



MEDIA FUTURES TOOL USER GUIDE

**DW Akademie and
Aga Khan University's
Media Innovation Centre**



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1. INTRODUCTION

What is the Media Futures Tool?

Welcome to Media Futures Tool. The tool is the data-driven solution designed to help media houses in East Africa make informed decisions.

Our innovative platform uses the latest data technology to help your media house achieve sustainable growth.

It is user-friendly digital platform - created to accommodate both tech-savvy and non-tech inclined media stakeholders.

Our tool is designed to assist media practitioners and organizations in making informed decisions based on the latest analytical data.

It's a user-friendly platform that can store and present existing analytical data by sector, providing custom data filter features to users.

Plus, it allows visual data analysis, data import and export, data comparison, and recommendations.

QUICK START GUIDE



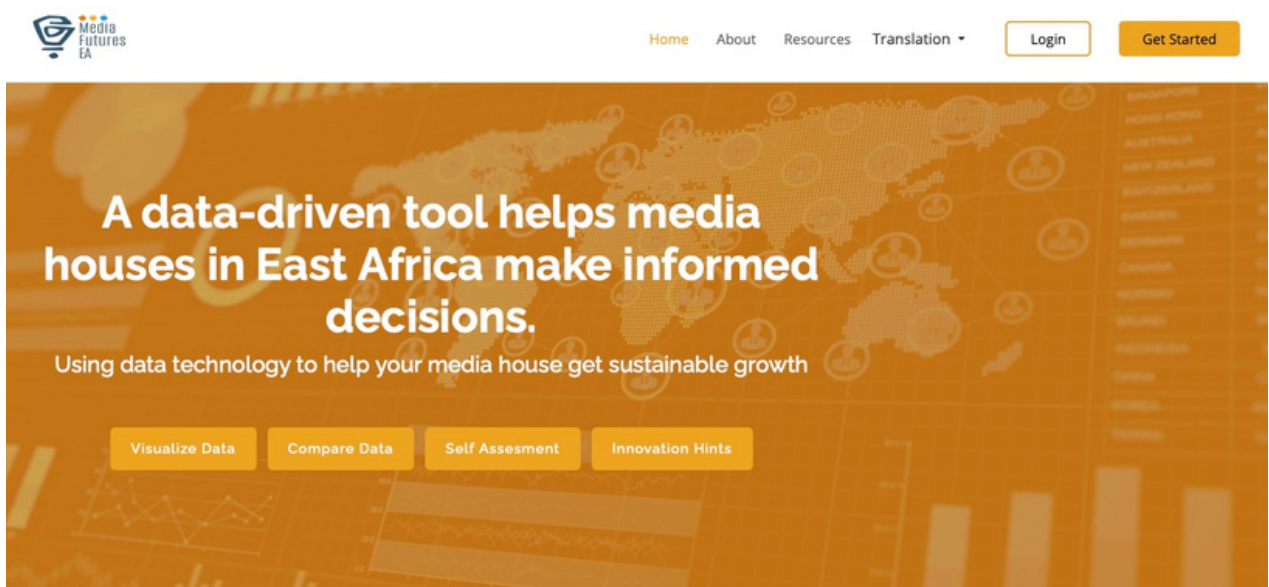
HOMEPAGE

The home page is the first interface you interact with when you log into our tool. It serves as a hub for accessing all of the features and functions that the tool offers.

From the home page, you can navigate to different sections, view your account information, access help and support resources, and more.

It is designed to be intuitive and user-friendly, so you can quickly find what you need and get started using the tool right away.

In this section of our user tool guide, we'll walk you through the various elements of the home page and show you how to make the most of them.



HOW IT WORKS

Easy steps to leverage data for your media's sustainable growth.

GET STARTED

- **Register**

The registration process is the first step to accessing the tool. It's a quick and easy process that allows you to create an account, set up your profile, and start using the tool right away.

During the registration process, we'll ask you to provide some basic information, such as your User Name, Email address, Password and the country you are from.

Once you've completed the registration process, you'll have full access to the tool and can start exploring all of its features and functions.


Media Futures EA

Home About Resources Translation ▾ Login Get Started

REGISTER

User Name Email

Your Password Confirm Password

Select your country I'm not a robot  reCAPTCHA
Privacy - Terms

Register

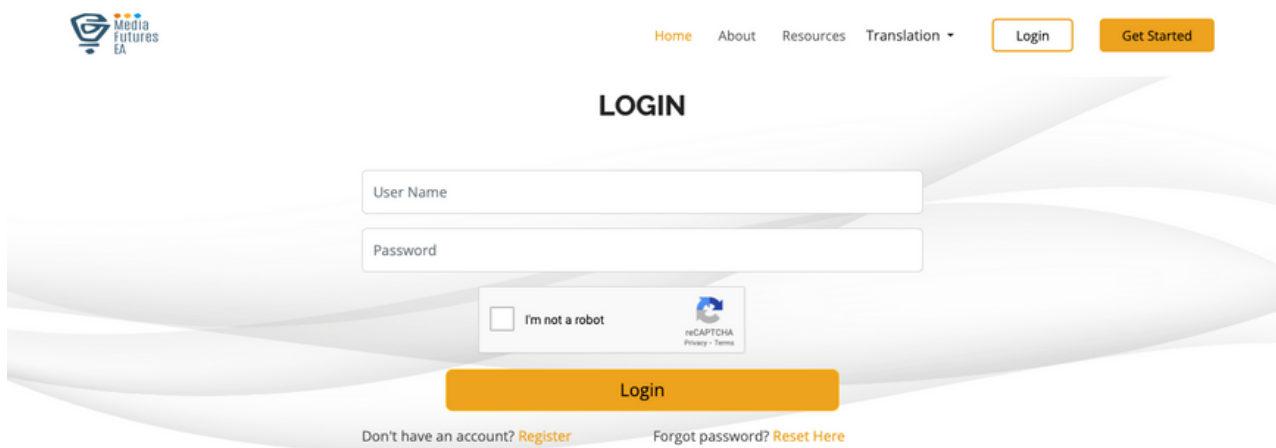
Already have an account? [Login](#) Forgot password? [Reset Here](#)

LOGIN

The login process is how you access your account and start using the tool.

If you've already registered, you can simply enter your username and password to log in and gain access to all of our features and functions.

If you forget your password, don't worry - we have a password reset feature that allows you to reset your password quickly and easily.



The screenshot shows the login interface for Media Futures EA. At the top left is the logo. The top navigation bar includes links for Home, About, Resources, and Translation, along with Login and Get Started buttons. The main heading is 'LOGIN'. Below it are two input fields for 'User Name' and 'Password'. A reCAPTCHA widget is present with the text 'I'm not a robot' and a 'reCAPTCHA Privacy - Terms' link. A large orange 'Login' button is centered below the fields. At the bottom, there are links for 'Don't have an account? Register' and 'Forgot password? Reset Here'.

PASSWORD RESET

If you forget your password, don't worry - we have a simple password reset feature that allows you to regain access to your account quickly and easily.

To reset your password, simply click on the 'forgot password' link on the login page and enter your email address.

We'll send you an email with instructions on how to reset your password. Follow the instructions in the email to create a new password and regain access to your account.



[Home](#) [About](#) [Resources](#) [Translation](#) ▾

[Login](#)

[Get Started](#)

PASSWORD RESET

Please enter the email below to reset password. Note: Your email must be registered with your account.

Enter Your Email

[Submit](#)

ABOUT THE TOOL

The About Us section is where you can learn more about the tool you're using, including its features, benefits, and how it can help you achieve your goals



[Home](#) [About](#) [Resources](#) [Translation](#) ▾

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ABOUT US

Tool designed to transform the East African media space, and it's evolution of leveraging on data and technology to amplify sustainable growth to the media stakeholders.



Innovation Potential

Understand and get more data driven insight about the potential of innovation for East African Media.



Impact Of Covid 19

You will have detailed insight about the impact caused by Covid 19 to East African Media.



Financial Force

This is one of topic loaded with data that will help to understand the media's financial force.



Self Assesment

With this tool you can take assesment based on innovation potential, covid 19 impact and financial force.

HOW IT WORKS

The 'How It Works' section is where you'll find detailed information about how our tool functions and how you can use it to achieve your goals.

Here, you will find step-by-step instructions to leverage data for assessment of your media's sustainable growth.

Media Futures EA

Home About Resources Translation Login Get Started

HOW IT WORKS

Easy steps to leverage data for your media's sustainable growth.

- 1. Choose topic**
Pick a topic that is in the area of your media's interest.
- 2. Choose data**
Pick a specific set of data to look at.
- 3. Choose trend**
Pick between increasing or decreasing trends.
- 4. Analyze data**
Get a detailed report of the meaning behind the data to help you make informed decisions.
- 5. Save data**
Save the data for easy and convenient review at any other time.
- 6. Download data**
Download the data to your computer or phone for offline access at any time.

TRANSLATION

The 'Translation' section is where you can translate content from English to Swahili on the tool.

The tool has a user-friendly interface that allows you to select the desired output language.

We use advanced translation algorithms to ensure that your content is accurately translated for you to understand in your preferably language (English and Swahili).



The screenshot shows the Media Futures EA website. The top navigation bar includes links for 'Nyumbani', 'Kuhusu', 'Rasilimali', 'Tafsiri', and a language selector dropdown currently set to 'Ingia'. A yellow 'Anza' button is also visible. The main content area features a large orange banner with the text: 'Zana inayoendeshwa na data husaidia vyombo vya habari katika Afrika Mashariki kufanya maamuzi sahihi.' Below this, it says 'Kutumia teknolojia ya data kusaidia jumba lako la media kupata ukuaji endelevu'. At the bottom of the banner are four buttons: 'Taswira Data', 'Linganisha Data', 'Kujitathmini', and 'Vidokezo vya Ubunifu'. A language dropdown menu is open, showing 'kiswahili' and 'Kiingereza' options.

INAVYOFANYA KAZI

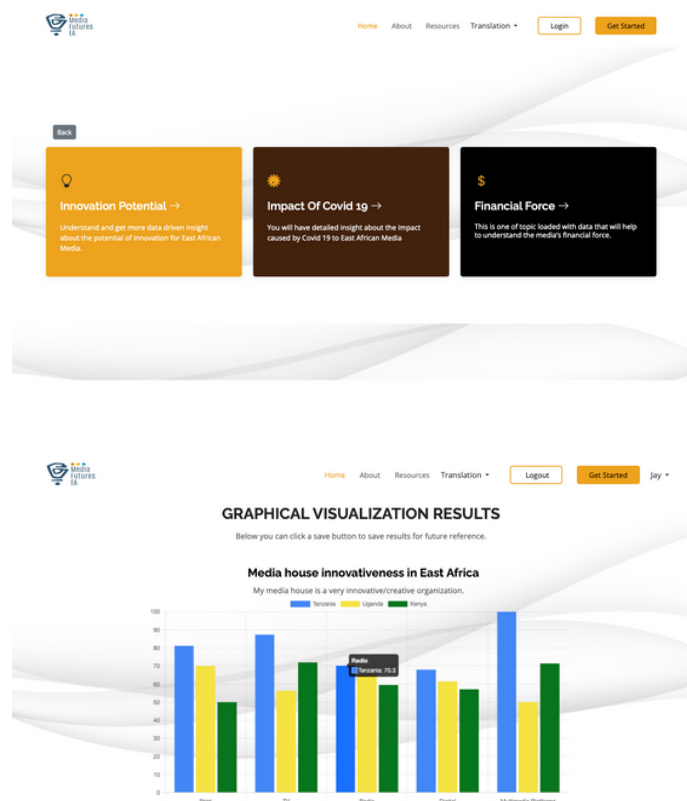
Hatua rahisi za kuongeza data kwa ukuaji endelevu wa media yako.

2. MAIN FEATURES

DATA VISUALIZATION

It is a step by step process, with very responsive and interactive flow process. Users should be able to follow this process linearly;

- Choose data from already existing data set (drop down options)
- Choose topic from inputted topics (drop down options)
- Choose trend from inputted trends (drop down options)
- A pop up to analyze data
- Data visuals will be displayed in a graph format



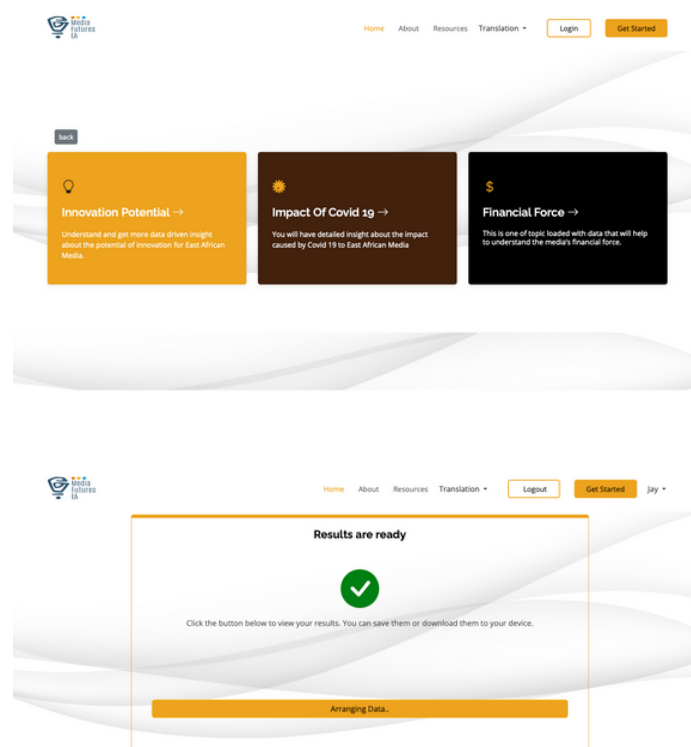
2. MAIN FEATURES

DATA COMPARISON

User is able to compare already existing data with their own data through the platform.

The following steps are required for compare data feature;

- User to choose topic based on what is already uploaded to the system (Drop down)
- Choose trend (Drop down)
- User is then required to upload their data (Data format should be advised)
- User gets a pop up to compare data
- Data comparison to be displayed in a graph format
- User can extract result in PDF or login/create account to save the result



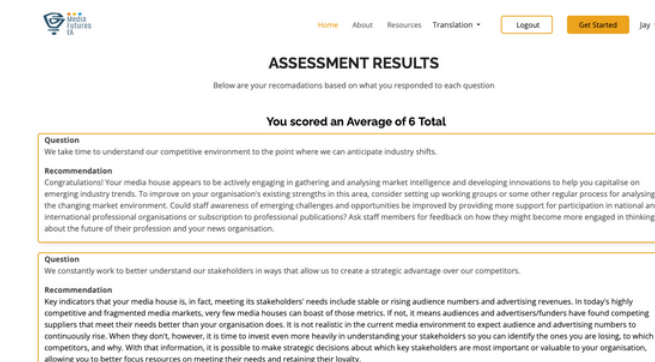
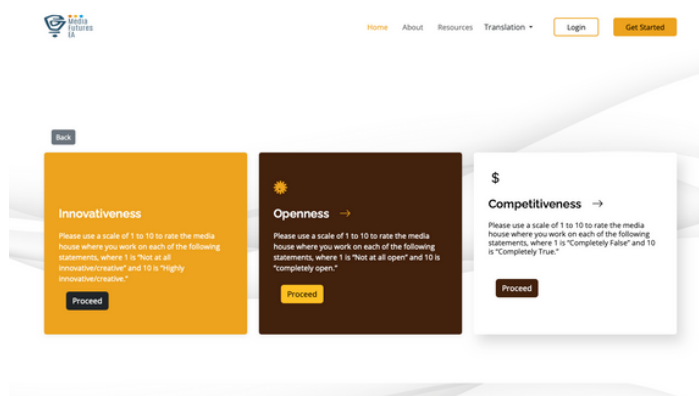
2. MAIN FEATURES

SELF ASSESSMENT

Users are be able to run self-assessment either as one user or as a team.

To do the assessment as an individual, the user should follow these steps;

- User should choose topic
- Take the assessment
- The system should display the assessment result and suggestions
- User can extract result in PDF or login/create account to save the result.



2. MAIN FEATURES

INNOVATION HINTS

Here, users will find a curated collection of resources and valuable hints designed to enhance your organization's innovativeness and your personal journey as an innovator.

The innovation hints are grouped as follows; Structuring for Innovation, Managing for Innovation and Enhancing Creativity.

INNOVATION HINTS

Below are some resources and important hints about innovation to help improve your organization's and your own innovativeness

Structuring for Innovation
Read More →

Managing for Innovation
Read More →

Enhancing Creativity
Read More →

INNOVATION HINTS
Structuring for Innovation

What Type of Organizational Structures Support Innovation?

Research shows that organizational structure plays a major role in either increasing or decreasing an organisation's capacity for innovation and creativity.

- **Organisational structures that encourage innovation and creativity:**
 - Formal organizational structures that are flatter and less hierarchical.
 - Diffused, less-centralised power and authority across the organisation.
 - Managerial openness to staff ideas and input.
 - Managerial and staff members with broad personal and professional networks that cross departmental and organizational boundaries.
 - Organisational slack in available resources.
 - Enough resources to support innovation, but not too many.

"Necessity is the mother of invention"

Organisational Innovation Factors that Affect Innovation Success

- **Type of Innovation: What type of innovation are you trying to produce in relationship to your organisation?**
 - A supplementary innovation adds something new to what your organisation already is doing.
 - A complementary innovation is something new, but is related to what your organisation already is doing. It may require additional expertise and personnel to create and manage.
 - A radical innovation adds something completely new and unrelated to what your organisation is doing, requiring new expertise to create and manage.
 - A disruptive innovation is one that requires an organisation and its staff to completely change the way they work.

The more radical, "discontinuous" or "disruptive" the innovation your organisation tries to achieve, the more challenging the innovation and change management process is likely to be.

3. SECURITY

- **How we ensure the security of the data**

There is built-in security that helps to protect you and your information. One primary level of security that MediaFuture uses is called SSL (Secure Socket Layer).

In a nutshell, this type of security encrypts (protects) any data transmitted while using MediaFuture, from login credentials to your saved data. The MediaFuture servers, where your data is stored and protected, have security built-in as well. There are anti-intrusion systems in place to help thwart hackers from getting in, or intruding, and stealing your data.

They also employ antivirus and anti-spyware programs to keep their systems clean and free of security threats from virus and spyware infections.

MediaFuture works hard to keep your data locked up and safe from others who might attempt to use your information in a threatening or illegal manner. ReCaptcha Security is also implemented to avoid bot using the MediaFuture data

4. FAQs

- **Frequently Asked Questions**

We understand that as a user, you may have questions or concerns about the tool. That's why we've compiled a list of frequently asked questions (FAQs) to help address any issues you may be facing.

Our FAQs cover common problems on how to use the tool. If you can't find the answer you're looking for, our customer support team is always available to assist you. You will need to scroll down and fill the contact form.

We're committed to ensuring that our users have the best possible experience with our platform, and we hope that our FAQ section will help you get the most out of it.

