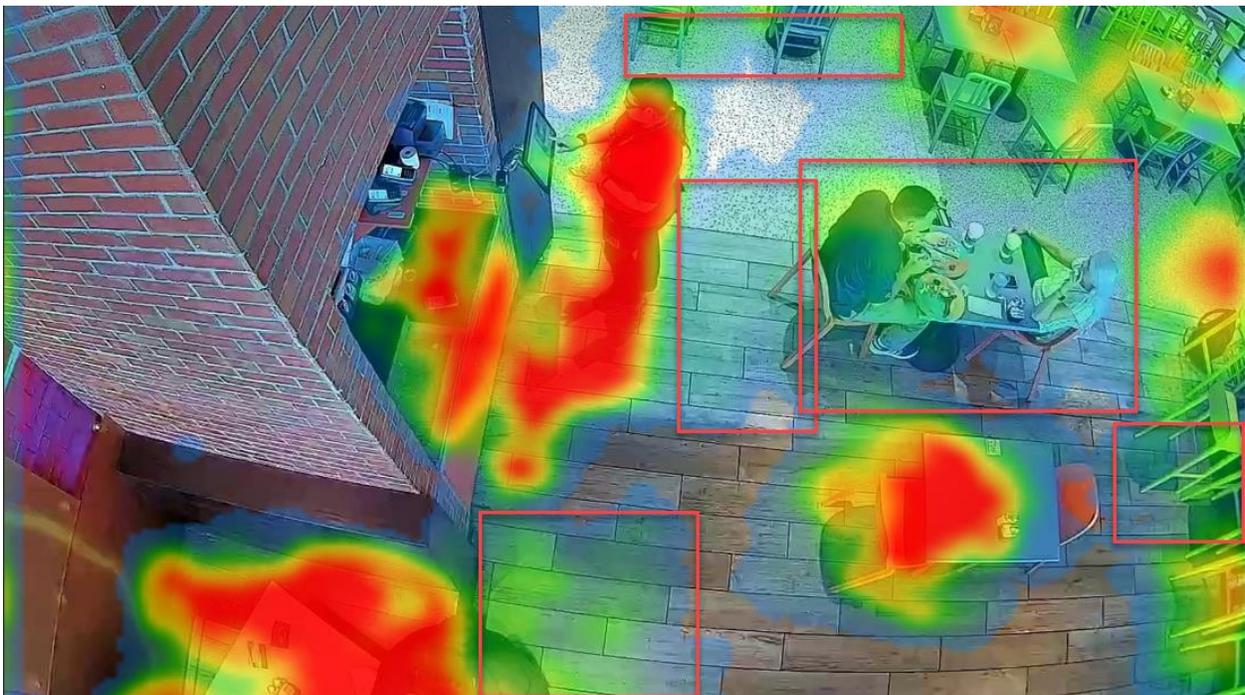
**Note:** Files are grouped by days and day periods.

Each heatmap uses a color overlay to show how much traffic different areas receive. The color breakdown is as follows:

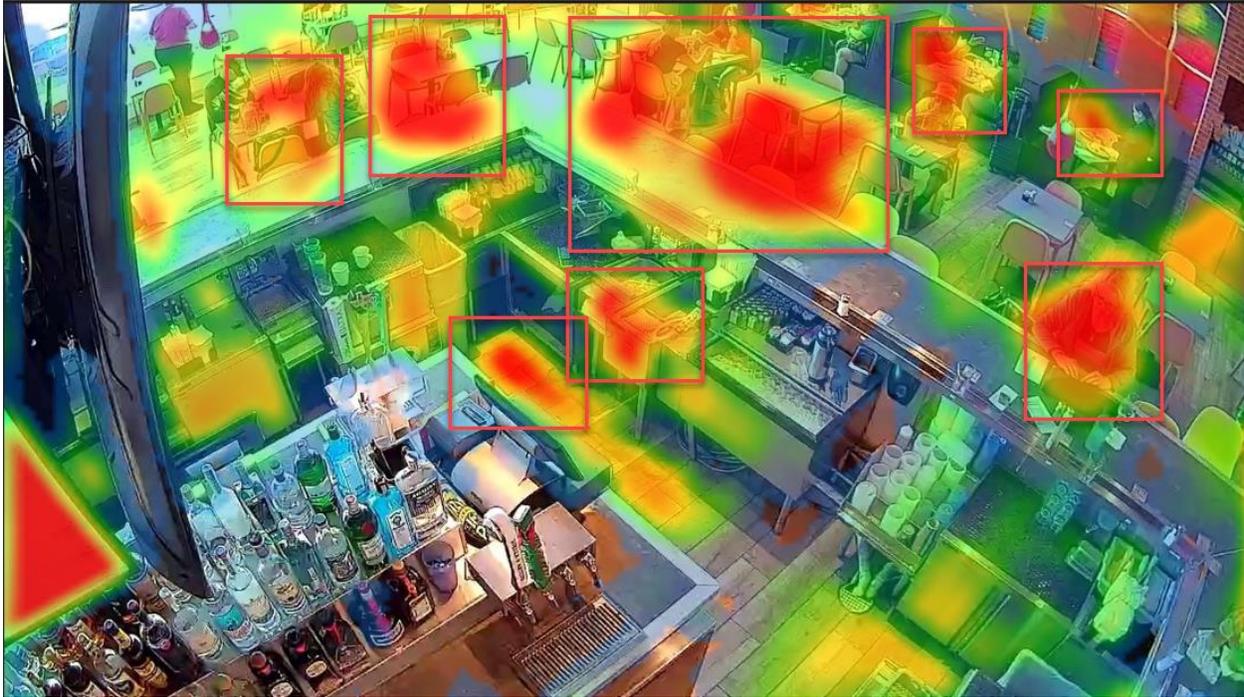
- **No overlay** – shows areas that were not occupied at all.



- **Blue and green** – show lightly occupied spaces.



- **Yellow and red** – show heavily occupied areas.



For additional information or questions please contact [DTiQ Support](mailto:support@dtiq.com) at [support@dtiq.com](mailto:support@dtiq.com) or your [Customer Experience Team](mailto:csr@dtiq.com) at [csr@dtiq.com](mailto:csr@dtiq.com).



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