MEDIA FUTURES TOOL USER GUIDE

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

TABLE OF CONTENTS

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

Sign Up/
Sign In

Visualize
Data

Compare
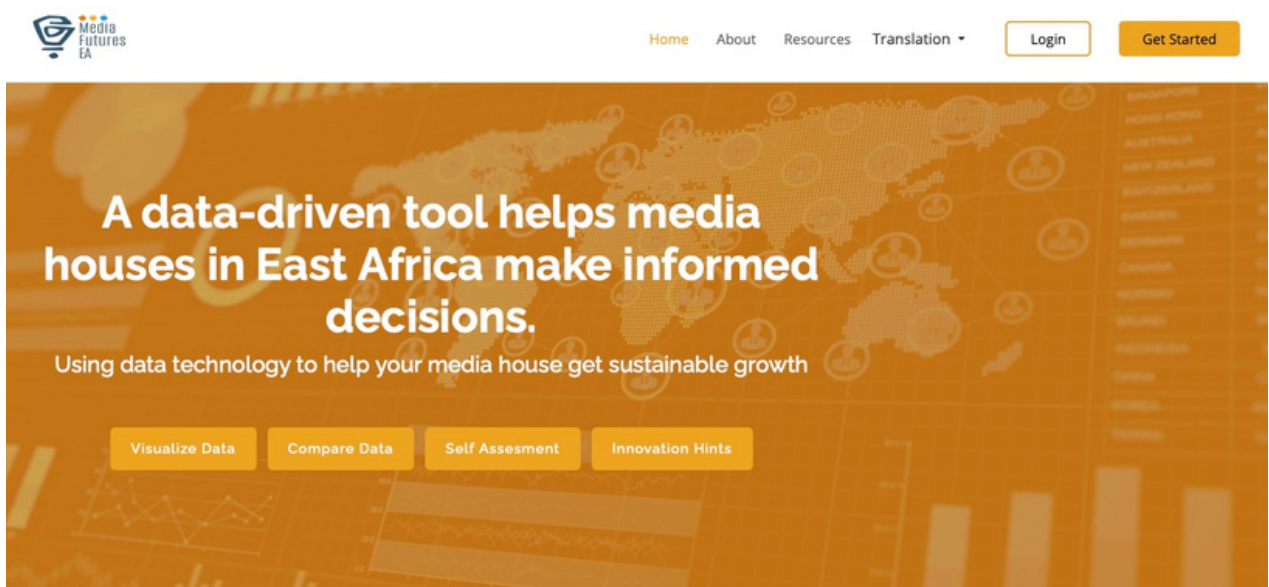Data

Assesments

Innovation
Hints

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.

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.
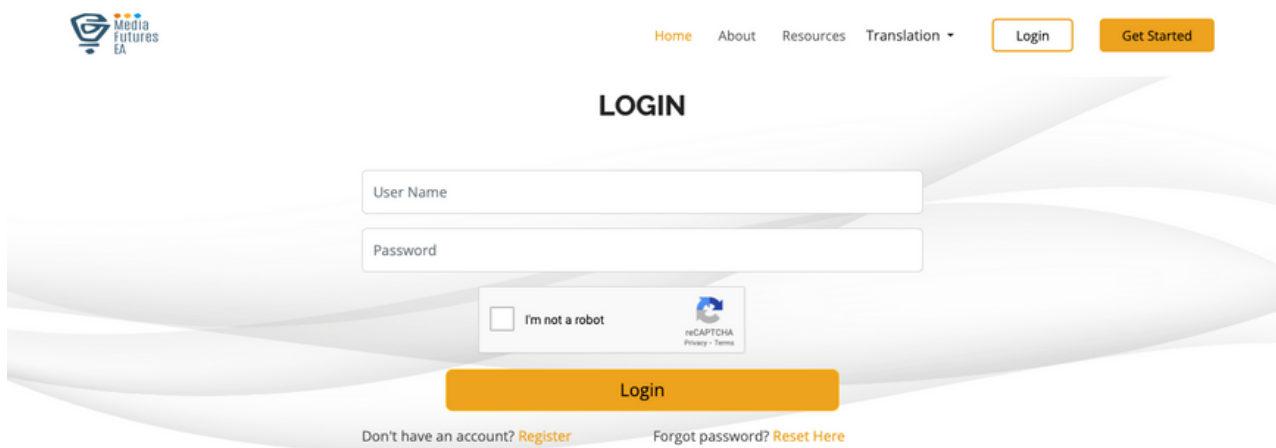
LOGIN

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.

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.

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

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.

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).

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
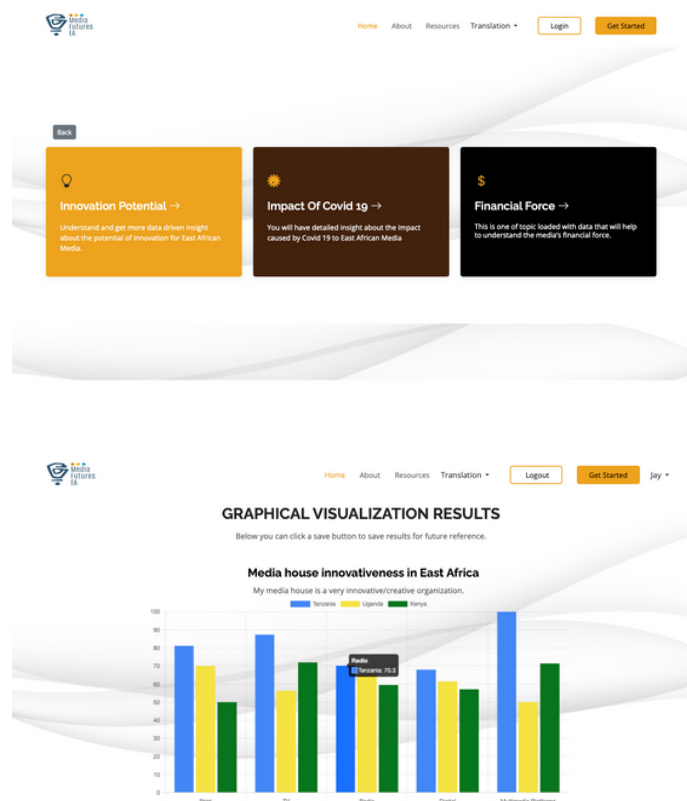
2. MAIN FEATURES

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
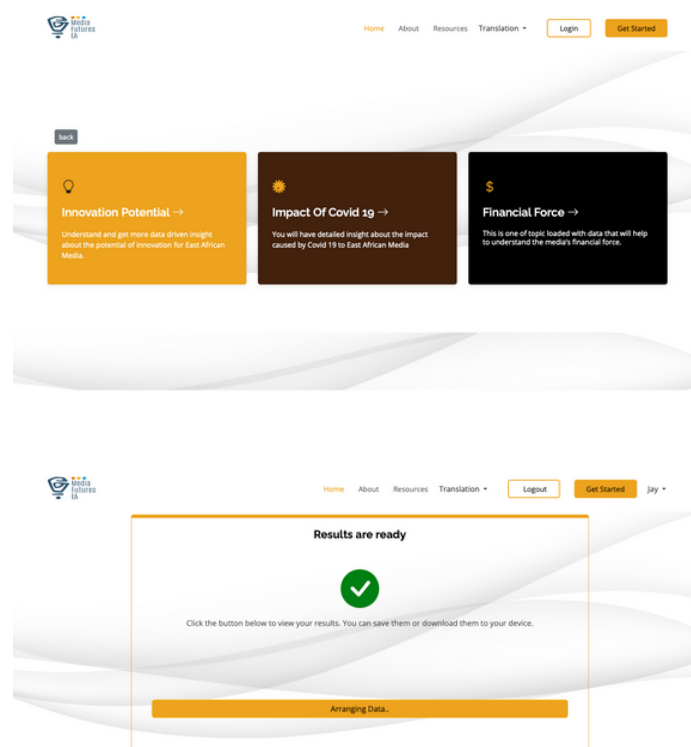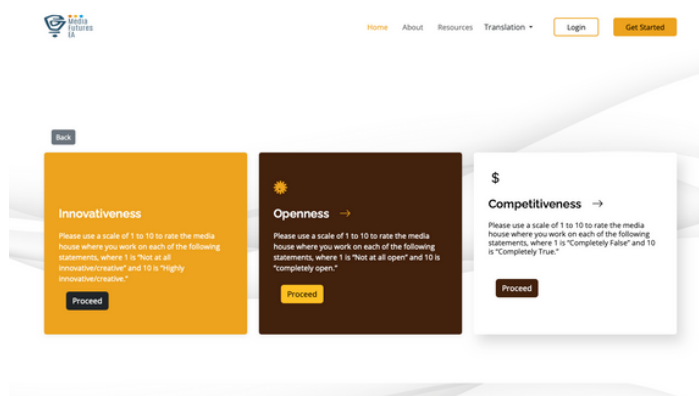
2. MAIN FEATURES

SELF ASSESMENT

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.
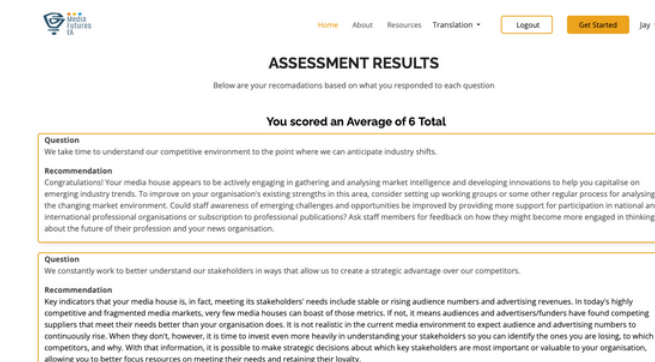
2. MAIN FEATURES

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.

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.