

Searching and Filter in “Explore” Page in LabelInsight.com 3.0

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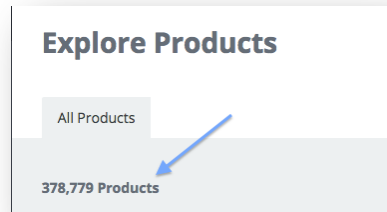
Purpose: Use this functionality to search and filter the database from the Explore page of Labelinsight.com. This document will take you through the options that you have for searching and filter by different data fields/criteria.

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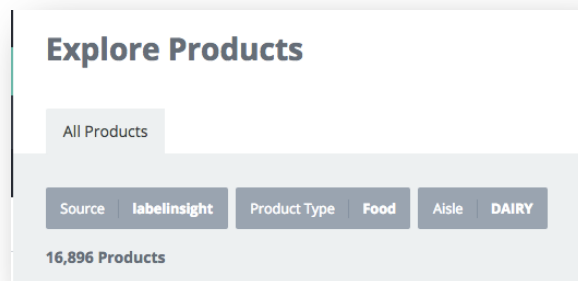
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Product Count

In the center of the page, the number of products in your current view will be displayed:



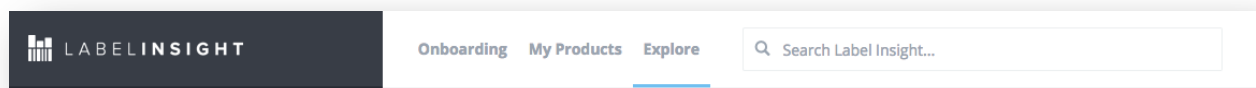
As you search and filter to narrow down the data set, this number will dynamically change to reflect how many records you are viewing. It will also display your search criteria by leaving what we call “Bread Crumbs”.



Note: You can always remove any of the criteria selected by hovering over the field name and clicking the small white “x” that appears.

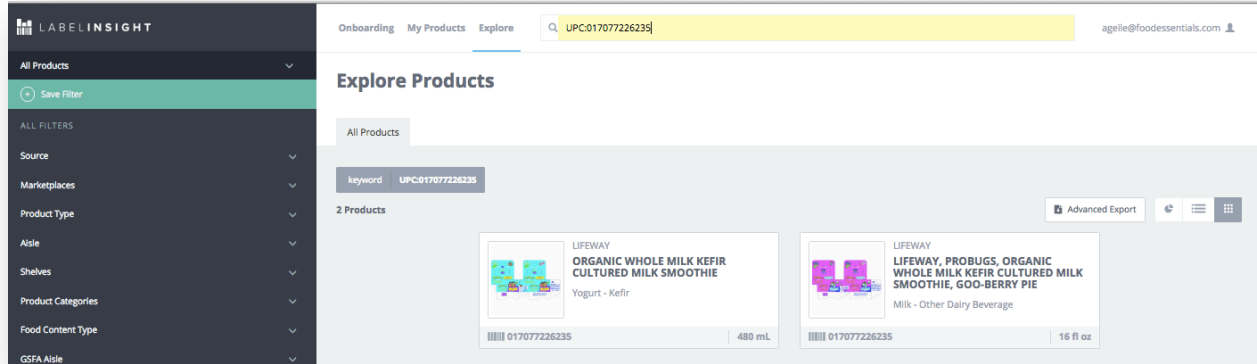
Key Word Search

You can always search using key words/free form text in the Search box located at the top center:



Note: This search functionality uses what is called “fuzzy logic” (same search functionality that is in Google). So, it will bring up any results that are similar to your search.

Pro-Tip! If you are searching for one specific UPC that you know, use the format "UPC:" to search and it will return only that specific UPC.



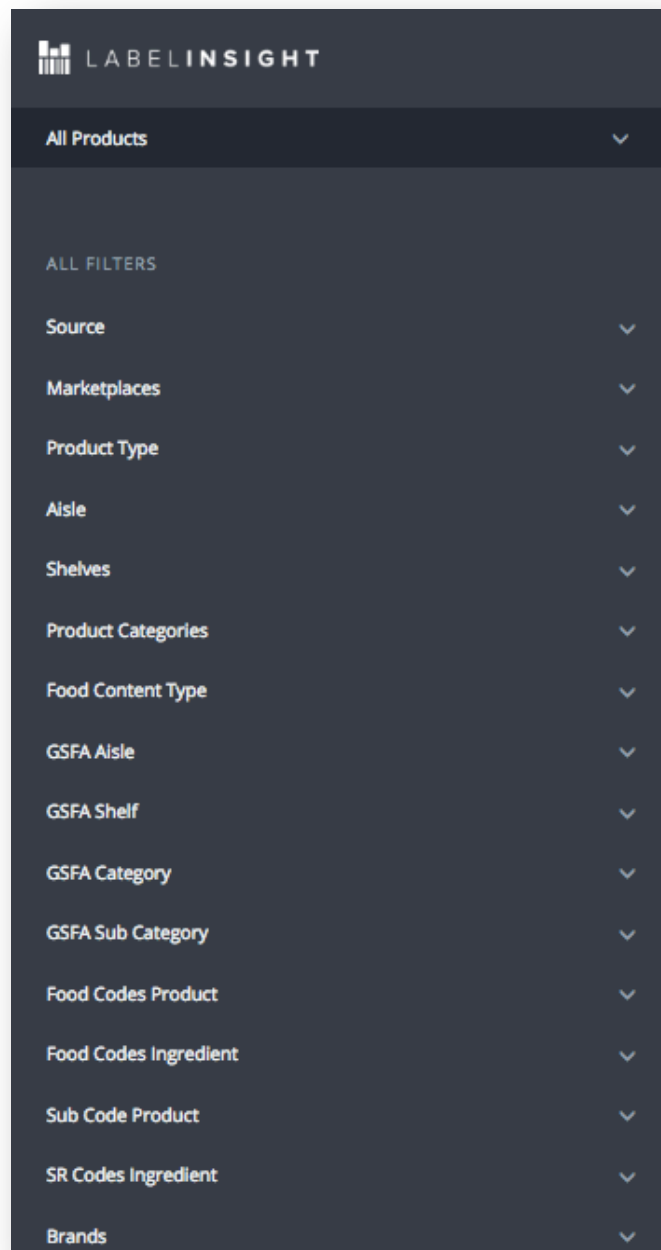
The screenshot shows the Label Insight web application interface. At the top, there are navigation tabs for 'Onboarding', 'My Products', and 'Explore'. A search bar contains the text 'UPC:017077226235'. The main heading is 'Explore Products'. Below this, there is a filter section with 'All Products' selected. A search bar labeled 'keyword' contains 'UPC:017077226235'. The results show '2 Products':

Product Name	UPC	Volume
LIFEWAY ORGANIC WHOLE MILK KEFIR CULTURED MILK SMOOTHIE Yogurt - Kefir	017077226235	480 mL
LIFEWAY PROBUGS, ORGANIC WHOLE MILK KEFIR CULTURED MILK SMOOTHIE, GOO-BERRY PIE Milk - Other Dairy Beverage	017077226235	16 fl oz

Faceted Searching

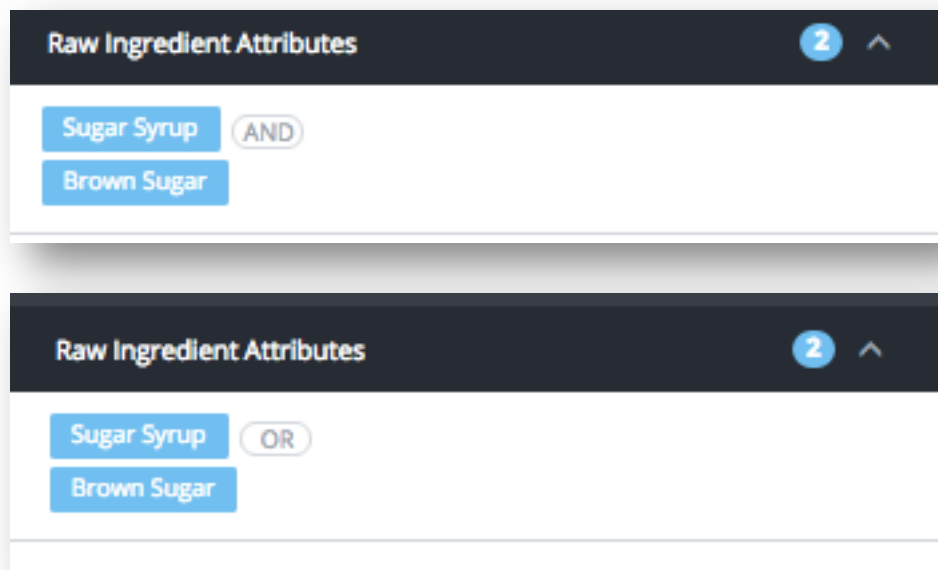
The main tool for searching and filtering in Labelinsight.com is Faceted Searching. Faceted search, also called faceted navigation or faceted browsing, is a technique for accessing information organized according to a faceted classification system, allowing users to explore a collection of information by applying multiple filters.

Along the left hand side of the screen you will see a list of facets. In the following section, we'll explain the different facets, what data they contain, and how to use them.



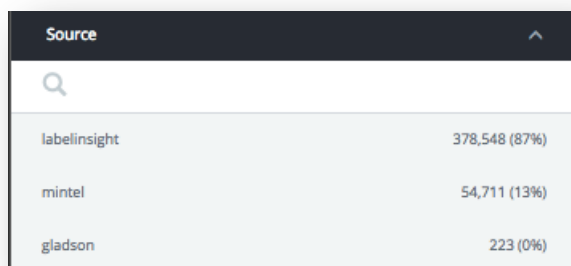
Using a facet:

- Expand the facet, but clicking on the down arrow to the right of the name
- When you expand, you'll have the ability to search by typing in key words, or simply scrolling through the list
- Each facet list is sorted by most prevalent value in that facet. The number of products is display to the right.
- Click on the field that you want to filter by. This will search the data set for all records relevant to that field. You'll also be able to see what fields you have filtered by following the breadcrumbs as mentioned above.
- To remove a filter criteria, simply hover over the field name and click on the small white "x" that appears.
- When searching by multiple criteria, the user has the option of using AND or OR. To switch from AND/OR, simply click on the button



Sections:

- Source – give user the ability to filter by Label Insight data, Gladson data, or Mintel Data. By having no selection, you will be have all data from the 3 data sets. But, you can also choose one or more separately:

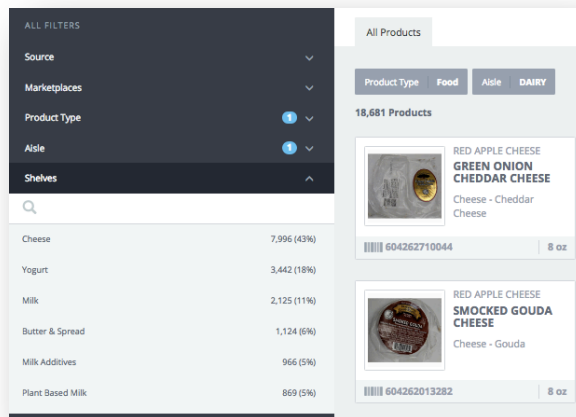


The image shows a screenshot of a 'Source' facet. It has a search bar at the top with a magnifying glass icon. Below the search bar is a list of three data sources with their respective counts and percentages.

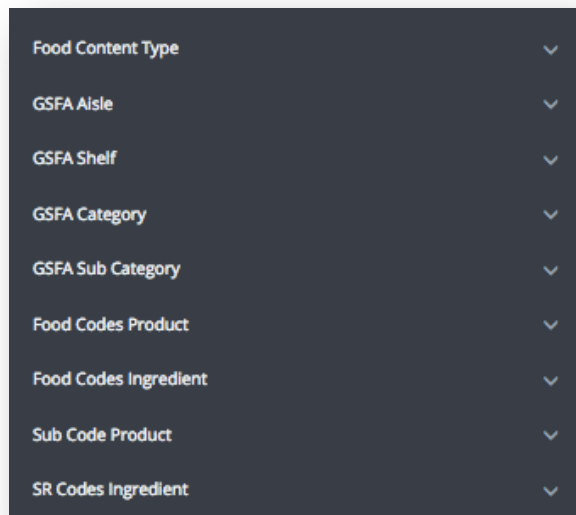
Source	Count	Percentage
labelinsight	378,548	(87%)
mintel	54,711	(13%)
gladson	223	(0%)

**Note: The numbers in the screen shots are not reflective of actual number of products in the live system. Screenshots are taken from testing systems.*

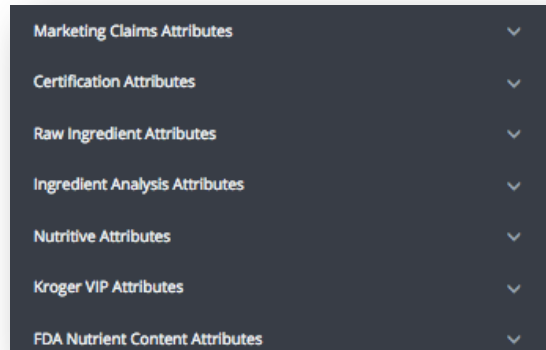
- Label Insight Hierarchies – there are 4 levels of hierarchy that can be searched/filtered: Product Type, Aisle, Shelf, Product Category. Each level becoming more granular. As you filter at one level, the subsequent levels are dynamic and narrow automatically. In the example below, the Product Type = Food and Aisle = Dairy. You can see then that Shelves only display the appropriate shelves for Dairy:



- Food Codes – the next set of facets, allows users to search by the FNDDS Food Codes, SR Subcodes, GSFA Codex Categories, and Food Content Type:



- Brand – Search and filter by product brand names
- Attributes – The next steps of facets, allow users to search and filter products based on attributes:



- Marketing Claim Attributes are based on raw text claims from each product
- Certification Attributes are based on individual or a grouping of certifications such as (USDA, Organic, Non-GMO Project Certified, Circle K Kosher).
- Raw Ingredient Attributes – these are the most common names of the ingredients published on the ingredient panel. There are over 7,000 ingredients to select from (representing over 250,000 ingredients listed on US packages). In this section you can also search by “Sameas” ingredients. By typing in any ingredient and it will show any ingredient that has your search term in it’s name and display it’s “Head Ingredient”. See example below of searching by “Tartrazine”:

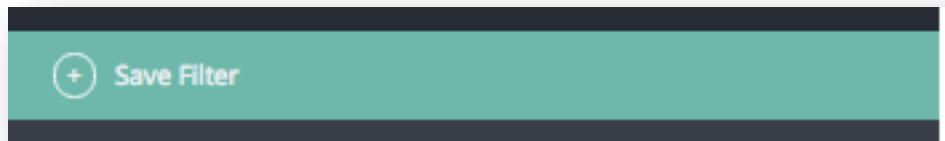
Raw Ingredient Attributes	
tartrazine	
'tartrazine' SAME AS: Artificial Color Yellow 5	27,833 (6%)
Also Named: Tartrazine SAME AS: Artificial Color Yellow 5	27,833 (6%)
ARTIFICIAL COLOR TARTRAZINE-FD&C YELLOW # 5 SAME AS: Artificial Color Yellow 5	27,833 (6%)
ARTIFICIAL COLOR (E102) (ALSO NAMED: TARTRAZINE) SAME AS: Artificial Color Yellow 5	27,833 (6%)
ARTIFICIAL COLOR (E102) (ALSO NAMED: TARTRAZINE OR FD&C YELLOW 5) SAME AS: Artificial Color Yellow 5	27,833 (6%)
Artificial Color (E 102) (Also Named: Tartrazine or Fd&c Yellow 5) SAME AS: Artificial Color Yellow 5	27,833 (6%)

When you select, you are selecting the Head Ingredient, so in this example “Artificial Color Yellow 5”.

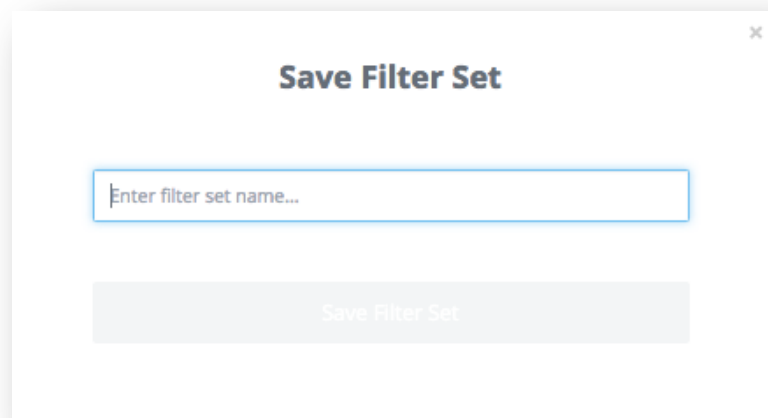
- Ingredient Analysis Attributes – analyzes ingredients against allergen, additive, and other ingredient properties. Some attributes are created by grouping ingredients with similar properties (ex: antioxidant ingredients). Others are based on products being free of specific ingredients (ex: peanut free).
- Nutritive Attributes are derived from analyzing the nutrient panel information.
- FDA Nutrient Content Attributes are based on the FDA defined nutritive attributes.
- Cosmetic Contains/May Contain Claims – these claim attributes were assigned to Gladson and Mintel data on a previous Task Order Project. This data is not applied to Label Insight data.

Saving Filters

Once you have selected a set of filter criteria, you can save that selection in order to use it again in future sessions. To save filters, simply click on the Save Filter button on the top left:



Enter a name for your filter in the dialogue box:

A white dialog box titled "Save Filter Set" with a close button (x) in the top right corner. It contains a text input field with the placeholder text "Enter filter set name..." and a "Save Filter Set" button below it.

Save Filter Set

Save Filter Set

The saved filters, will then be saved in a list for you to access by clicking the down arrow next to “All Products”.

