look.
insite

User Guide

Building your Insite.

Insites are 3D web simulations made from360° photographs. They relate your media content to elements in the space. Screens can be live, objects move and change, video, text and image located where it makes sense.

Building an *Insite* is a collaboration. Our clients decide what they would like to and can do themselves and we take care of the rest. We aim to make all parts of the process that don't require specialist skills available for self-authoring.

CMS User Guide and In-Site Authoring Guide

Part 1 of this guide deals with how to enter your content into the CMS. In Part 2 we will explain how to define the position of your *product* within the three-dimensional photographic space. First we will explain the process of building an *insite* from start to finish

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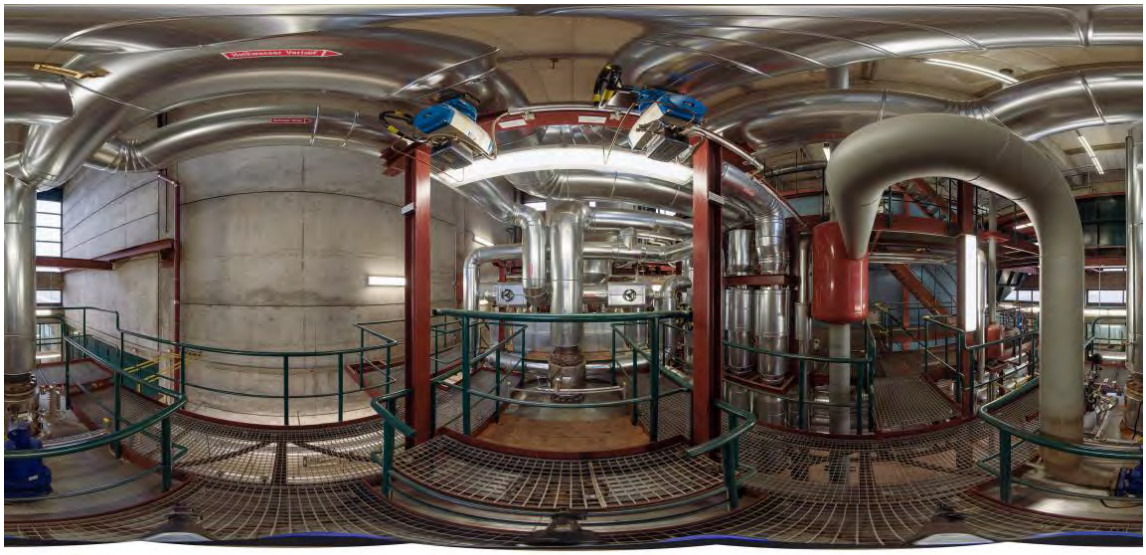
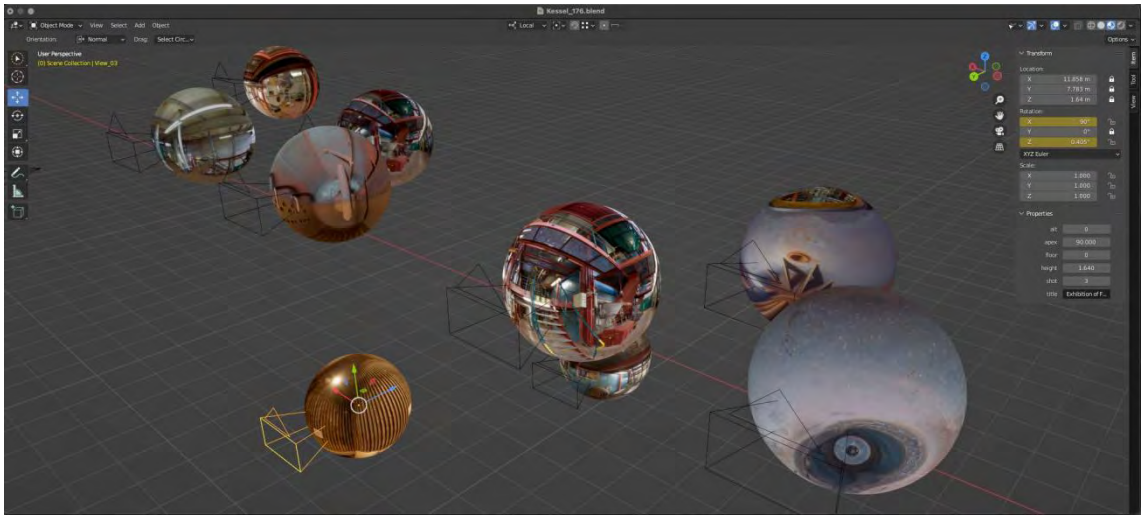
Introduction:

Steps to completion



1- Photography (or 3D Computer Graphics)

The best way to capture real space is with a great camera. We use professional equipment and techniques to make the best of any space we photograph. We can also create a space completely out of computer generated 3-D objects. Sometimes we combine both together to augment the reality of the original space with extra objects.

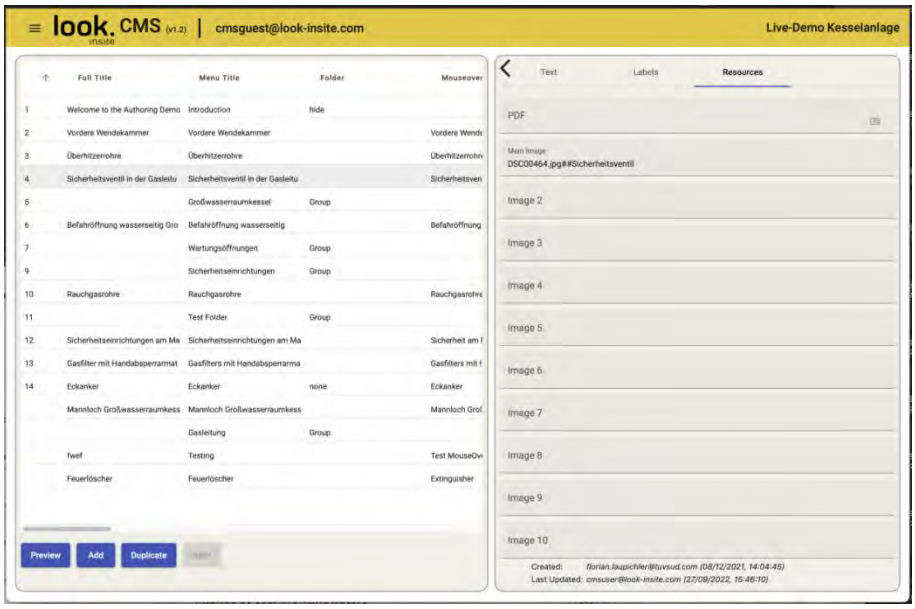


2- Environment building

The series of panoramic images are then used to create a a 3-D simulation that you can explore and fill with information. At this stage we build in the navigation points in the space to allow you to travel between views. When requested we also add video avatars, animations and computer generated elements at this stage.

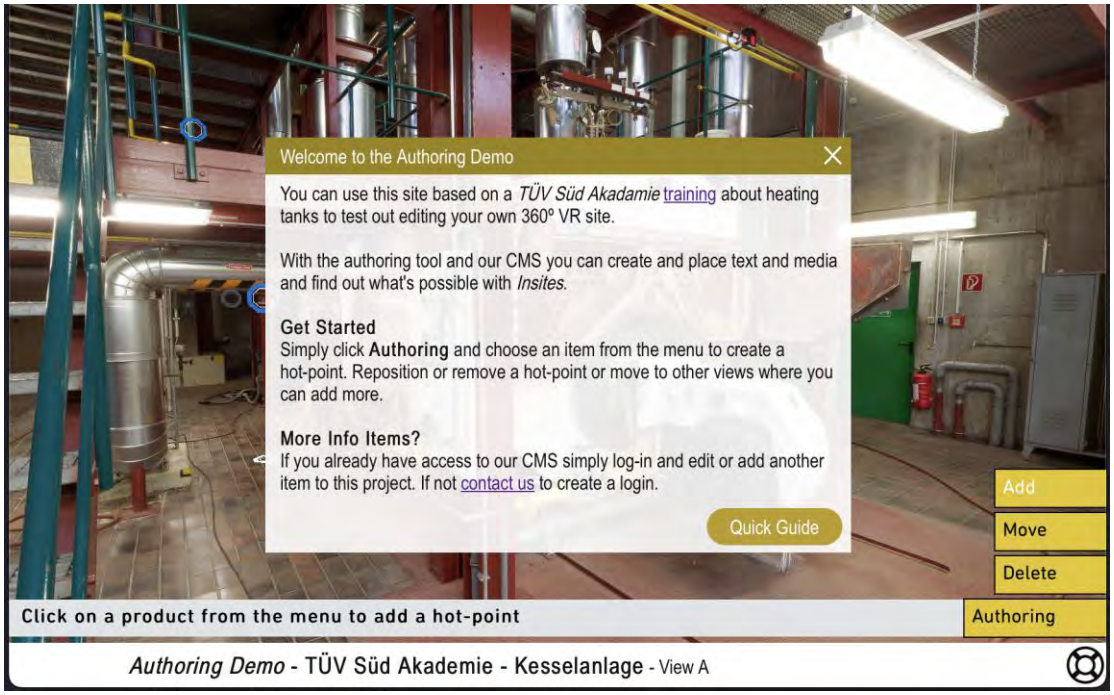
3- Design and Branding

Just like any website we provide a stylish user interface with graphics, fonts and colours that represent your business identity. Maps and menus and all types of icons can be customised and animated at your request.



4- Content Creation

Our tailor-made contact management system allows you to write and design your content and add media as you choose. Here you can define how your information items will appear in the site, for example when they are clicked, when the mouse goes over them or when they're displayed in the menu.



5- Authoring

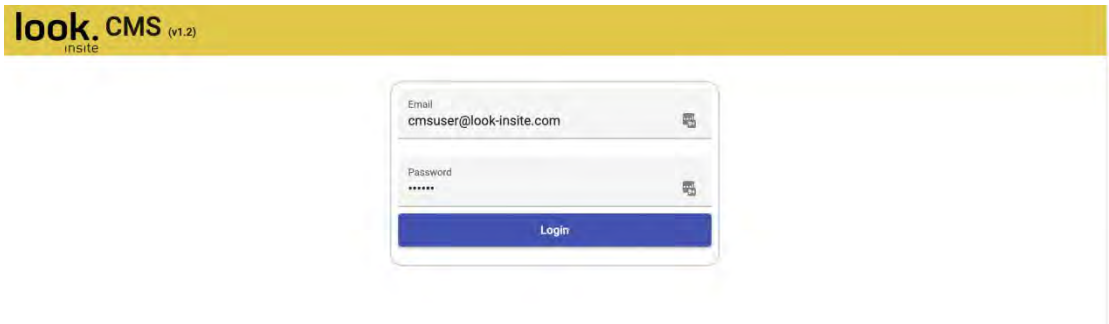
Our live authoring tools will allow you to place hot-points throughout the 3-D space which trigger the content built in the CMS. At any stage you can go back and change your content and perfect your story.

6- Publishing and Revision

Once your site has been completed we provide you with a package of data which can be published. Of course things change over time so the tools in place to allow you to update your site with a minimum of fuss.

Part 1:

CMS User Guide



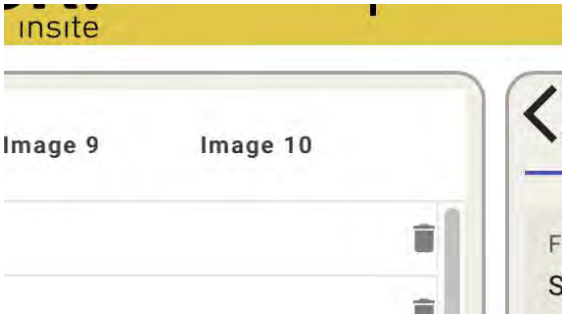
Getting Started

To begin building your *insite* follow this link and log in to the CMS using the login data provided. Each *insite* is created from a single CMS *project*. If you are working on more than one *project* or wish to refer to earlier *project* you can switch between them by using the menu in the top left corner.

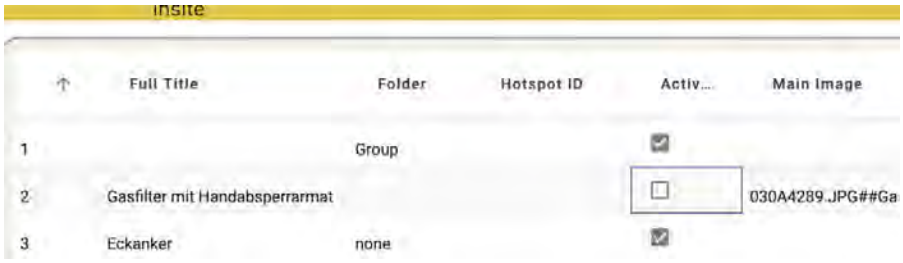
Adding, deleting and enabling *products*

To add a *product* click the *add product* button in the bottom left corner.

To delete a *product* click the waste bin symbol on the far right of the spreadsheet.

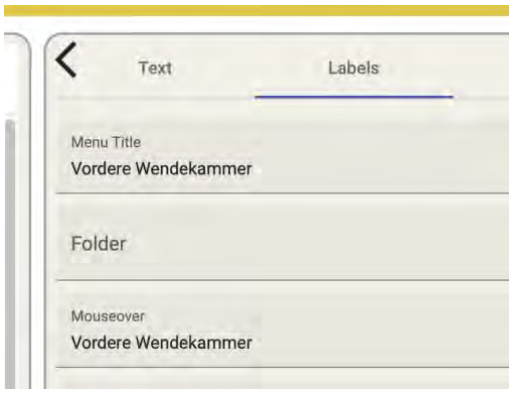


The *active* tick box controls whether the details of a *product* will be displayed in your *insite*. Unticking disables the *product*.

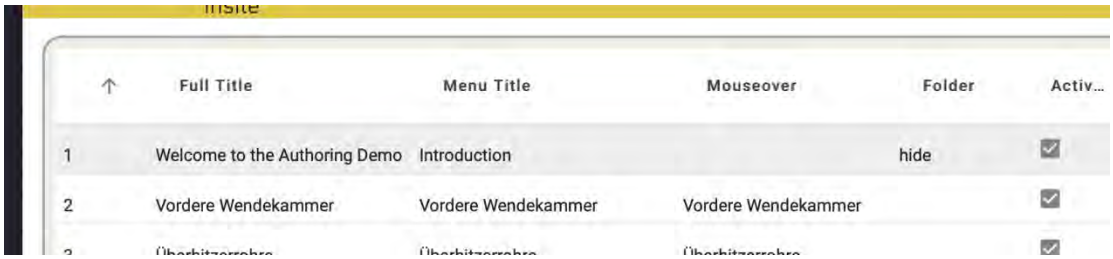


Labels and Titles

Your *product* is referenced in your *insite* in a variety of ways. The description of the *product* can vary depending on if it is read in a menu or when the mouse hovers over a hot-point. These descriptions are defined in the *menu title*, *mouse over* and *full title* fields.

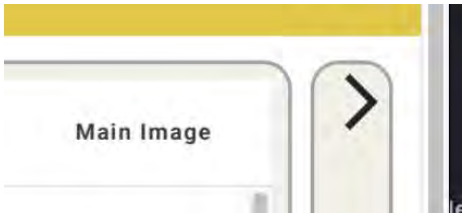


Full title defines the name at the top of the text panel of a *product*. Upon request we can combine the function of these fields so that you need only enter the text once.



Layout

The CMS is laid out in both spreadsheet and a text entry form. You can hide and the text entry panel on the left hand side by hitting the arrow in the top right hand corner of the panel.

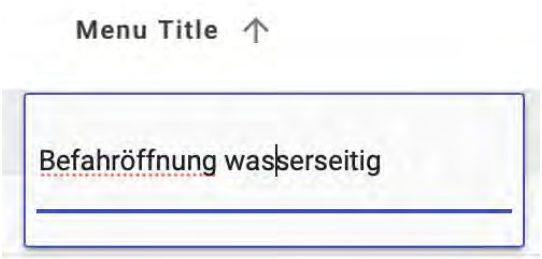


Spreadsheet

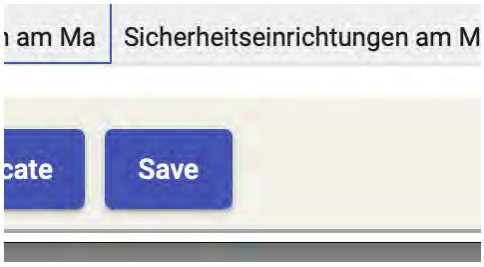
The left-hand panel works similarly to common spreadsheet editors. You can drag the columns to rearrange them,

you can also order the rows alphabetically by clicking on the column headings.

To enter text in the spreadsheet simply double-click on the cell and fill it in.

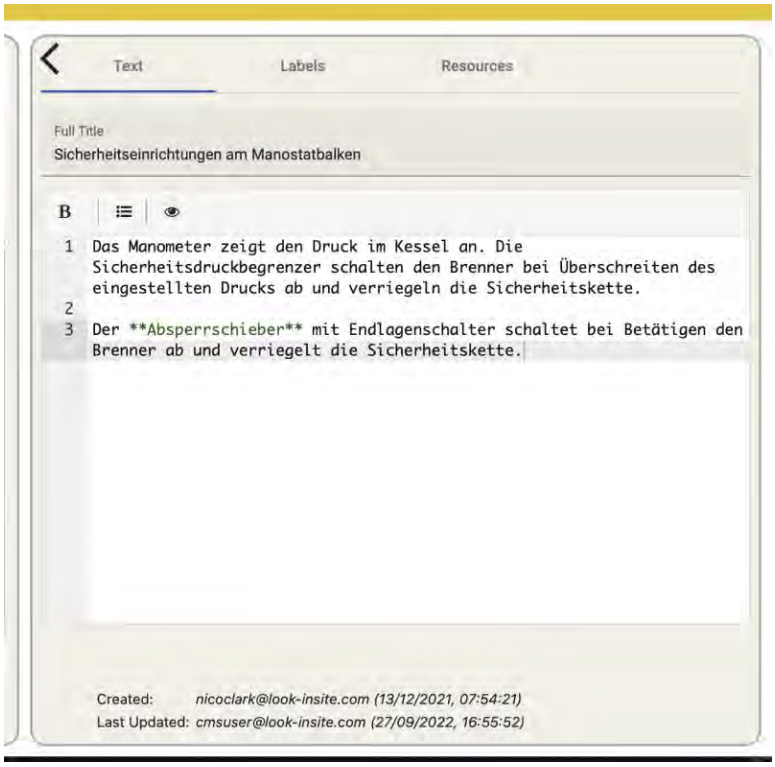


When you have completed it click on another cell or hit save. Clicking on any cell will select its *product* in the *text entry form*

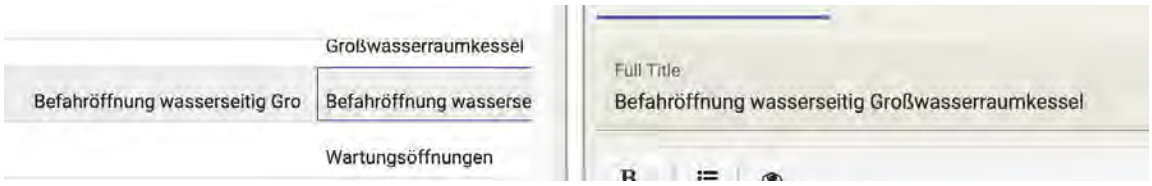


Text Entry Form

The text entry form allows you to enter all of the information required to build your *product*.

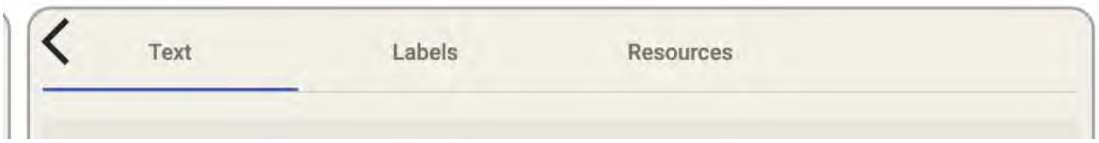


Simply click in the field you wish to edit and make your changes. Clicking in another field will save your changes. If you wish to save your text without exiting the cell you can use the save button in the bottom right corner. To select a new *product* simply click in the spreadsheet on the *product* you'd like to choose. To find a particular *product* in a long list you can rearrange the spreadsheet in alphabetical order based on any column.



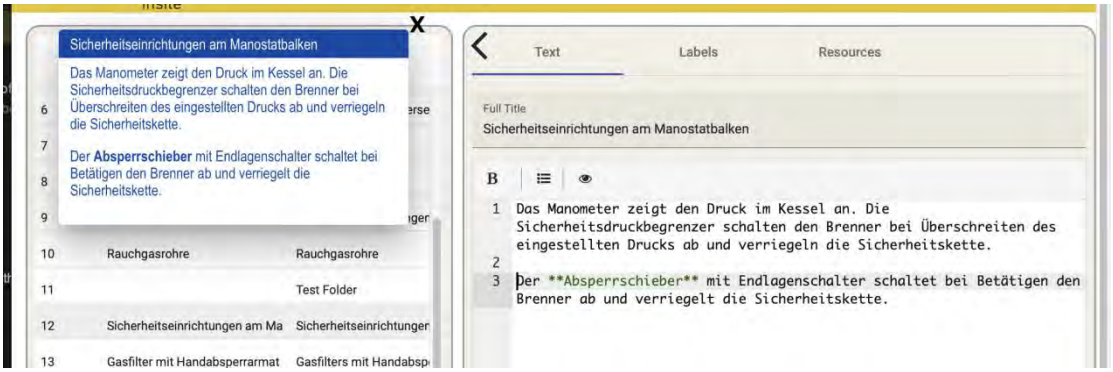
Tabs

The *text entry form* contains tabs for inputting the main text panel, labels and titles and image & PDF resources. All of the fields that you see in the foam panel are also editable via the spreadsheet.



The Text Field

The text field represents the body of content displayed when a *product* is clicked. The presentation of this box can be customised by to include buttons and images or even videos or web content or text entry fields. If you choose to display text in this panel we provide a wide range of tools for defining its appearance.

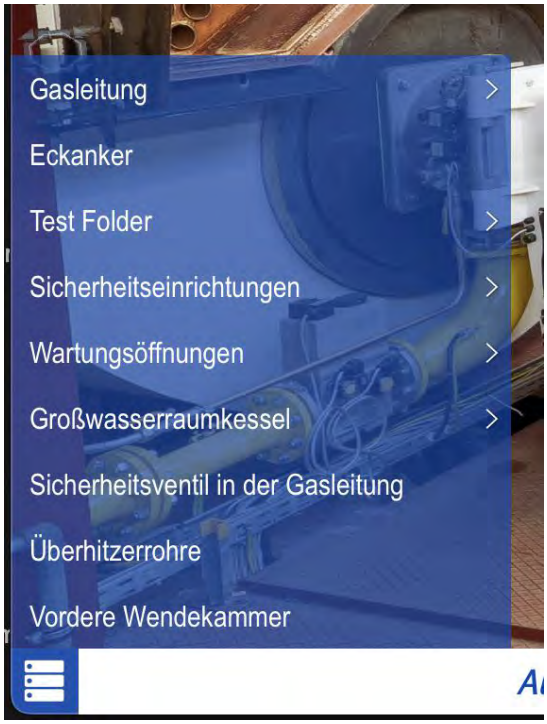


Images and PDFs

Resources such as images and PDFs can be displayed within *insite*s or as links to extra browser windows. Simply fill in the resource names accurately in the resources tab and provide us with the relevant files.

Menus and Folders

The content of your CMS *project* can be displayed as a menu in your *insite*.

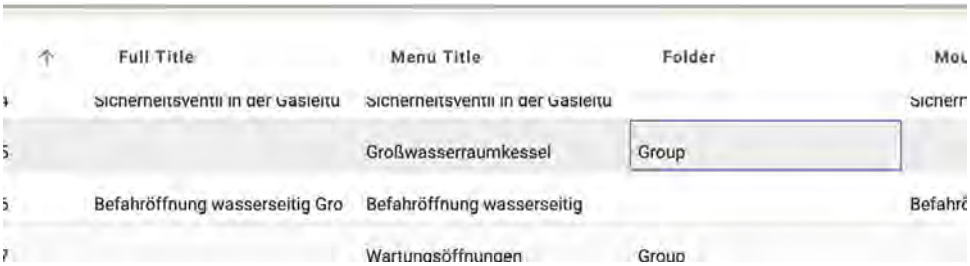


The name of a product in the menu is defined in the **Menu Title** field.

The height of your web browser limits the amount of menu items that can be displayed. We would recommend a maximum of 12 for desktop only *insites* and 8 for multi-platform *insites*.

If you find you have more menu items than this it is helpful to arrange them into sub-menu folders.

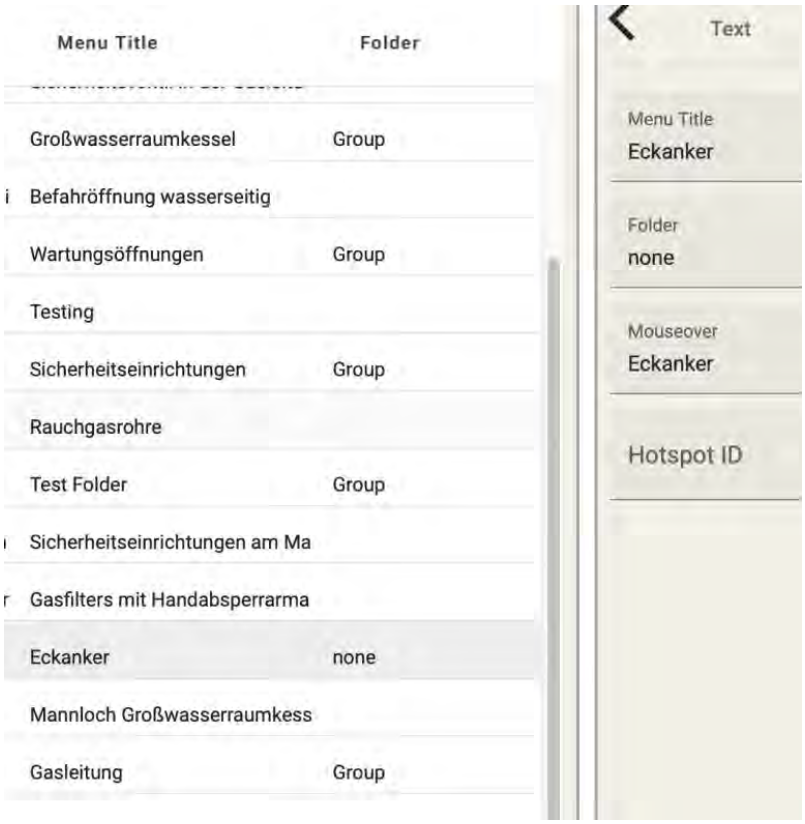
In the CMS it's simple to organise items into folders. Firstly you need to define the folder items by using the **Folder** field and giving the folder name in the **Menu Title** field



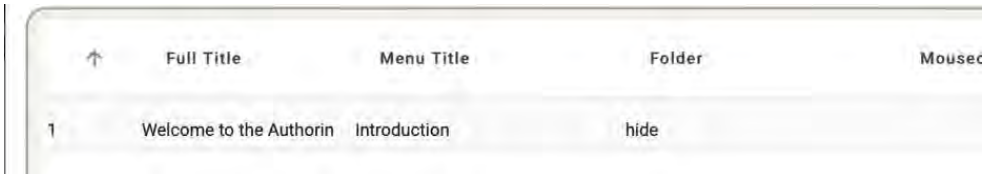
It's simple to arrange products in folders using the **Menu Organizer** which you will find in the top left-hand menu.

Simply drag and drop items to place them within a folder.

If you want to keep an item outside of the folder write the word **none** in the **Folder** field.

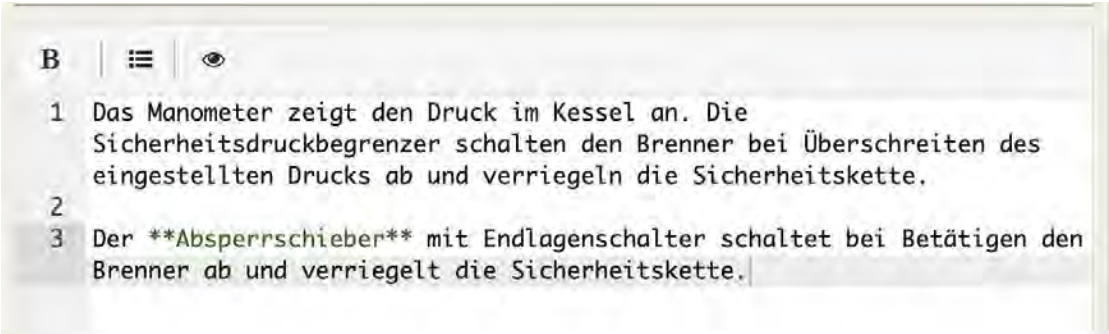


If you don't want a product to appear in the menu at all enter **hide** in the **Folder** field



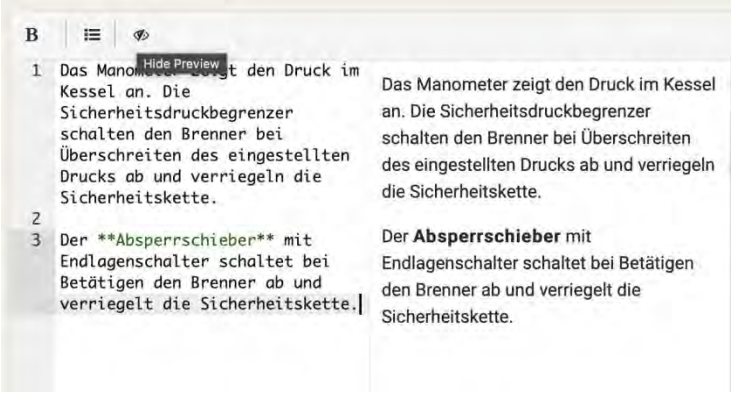
Entering Your Text in the Text Editor

The CMS text field uses the *markdown* system to create HTML text which displays text in your *insite* in a consistent way on any browser. Instead of inputting complicated HTML code *markdown* uses simpler formatting descriptions to make it easier for normal users to format their text.

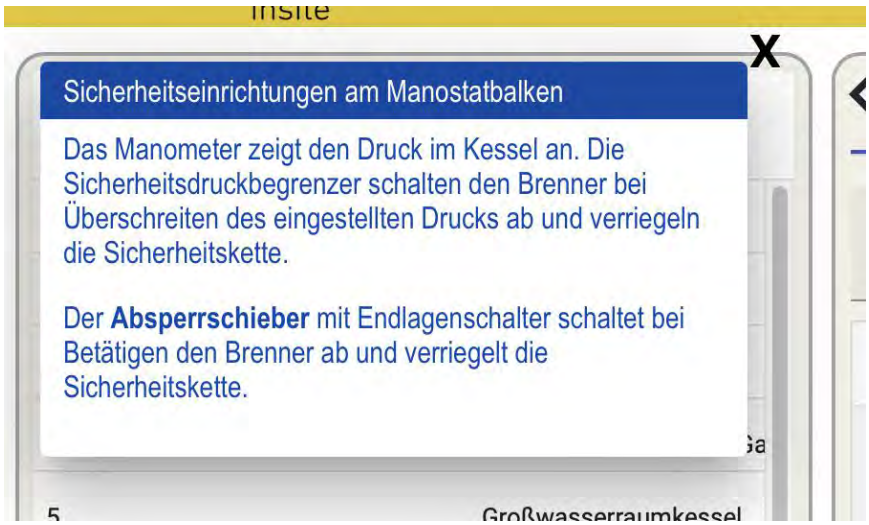


Previewing your product

The eye symbol at the top of the text window splits the *markdown* editor and gives a quick preview of the text formatting.

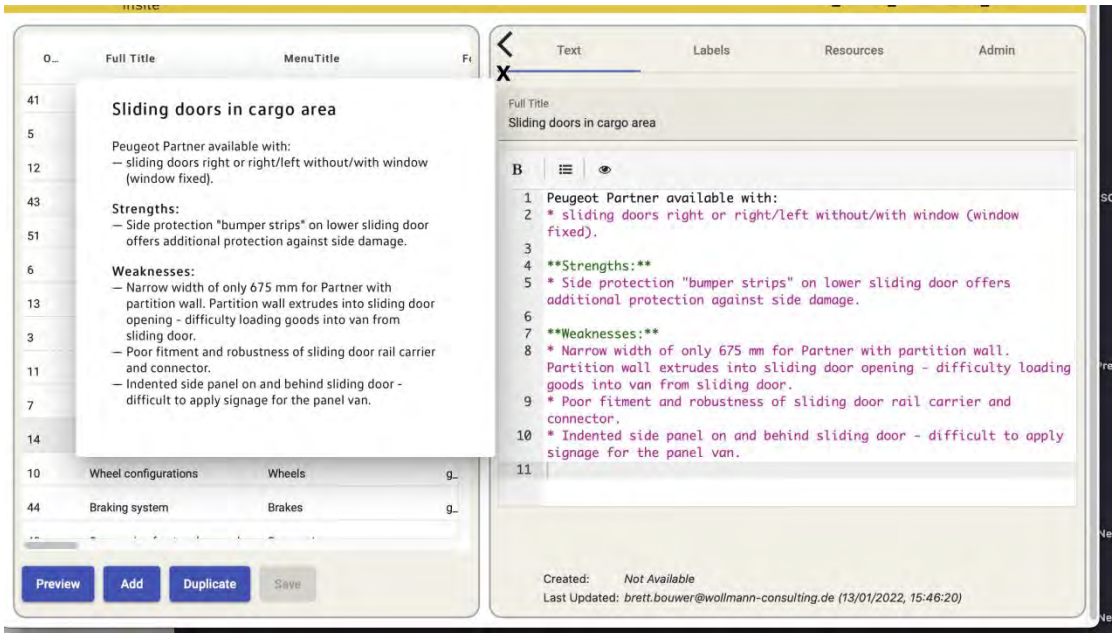


You can get a more accurate representation of the *product* panel by clicking the preview button in the bottom left corner of the window.



This floating window is a simulation of the *product* panel. It can be dragged to anywhere in the browser window so you can leave it open during editing.

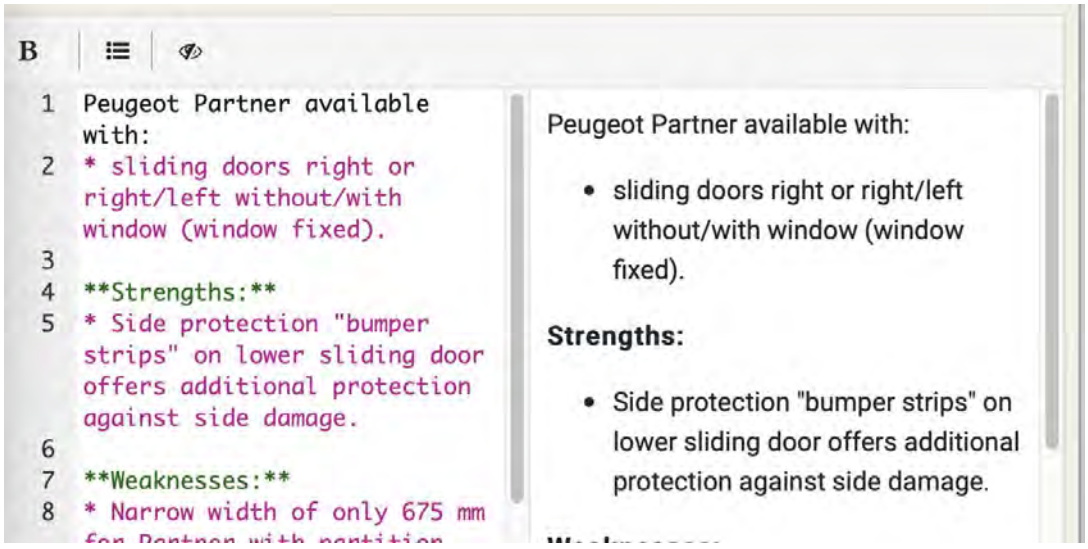
The styling used to preview the text will normally match the styling used in your *insite*. This gives a very accurate representation of how the line lines and paragraphs will lay themselves out.**



*** Due to variations in text rendering we don't guarantee an 100% match on every browser and platform.*

Markdown text formatting

The *Look.insite* CMS provides a custom range of *markdown* formatting buttons above the text window.



The same result can be achieved using simple character combinations. The following guide will allow you to utilise some of the extra functionality of *markdown* by simply typing in a series of characters to define your text formatting.

Standard *Markdown* Formatting				
format		**character sequence**		
new line	=	space	space	return/enter
bullet point	=	*	space	
bold	=	**	(your text)	**

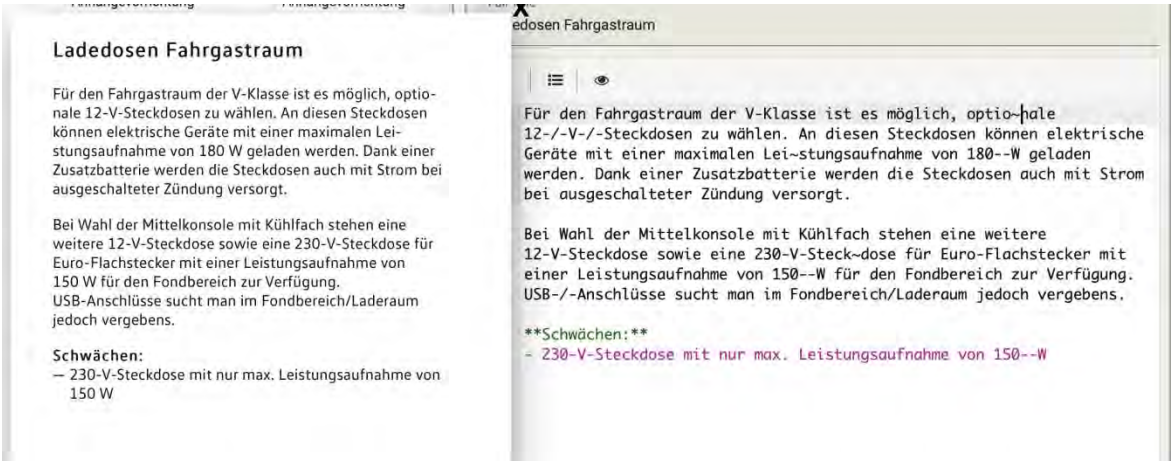
Further markdown tips are available at markdownguide.org

Custom formatting and HTML

Generally all HTML formatting is still possible within the text window so users with more HTML experience can also generate more complex text formatting*. *Look.insite* CMS contains a series of shortcuts to save the need for HTML coding for common text formatting. What follows is a guide to our shortcuts and their equivalents in HTML.

Special Text Formatting				
format		**custom shortcut**		**HTML**
non-breaking space	=	--	or	
non-breaking hyphen (-)	=	-/-	or	&#8209
syllable break	=	~	or	
asterisk (*)	=		or	*

Here are some examples of using these codes to finely control spacing and line-returns.



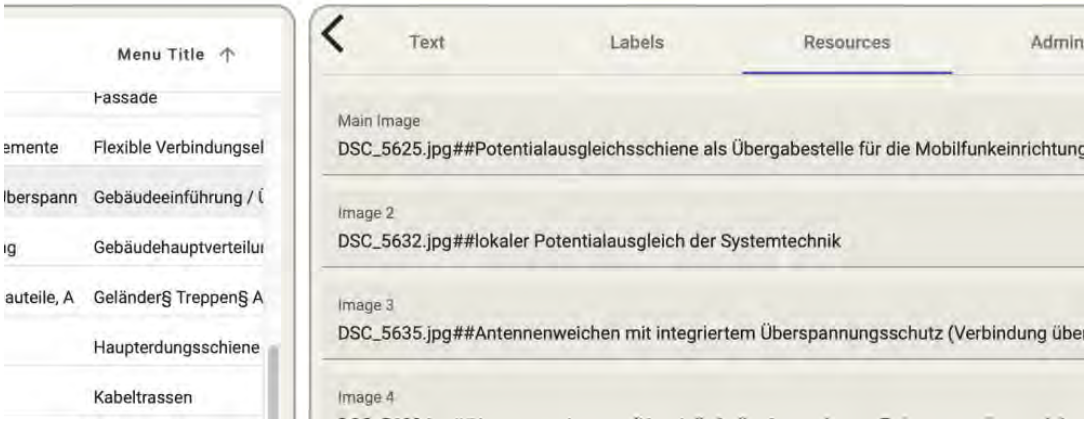
**We would only recommend using HTML code where there is no alternative in markdown or with our custom shortcuts.*

Images, Videos and PDFs

Images and videos are displayed in a floating panel where the hot-point is clicked. Left and right arrows allow the viewer to click through the media items or view them fullscreen. PDFs can be opened in an extra tab or in a floating window.

It's simple add media to your *insite*. We provide you with a folder to store and organise your files and you reference them from the CMS - adding labels and deciding in which order they should appear. As you add new media you can view the results immediately in your site.

To display an image above the text of your *product* drag the file into your storage area and copy the file name into the CMS field entitled *Main Image* in the *resources* tab.



If you would like to change the image to a different one simply replace the file name in the CMS. If you have a new version of the image with the same name simply drag and drop it into your storage and replace the original one and it will be updated on your *insite.*

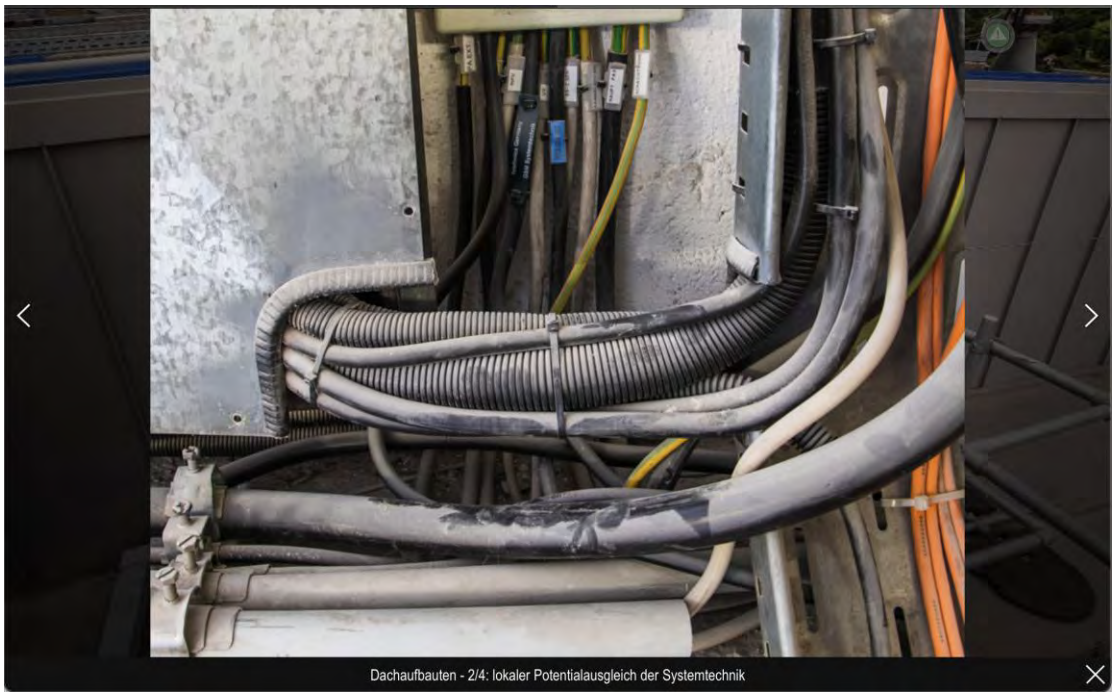
Image Labels

To add a label under an image type first the file name and then two hashtags. Example for example *my_image.jpeg##this is my first image*

Main Image	Image 2	Image 3
DSC_9524.jpg##Öffnung Trennstelle	DSC_9525.jpg##Messaufbau zum Erdausbreitungs	DSC_9526.jpg##Messau
DSC_5923.jpg##Trennstelle mit Kennzeichn	DSC_5924.jpg##Trennstelle geöffnet	DSC_5925.jpg##Messlei
DSC_5922.jpg##Ableitung an Regenfallrohr		
DSC_5919.jpg##Schutz der Vermaschung		

Multiple Images

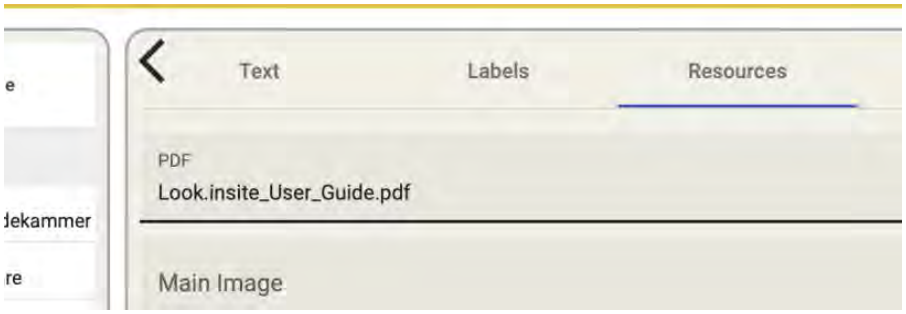
Multiple images will be displayed in your *insite* using a slideshow in the floating *product* panel and also in the maximised view.

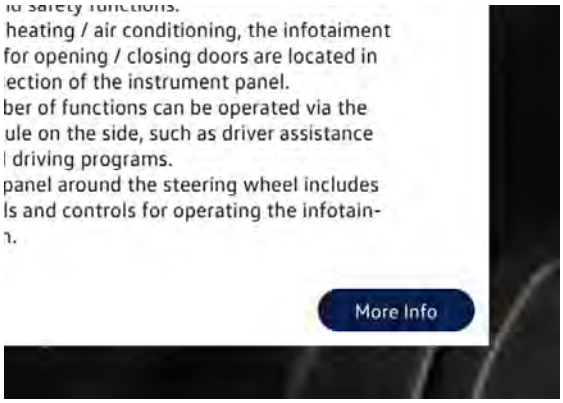


The *product* panel will automatically display the main image which is also the first image of the slideshow. To enter multiple images in one *product* simply enter the exact file name of the images you would like to include in the *resources* fields labelled *Image 2*, *Image 3* etc.

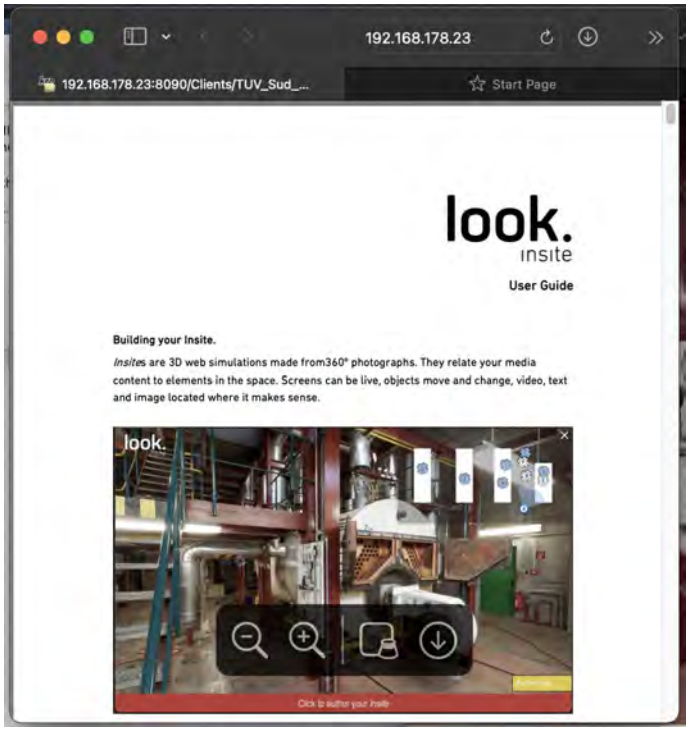
PDFs

The *PDF* field in the resources tab allows you to enter a PDF resource. When this field is filled a button will appear in the bottom right hand corner of your text.





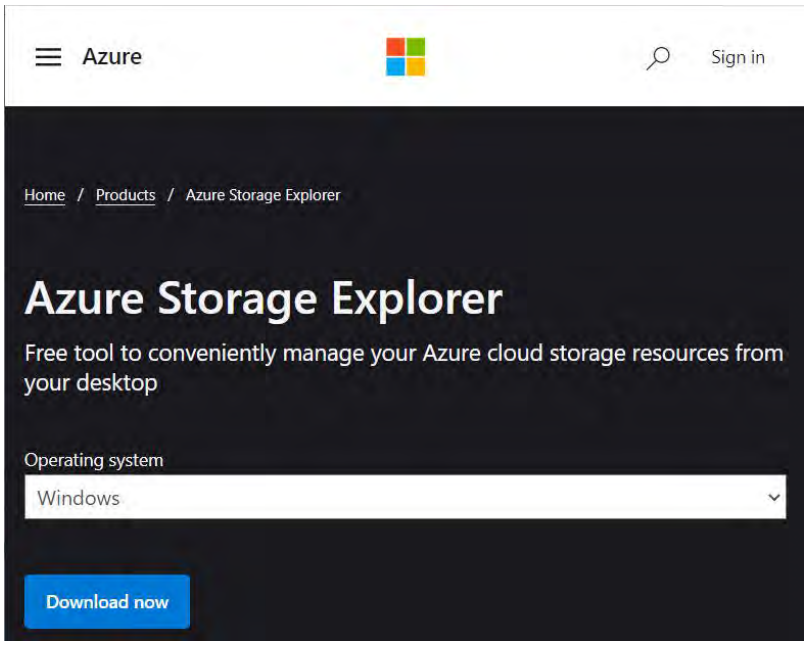
When you click on this button the PDF will show in a new tab in your browser. It's important to appreciate that different web browsers display PDFs in different ways. The PDF file should be provided once again with exactly the same file name as is used in the CMS.



Uploading Images, Video and PDF files

Accessing your storage area

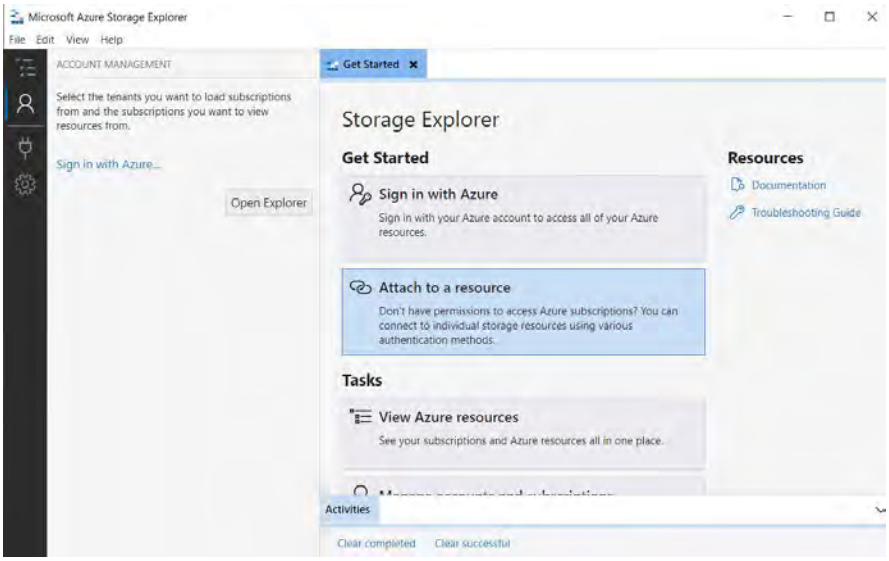
Each project will have a storage area called a blob assigned to it. To access this you use Microsoft Azure Storage which you can download here.



Simply follow the instructions, you do not need to open an account, just download the app and run it.

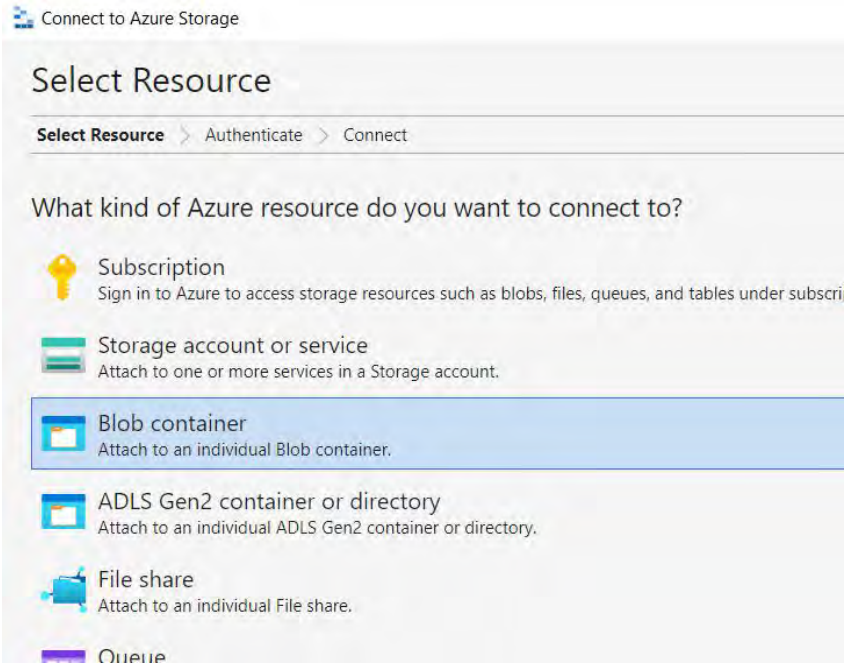
Opening your storage area

You will receive a link via email which you can use to access your storage area or *Blob*. The first time you open the app you will see a window something like this. All you need to do is click on *attach a resource* or the 2-pin plug icon in the top left.

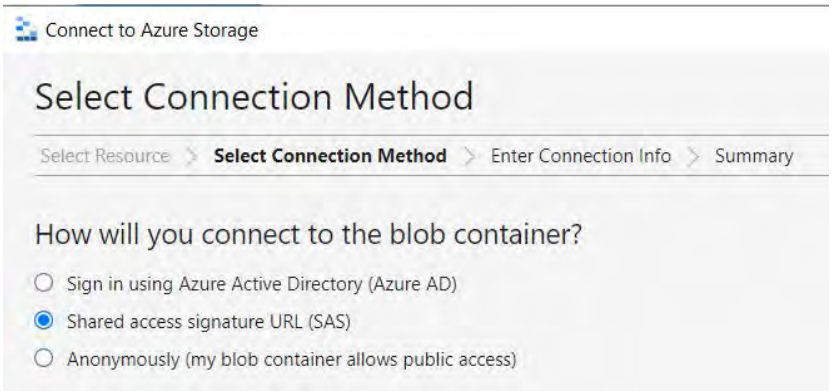


or

This will open a window like this - click on *Blob container*

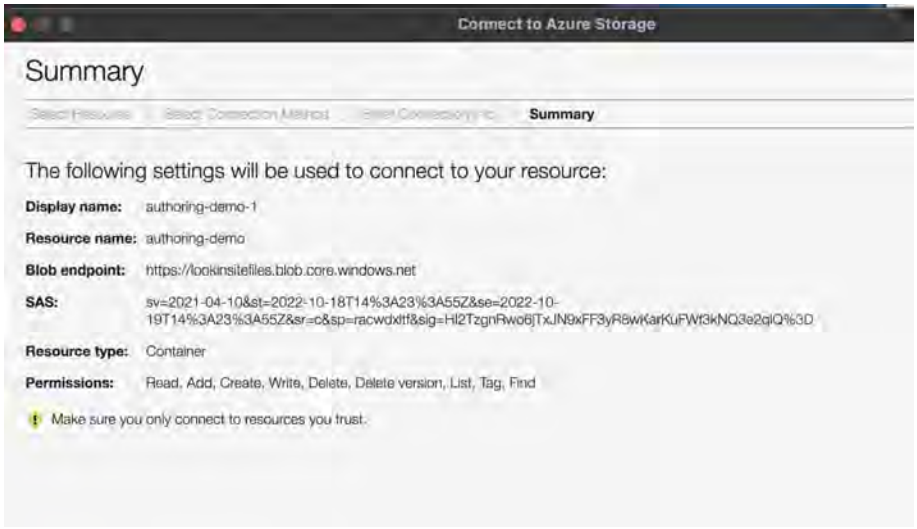


Then select *Shared access signature URL* and hit *Next*

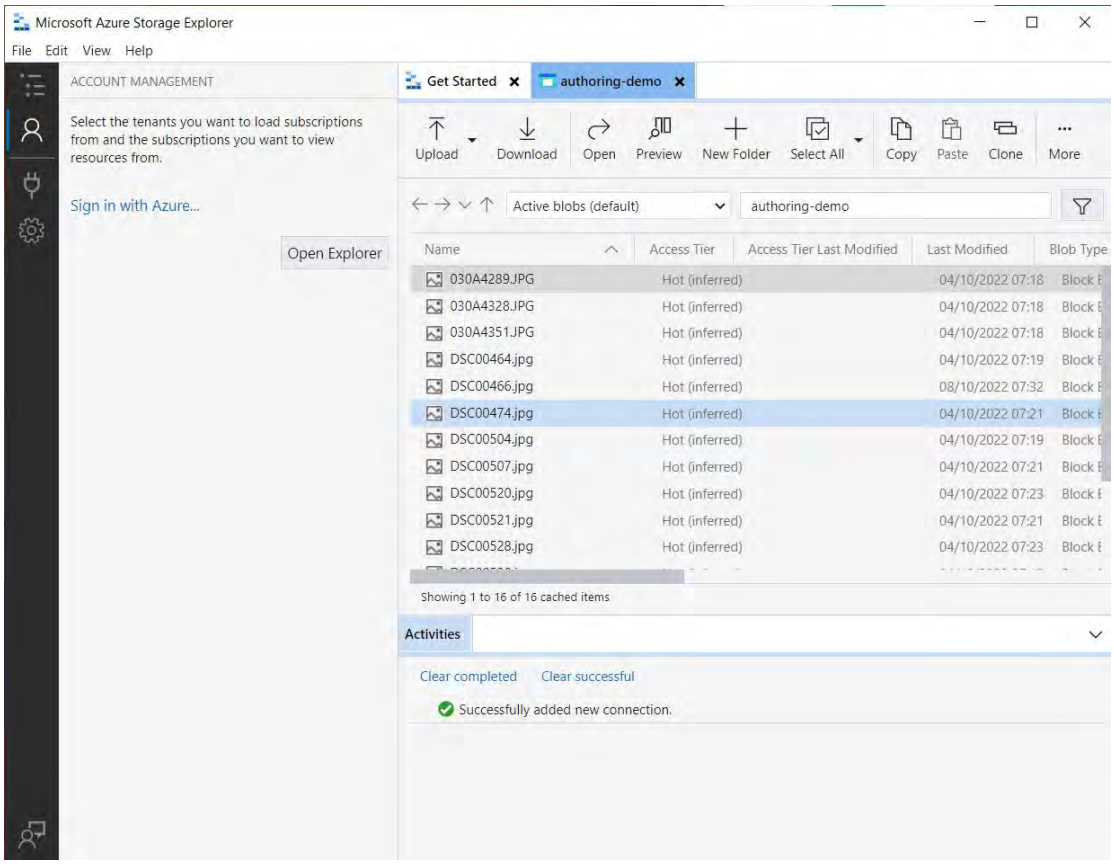


Then paste link we sent you into the box below and hit *next*

You will reach a confirmation page where you can check the details before connecting to the storage.



When you click connect your storage area will be opened. This one already has resources in it but it might be empty ready for you to add your content.



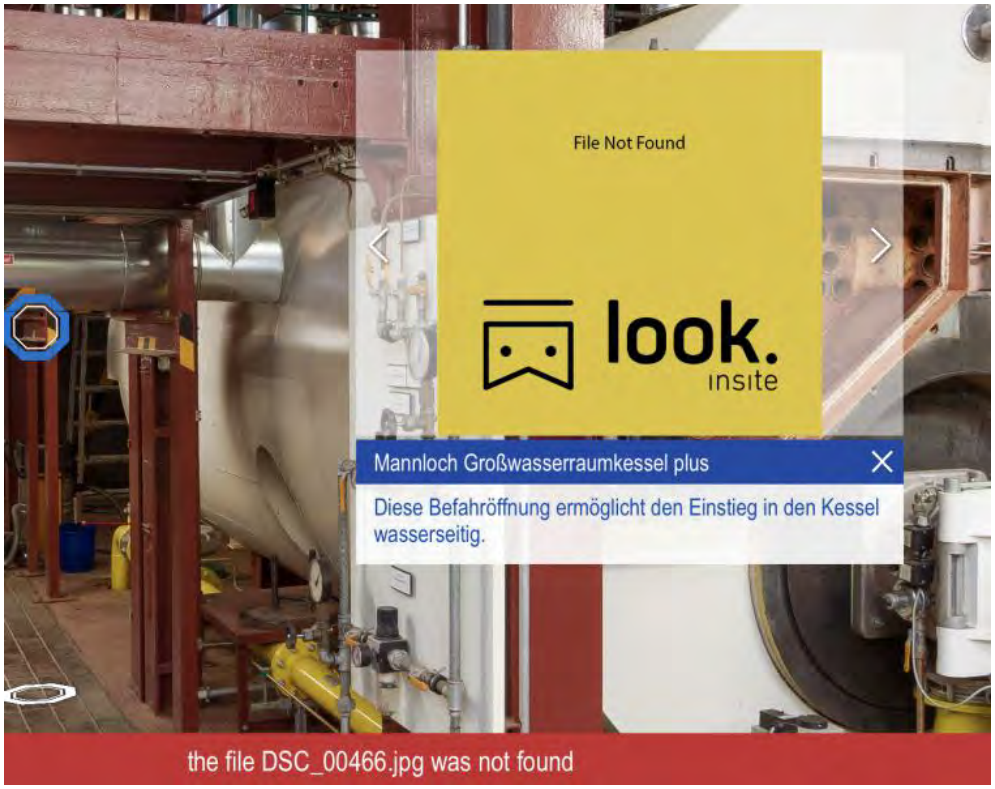
The links that you received to your storage area are sometimes limited in the time or level that they are available for you to access them. If you have any trouble using your storage please contact us and let us know and we will make sure it's available to you.

Troubleshooting text and resource errors

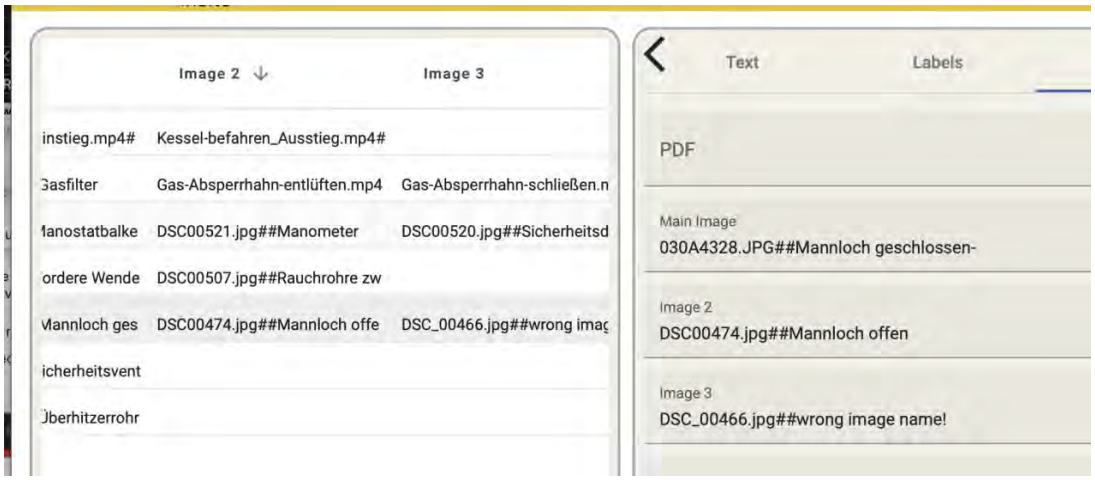
Missing Resources

It is important that the file name is written exactly as it appears in your storage area, including the suffix (such as .jpg .JPG .png .mp4 etc.). The image name is a URL and just like an email address it needs to be written exactly in order to function correctly.

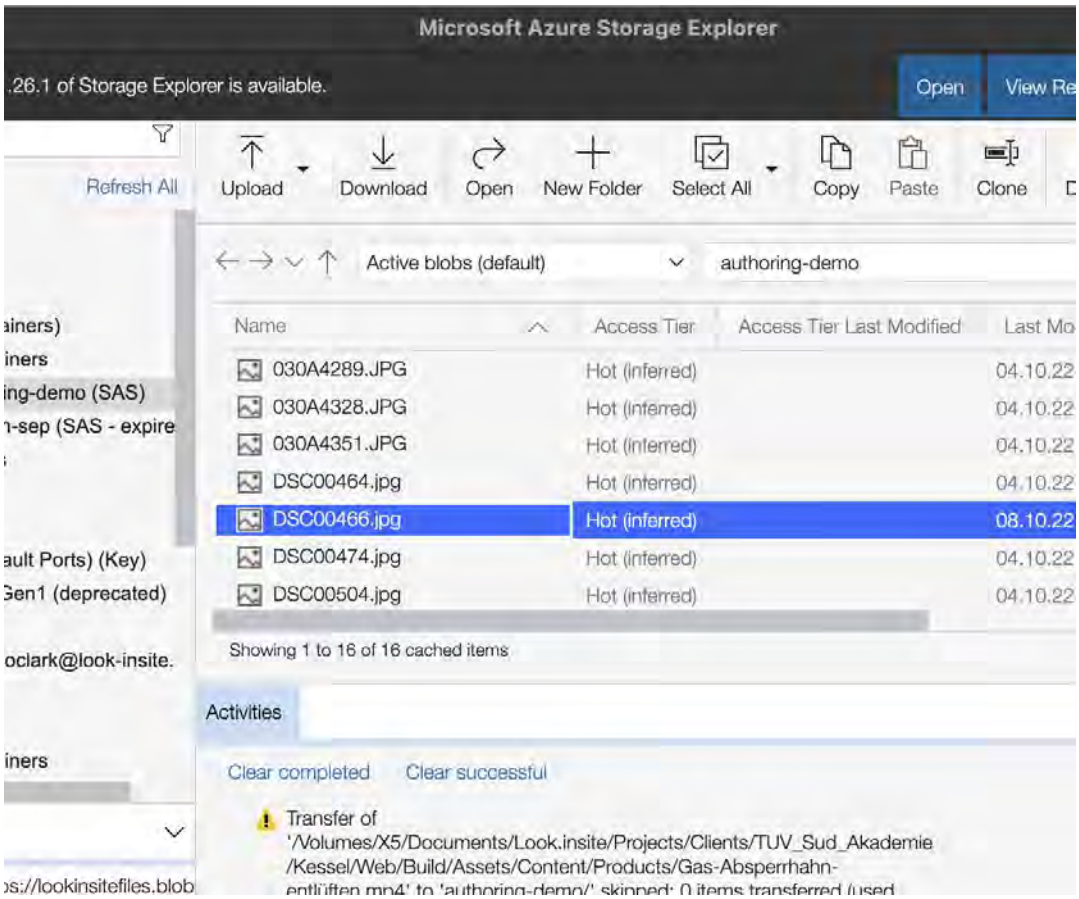
If the file name specified in the resources tab (including case sensitivity) of the CMS does not match the name of a file in the storage area, a placeholder image will appear.



If the placeholder appears please check the naming of your file against what you have written in the CMS.

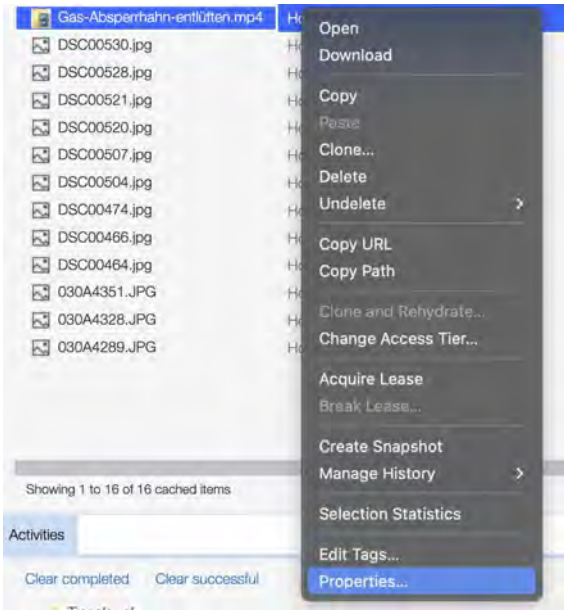


You can see here that the file name has an '_' which doesn't appear in the actual file.

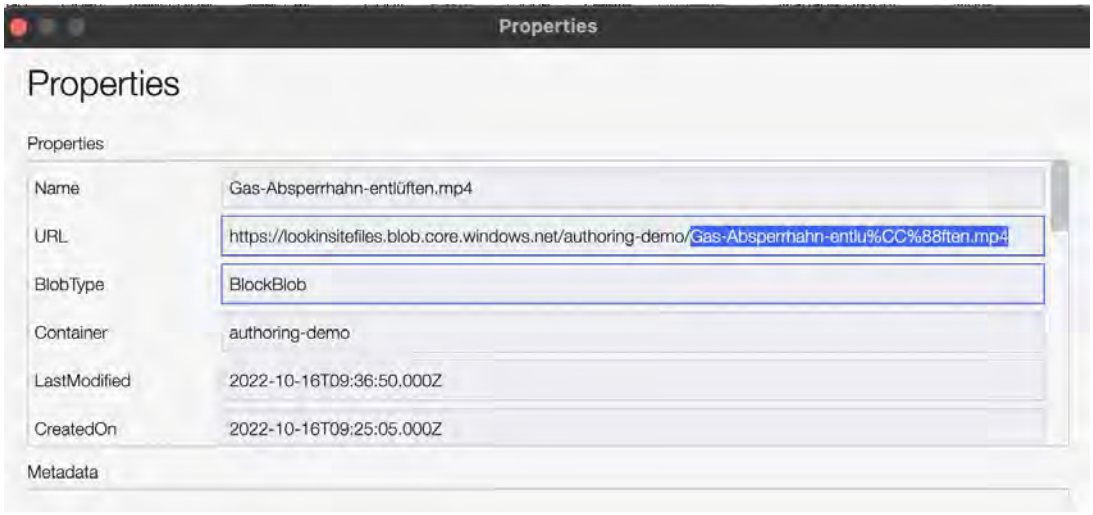


Special characters in resource names

Similar to web addresses - umlauts and other language base characters can cause issues when used as a file name. If you find an image is missing it may be because the special characters have been automatically replaced by the storage tool. To check this right click on the file in storage explorer and look at its properties.



As you can see here the ü has been replaced by a complicated code. You could simply copy this highlighted text into the CMS or replace the image with file with one which doesn't include special characters.



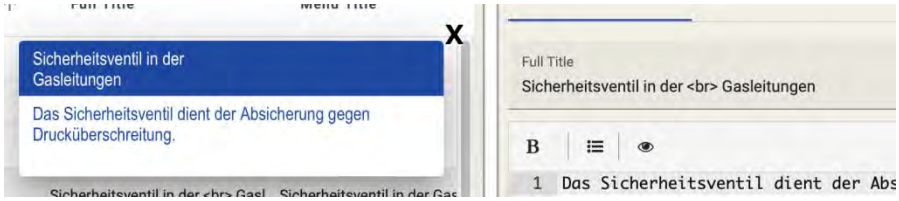
Text formatting in Menu Title and Image label fields

Commas and apostrophes in the Menu Title and Image label fields will not render accurately in your *insite*. Please use the following formatting shortcuts to replace them.

comma (,) = §
apostrophe (') = ª

Line returns in the Title

Type <br> to add a line return in the full title of a product.



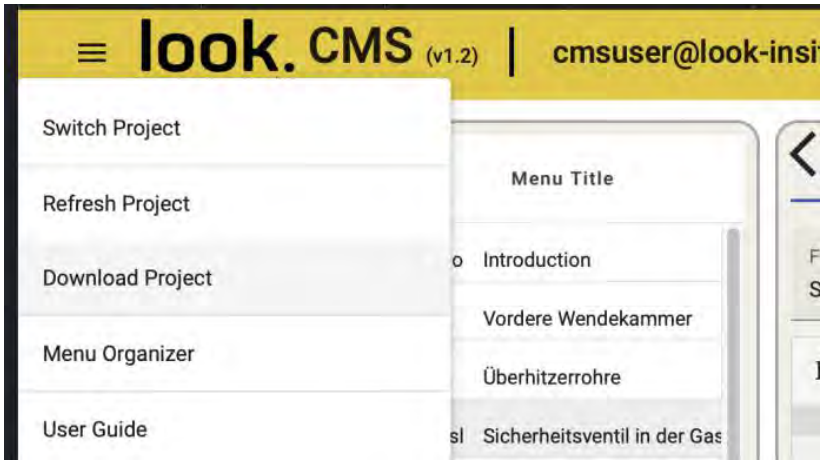
Managing your data

Transferring content from a spreadsheet

If you have prepared your data in advance using a spreadsheet, we can fill out the CMS based on your spreadsheet on request. If you prefer to do it yourself simply add the *products* one by one.

Backing up your project

You can download a copy of your *project* at any time using the menu in the right hand corner.

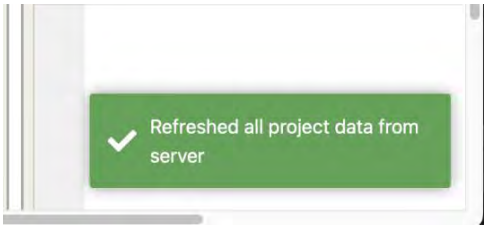


We also make regular backups of current projects. If anything goes wrong just drop us a line and we will help to restore an earlier version of your project.

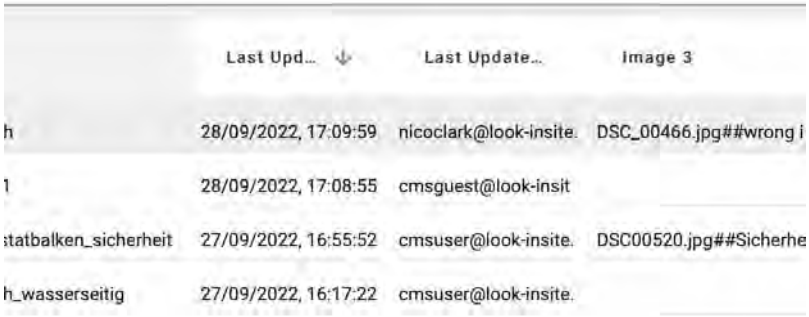
Working in a team

It is possible to work with a group of colleagues on the same *project* but it is important to avoid having two users editing the exact same *product* at the same time, as you may write over each other's changes.

During teamwork it is helpful to refresh the *project* regularly from the server to see the most recent changes created by your colleagues. To reload the *project* simply select refresh *project* from the top left menu.



You can see the timing and author of the last edit to a *product* in the *update* columns of the spreadsheet and at the bottom of the text entry form.



	Last Upd...	Last Update...	Image 3
h	28/09/2022, 17:09:59	nicoclark@look-insite.	DSC_00466.jpg##wrong i
1	28/09/2022, 17:08:55	cmsguest@look-insit	
statbalken_sicherheit	27/09/2022, 16:55:52	cmsuser@look-insite.	DSC00520.jpg##Sicherhe
h_wasserseitig	27/09/2022, 16:17:22	cmsuser@look-insite.	

Viewing the results

During the building process we will normally set up a live project for you. That means that you can make edits in the CMS and then see the results in as soon as you reload your project in our LMS.

If you find that reloading the site does not reflect the changes you've made in the CMS or authoring you might need to empty the cache of your browser. This is done in slightly different ways depending on the browser that you are using. The simplest way to find out is to google 'empty the cache in Firefox' for example.

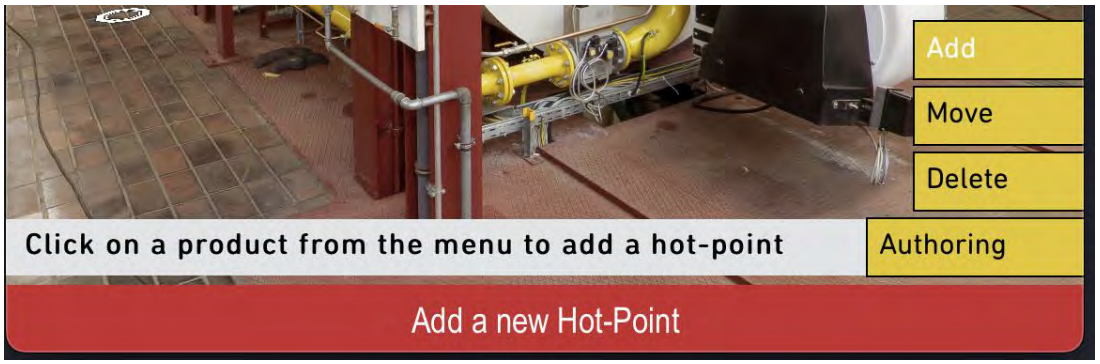
Part 2:

In-Site Authoring

The items you have created in our content management system contain detailed information about actual objects or areas in a space that we have photographed or created for you in 3D. We call these information packs *products*.

In-Site Authoring defines the *hot-point* or *hot-area* in the 3D space which, when clicked, will trigger the display of a *product* . Normally a *product panel* appears next to the object displaying text, images, pdfs, video or even links to other sites.

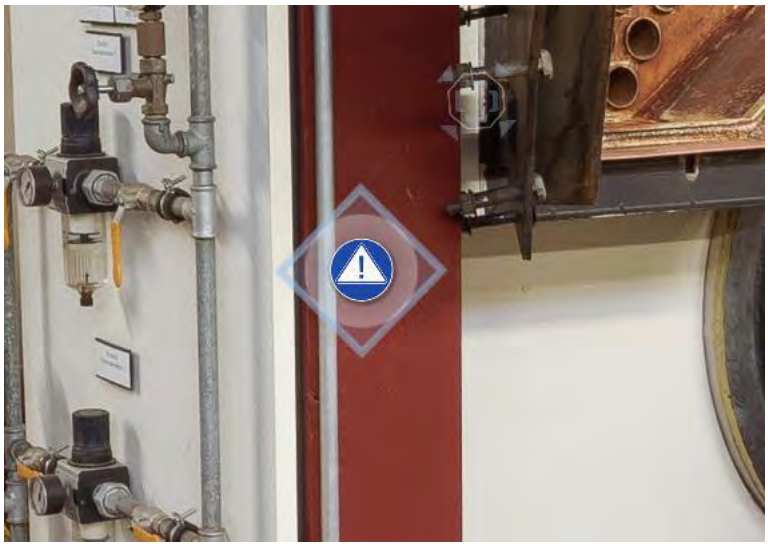
With *insites'* authoring tools you can specify where this object is in the 3D space from within the site itself. The same object may be visible from multiple vantage points or more than one may exist so it is often necessary to define the same *hot-point* from a number of different points of view



Adding and placing *Hot-Points*

To add a hot-point to your scene open the editing tool by clicking on the authoring button. It will automatically go into add mode. Then select the product from the bottom right hand menu which you would like to add to this particular view.

Your new hot-point is automatically placed directly in the middle of the screen, then you can drag it into it's preferred position.



If you'd like to move any *hot-point* simply click on the move button in authoring mode and drag the item where you would prefer it to be. It will automatically be saved in its new position.

Deleting a *hot-point*

If you wish to remove a *hot-point* click on the delete button in authoring mode and then click on the *hot-point* you wish to delete.

You will be prompted to use the enter button on your keyboard to confirm the deletion of this *hot-point*.

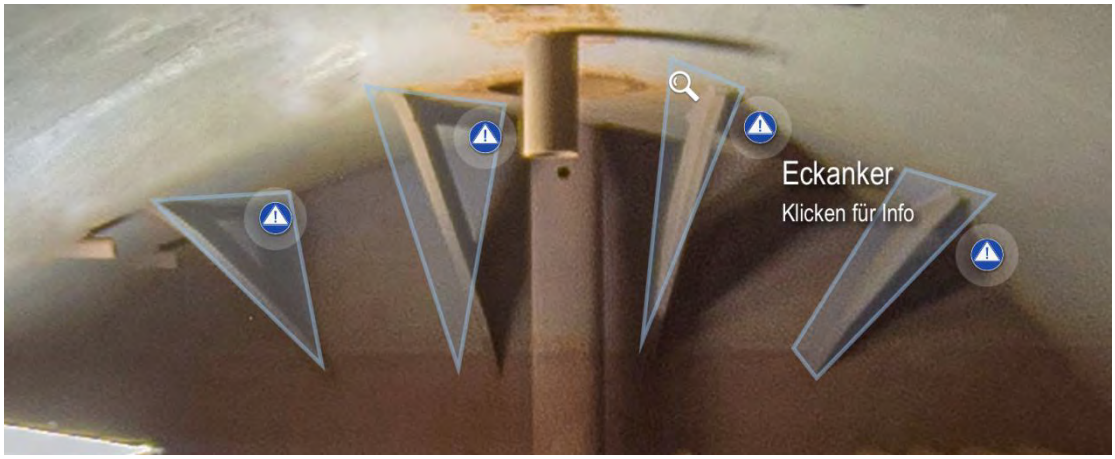
Advanced Authoring

Hot-Areas

The ability to define complex hot-areas yourself is currently in development. We currently support the definition of a diamond shape hot area around your hot point. If you wish to have a more complex *hot-area* around your object please contact us and we will define that for you specifically.

Variations and Repeats

Products can have the same content but appear in different variations or situations or there may be more than one appearance of a product in the same view. We refer to these situations as instances. The authoring tools currently only permits one instance per view. If you wish to have multiple instances of products please contact us and we will define that for you specifically.



Conclusion: Publishing Your Insite

Delivery

We provide you with access to your site for authoring though our LMS. When you're satisfied that it is ready you simply need to let us know. We will then bring all of the content together in to a self-contained data package which we can publish for you or you can place on your own server or another LMS.

Editing and updates

Your Insite is built to last but things change. With our maintenance packages you can pre-plan editing cycles where updates can be made to your content and also you can take advantage of the most recent developments in our platform. Please contact us for further details.

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