



USER GUIDE BOOK
GEOTENCY
VER.1.4 WEB APP

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1. Accessing and Logging in to App

1.1. Accessing the App

1. Open your browser (highly recommended to use Mozilla Firefox).
2. Type <https://map.geotency.com/> into the address bar.
3. Tap enter.
4. Wait until the page is fully loaded

1.2. Logging in to the App

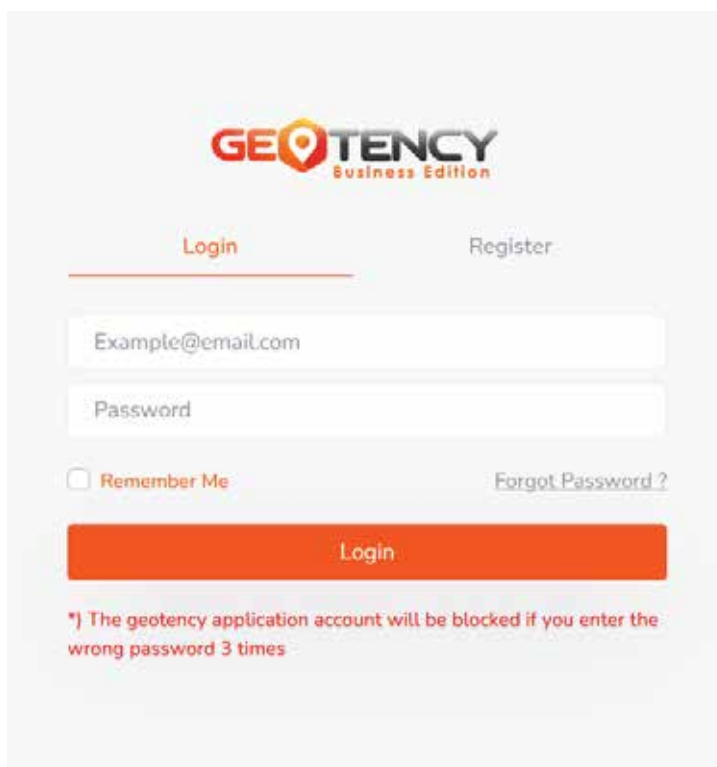


Figure 1. Application Login

1. Enter the correct login credentials.
2. Click Login.
3. Click Forgot Password if you forget your credentials.

If you are not registered as a user yet, contact your admin to register one for you.

1.3. Password Reset Procedure.



1. Input your registered email.
2. Click Reset Password button.
3. Wait for password reset authorization in your email inbox.
4. Follow the steps in your authorization mail.

2. Getting Started with the Home Page

2.1. Exploring and Using the Application Menu

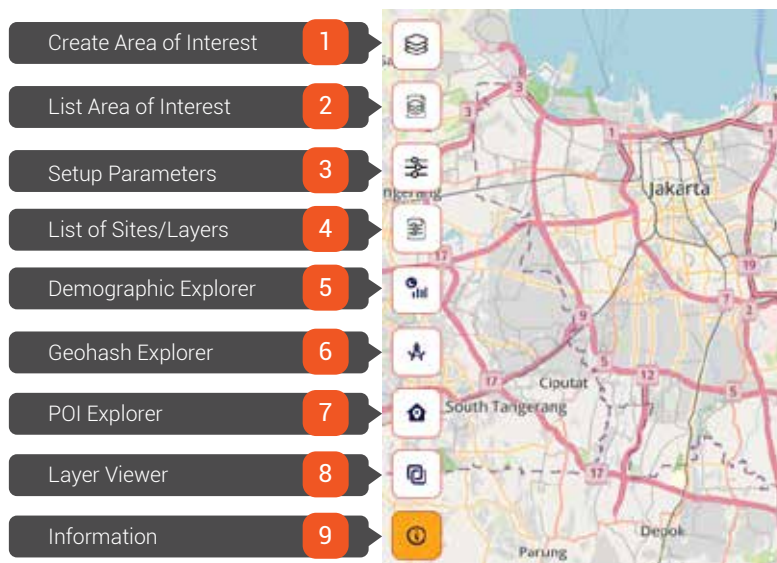


Figure 3. Application Menu

Application Menu Markers:

1. Create Area of Interest

Its use is to create a new analysis of a point or area based on the profiling method and parameters that have been created. There are 3 profiling methods, such as Buffer, Road Access and Custom Polygon.

2. List Area of Interest

Can view the list of areas of interest that have been created and can display analysis data in a dashboard, table and can be exported.

3. Setup Parameters

Its use is to create and update parameters.

4. List of Sites/Layers

Its use is to create and update sites.

5. Demographic Explorer

Can view selected administration area data in a dashboard and table, perform spatial clustering, and export the data.

6. Geohash Explorer

Its use is to divide the map into uniform grid cells with approximately 153×153 meters area. It helps in spatial clustering, visualization, and analysis by grouping data based on geographic proximity.

7. POI Explorer

Users to select an administrative area to explore Points of Interest (POI) data. Information is displayed in dashboard and table formats, and can be exported.

8. Layer Viewer

Layer Viewer to display GIS layers. Users can filter and classify the layers.

9. Information

To view site quotas, area restrictions, etc.

Source Data:

- Source of demography data from BPS 2023 and Dukcapil 2023.
- The available POI data is the result of a data verification and update process conducted until December 2023, with additional partial data updates in June 2024.
- Purchasing Power data obtained from MBI.

2.2. Interacting with Map Interface Control

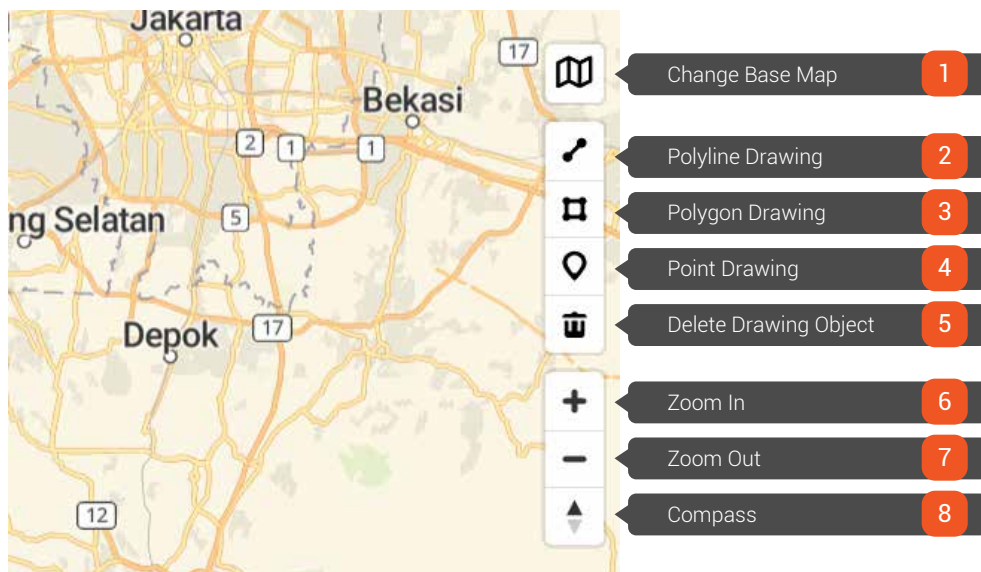


Figure 4. Map Interface Controls

Map Interface Controls Markers:

1. Change Base Map
To change the style of the base map.
2. Polyline Drawing
Used to draw a polyline and can save as a site if you press ctrl while clicking on the polyline. The coordinates taken are the centroid point of the polyline.
3. Polygon Drawing
Used to draw a polygon and can save as a site if you press ctrl while clicking on the polygon. The coordinates taken are the centroid of the polygon.
4. Point Drawing
Used to draw a point and can save as a site if you press ctrl while clicking on the point.
5. Delete Drawing Object
Is used to delete drawn polylines, polygons and points. The way to delete is to click the drawing object and then click this delete button.
6. Zoom In
Using this button, you can view more specific details on a particular area of the map.
7. Zoom Out
To minimize the map view or reduce the zoom level.
8. Compass
To show cardinal directions (north and south), to determine map orientation and reset map orientation.
9. Search
Is used to search for locations based on address or place name.



Figure 5. Map Search

How to draw objects (point, polygon and line) on a map:

1. To start drawing objects on the map, please click on one of the button number 2, 3 or 4.
2. To delete a draw object, please click button number 5. If there are more than 1 draw object on the map, you must click the object you want to delete first and then click button number 5.
3. To save the draw object as a site, you can press ctrl while clicking on the object, then a popup will appear as below. Please note, the coordinates will be automatically taken from the center point of the object.

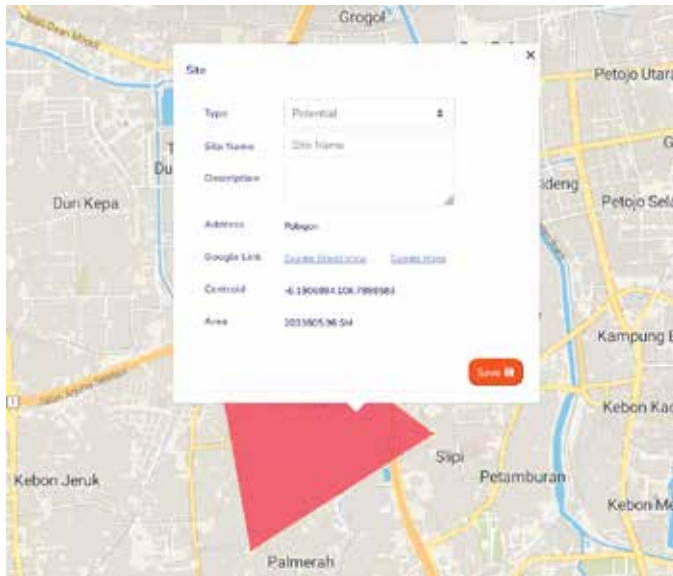


Figure 6. Popup Save The Draw Object as a Site

3. Conducting an Area of Interest (AOI) Analysis

3.1. Creating a New Area of Interest



Figure 7. Create Area of Interest Menu

Click menu **Create Area of Interest** as below, the Area of Interest form will open. Coordinates, site name, site category, and profiling method are required.

3.1.1 Enter Site Data

Figure 8. Site Data Form

1. Fill in the coordinates. There are three ways to fill in coordinates:
 - a. Type coordinates with the format "latitude,longitude" as below.

Figure 9. Coordinate Format

- b. Pointing the Map.
 - 1). Click the pin map button and click the map to get the coordinates automatically as below.

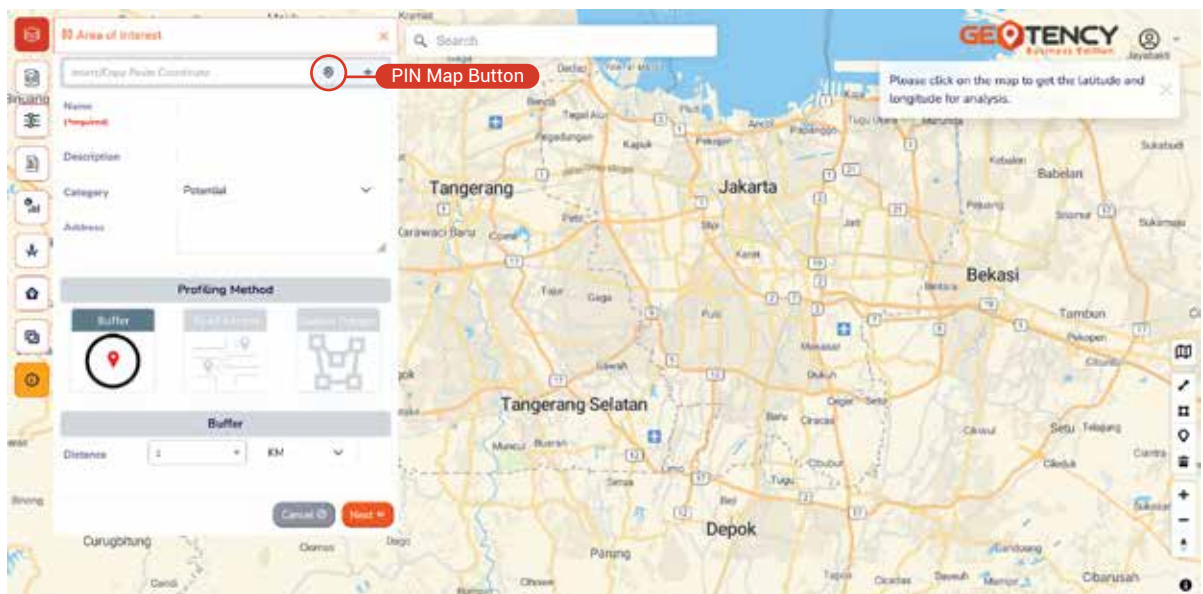


Figure 10. Pointing on the Map

- c. Uses the coordinate points of the stored site.
- 1). Click the plus button as below, then the list of existing sites will appear

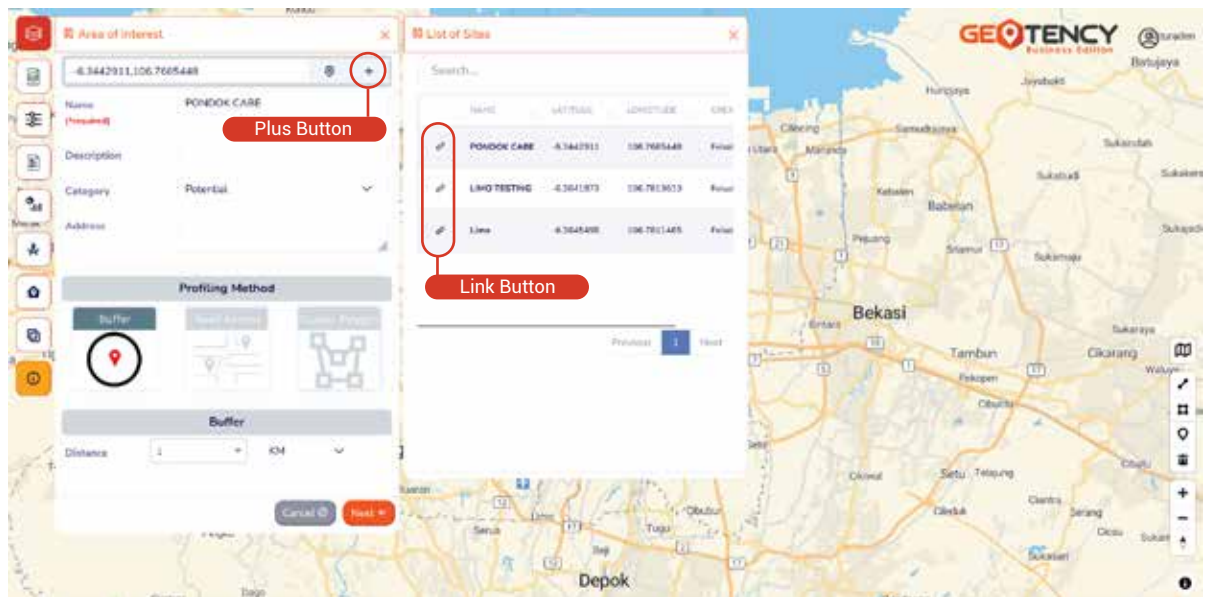


Figure 11. Choose an Existing Site

- 2). Click the link button to get the coordinates and site name. the coordinates and site name fields will be filled in automatically.
2. Site name and site category are required. Description and address are optional.

3.1.2. Select a Profiling Method

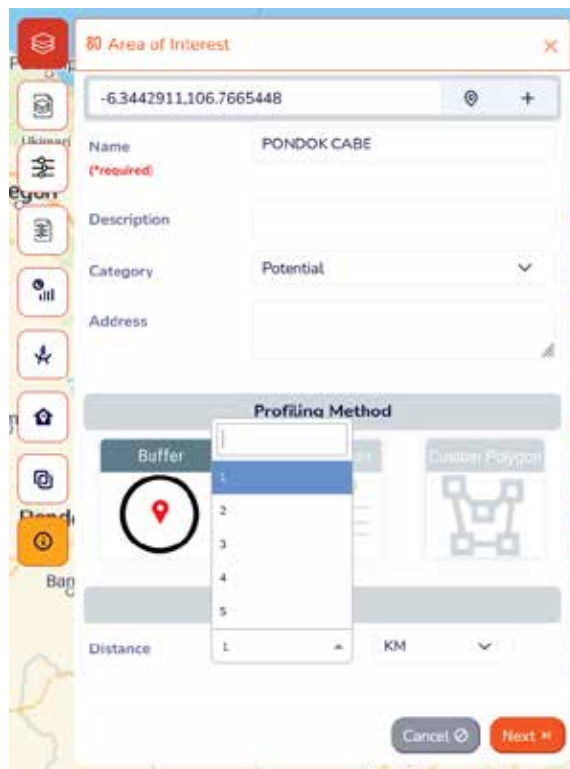


Figure 12. Buffer

When you finish filling in the site data, you must select a profiling method. There are 3 profiling methods, you need to choose one.

- a. Buffer is a method of analyze a site using a circular buffer area. If you choose Buffer, you must enter a distance, you can choose between 1 and 5 or type the number you want.

Area of Interest

Name: PONDOK CABE

Description:

Category: Potential

Address:

Profiling Method

Buffer Road Access Custom Polygon

Isochrones

Person Car Bicycle

Cancel Next

Figure 13. Road Access Profile

b. Road Access is a method of analyze a location using a drawn area based on the estimated travel distance or travel time to or from the area.

- 1). You choose one profile among Foot Walking, Car Driving, and Cycling.

Area of Interest

Category: Potential

Address:

Profiling Method

Buffer Road Access Custom Polygon

Isochrones

Person Car Bicycle

Distance/Time: 1 KM

Type of Access: Toward Site

Cancel Next

Figure 14. Distance/Time & Type of Access in Profiling Method Form

- 2). You must fill in the distance and choose the unit between Kilometers or Minutes. And you must select the access type, Toward Site or Away From Site. Toward Site is the direction towards a certain location, while Away From Site is the direction away from a certain location towards other points.

c. Custom Polygon, you can create custom polygons with specific area size restrictions.

- 1). You must select Custom Polygon. For the custom polygon area size is listed as below, you must contact client services if you want to change the custom polygon area size limit.

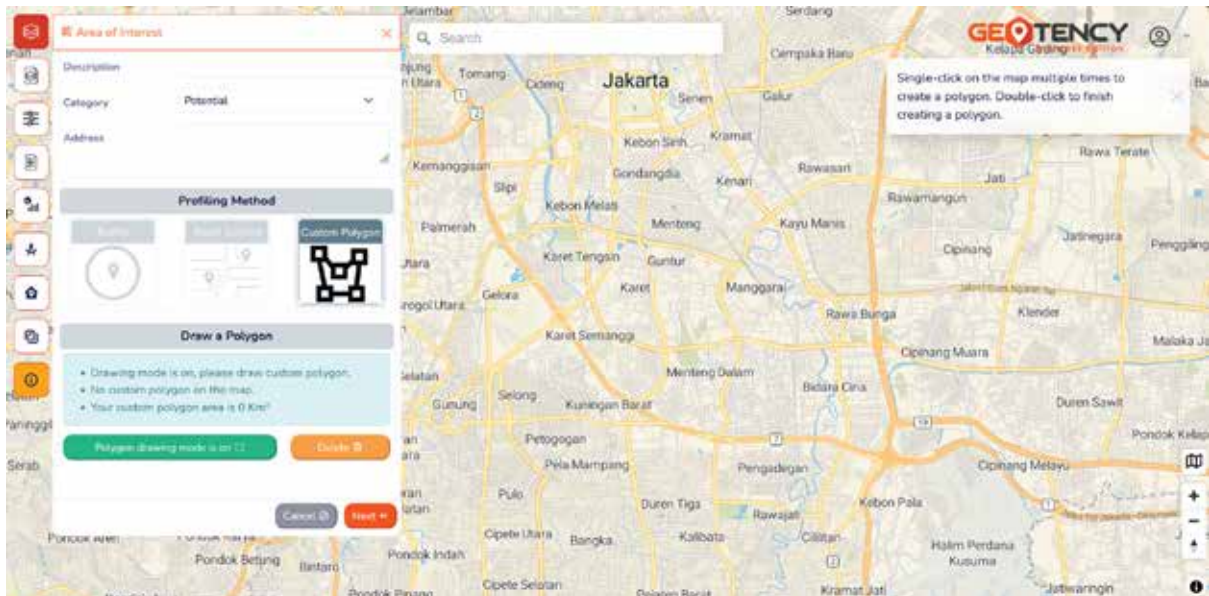


Figure 15. Custom Polygon

- 2). If drawing mode is active and there is no custom polygon on the map then you can create a new custom polygon, you can click once to create a new corner on the map, you can create more than 1 corner and double click to stop drawing the polygon.

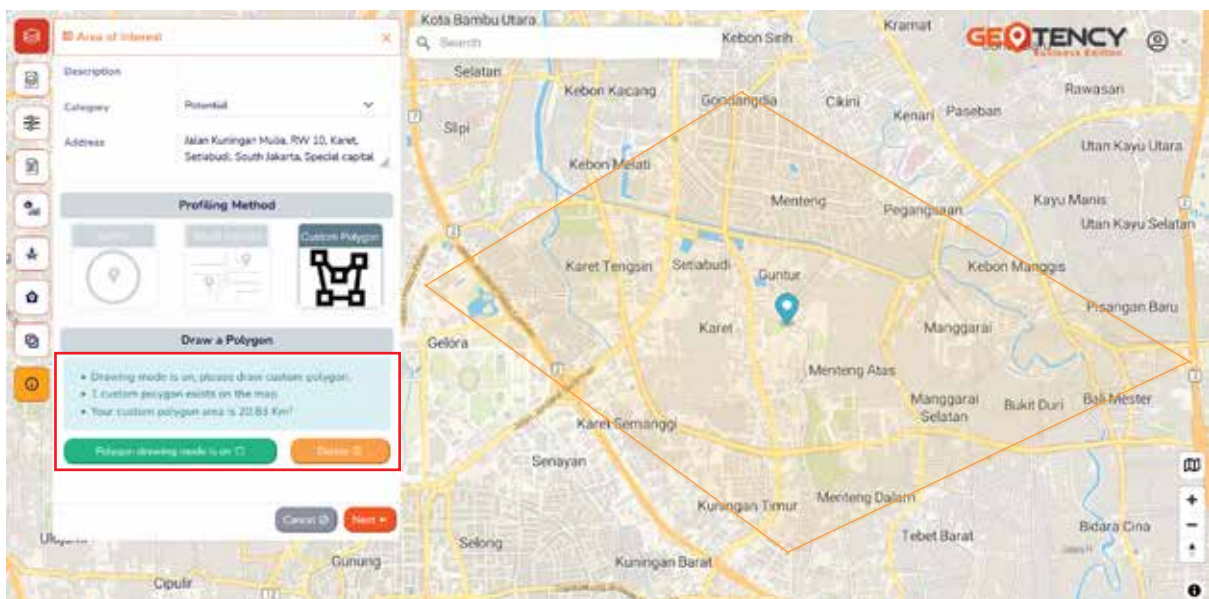


Figure 16. Drawing Custom Polygon

- 3). To disable & enable drawing mode, you can click the left button. To delete a custom polygon on the map, you can click the delete button on the right. Please note, if you want to create a new custom polygon but there is already a custom polygon on the map, you must delete the custom polygon first.

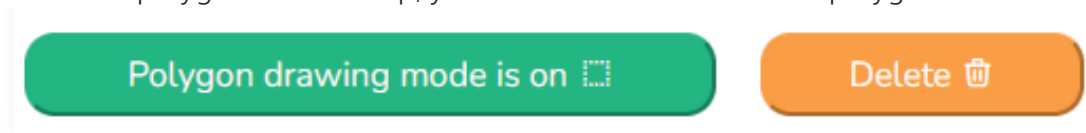


Figure 17. Drawing Custom Polygon Action

3.1.3 Set or Create Analysis Parameters

1. If you have finished filling in the site data and profiling method, please click the Next button.



Figure 18. Next Button in Area of Interest Form

2. You must select the parameters available below.

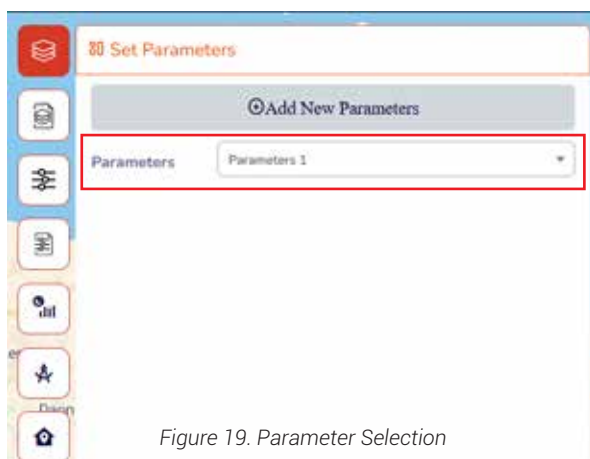


Figure 19. Parameter Selection

3. You can create new parameters by clicking the "Add New Parameters" button. Once you have finished creating a new parameter, you can select the parameter that was

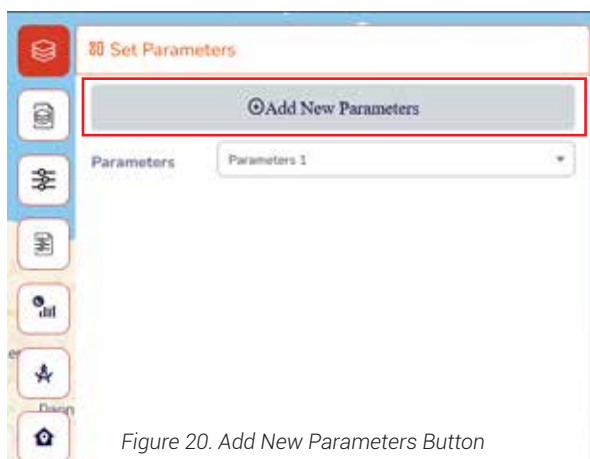


Figure 20. Add New Parameters Button

- When you have finished selecting the parameters, click save and wait for the loading to complete.

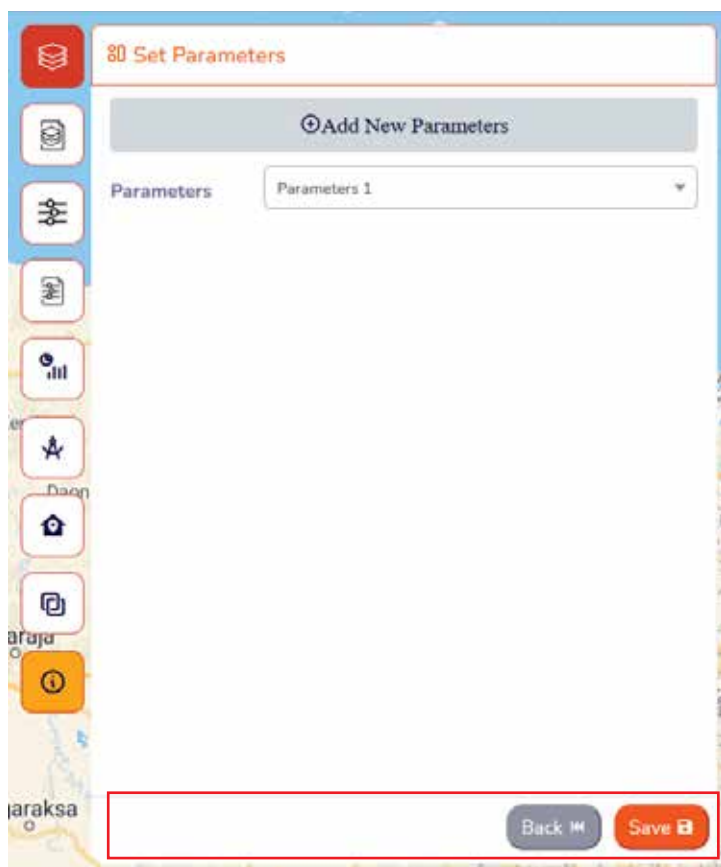


Figure 21. Save Area of Interest

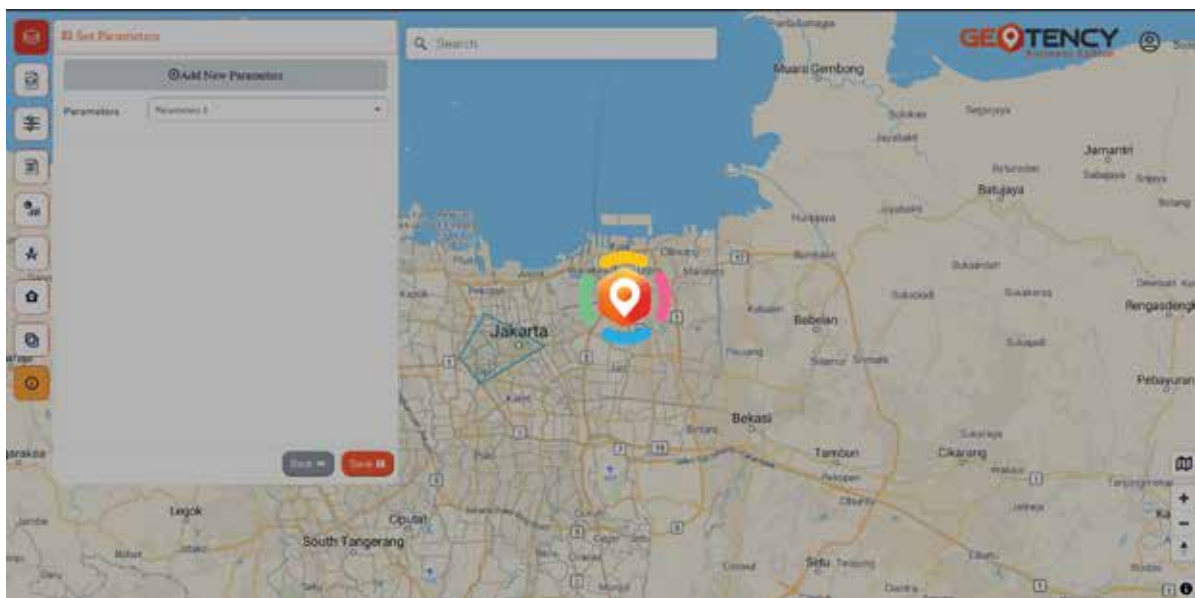


Figure 22. Loading During the Analysis Process

5. The analysis process is complete, if an alert appears as below.

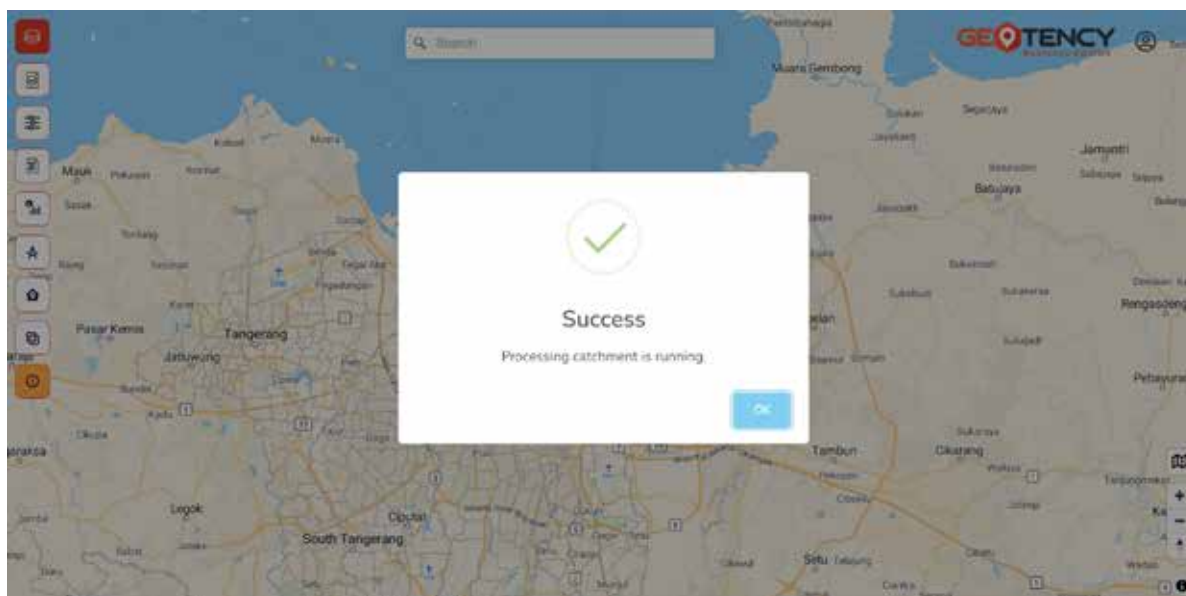


Figure 23. Alert Successful Analysis Process

3.2. Viewing the Area of Interest Dashboard



Figure 24. List Area of Interest Menu

1. Click on the Area of Interest List menu as below, you must select (check) an Area of Interest that has already been created.

2. Click Add Layer button, the Area of Interest list will open, you need to select an area of interest, the maximum number of selected is 5. You can click apply now if you have chosen.

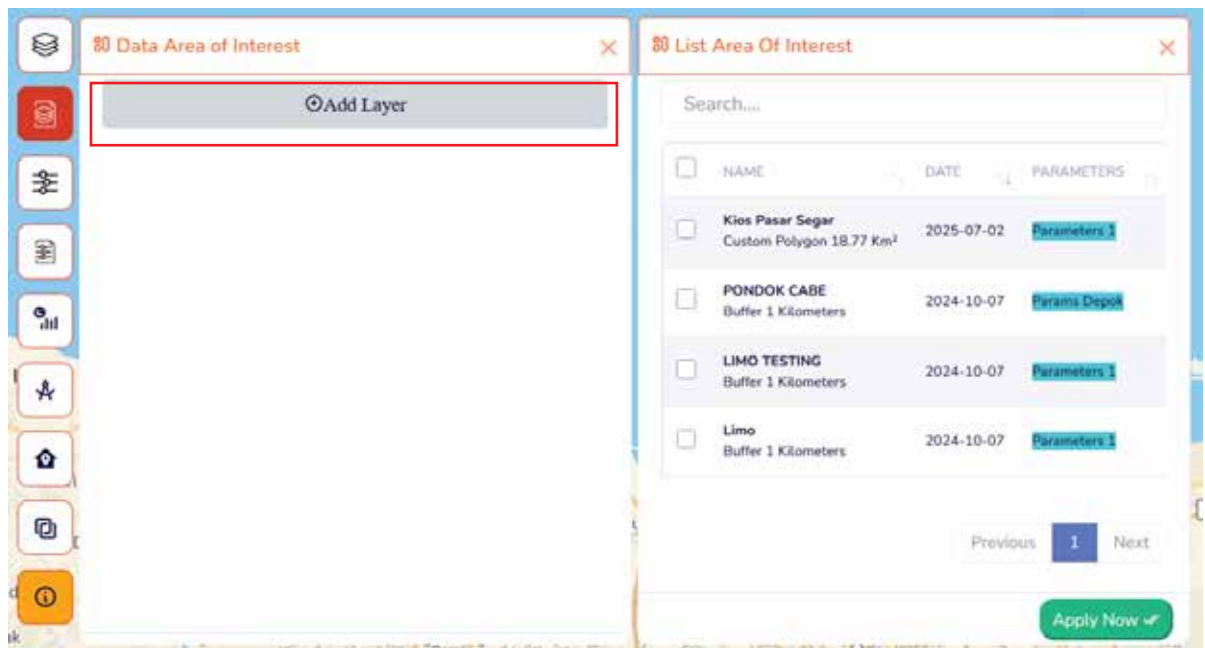


Figure 25. List Area of Interest

3. Below are the areas of interest that have been selected.

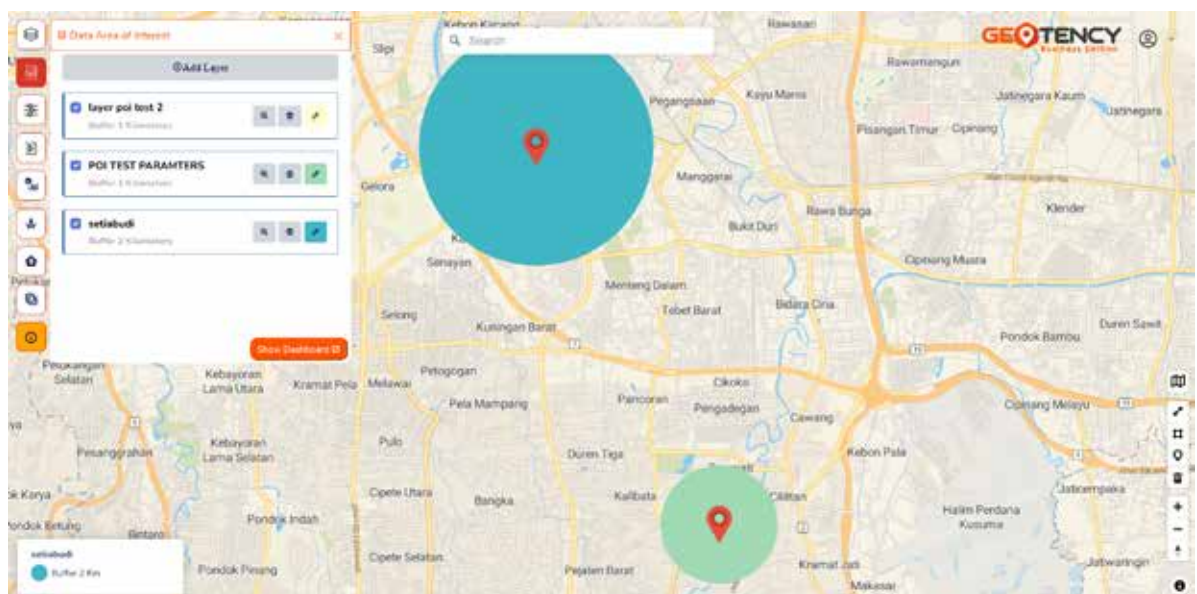


Figure 26. Area of Interest on the Map

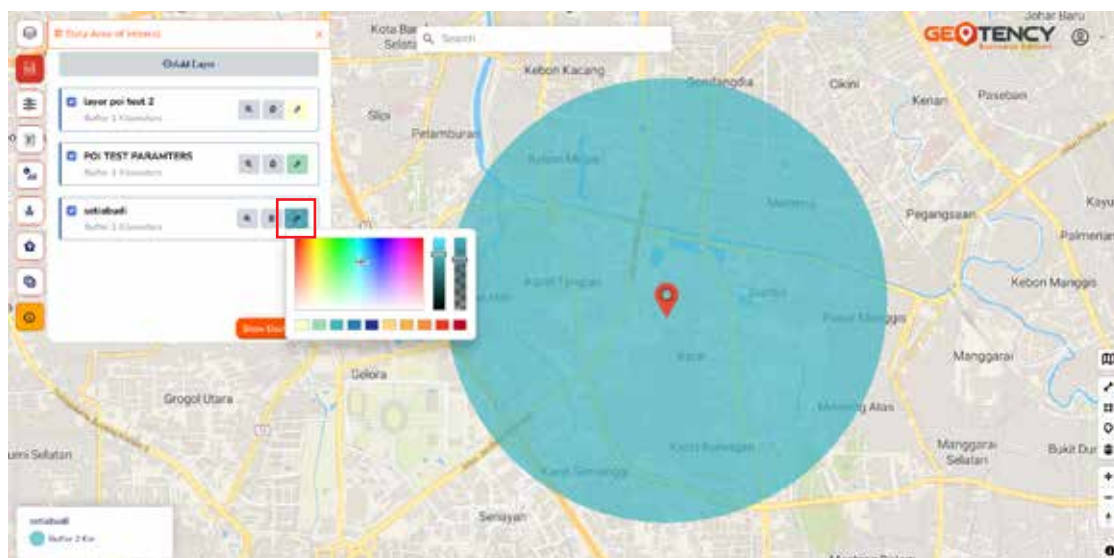
- a. To navigate the map to the location of the area of interest, click the button below.



b. To remove an area of interest from the selected list, click the button below.



c. To change the color and transparency, click the button below.



4. Click Show Dashboard to display the area of interest dashboard.

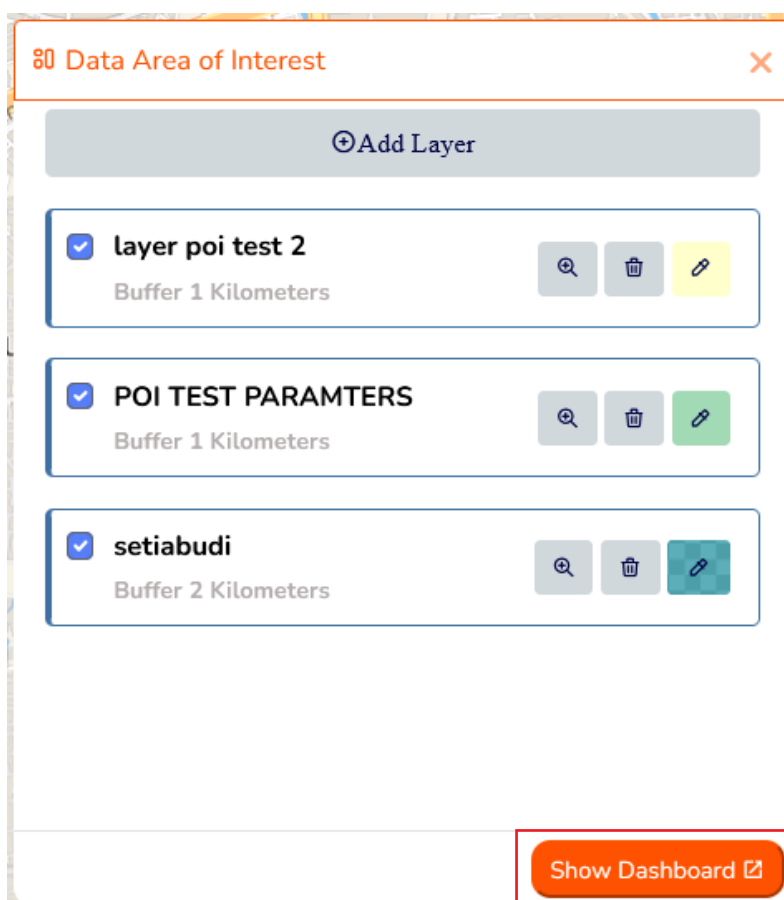


Figure 27. Show Dashboard Button

5. To display the contents of the dashboard, click choose layer and select a maximum of 2 layers. After the content dashboard has appeared you can display pdf reports & tables and display market size, catchment percentage and grids on the map.

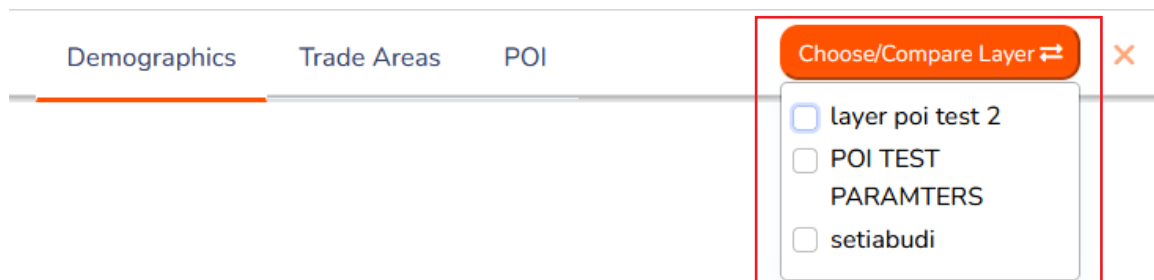


Figure 28. Choose Layer in Area of Interest Dashboard

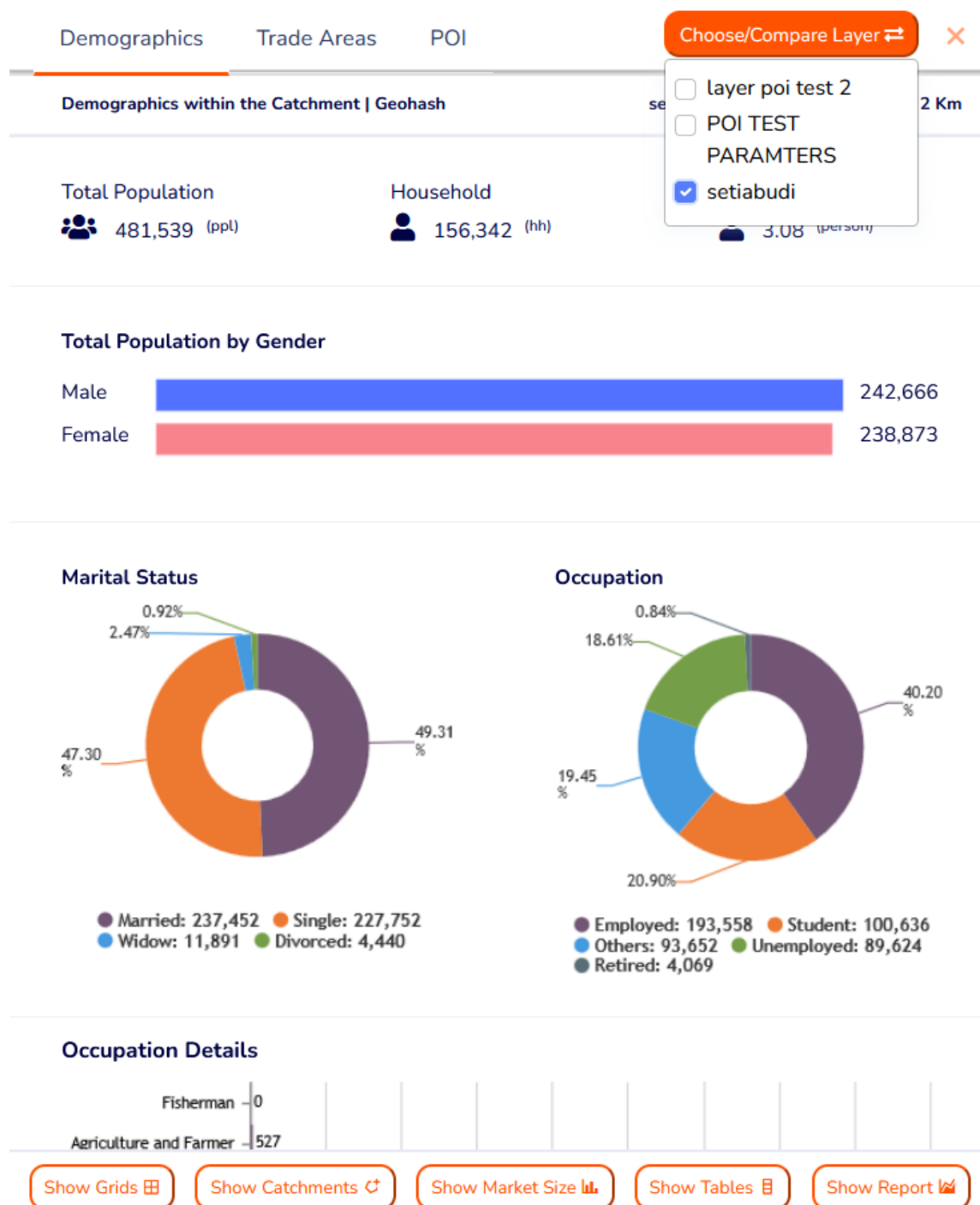


Figure 29. Area of Interest Dashboard

3.2.1. Review AOI Analysis Report

Click **Show Report** to view the report and download it in pdf format. The report will appear as below.

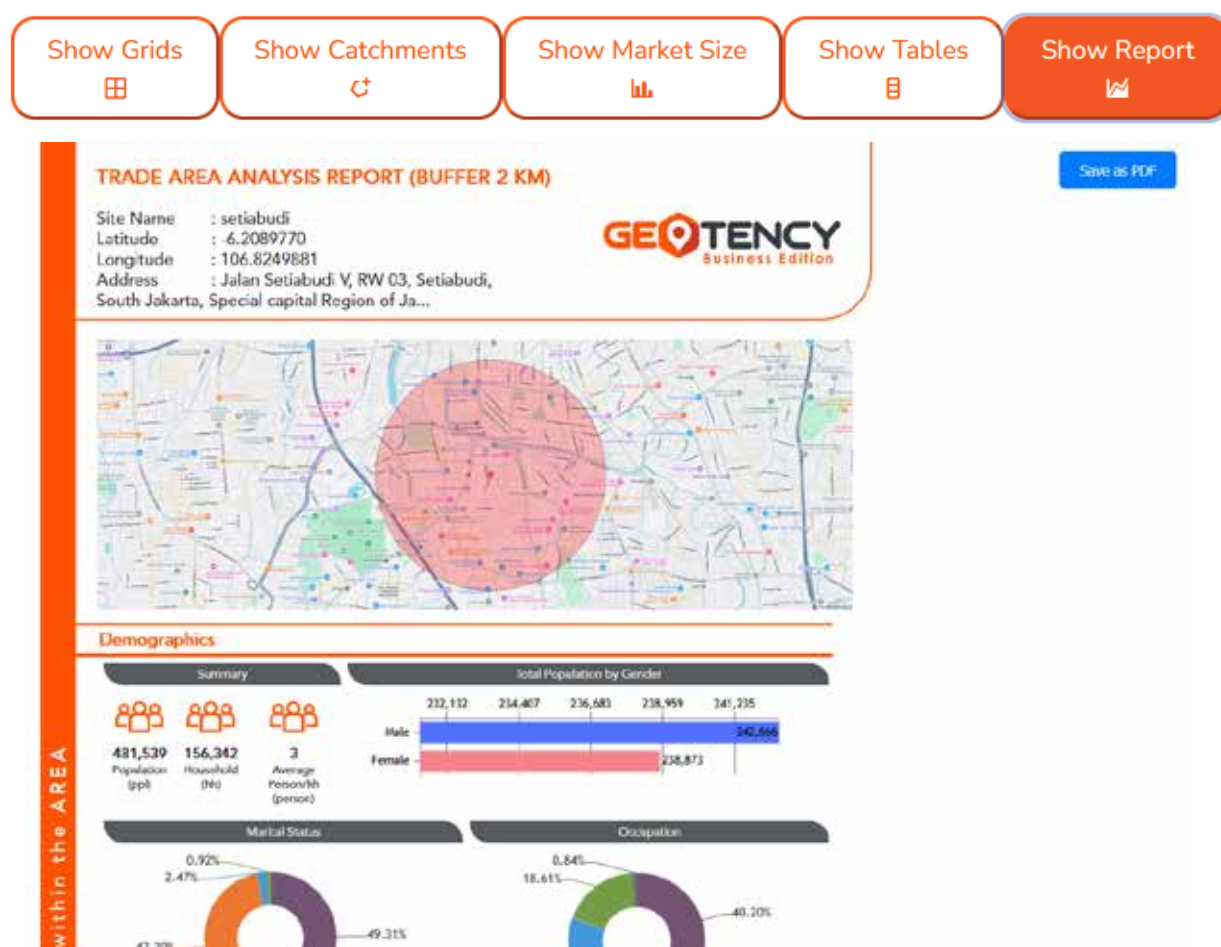
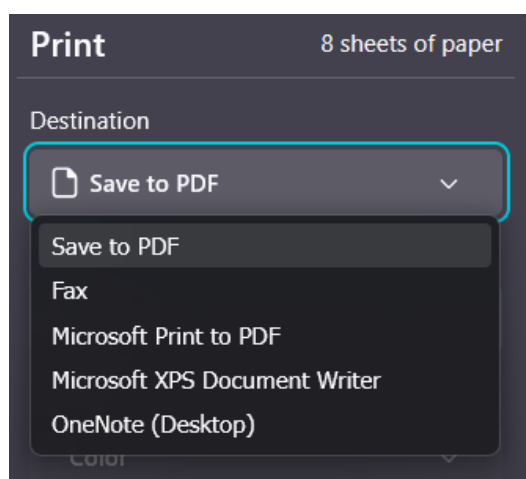
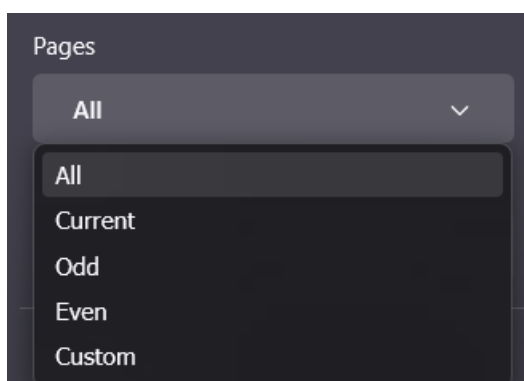


Figure 30. Analysis Report

1. Click the **Save as PDF** button to print or download the PDF.
2. To print, in the **Destination** you can select your printer driver, if you want to save the report as a pdf file, you can select **Save to PDF**.

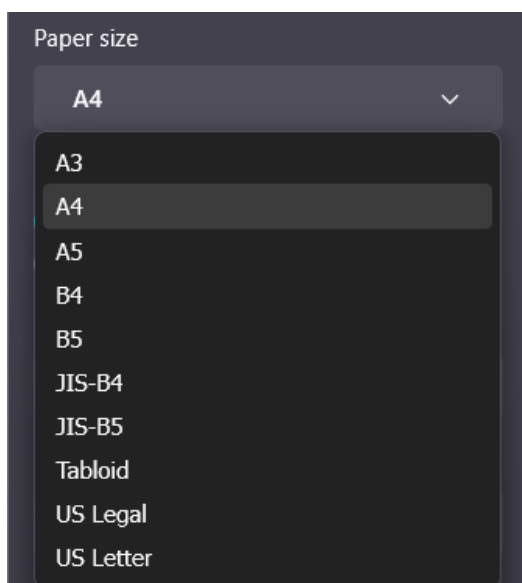


3. In Pages Selection, you can select **All to select all pages** for saving or printing.



- To save or download the page that is currently displayed you can select Current.
- To save or download odd pages, you can select Odd.
- To save or download the even pages, you can select Even.
- To save or download only a few pages, you can choose Custom. For example, you can fill in 1-3 or 2,3,4 etc.

4. To make the printout or pdf file more presentable, you must choose the following :



- Choose the paper size which is A4.
- Choose scale which is Fit to page width.
- Choose pages per sheet which is 1.
- Choose margins that are None.
- For options, do not check Print headers and footers and must check Print background.

5. Click **Save** or **Print**.

3.2.2. Explore Catchment Detail Tables

1. Click **Show Tables** to display the Trade Areas table, Villages table, and Point of Interest table.

The Trade Areas table and Villages table contain columns that you define according to the parameters you fill in. Both tables contain data at the village level.

The difference between the Trade Areas table and the Villages table is that the values of the columns in the Trade Areas table depend on the percentage of the catchment area, in addition to the Trade Areas table there is a market size ranking.

Province	City	District	Village	Area Percentage (%)	Population	Female	Market Target (%)	Market Size (Ppl)	Market Penetration (%)	Market Segment (Ppl)	Ranking Mar
DKI JAKARTA	KOTA JAKARTA	TANAH AIRANG	GELDHA	0.27	11	5	50.63	5	0.1	1	32
DKI JAKARTA	KOTA JAKARTA	SENEN	SENEN	76.28	6.830	3.252	49.05	3.252	0.1	325	21
DKI JAKARTA	KOTA JAKARTA	TANAH AIRANG	KERON MELATI	22.23	9.244	4.508	48.77	4.508	0.1	451	18

Figure 31. Catchment Detail Table ipsum

2. Export button

To export table or tabular data, you can click the **Export** button on the bottom right, then a dialog box will appear, you can select the tabular type and click the **Download** button.



Figure 32. Export Button

3. Export the data of trade areas table, villages table and summary

To export the data of **trade areas table**, villages table and summary, please choose **Trade Areas, Villages & POI Summary** and click Download button.

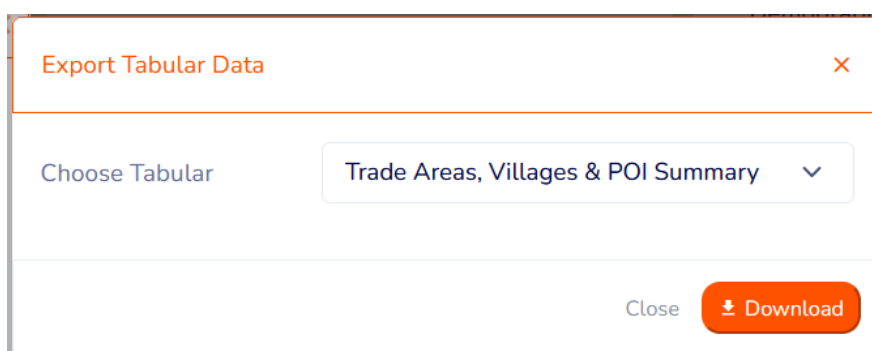


Figure 33. Export Button

4. Export the data of point of interest table

- a. Before you click the export button, you must check some rows in the point of interest table. To find out the number of rows that have been checked, see the bottom left of the table. Below is an example of multiple lines checked and an example of the number of lines that have been checked.

The screenshot shows the 'Point of Interest' table with the following data:

POI Title	Latitude	Longitude	Taxon Level	Taxon Name	Group Name	Parent Level 0	Parent Level 1	Parent Level 2	Google Street
1001	-6.17482	106.8422	Level 2	Speciality Store	Shop and Retail	SHOPPING	STORE	-	Link
1001 Collection	-6.18788	106.8139	Level 2	Speciality Store	Shop and Retail	SHOPPING	STORE	-	Link
101.4 Trax PM	-6.18792	106.82375	Level 1	Speciality Service	Offices and Commercial	COMMERCIAL	-	-	Link
101 Shoen	-6.17054	106.84101	Level 2	Speciality Store	Shop and Retail	SHOPPING	STORE	-	Link
101 Shoen MTA	-6.17842	106.79201	Level 2	Speciality Store	Shop and Retail	SHOPPING	STORE	-	Link
11.12 Coffee	-6.18435	106.78976	Level 1	CAFE	Food	GOURMET	-	-	Link

- b. Choose the **Point of Interest Details** and click the **download** button.

The 'Export Tabular Data' dialog box contains the following elements:

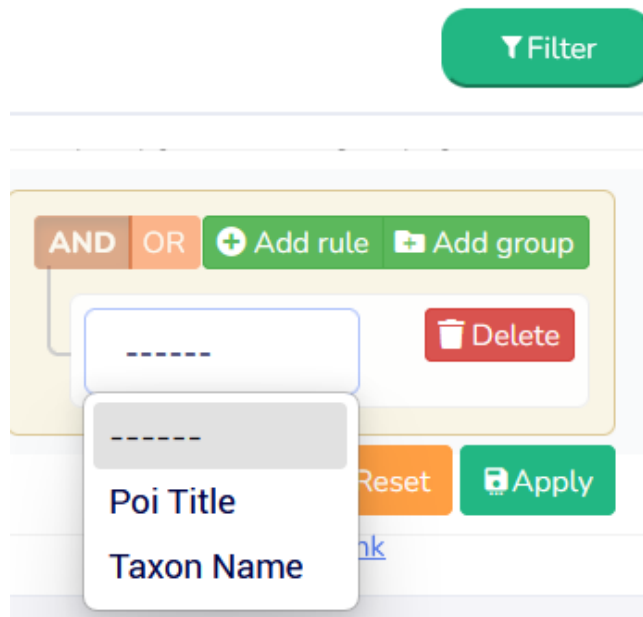
- Title: Export Tabular Data
- Dropdown menu: Choose Tabular (Trade Areas, Villages & POI Summary)
- Buttons: Close, Download

5. Filter point of interest table

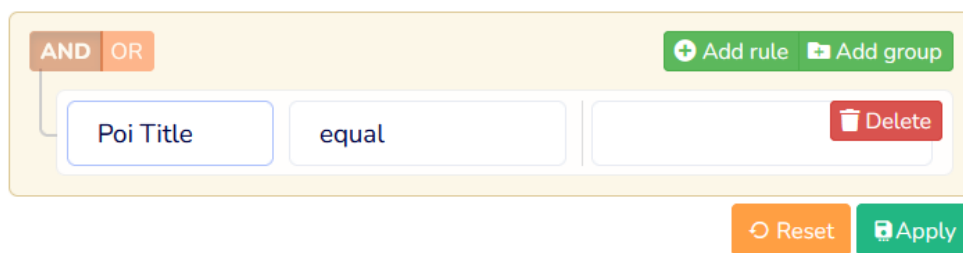
- a. Click the filter button on the right.

The screenshot shows the 'Point of Interest' table with the same data as before. A red box highlights the 'Filter Button' and the 'Filter' button.

b. Choose a column or data field (e.g. POI Title, Taxon Name).



c. Type the filter value and select operator type.



Operator Reference

Operator	Meaning (What It Does)
Equal	Is exactly equal to the value (Taxon Name equals "Education")
not_equal	Is not equal to the value
begins_with	Starts with the given value (POI Title begins with "Sekolah")
not_begins_with	Does not start with the value
Contains	Includes the value anywhere (POI Title contains "SD")
ends_with	Ends with the given value (Title ends with "Negeri")
not_ends_with	Does not end with the given value

d. Add More Rules (Optional)

Click "+ Add Rule" again to create another condition.

e. Combine Rules with AND / OR

Above your rules, you'll see a dropdown or label with AND or OR:

- AND: All rules must match.
- OR: At least one rule must match.

f. Add a Group (Optional)

Click "+ Add Group" to group related rules. This is useful if you want to mix AND and OR conditions.

Example :

[Taxon Name] equal "Education"
AND
(
[POI Title] begins_with "SD"
OR
[POI Title] begins_with "SMP"
)

g. Click the Apply to run the filter and see the results

h. To delete a rule click the "Delete" button

i. To delete all rules click the "Reset" button

3.2.3. Visualize Market Size, Catchment Percentage, and Grid

1. To view the market size visualization on the map, you can click the Show Market Size button.

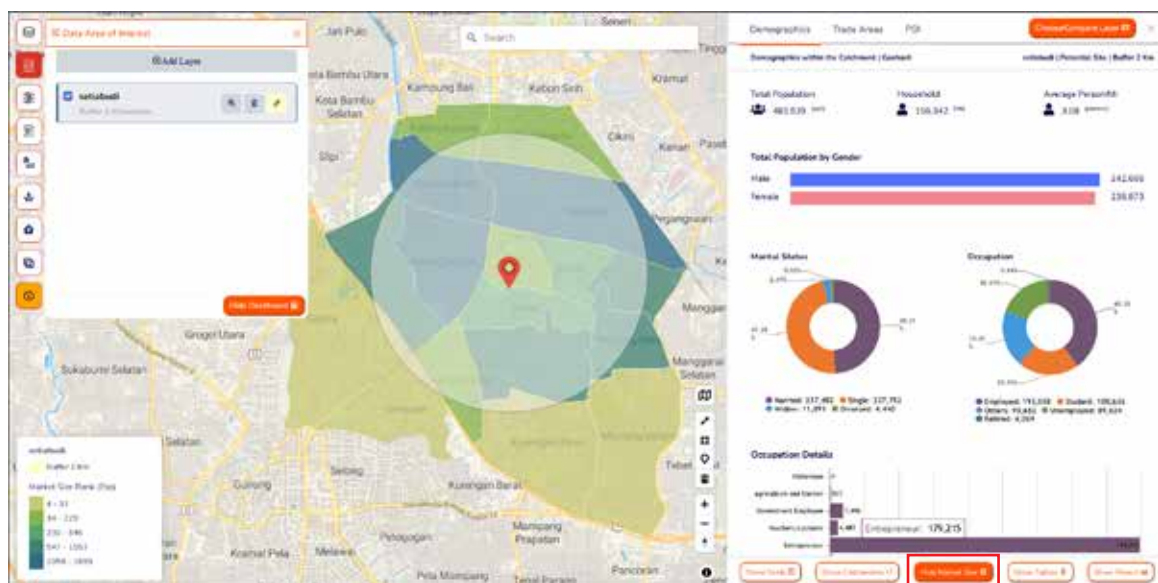


Figure 34. Market Size Visualization

2. To view the catchment percentage visualization on the map, you can click the Show Catchment button. Catchment percentage is the area (village) that is included in the catchment coverage. For example, if there is a buffer of 1 kilometre, within the buffer there is an area (village) that is included in the catchment coverage.

- To view the catchment percentage visualization on the map, you can click the Show Catchment button. Catchment percentage is the area (village) that is included in the catchment coverage. For example, if there is a buffer of 1 kilometre, within the buffer there is an area (village) that is included in the catchment coverage.

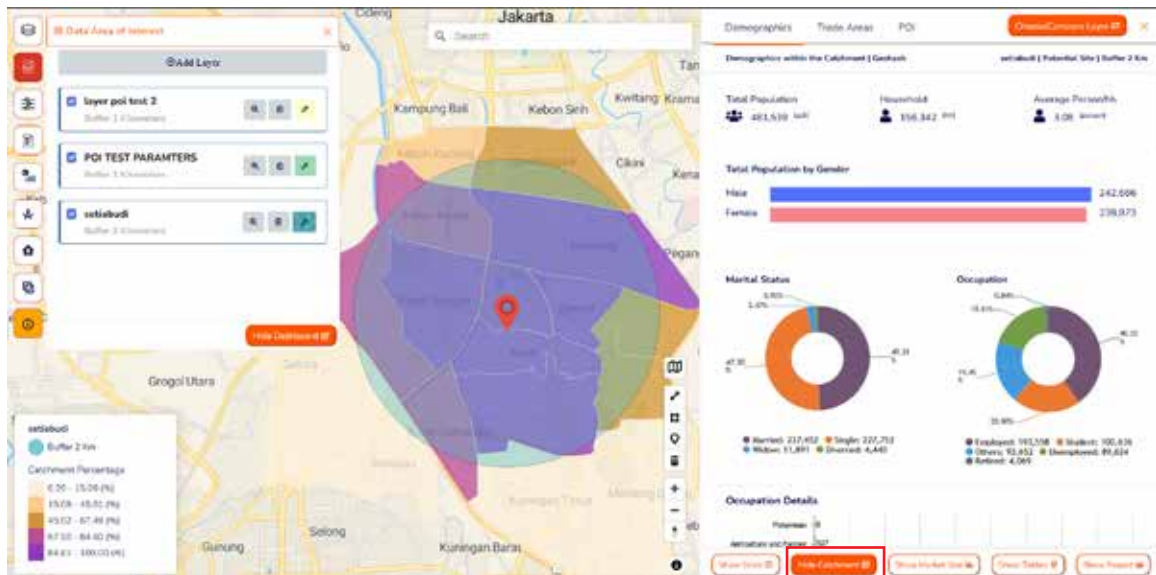


Figure 35. Catchment Percentage Visualization

- You can display the geohash level 7 visualization by clicking the Show Grid button.

3.3. Comparing 2 AOI Layers

You can compare 2 Areas of Interest at the same time but it must be the same profiling method.

- You must select 2 layers as below.

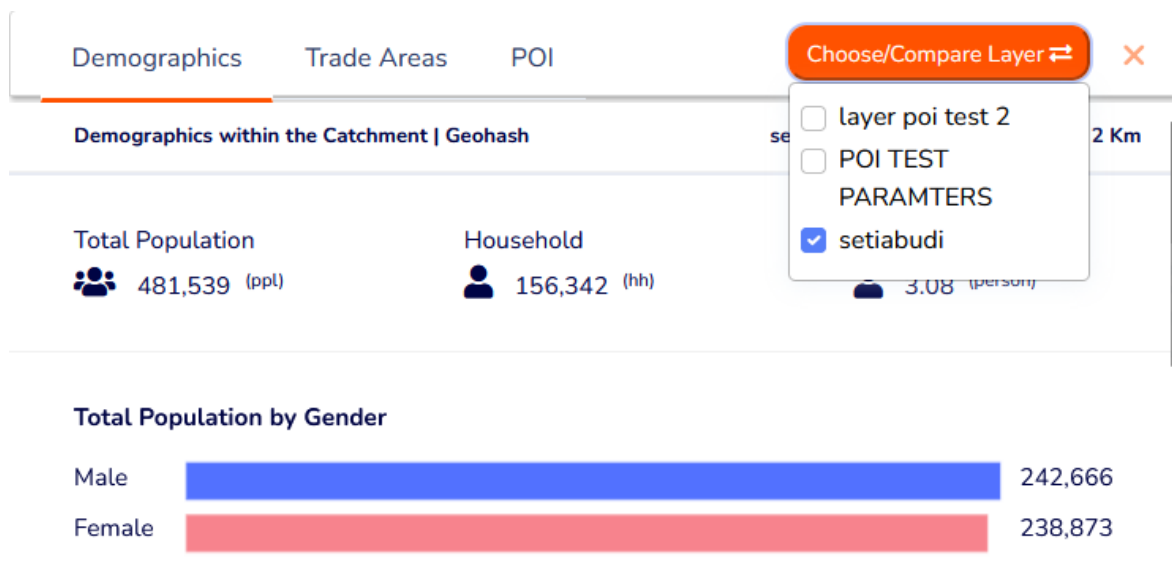


Figure 36. Choose/Compare Layer Button

2. This is the look of the layer comparison

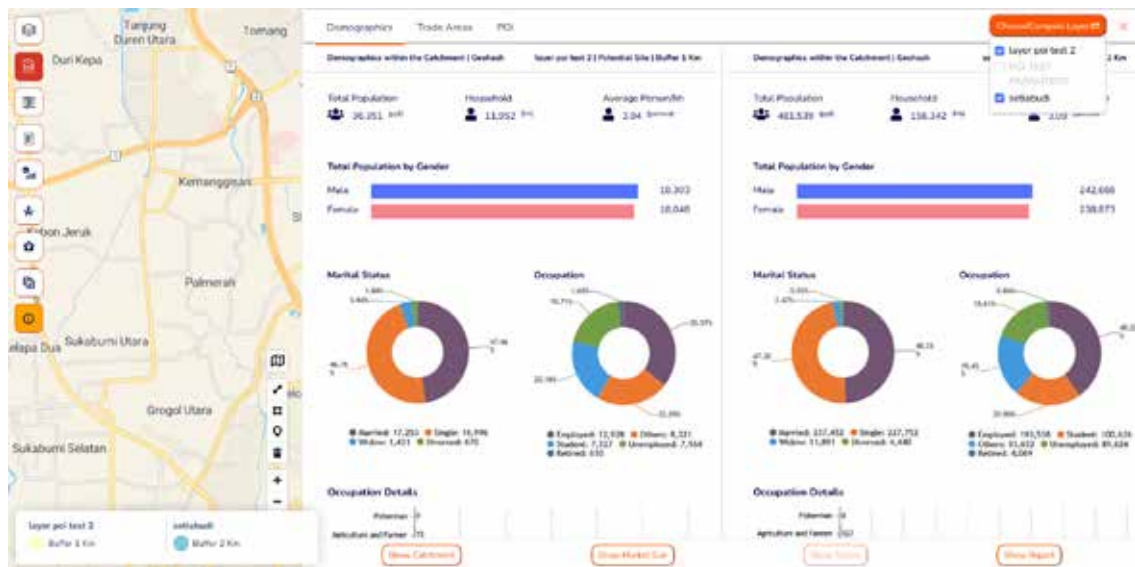


Figure 37. Layer Comparison

3. An alert like the one below will appear if you compare layers with different profiling.

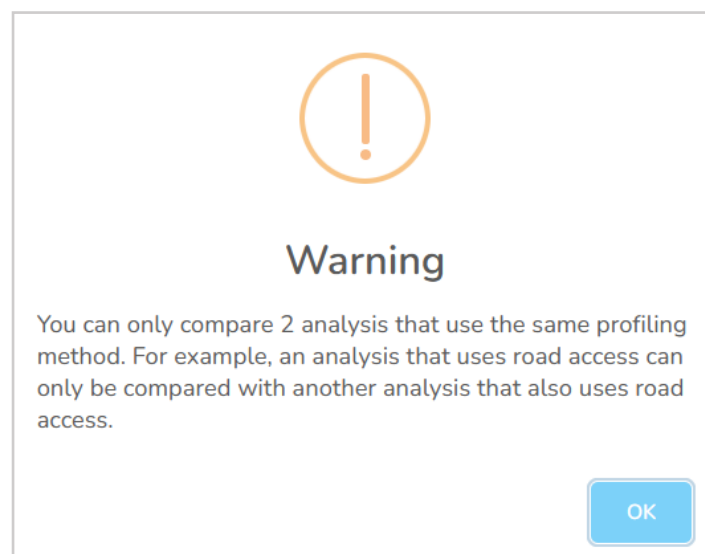


Figure 38. Comparison Layer Warning

4. Managing Analysis Parameters

4.1. Viewing and Managing the Parameter List

1. Click on the Setup Parameters menu as below, the list of parameters that have been created will appear.



Figure 39. Setup Parameters Menu

2. To search for parameters, you must type the parameter name in the search box.

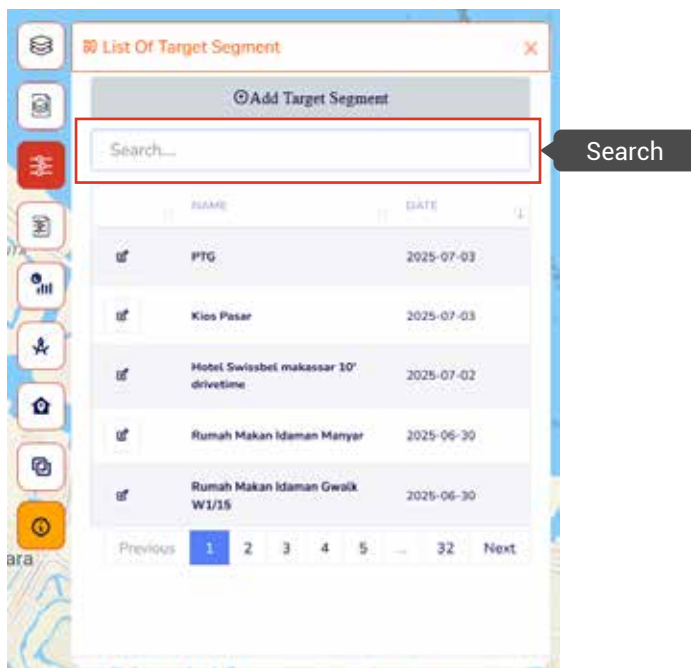


Figure 40. Parameters List

3. To create a parameter, you can click the Add Target Segment button, a blank parameter form will appear.

Figure 41 shows the 'List Of Target Segment' screen. At the top, there is a button labeled 'Add Target Segment' which is highlighted with a red rectangular box. Below this button is a search bar and a table with columns 'NAME' and 'DATE'. The table contains five entries: PTG (2025-07-03), Kios Pasar (2025-07-03), Hotel Swissbel makassar 10' drivetime (2025-07-02), Rumah Makan Idaman Manyar (2025-06-30), and Rumah Makan Idaman Gwolk W1/15 (2025-06-30). At the bottom of the table are pagination controls: 'Previous', '1', '2', '3', '4', '5', '32', and 'Next'. A map of Kapuk Muara is visible at the bottom of the screen.

Figure 41. Add a Parameter

Figure 42 shows the 'Target Segment' form. It has a tabbed interface with 'Info' selected. The 'Info' tab contains a 'Name' field (marked as required) and a 'Data Source' section with 'Demographic' and 'Geohash' options. Below this is a 'Point Of Interest' section with a 'Select Taxonomy' button. The 'Gender' section has radio buttons for 'Male' and 'Female'. The 'Age - Years Old' section has a grid of checkboxes for age ranges: 0-4, 5-9, 10-14, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-74, and > 75. The 'Socio Economic Classes' section has checkboxes for SES A (Upper Class), SES B (Upper-Middle Class), SES C (Middle Class), SES D (Lower-Middle Class), and SES E (Lower Class). At the bottom right are 'Cancel' and 'Save' buttons.

Figure 42. Blank Parameter Form

4. To change a parameter, you click one of the edit buttons, the parameter form that has been filled with the data you want to edit will appear.

Figure 43 shows the 'List Of Target Segment' screen, similar to Figure 41. In this view, the edit button (represented by a pencil icon) for the first parameter, 'PTG', is highlighted with a red rectangular box. The rest of the interface, including the table and map, is identical to Figure 41.

Figure 43. Edit Parameter Button

Figure 44 shows the 'Target Segment' form, similar to Figure 42, but with data filled in. The 'Name' field is empty. The 'Data Source' section has 'Demographic' and 'Geohash' selected. The 'Point Of Interest' section has the 'Select Taxonomy' button. The 'Gender' section has 'Male' selected. The 'Age - Years Old' section has checkboxes for 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, and > 75. The 'Socio Economic Classes' section has checkboxes for SES A (Upper Class), SES B (Upper-Middle Class), SES C (Middle Class), SES D (Lower-Middle Class), and SES E (Lower Class). At the bottom right are 'Cancel' and 'Save' buttons.

Figure 44. Edit Parameter Form

4.2. Filling Out the Parameter Form

Parameter forms in create mode and edit mode have the same way of filling out and the same rules.

4.2.1. Fill in Required Fields

Parameter name is required, if not filled in then the parameter cannot be saved and an alert appears as below.

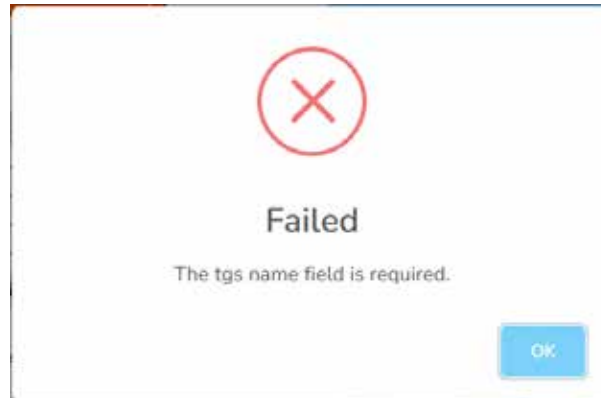


Figure 45. Parameter Name Alert Required

4.2.2. Fill in Recommended Fields

1. If you do not fill in the Gender, Age, Socio Economic Classes, Expenditure Classes or Occupation sections, the data for these fields will not be displayed in the Catchment Detail table.

Figure 46. Recommended Field Filled

2. Market Penetration, Product Price, Basket Size, Expected Sales, and Buying Frequency are needed to obtain the Market Target, Market Size, Market Segment and Monthly Sales Potential.

The form is titled 'Market Target'. It contains the following fields:

- Market Penetration (%)**: A dropdown menu.
- Product Price**: Two input fields labeled 'Min Price' and 'Max Price'.
- Basket Size**: An input field with 'IDR' as a unit.
- Expected Sales**: An input field with 'IDR' as a unit.
- Buying Frequency**: A dropdown menu.

Figure 47. Recommended Field Filled

This is how it looks on the area of interest dashboard if you don't fill in the field.

The dashboard shows the following data:

Potential Market Geohash			
Market Target	Market Size	Market Segment	Monthly Sales Potential
0.00 (%)	1 (ppl)	0 (ppl)	Rp 0

Figure 48. No Potential Market Data

4.2.3. Select Point of Interest

If you do not fill in the POI Taxonomy and Advanced Filter form then all POI data in the catchment scope will be fetched.

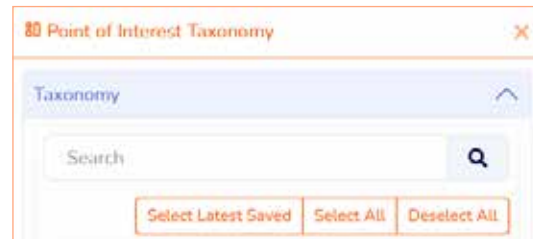
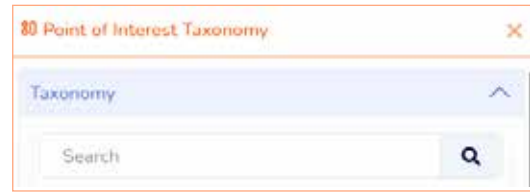
The form is titled '80 Point of Interest Taxonomy'. It includes the following sections:

- Select Latest Saved**, **Select All**, **Deselect All** buttons.
- A list of categories with checkboxes:
 - HEALTHCARE
 - GOURMET
 - AUTOMOTIVE SERVICE
 - HOSPITALITY
 - FINANCIAL
 - SHOPPING
 - EDUCATION
 - TRAVEL
 - ATTRACTION & RECREATION
 - GOVT & PUBLIC
 - COMMERCIAL
- Advanced Filter** section with:
 - AND OR** buttons.
 - Add rule** and **Add group** buttons.
 - Delete** button.
 - Back** and **Save** buttons.

Figure 49. POI Form

1. POI Taxonomy

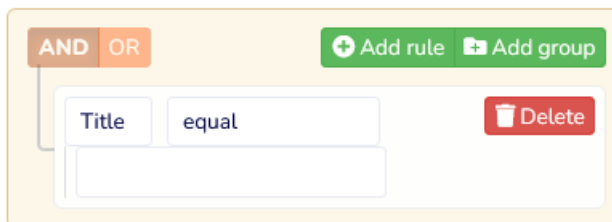
- To search for POI taxonomy, you can type it in the search box. To restore it to its default state, you can click the X button in the search box.
- To display the last taxonomy saved by users in your relation, you can click the **Select Latest** Saved button. To select all taxonomies, you can click the **Select All** button. To deselect all taxonomies, you can click the **Deselect All** button.
- Click the **Save** button to save and return to the parameters form. Click the **Back** button to return to the form parameters without saving the changes to the POI form.



2. Advanced Filter

- Choose a column or data field i.e. Title

Advanced Filter



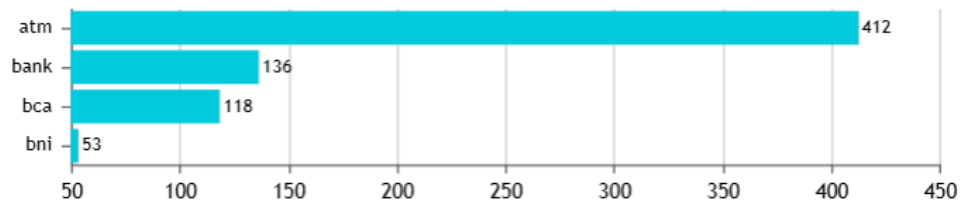
- Type the filter value and select operator type.
Operator Reference

Operator	Meaning (What It Does)
Equal	Is exactly equal to the value (Title equals "BCA")
not_equal	Is not equal to the value
begins_with	Starts with the given value (Title begins with "BCA")
not_begins_with	Does not start with the value
Contains	Includes the value anywhere (Title contains "BCA")
ends_with	Ends with the given value (Title ends with "Sejahtera")
not_ends_with	Does not end with the given value

- Add More Rules (Optional)
Click "+ Add Rule" again to create another condition.
- Combine Rules with AND / OR
Above your rules, you'll see a dropdown or label with AND or OR:
 - AND: All rules must match.
 - OR: At least one rule must match.

- e. Click the **Save** button to save and return to the parameters form. Click the **Back** button to return to the form parameters without saving the changes to the POI form.
- f. This advanced filter will automatically create a summary of custom group POI. Example in the Area of Interest dashboard :

Point of Interest (POI) by Custom Group ⓘ



Example of export Area of Interest file :

P	Q	R	S
atm	bca	bank	bni
412	118	136	53

5. Managing the List of Sites/Layers

1. Click the **List of Sites/Layers** menu as below, this menu contains a list of sites

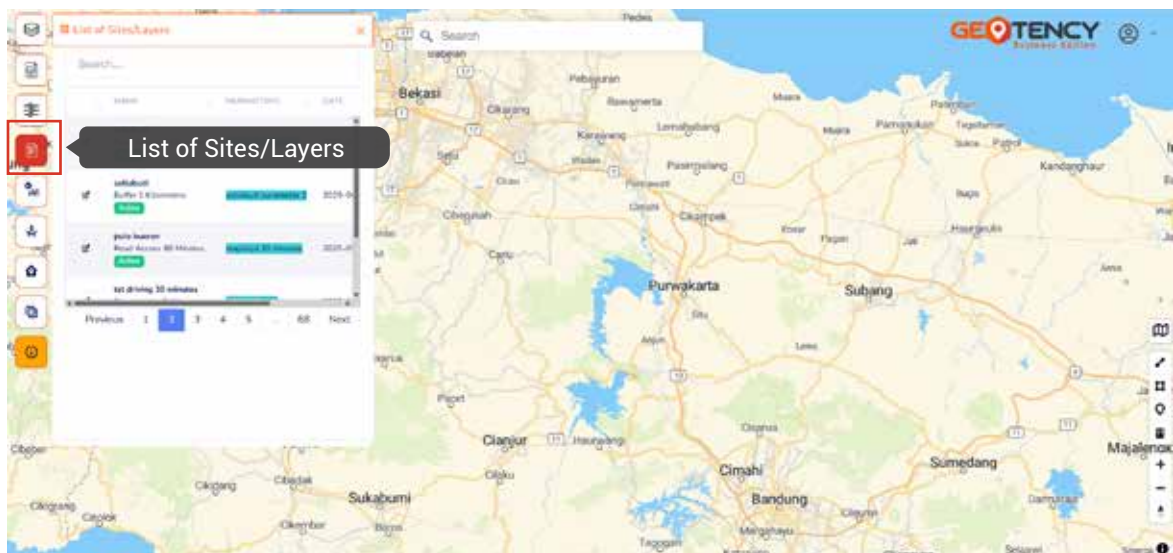


Figure 50. List of Sites/Layers

2. To search for data, you can type the site name, for example typing "setiabudi", 2 data will appear because there are already 2 layers created on the "setiabudi" site.

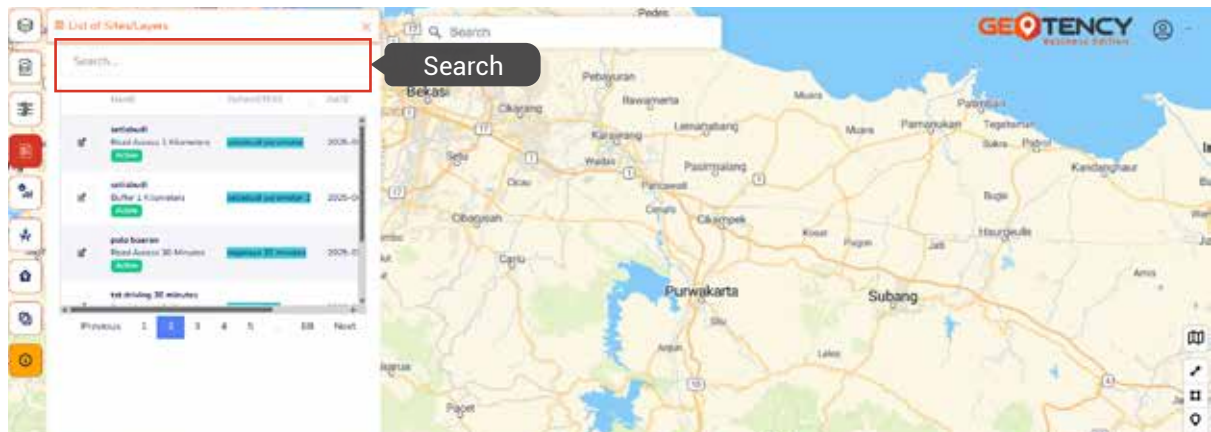


Figure 51. Search Site/Layer

3. You can edit site data as well as layer data. You can click the button as below.



Figure 52. Edit Site/Layer Button

4. Related to site data, you can change the name, category and address. Related to layer data, you can change the parameters and status, please note that if you change the status to "Not Active" then the layer does not appear in the List of Area of Interest menu.

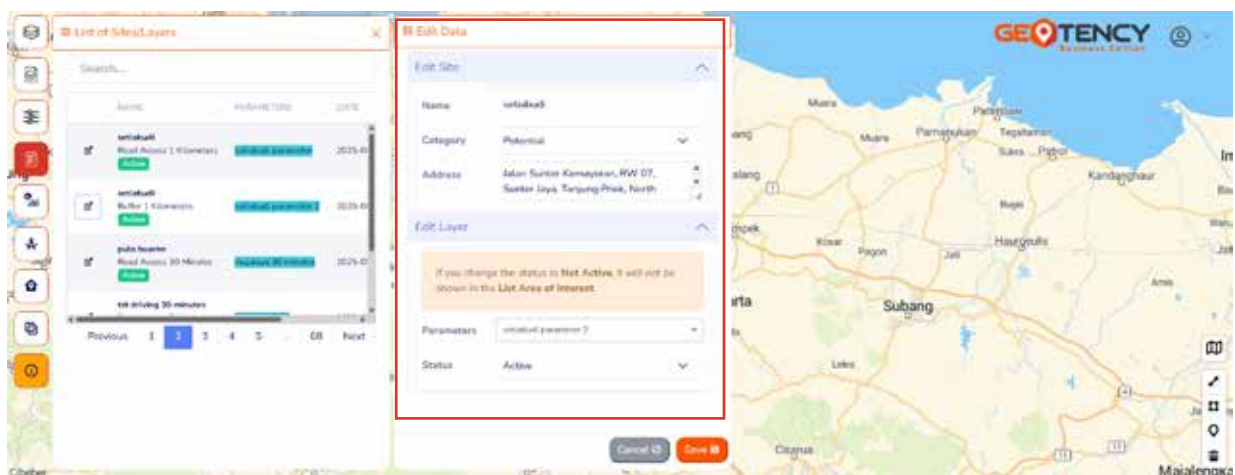


Figure 53. Edit Site/Layer

6. Exploring Demographic Data

6.1. Fill Out the Demographic Explorer Form

1. Click on the Demographic Explorer menu as below, then the Demographic Explorer form will appear.



Figure 54. Demographic Explorer Menu

2. You must first fill out the Demographic Explorer form to run this feature, in the Setup Area section, you must at least fill in the province. You can type as below and then select one of the provinces.

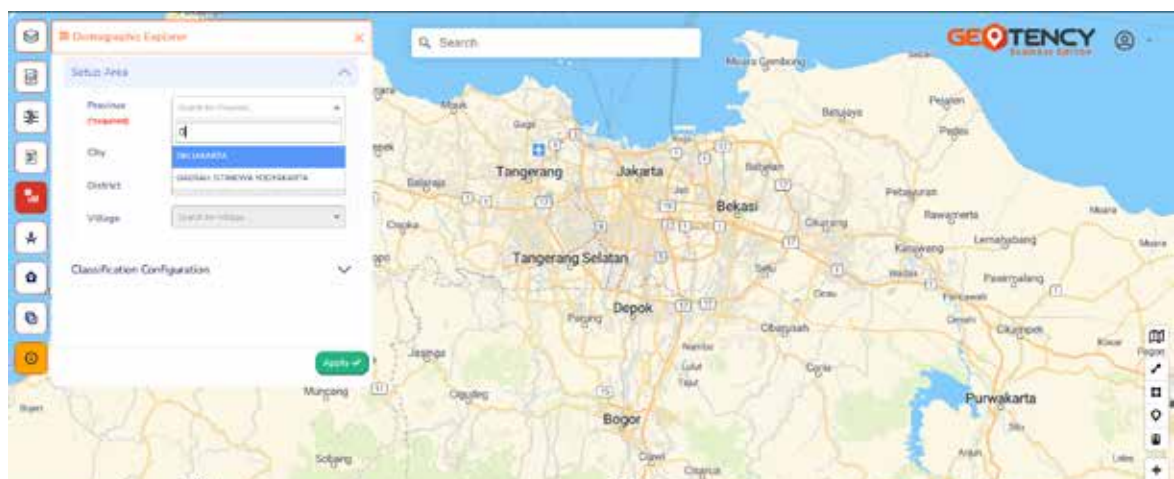
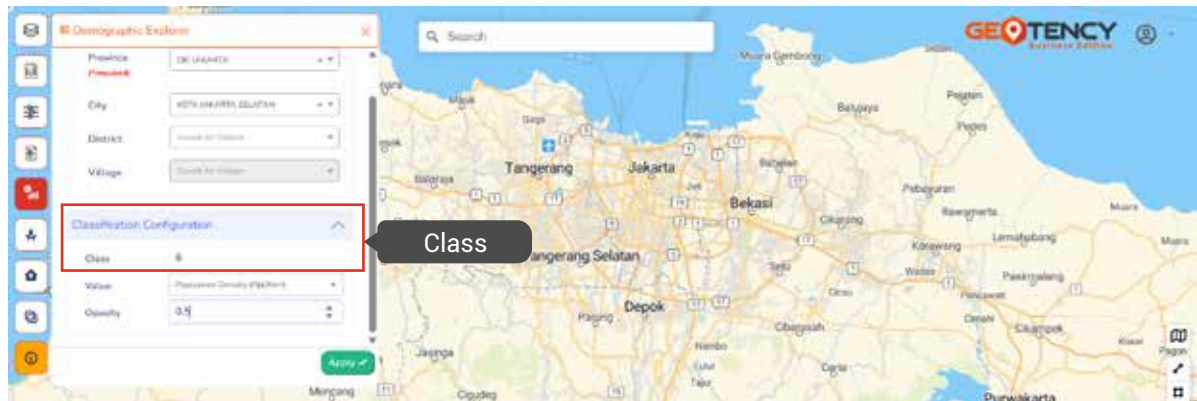


Figure 55. Setup Area in Demographic Explorer

3. In the Classification Configuration section, you must fill in the number of class, value and opacity.

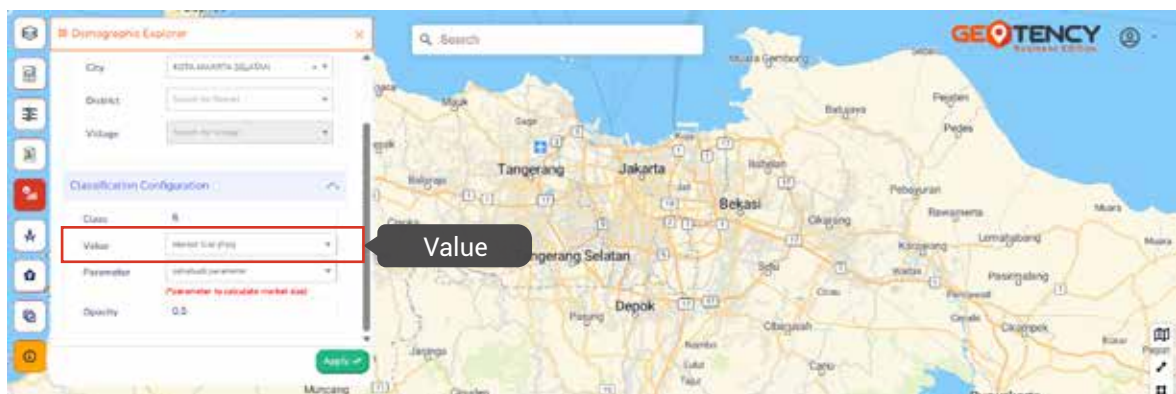
- a. Class

The number of classes refers to the number of categories or groups formed in the data clustering process. You need to know that this application uses the Natural Breaks classification method with Jenks algorithm to divide the data into groups based on its natural distribution.



- b. Value

Select the field that will be used as a reference in the data classification process. For example, if you choose population density, then the data classification process is based on population density. Additional info, if you choose market size, you are required to select the parameters as below.



- c. Opacity

The opacity value determines the transparency level of the polygon color on the map. A value of 1 means the color is fully solid (non-transparent), while a value of 0.5 makes the polygon color 50% transparent.

4. When you have finished filling out the form, click the Apply button to run.

6.2. View the Map Visualization and Dashboard

1. The image below displays the spatial classification results based on the field values you selected. Each color represents a specific group of values, which is explained in the legend at the bottom left of the map.

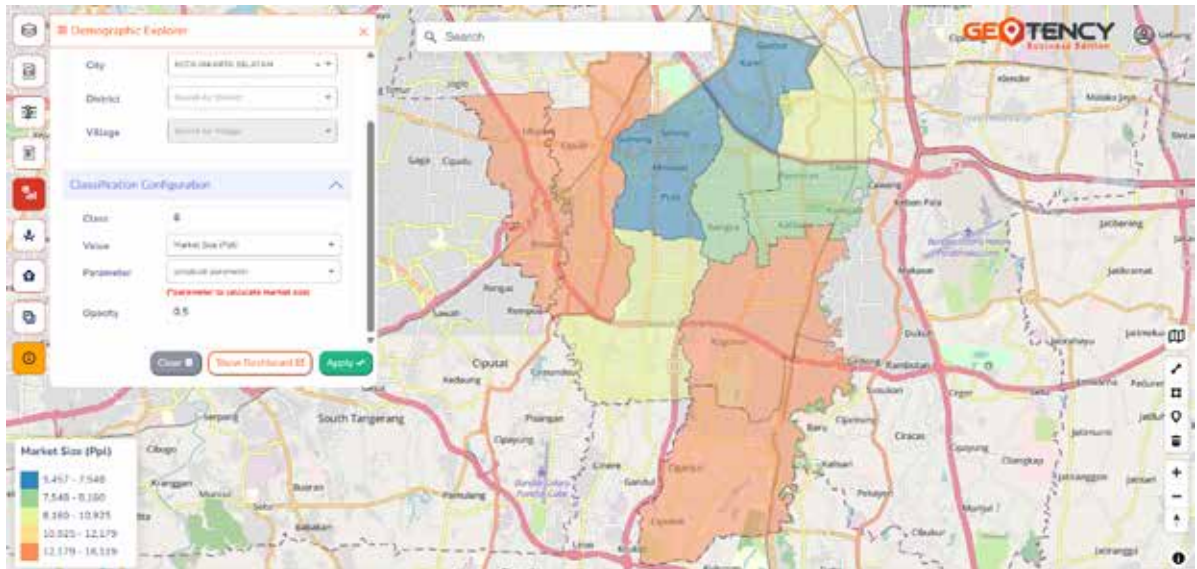


Figure 56. Demographic Explorer Map Visualisation

2. If you want to see detailed data on a particular polygon, you can click on the polygon and a popup will appear as below. In the legend, one of the groups will be bolded, indicating that the polygon belongs to that group. In the popup will bold one of the rows, indicating that it is used as a reference for the classification process.

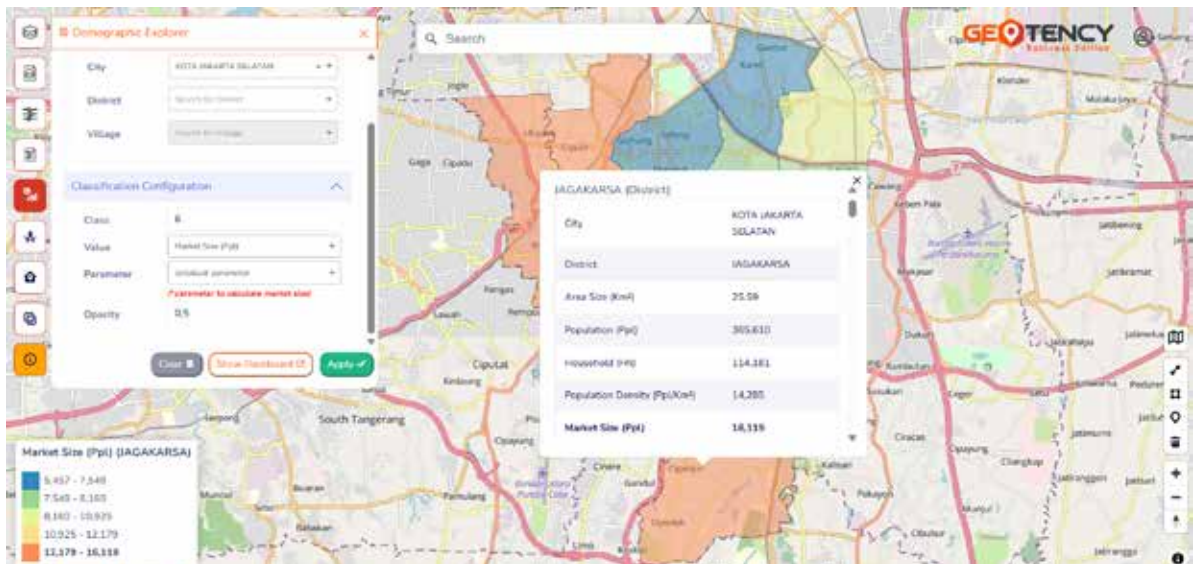


Figure 57. Demographic Explorer Popup

3. To show the dashboard, you can click the Show Dashboard button as below. The dashboard will appear on the right of your screen.

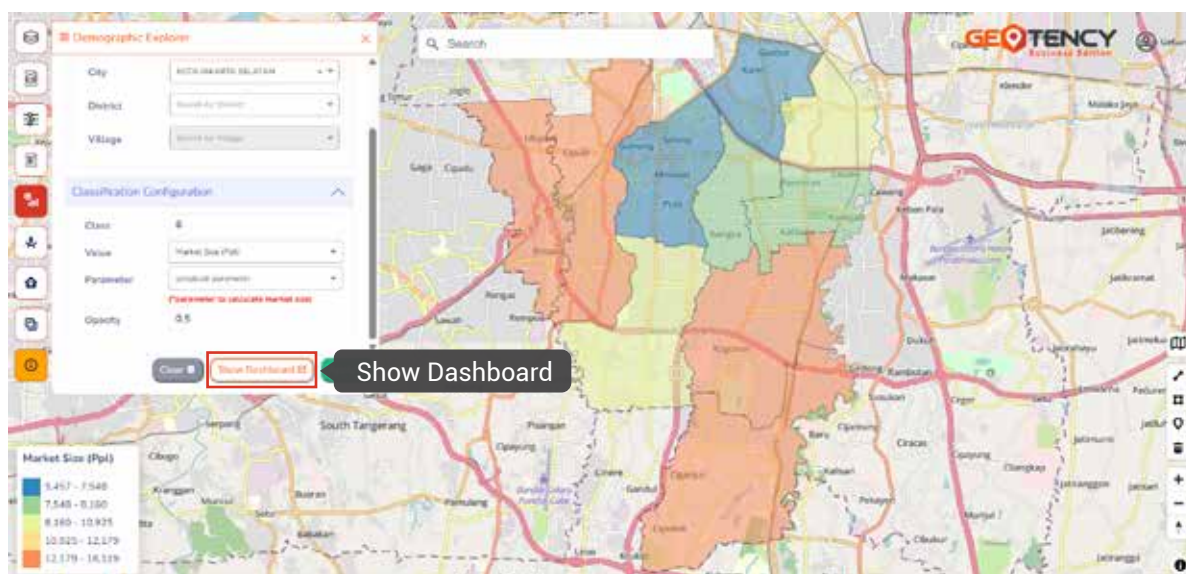


Figure 58. Show Demographic Dashboard Button

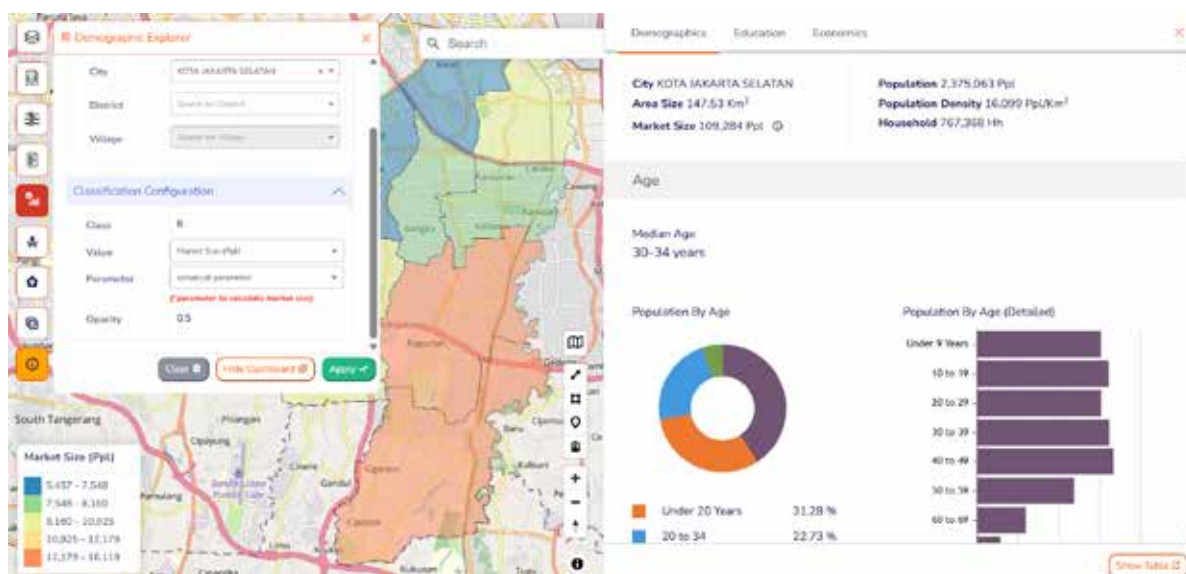


Figure 59. Demographic Dashboard

6.3. Review and Export the Details Table

1. To see all categories of purchasing power data you can click the Show Data button

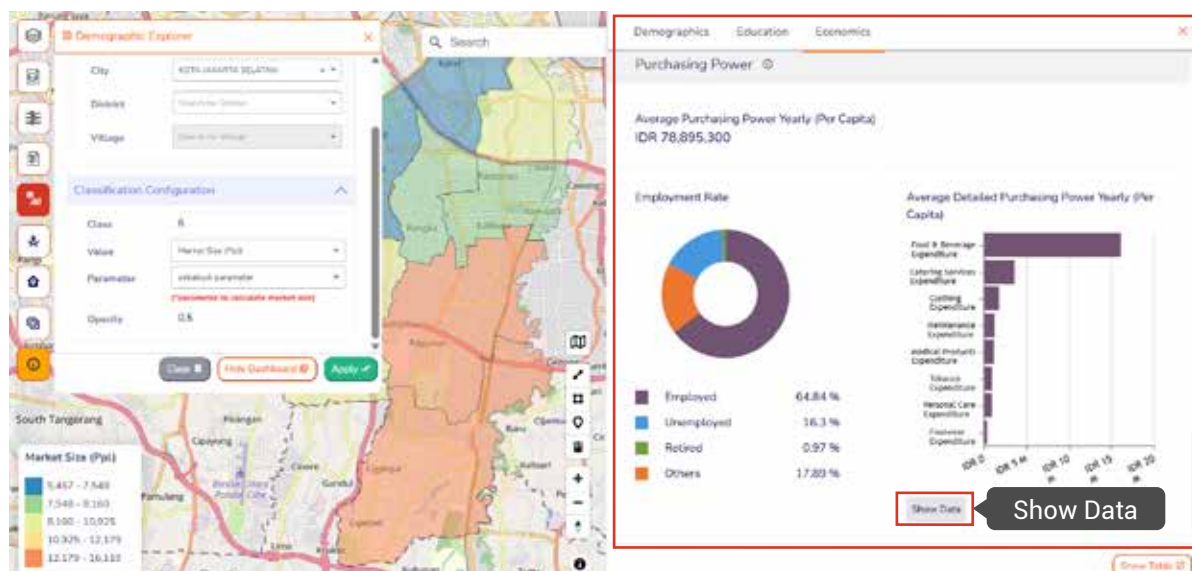


Figure 60. Purchasing Power Show Data Button

2. By default in the purchasing power table only displays 5 categories per page. If you want to display all categories on 1 page, you can select All as below. To export the purchasing power table, click the export button, the csv file will be downloaded..

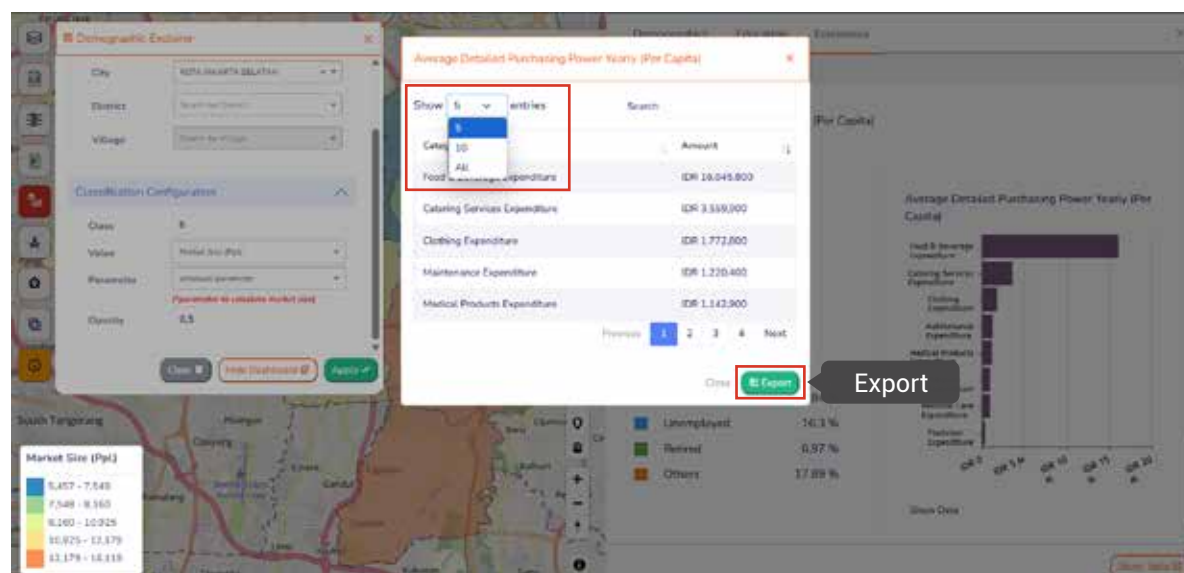


Figure 61. Purchasing Power Table

3. To show all the detailed demographic data, you can click the Show Table button as below.

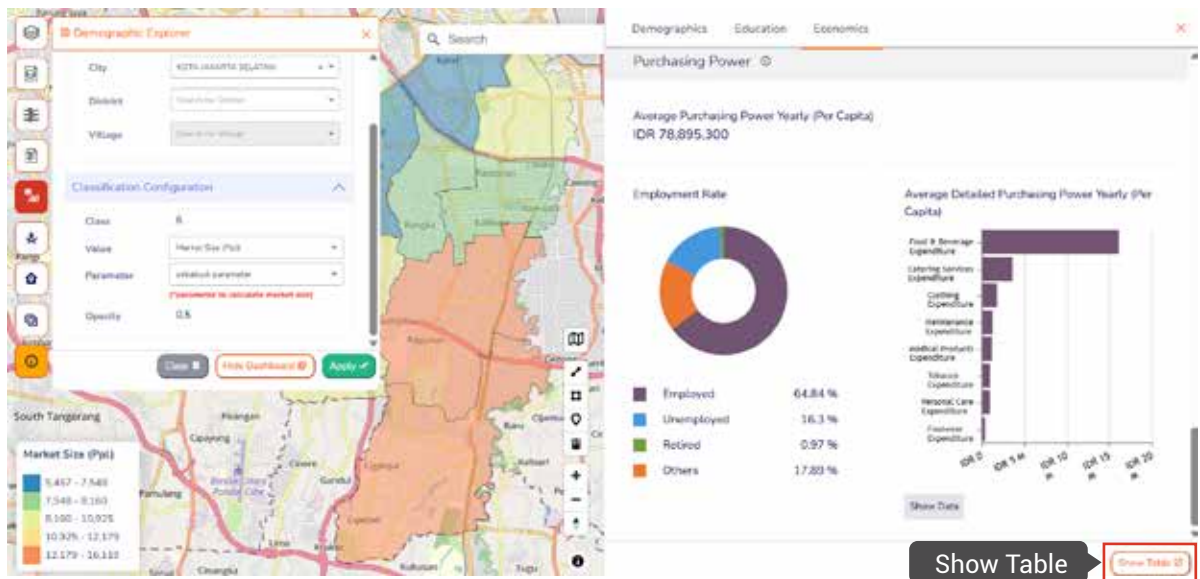


Figure 62. Demographic Show Table Button

4. By default it only shows 5 data per page, but you can change it by changing "**Show Entries**". In the demographic detail table, you can search data and export all data to a csv format file.

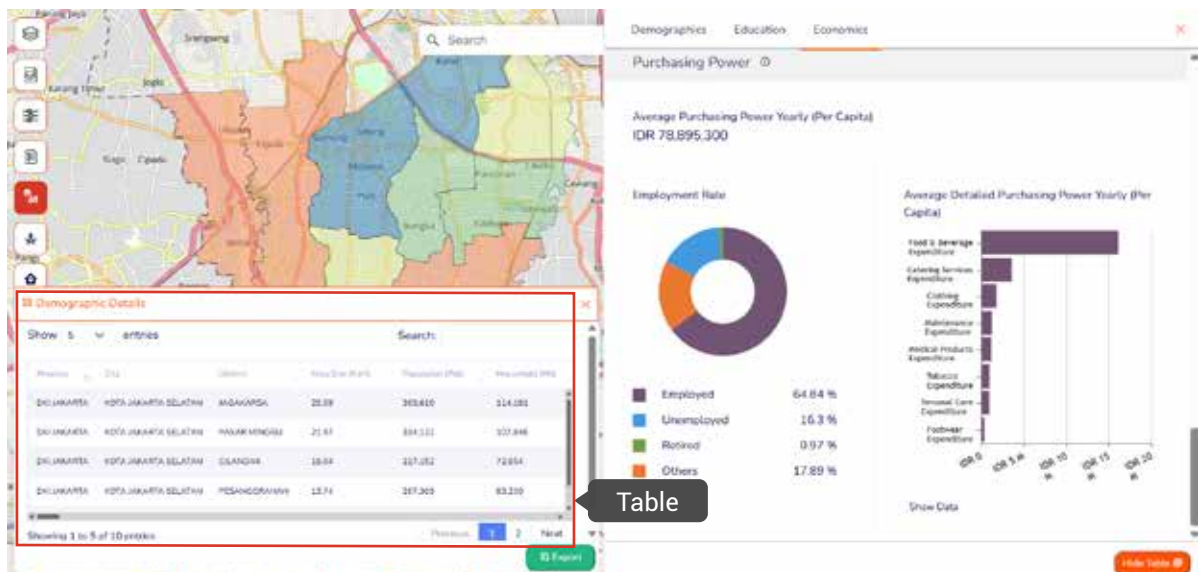


Figure 63. Demographic Details Table

7. Exploring Geohash Data

7.1. Fill Out the Geohash Explorer Form

1. Click menu **Geohash Explorer** as below, the Geohash Explorer form will open, this feature displays Geohash level 7 (153m X 153m). You must first fill out the Geohash



Figure 64. Geohash Explorer Menu

2. In the **Setup Area** section, you must fill in the **District** level as below.

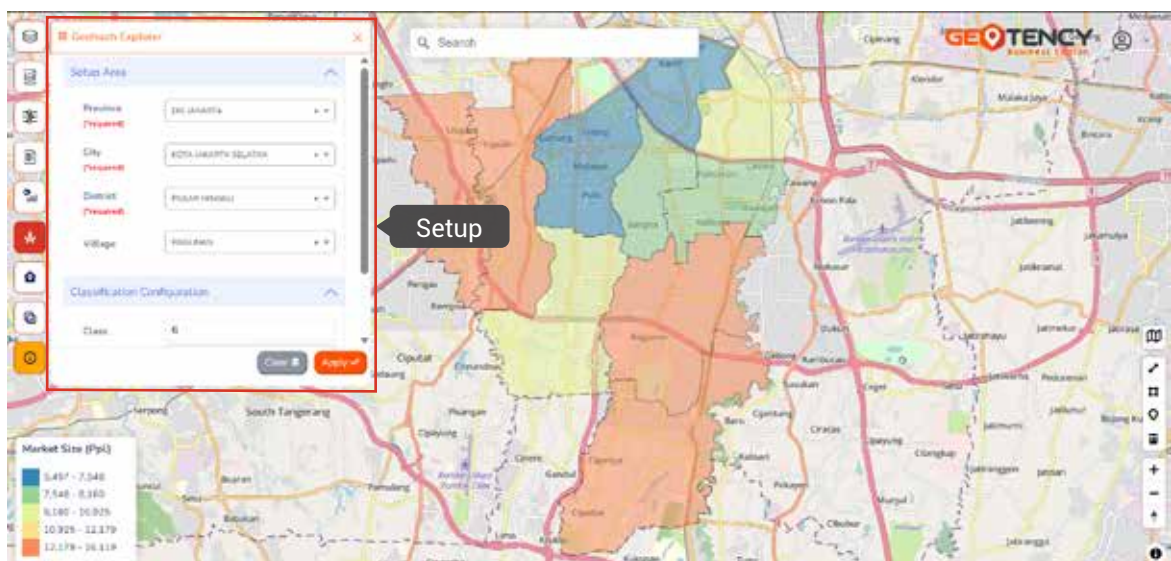
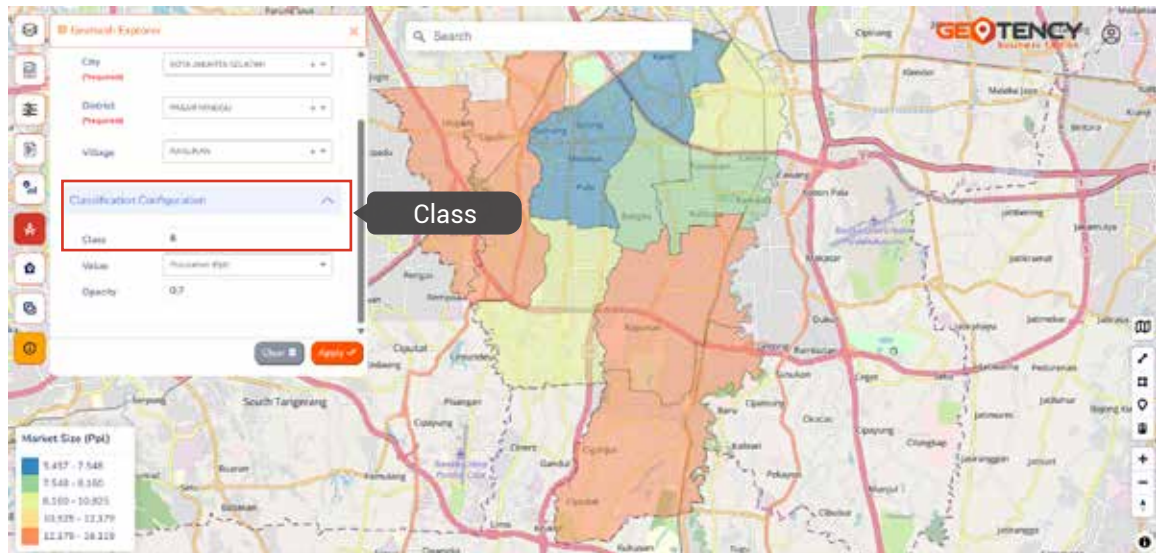


Figure 65. Setup Area in Geohash Explorer

3. In the Classification Configuration section, you must fill in the number of class, value and opacity.

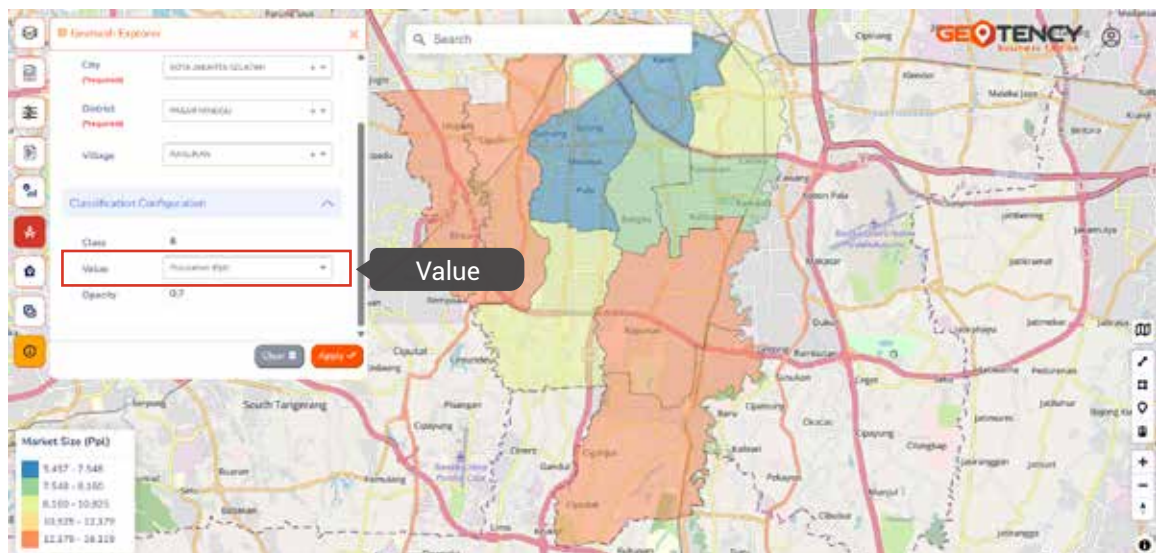
a. Class

The number of classes refers to the number of categories or groups formed in the data clustering process. You need to know that this application uses the Natural Breaks classification method with Jenks algorithm to divide the data into groups based on its natural distribution.



b. Value

Select the field that will be used as a reference in the data classification process. For example, if you choose household, then the data classification process is based on household. Additional info, if you choose market size, you are required to select the parameters as below.



c. Opacity

The opacity value determines the transparency level of the square color on the map. A value of 1 means the color is fully solid (non-transparent), while a value of 0.5 makes the square color 50% transparent.

4. When you have finished filling out the form, click the **Apply** button to run.

7.2. View the Map Visualization

1. The image below displays the spatial classification results based on the field values you selected. Each color represents a specific group of values, which is explained in the legend at the bottom left of the map.

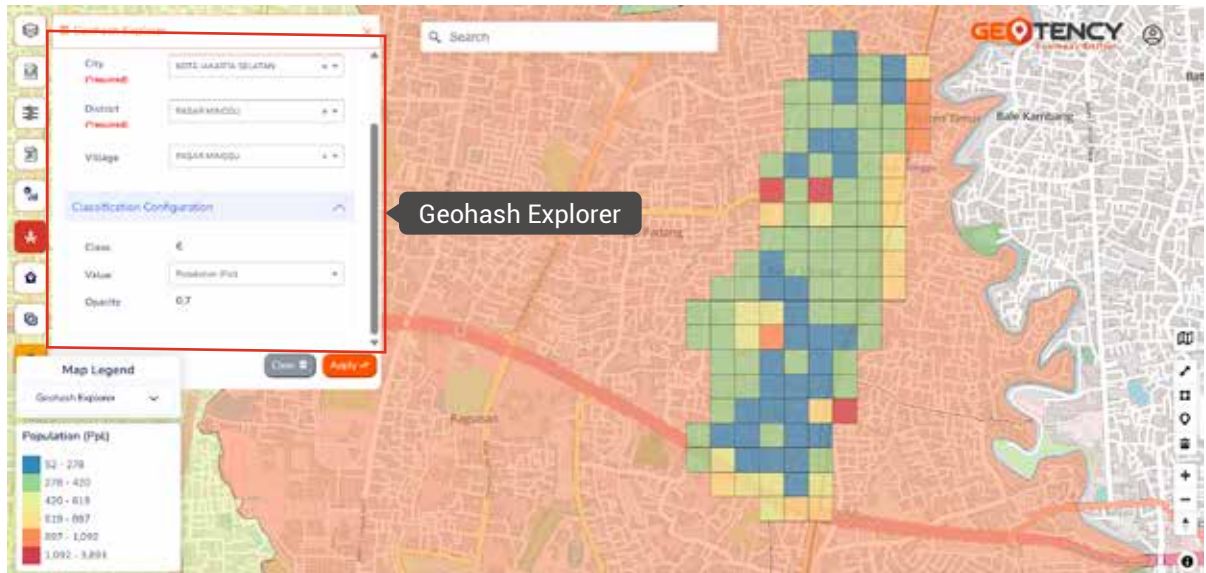


Figure 66. Geohash Explorer Map Visualisation

2. If you want to see detailed data on a particular square, you can click on the square and a popup will appear as below. In the legend, one of the groups will be bolded, indicating that the square belongs to that group. In the popup will bold one of the rows, indicating that it is used as a reference for the classification process.

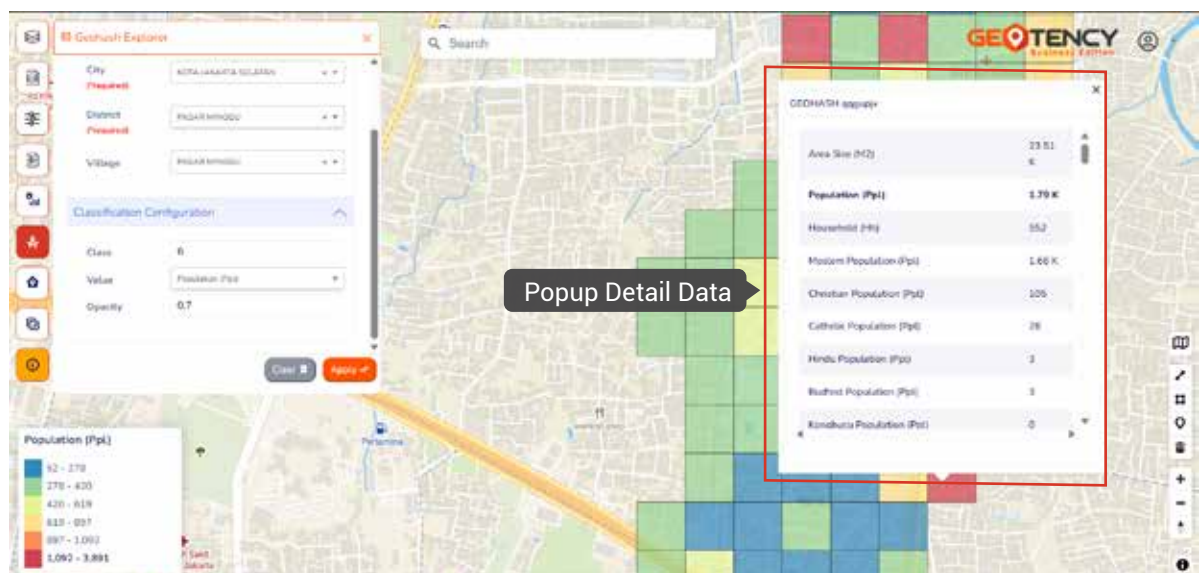


Figure 67. Geohash Explorer Popup

8. Exploring POI Data

8.1. Fill Out the POI Explorer Form

1. Click menu POI Explorer as below, the POI Explorer form will open.



Figure 68. POI Explorer Menu

2. In the **Setup Area** section, you must fill in the **District level** as below.

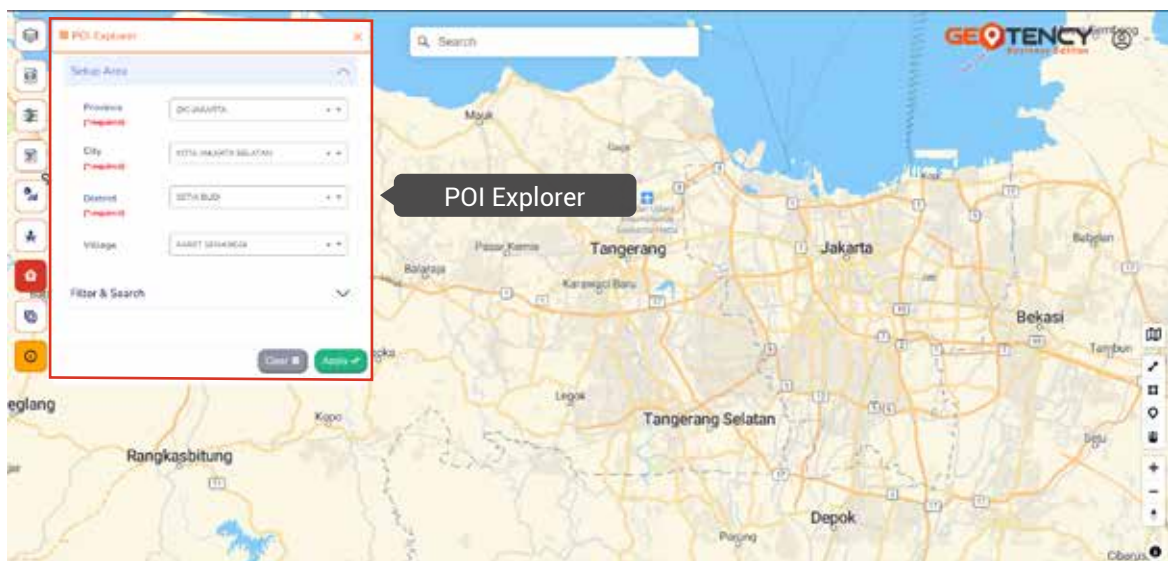


Figure 69. Setup Area in POI Explorer

3. POI searches are done by **Taxonomy** or **Category**, and can be further filtered using **Advanced Filter**. All these options are optional and can be used as needed.

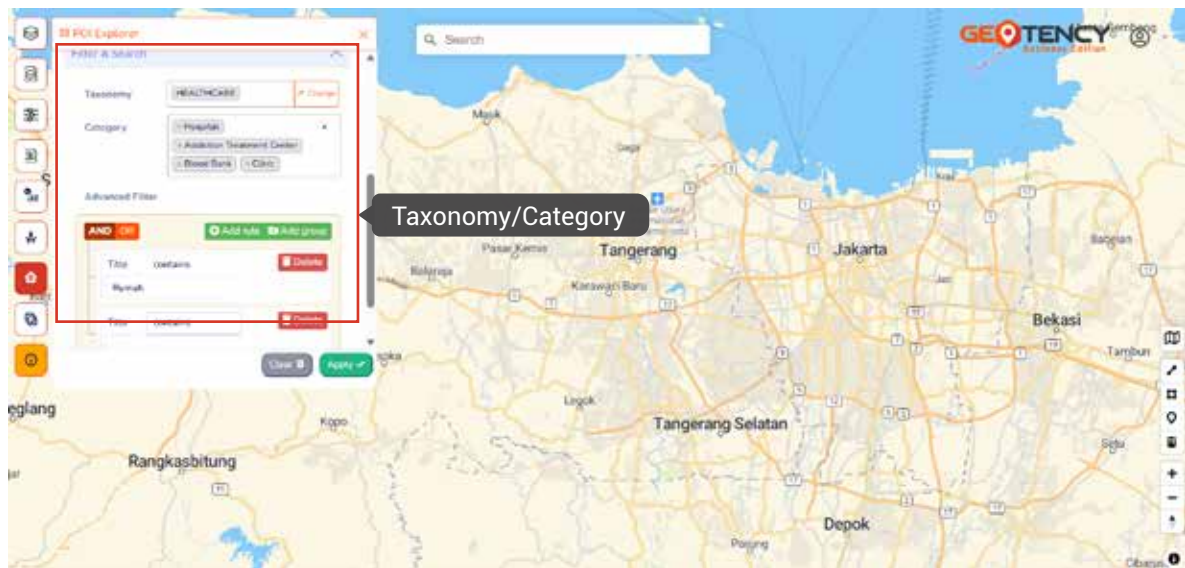


Figure 70. Filter & Search in POI Explorer

4. To select a taxonomy, you can click the change button and the POI Taxonomy Form will appear.

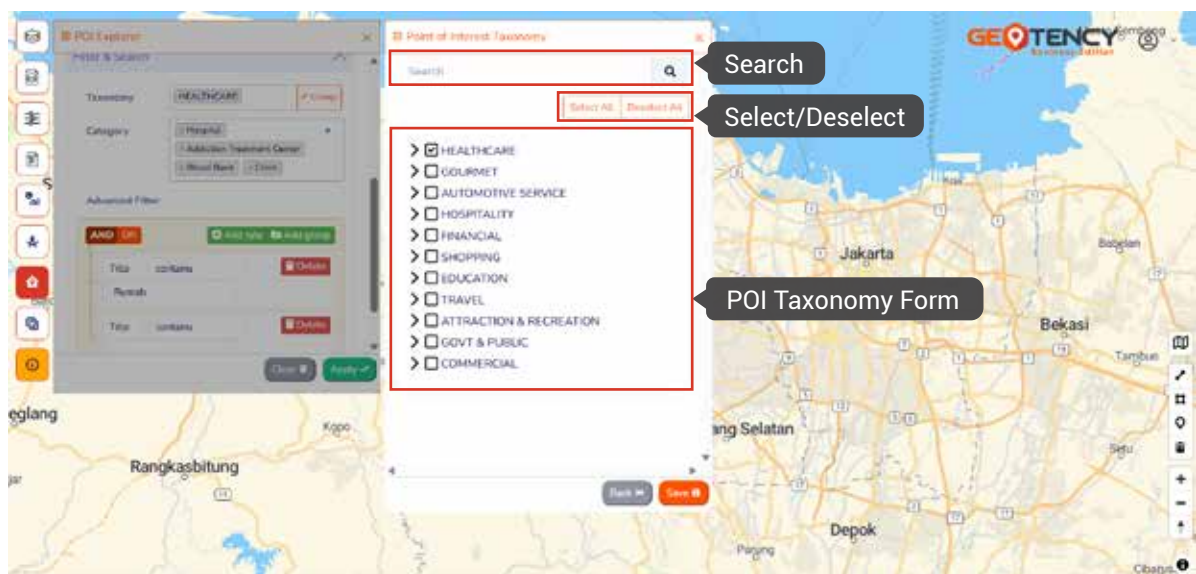
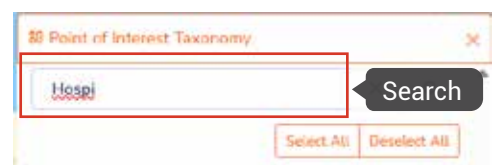


Figure 71. POI Taxonomy

- To search for POI taxonomy, you can type it in the search box. To restore it to its default state, you can click the X button in the search box.
- To select all taxonomies, you can click the **Select All** button. To **deselect all** taxonomies, you can click the Deselect All button.



c. Click the **Save** button to save and return to the POI Explorer form. Click the **Back** button to return to the form POI Explorer without saving the changes to the POI Taxonomy form.

5. To select a category, you can type the category name as below. Please note, the categories that appear are descended from the taxonomy you selected. If you do not select a taxonomy, all categories will appear in the category selection.

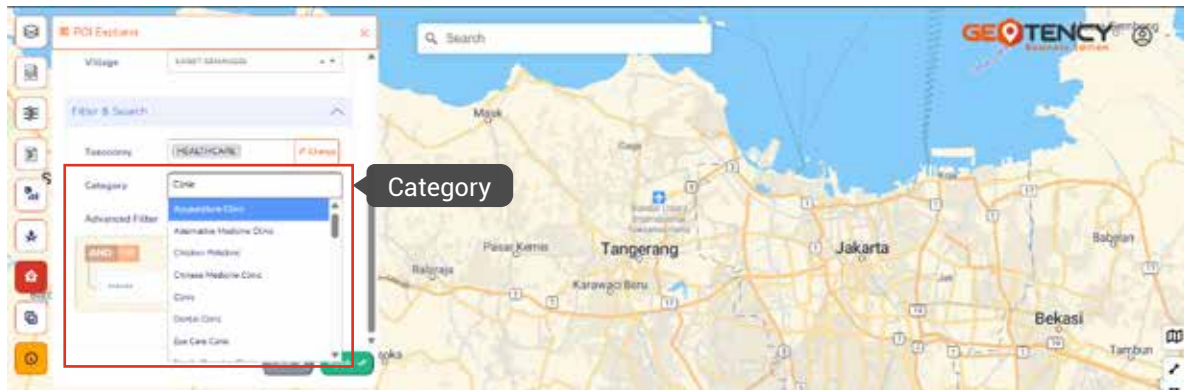
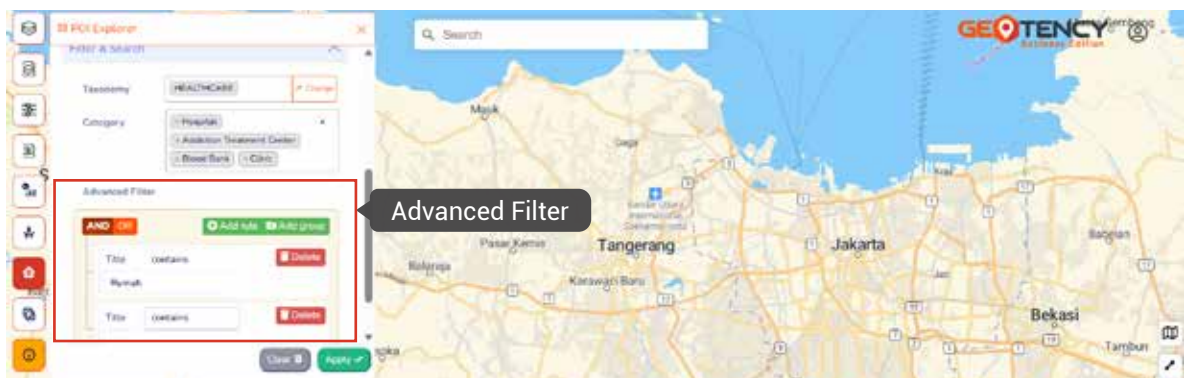


Figure 72. POI Category

6. Advanced Filter is an advanced search feature designed to help you filter POI (Point of Interest) data more specifically.

a. Choose a column or data field i.e. Title.



b. Type the filter value and select operator type.

Operator Reference

Operator	Meaning (What It Does)
Equal	Is exactly equal to the value (Title equals "BCA")
not_equal	Is not equal to the value
begins_with	Starts with the given value (Title begins with "BCA")
not_begins_with	Does not start with the value
Contains	Includes the value anywhere (Title contains "Bank")
ends_with	Ends with the given value (Title ends with "Mandiri")
not_ends_with	Does not end with the given value

c. Add More Rules (Optional)

Click "+ Add Rule" again to create another condition.

d. Combine Rules with AND / OR

Above your rules, you'll see a dropdown or label with AND or OR:

- AND: All rules must match.
- OR: At least one rule must match.

e. Add a Group (Optional)

Click "+ Add Group" to group related rules. This is useful if you want to mix AND and OR conditions.

Example :

```
[Title] contains "BCA"
AND
(
  [Title] contains "ATM"
  OR
  [Title] contains "Bank"
)
```

f. To delete a rule click the "Delete" button

g. To delete all rules click the "Reset" button

7. When you have finished filling out the form, click the Apply button to run.

8.2. View the Map Visualization and Dashboard

1. The map view in POI Explorer is equipped with an interactive visualization feature in the form of clusters in the form of blue circles. Each cluster circle represents a group of POIs (Point of Interest) that are geographically close together. You must continuously click on the circles until the POI icon appears.

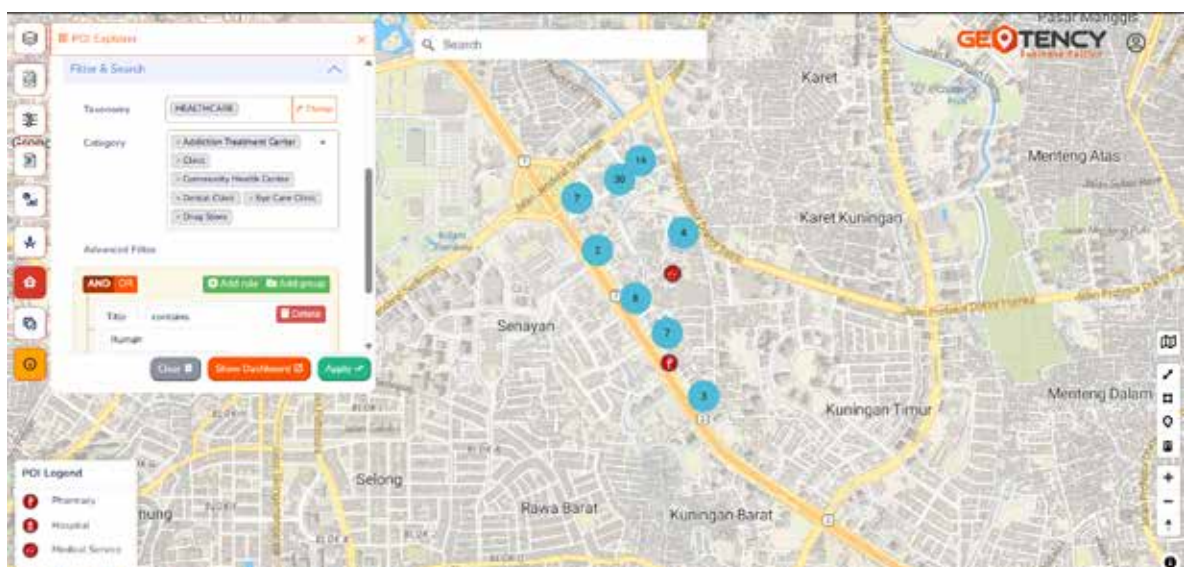


Figure 73. POI Explorer Map Visualisation

2. If you want to see detailed data on a particular POI, you can click on the POI and a popup will appear as below. In the legend, one of the legend items (taxon name) will be bolded, indicating that the POI belongs to that taxon name

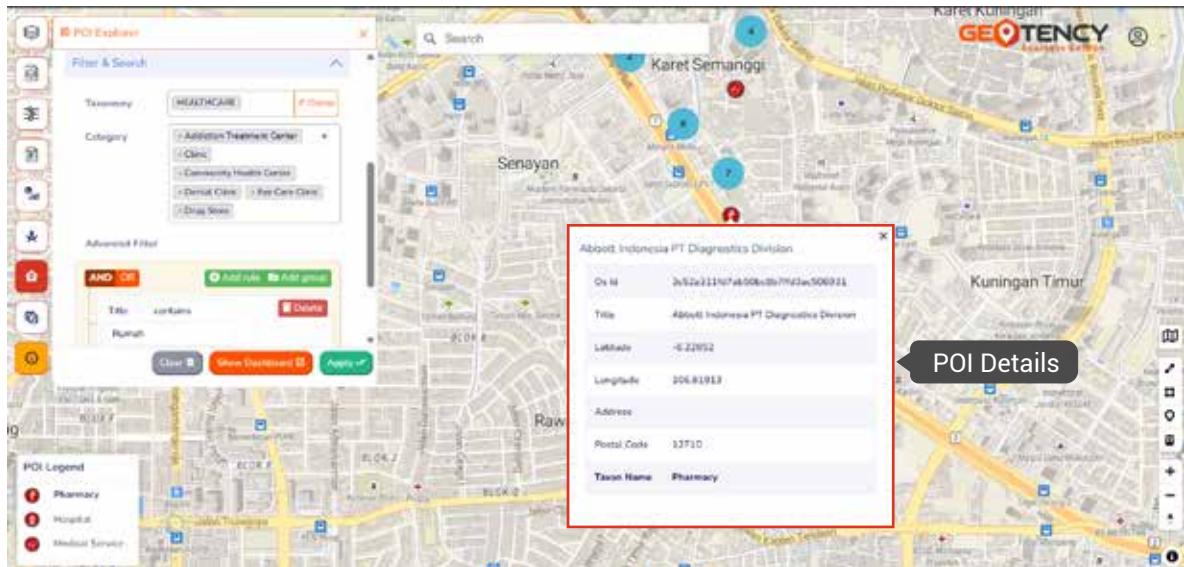


Figure 74. POI Explorer Popup

3. To show the dashboard, you can click the Show Dashboard button as below. The dashboard will appear on the right of your screen..

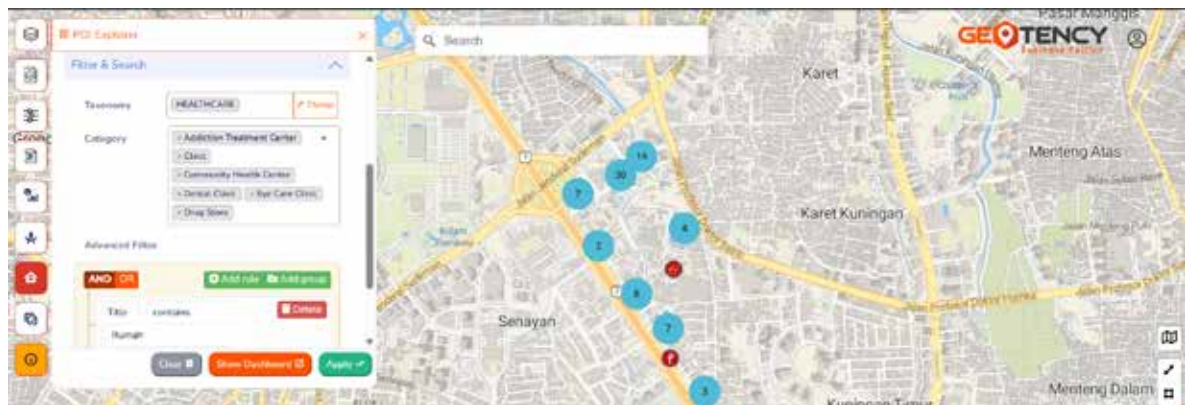


Figure 75. POI Explorer Show Dashboard Button

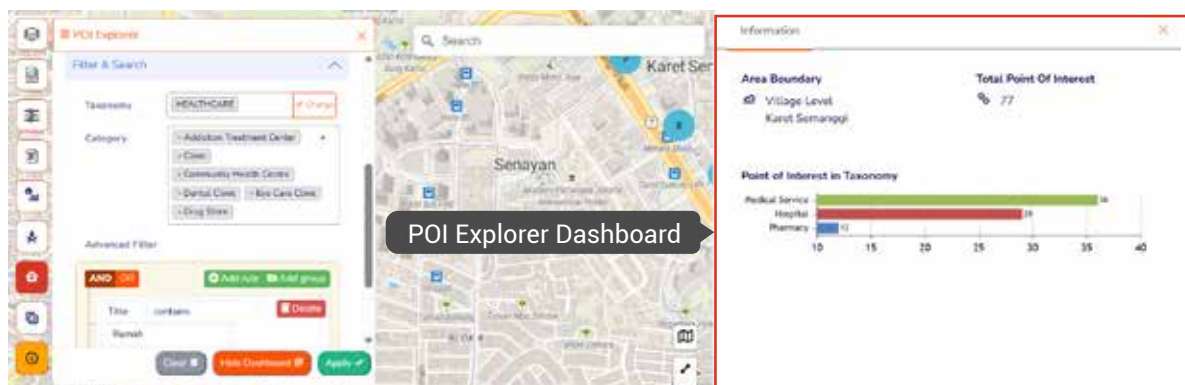


Figure 76. POI Explorer Dashboard

8.3. Review and Export the Details Table

1. Click the **Show Table** button on the POI Explorer dashboard to display the POI data detail table.

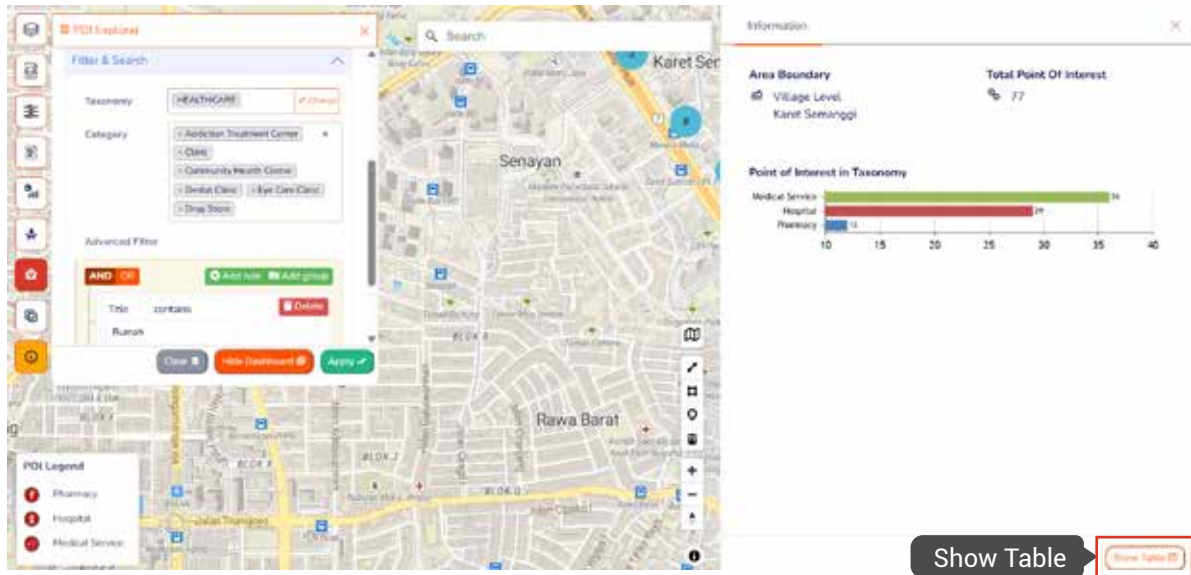


Figure 77. Show POI Details Table Button

2. To show more data per page, you can change the **Show Entries** as below.

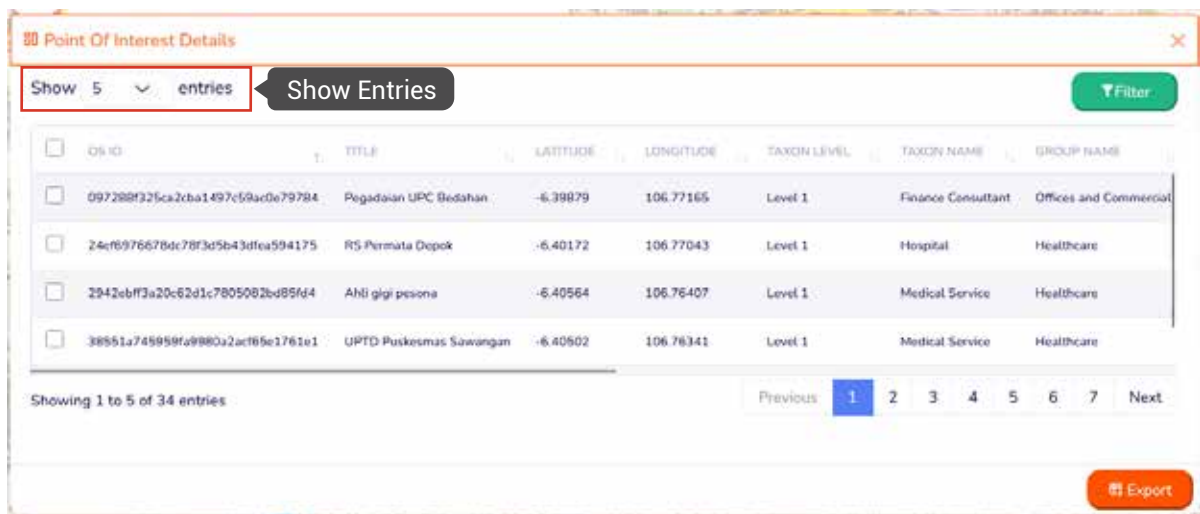


Figure 78. POI Details Table

3. Filter POI data detail table
 - a. Click the filter button on the right.



- b. Choose a column or data field (e.g. POI Title, Taxon Name).



c. Type the filter value and select operator type.



Operator Reference

Operator	Meaning (What It Does)
Equal	Is exactly equal to the value (Taxon Name equals "Healthcare")
not_equal	Is not equal to the value
begins_with	Starts with the given value (Title begins with "RS")
not_begins_with	Does not start with the value
Contains	Includes the value anywhere (Title contains "Klinik")
ends_with	Ends with the given value (Title ends with "Sakit")
not_ends_with	Does not end with the given value

d. Add More Rules (Optional)

Click "+ Add Rule" again to create another condition.

e. Combine Rules with AND / OR

Above your rules, you'll see a dropdown or label with AND or OR:

- AND: All rules must match.
- OR: At least one rule must match.

f. Add a Group (Optional)

Click "+ Add Group" to group related rules. This is useful if you want to mix AND and OR conditions.

Example :

```
[Taxon Name] equal "Healthcare"
AND
(
  [Title] begins_with "RS"
  OR
  [Title] begins_with "Klinik"
)
```

g. Click the Apply to run the filter and see the results

h. To delete a rule click the delete button

i. To delete all rules click the "Reset" button

4. To export table or tabular data, you can click the Export button on the bottom right.



Figure 79. Export Button

5. An alert like the one below will appear if you have not checked some rows in the table

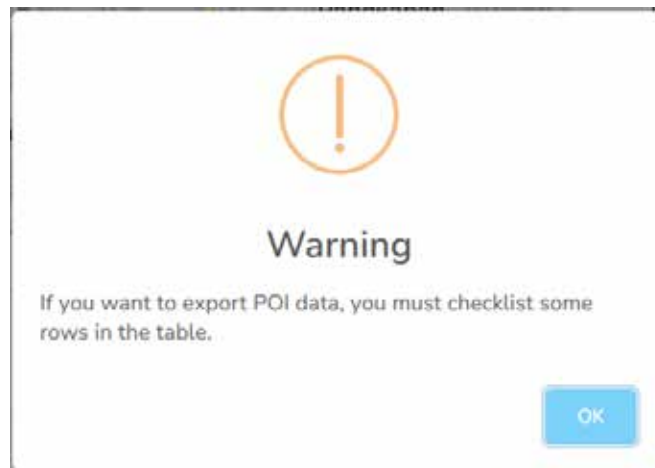


Figure 81. Some Table Rows Are Checked

6. You must have checked some rows in this table. To find out the number of rows that have been checked, look at the bottom left of the table. Below is an example of multiple rows checked and an example of the number of rows checked. After that you can click the export button to export to csv format..

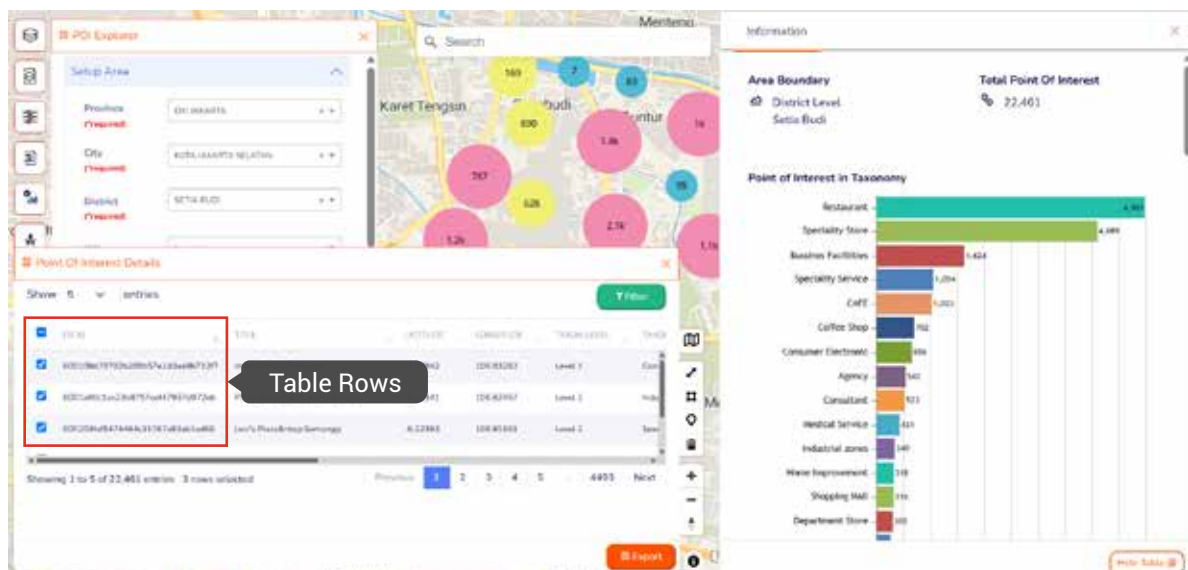


Figure 81. Some Table Rows Are Checked

9. Using the Layer Viewer

9.1. Understanding the Layer Viewer

Layer Viewer is a feature to view the various layers of spatial data displayed on the map. In this application, the Layer Viewer is divided into two, namely Active Default Dataset and Client's Customized Layer.

Active Default Dataset refers to the basic spatial dataset that is already integrated by default in this application. If no data is displayed in this section ("No data available"), please inform the client services that the default dataset needs to be activated.

While Client's Customized Layer refers to a self-integrated spatial dataset aimed at certain users (clients) only. By default it contains existing site data, existing site in question is a site that has been created by you in the Area of Interest menu.

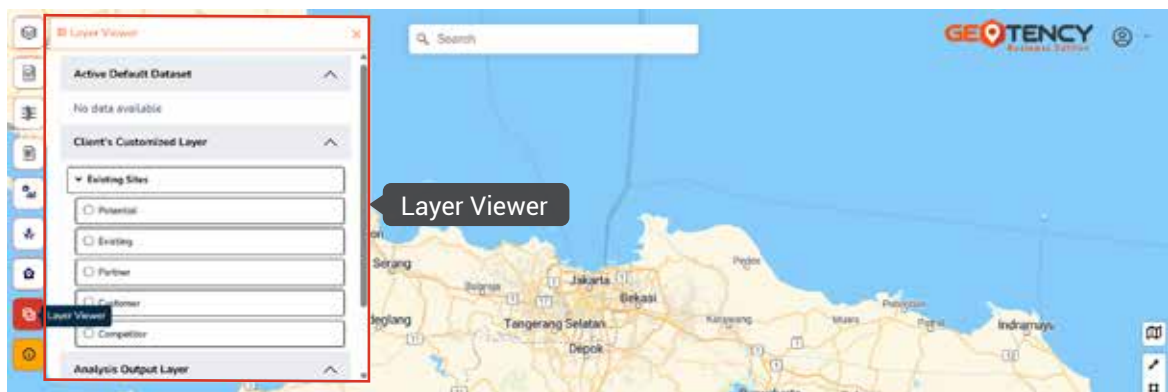


Figure 82. Layer Viewer

9.2. Filtering Layers

1. You can try running the layers. There are layers in the layer viewer that must be filtered first and those that do not need to be filtered first. Below is an example of a layer that must be filtered first.

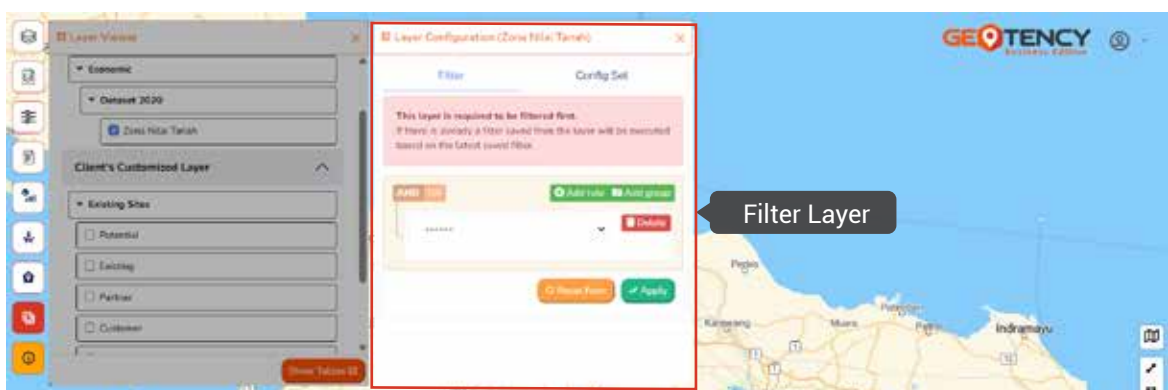


Figure 83. Filter Layer in Layer Viewer

2. Here's an example of a Zona Nilai Tanah layer filter and its results. Click Apply to run the layer based on your filter and click Reset Form to reset the filter form

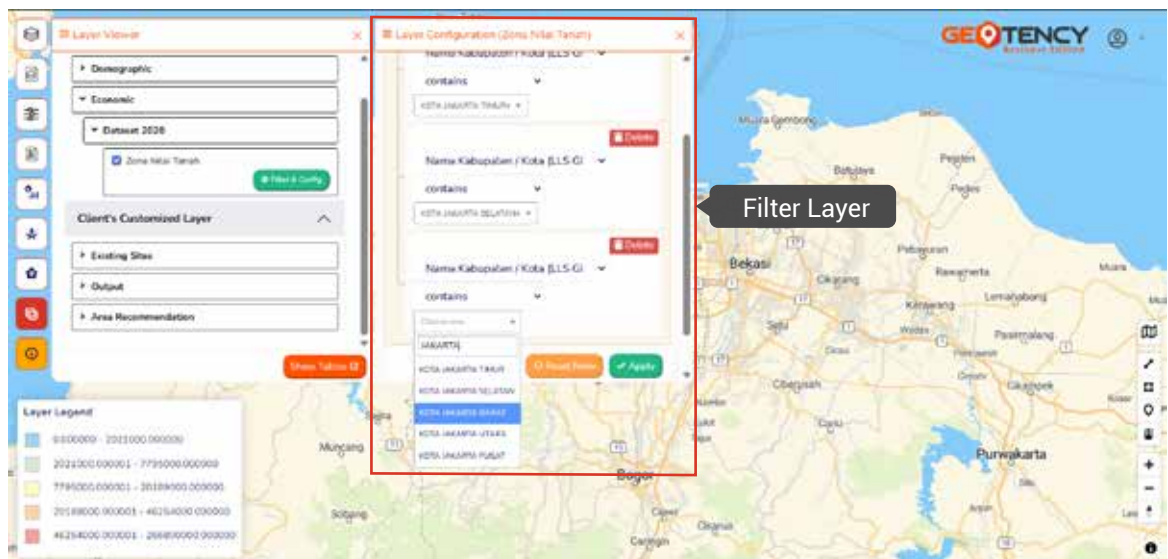


Figure 84. Filter Layer in Layer Viewer

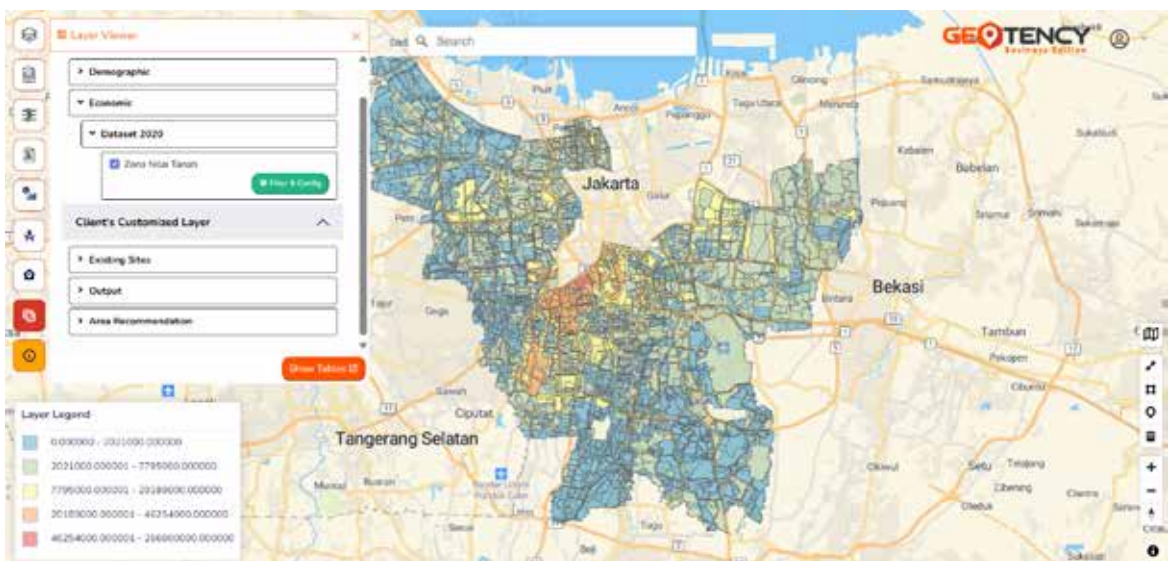


Figure 85. Zona Nilai Tanah Layer

3. Click the Config button as below to open the filter form and config set form.



Figure 86. Filter & Config Button

4. When you try to run the layer but there is a saved filter, an alert will appear as below. Below there are 2 options, first run the layer based on the saved filter (click yes) or create a new filter (click no).

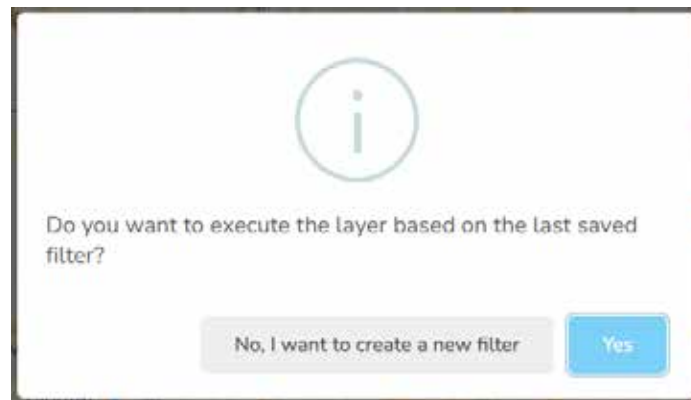


Figure 87. Layer Viewer Alert

9.3. Applying Classifications

1. Before you create your own classification, you must first show a layer on the map.

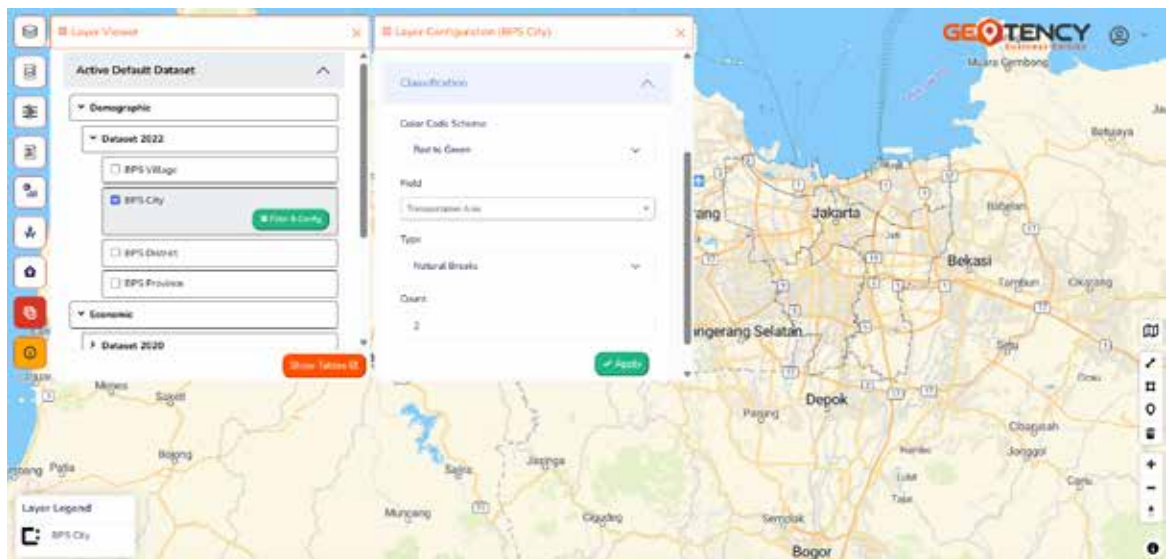


Figure 88. Layer Viewer Classification

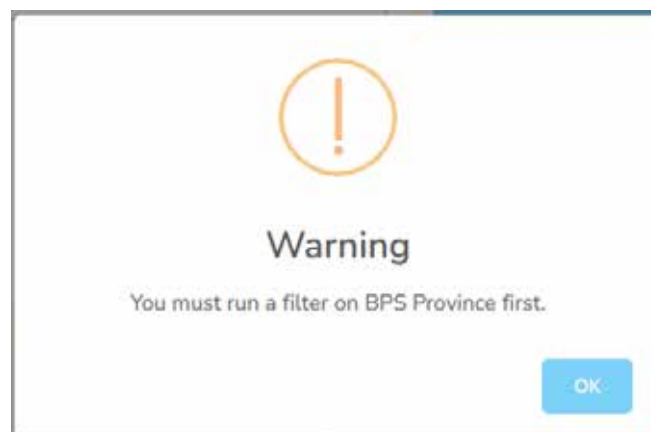


Figure 89. Layer Viewer Classification Alert

2. After you have created the layer on the map, to create your own classification you need to fill in the color scheme, select the field that will be used as the classification benchmark, select the classification type and the number of classification classes.
 - a. Color Scheme represents field quantitative values on the map.
Values will be classified and displayed in the map view using the selected color scheme. For example, Red to Green means lower values will be represented by the color red, and as the value increases the color will gradually shift to green, note that color shift depends on the number of classes that are set.
 - b. "Choose Fields" means that you specify which piece of information from each data record you want to use as the basis for grouping or coloring objects on the map.
 - c. Classification Type
 - Natural breaks assigns values with similar characteristics into their own classes.
 - Equal interval assigns values into same-sized classes.
 - Quantile assigns values equally throughout classes.
 - d. "Count" simply sets the amount of classes in the layer viewer.
3. The following is an example of the contents of the classification form in the layer viewer along with an example of the classification visualization results on the map :

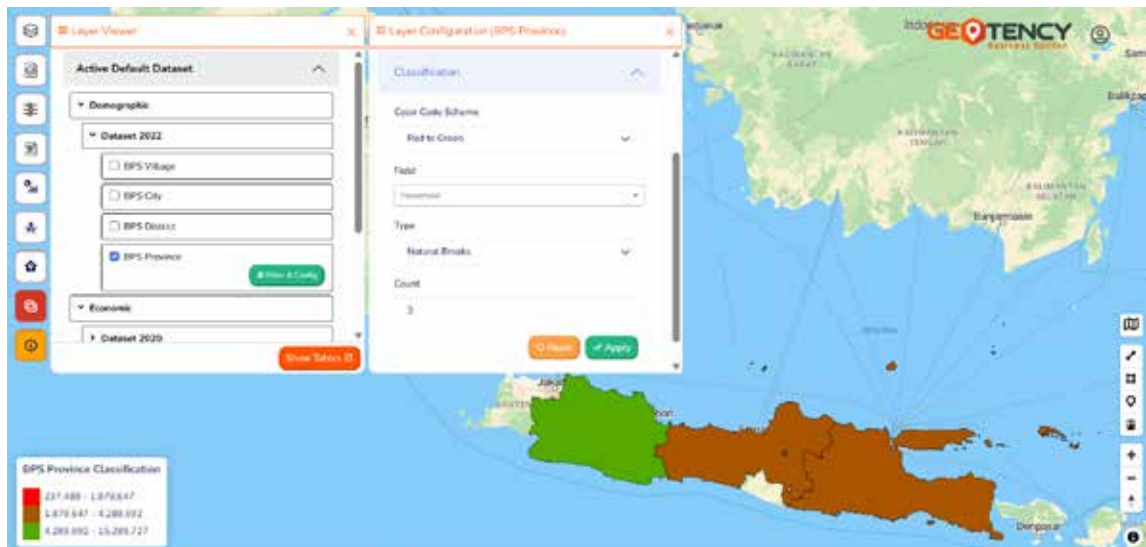


Figure 90. Layer Viewer Classification Result

9.4. Adjusting Transparency and Color

1. The image below displays the spatial classification results based on the field values you selected. Each color represents a specific group of values, which is explained in the legend at the bottom left of the map.

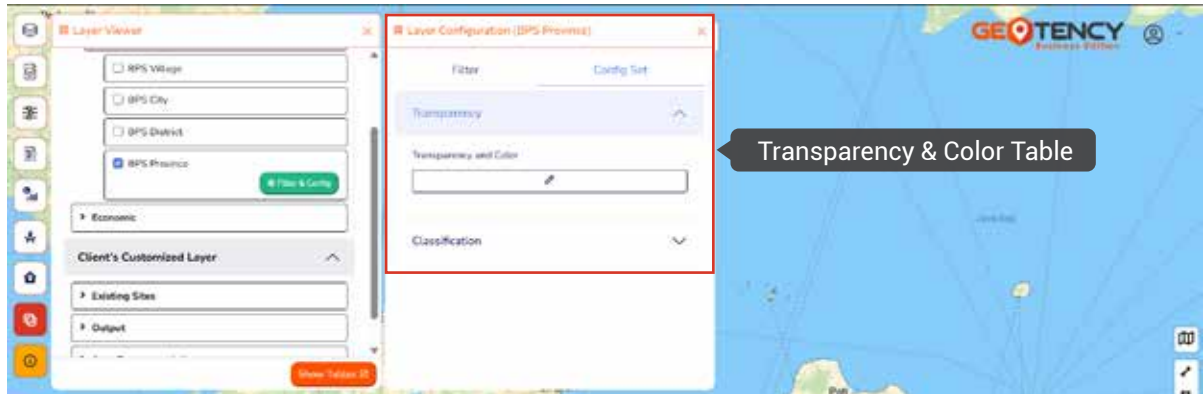


Figure 91. Transparency and Color

Below is an example of a layer that is set to color and transparency :

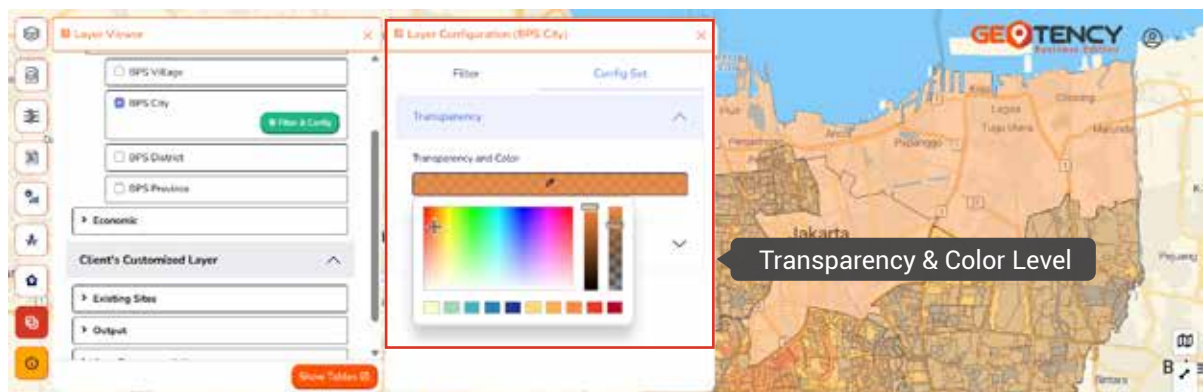


Figure 92. Set Transparency and Color Result

2. Some layers can only be set to transparent. Like the example below, the layer below has its own transparency set.

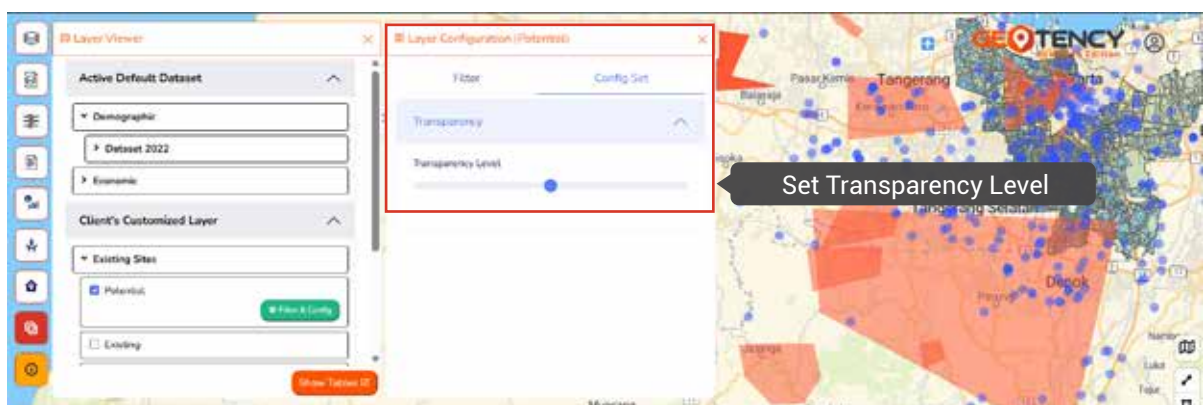


Figure 93. Set Transparency Result

9.5. Review and Export the Details Table

1. You can click the **Show Table** button to display more detailed data on each layer.

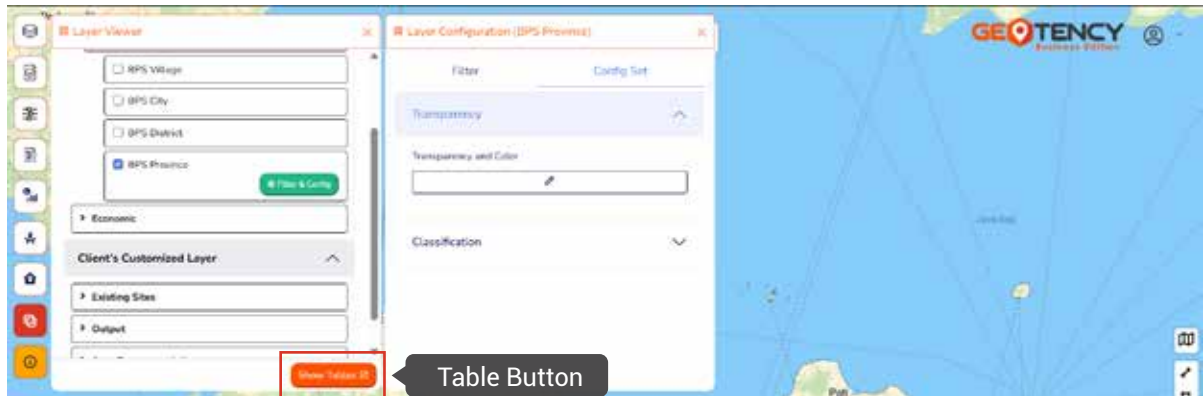


Figure 94. Show Tables Button in Layer Viewer

2. Below is a table view that displays more detailed data.

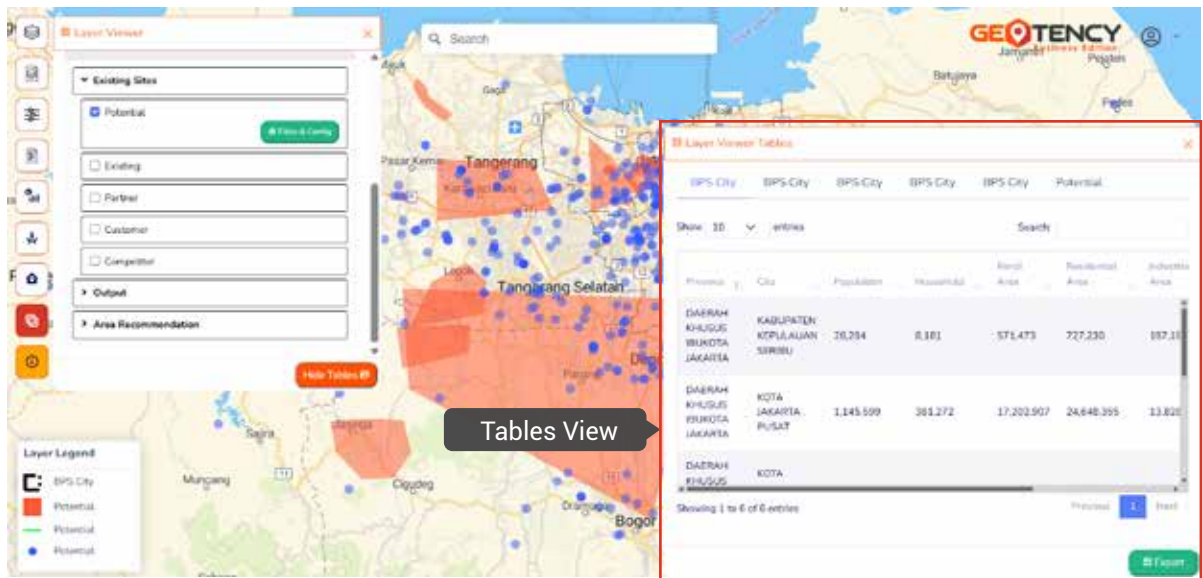


Figure 95. Layer Viewer Tables

3. To export the data to an xlsx format file, you can click the **Export** button. After that a popup will appear, you can select **All** to export all active layers or select one layer. If you have selected tabular, you can click the **Download** button.

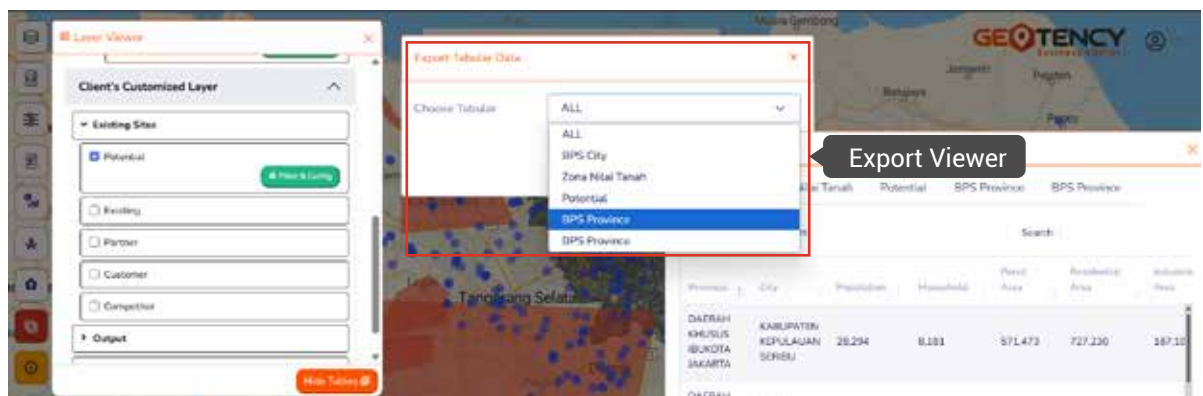


Figure 96. Layer Viewer Export Popup

10. Accessing System Information and User Menu

10.1. Viewing System Information

To see the number of sites that have been created, site limits created, user limits, administration boundaries, expired subscripsts, etc. you can open the Information menu.

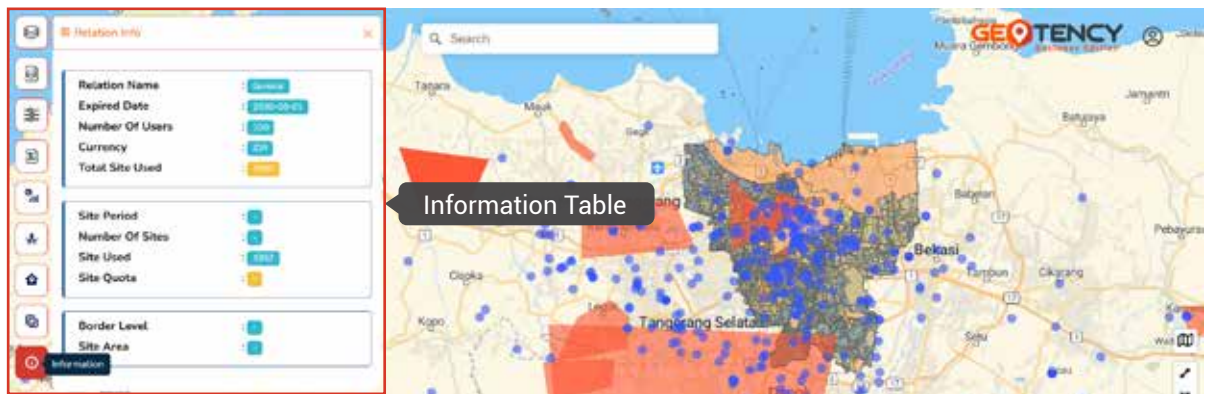


Figure 97. Information

10.2. Using the User Menu

To change your password, logout etc. You can click the profile button as below.

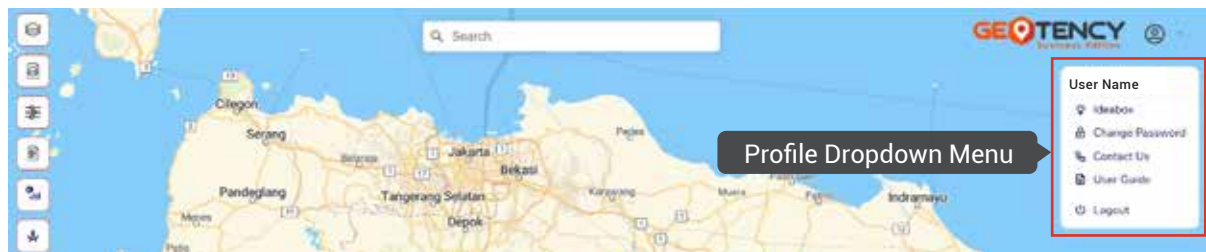


Figure 98. Profile Dropdown Button

1. In the **Ideabox** feature, you can make suggestions and criticize some Geotency features.

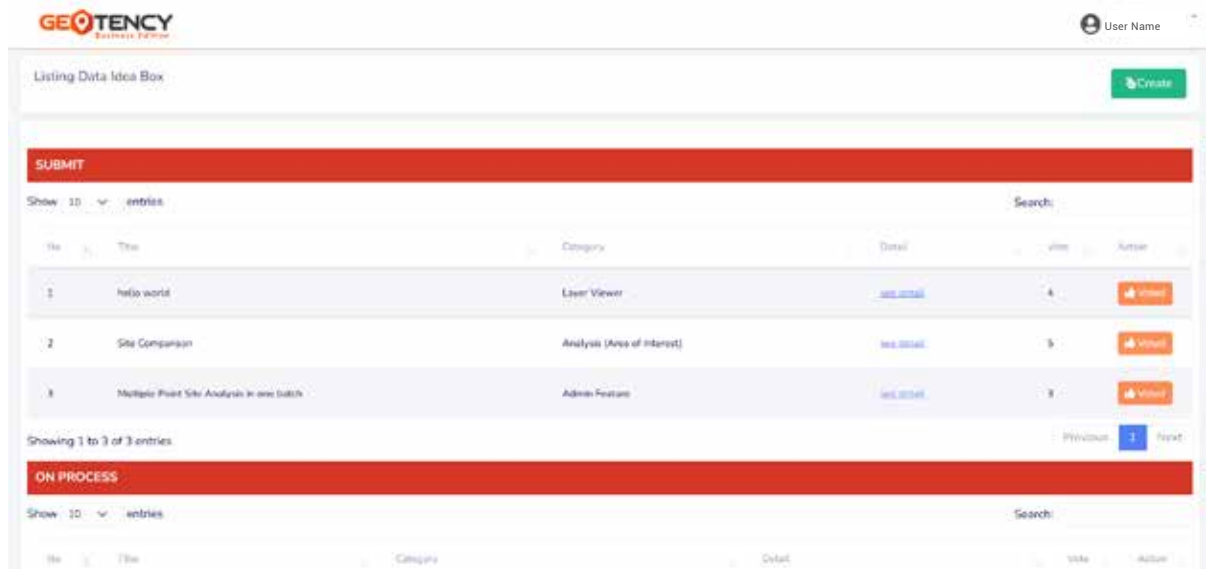
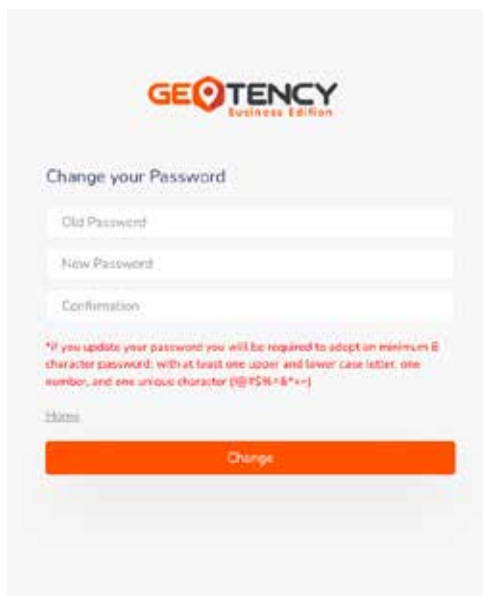


Figure 99. Ideabox

2. Back to profile dropdown button, you can click **Change Password** to change your password, your new password must follow the Password Requirements listed below.



The screenshot shows a web form titled "Change your Password" under the "GEOTENCY Business Edition" logo. The form contains three input fields: "Old Password", "New Password", and "Confirmation". Below these fields is a red asterisk followed by password requirements: "*If you update your password you will be required to adopt a minimum 8 character password, with at least one upper and lower case letter, one number, and one unique character (!@#\$%^&*+=-).". There is a "Cancel" link and a large orange "Change" button at the bottom of the form.

Figure 100. Change Password

3. Back to profile dropdown button, to contact Client Services Locator Logic, you can click Contact Us. To open the user guide, you can click User Guide and to exit the application, you can click Logout.



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