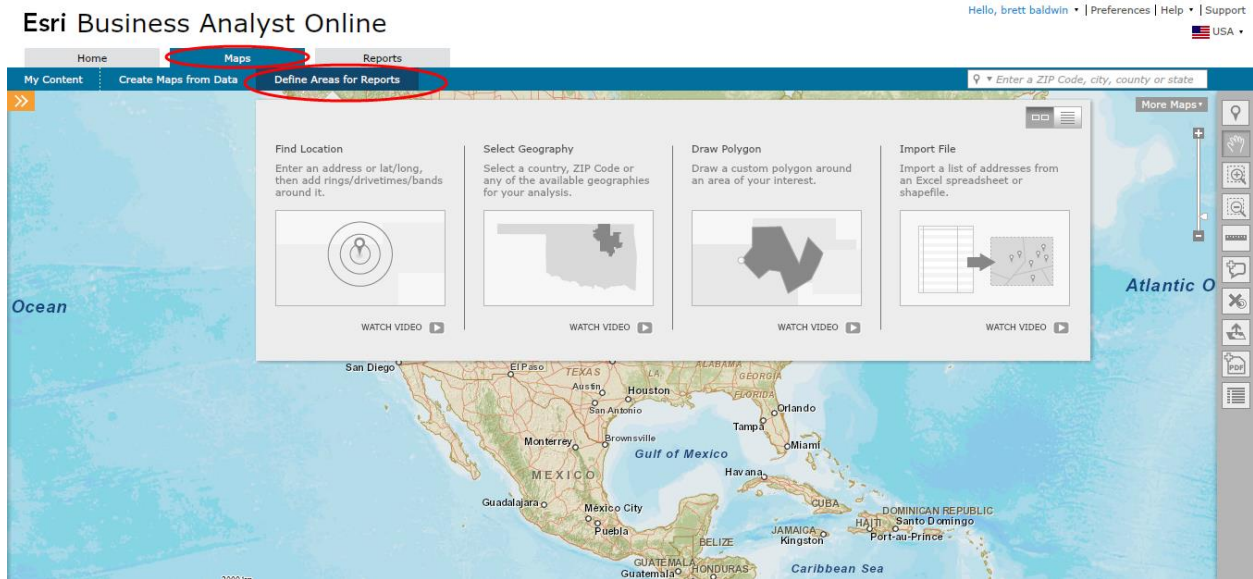


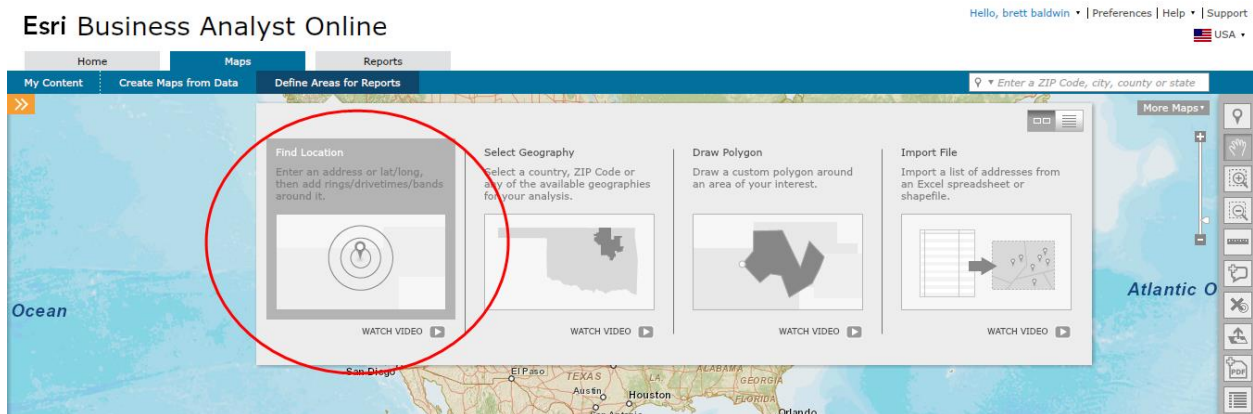
## Create Study Area by Finding a Location

Users may enter an address or a latitude & longitude to find a location on the map. Using the desired address or lat/long, users may then add rings, drive times or bands.

After logging into BAO, click **“Maps”** and then click **“Define Areas for Reports”**.

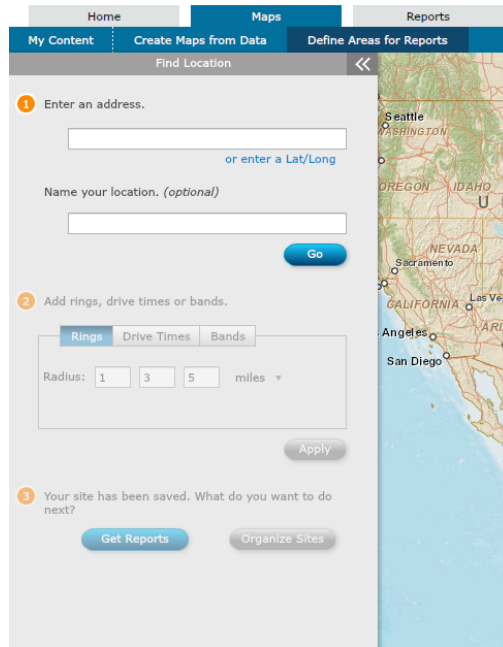


Next, click **“Find Location”**.



## Step 1 - Enter an Address or Lat/Long

The Find Location box will appear on the left side of the workflow.



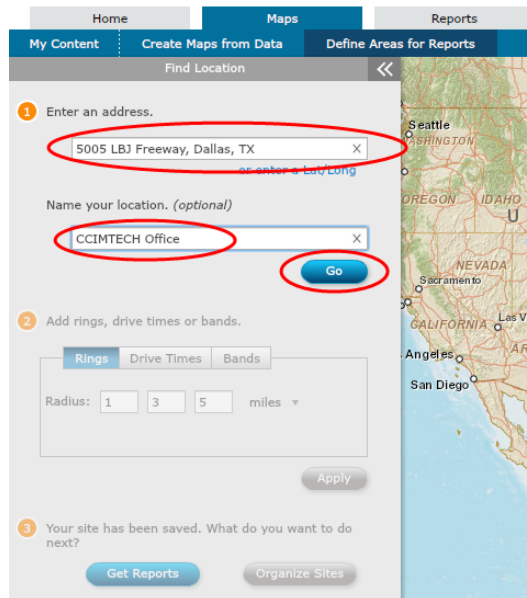
The screenshot shows a software interface with a top navigation bar containing 'Home', 'Maps', and 'Reports'. Below this is a sub-navigation bar with 'My Content', 'Create Maps from Data', and 'Define Areas for Reports'. The main content area is titled 'Find Location' and contains three numbered steps:

- 1 Enter an address.** This step includes a text input field, a link that says 'or enter a Lat/Long', an optional text input field labeled 'Name your location. (optional)', and a blue 'Go' button.
- 2 Add rings, drive times or bands.** This step includes three tabs: 'Rings' (selected), 'Drive Times', and 'Bands'. Below the tabs is a 'Radius' section with three input boxes containing '1', '3', and '5', followed by the text 'miles' and a dropdown arrow.
- 3 Your site has been saved. What do you want to do next?** This step includes two buttons: 'Get Reports' and 'Organize Sites'.

To the right of the form is a map showing a portion of the United States, including Washington, Oregon, Idaho, Nevada, California, and Arizona, with cities like Seattle, Sacramento, Los Angeles, and San Diego labeled.

### Option 1 - Enter an Address

Enter the desired address in the search field. Additionally, users have an option to name the location. After an address and an optional name have been entered, click "Go".



This screenshot is identical to the one above, but with red circles highlighting the input fields and the 'Go' button. The first input field contains the text '5005 LBJ Freeway, Dallas, TX'. The second input field contains the text 'CCIMTECH Office'. The 'Go' button is also circled in red.

## Option 2 - Enter Lat/Long

Click “Enter a Lat/Long” to find a location based on latitude & longitude. Additionally, users have an option to name the location. After a lat/long and an optional name have been entered, click “Go”.

The screenshot shows the 'Find Location' interface with the following elements:

- Step 1: Enter a Lat/Long. The 'Lat' field is set to 32.927047 and the 'Long' field is set to -96.822606. Below these fields is a link that says 'or enter an address'.
- Name your location. (optional): The text input field contains 'CCIMTECH Office'.
- Go: A blue button to proceed.
- Step 2: Add rings, drive times or bands. The 'Rings' tab is selected. The 'Radius' field is set to 1 mile.
- Apply: A grey button to apply the settings.
- Step 3: Your site has been saved. What do you want to do next? Below this are 'Get Reports' and 'Organize Sites' buttons.

## Step 2 - Add Rings, Drive Times or Bands

### Option 1 - Rings

Rings are circles generated on the map around the point. Users may choose one, two, or three ring values to appear on the map around the point. Report data will be summarized for the area contained within each ring. Values must be in the range of 0.1 to 1,000.

Click “Rings”, add the desired values in the rings fields, and then click “Apply”.

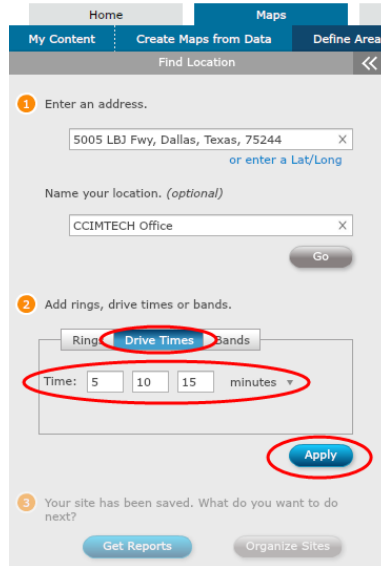
The screenshot shows the 'Find Location' interface with the following elements:

- Step 1: Enter an address. The text input field contains '5005 LBJ Fwy, Dallas, Texas, 75244'. Below this is a link that says 'or enter a Lat/Long'.
- Name your location. (optional): The text input field contains 'CCIMTECH Office'.
- Go: A grey button.
- Step 2: Add rings, drive times or bands. The 'Rings' tab is selected. The 'Radius' field is set to 1 mile.
- Apply: A blue button.
- Step 3: Your site has been saved. What do you want to do next? Below this are 'Get Reports' and 'Organize Sites' buttons.

## Option 2 - Drive Times

A drive time represents how long it takes to drive from the point on the map to a specific location in a given time. Travel time considers the posted speed limits in the given area. Values must be in the range of 0.1 to 300.

Click **“Drive Times”**, add the desired values in the drive time fields, and then click **“Apply”**.

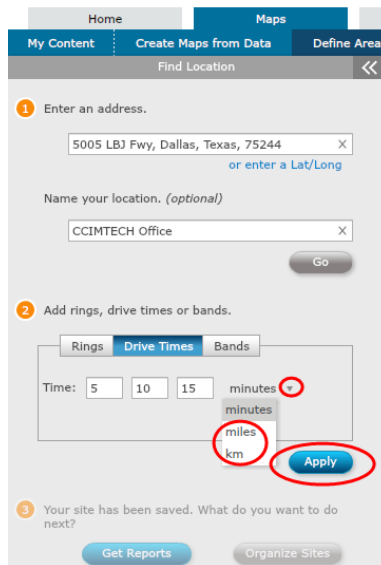


The screenshot shows the 'Find Location' screen with the following elements:

- Step 1: 'Enter an address.' with a text input field containing '5005 LBJ Fwy, Dallas, Texas, 75244' and a 'Go' button.
- Step 2: 'Add rings, drive times or bands.' with a tabbed interface showing 'Rings', 'Drive Times', and 'Bands'. The 'Drive Times' tab is selected.
- Under the 'Drive Times' tab, there are three input fields for 'Time' with values '5', '10', and '15', followed by a dropdown menu currently set to 'minutes'.
- An 'Apply' button is located at the bottom right of the configuration area.
- Step 3: 'Your site has been saved. What do you want to do next?' with 'Get Reports' and 'Organize Sites' buttons.

Alternatively, users may select **“miles”** or **“km”** to find out the distance drive time from the site to the desired miles or kilometers value.

To find out the drive time distance in miles or kilometers, click the arrow next to **“minutes”**, select **“miles”** or **“km”**, and click **“apply”**. A map will appear with the selected drive times values in miles or kilometers labeled on the map.



This screenshot is similar to the previous one but shows the unit selection process:

- The 'Drive Times' tab is still selected.
- The dropdown menu next to the 'Time' fields is open, showing options for 'minutes', 'miles', and 'km'. The 'miles' option is highlighted.
- The 'Apply' button remains visible at the bottom right.

### Option 3 - Bands

Bands are study areas that provide the traditional ring study area but without the duplication of overlapping areas on reports. For example, a study area with ring values of 5, 10, and 15 mile results in reports will generate data from 0-5 mile, 5-10 mile, and 10-15 mile bands from the study area. Similarly, a study area with drive time values of 5, 10 and 15 minute results in reports will generate data from 0-5 minute, 5-10 minute, and 10-15 minute bands from the study area.

Click **"Bands"**, select either **"Rings"** or **"Drive Times"**, add the desired values in the band fields, and then click **"Apply"**.

The screenshot shows a mobile application interface for defining a location and its study area. The top navigation bar includes 'Home', 'Maps', and 'Define Areas'. Below this, there are tabs for 'My Content', 'Create Maps from Data', and 'Define Areas'. The main section is titled 'Find Location' and contains three numbered steps:

- 1 Enter an address.** A text input field contains '5005 LBJ Fwy, Dallas, Texas, 75244'. Below it, there is a link 'or enter a Lat/Long'. A second text input field is labeled 'Name your location. (optional)' and contains 'CCIMTECH Office 2'. A 'Go' button is located below these fields.
- 2 Add rings, drive times or bands.** This section has three tabs: 'Rings', 'Drive Times', and 'Bands'. The 'Bands' tab is selected and highlighted with a red circle. Below the tabs are three radio buttons: 'Rings', 'Drive Times', and 'Bands'. The 'Bands' radio button is selected and highlighted with a red circle. Below the radio buttons is a 'Radius:' label followed by three input fields containing '1', '3', and '5', and the word 'miles'. The entire 'Radius' section is circled in red. An 'Apply' button is located at the bottom right of this section and is also circled in red.
- 3 Your site has been saved. What do you want to do next?** This section contains two buttons: 'Get Reports' and 'Organize Sites'.

### Step 3 - Get Reports

Click **"Get Reports"** to run demographic reports.