



User Manual

Global Mobile Radar

May 2016



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INTRODUCTION

The GSMA Global Mobile Radar is a global community for futurists, executives and strategists in the mobile industry. The platform aims at bundling industry knowledge to provide a global overview of sources of disruption and change, delivering validated industry insights to GSMA members early and flexibly. The platform allows to share knowledge and thoughts with peers in real-time to trigger deeper analysis by GSMA experts and to begin strategic conversations with the industry colleagues.

The manual is meant to give assistance in using the Global Mobile Radar and walk you through the different modules and help you understand the workflow and how the platform works.

LOGIN

There are two options to access the GSMA Global Mobile Radar:

1. You can go to www.gsमारadar.com and register
2. You get an invitation email to the radar

When registering on the platform, you need to

1. Add a username
2. Add your email address
3. Fill in your first name and last name
4. Select your organisation
5. Decide on privacy options
6. Optional: Fill in phone number & postal address
7. Solve a simple mathematical task
8. Click on "Create new account"

There are two options with regard to the privacy setting. You can choose between public and anonymous. When selecting anonymous, other users can neither see your name on the platform nor get access to your email address.

Home » User account

User Profile

Account Settings

Username *
Spaces are allowed; punctuation is not allowed except for periods, hyphens, apostrophes, and underscores.

E-mail address *
A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

Personal Data

Salutation

First name *

Last name *

Phone Number

Office address

ZIP

Organisation *

Privacy
If anonymous is selected, other users cannot see your name.

Captcha * 3 + 4 =
Solve this simple math problem and enter the result. E.g. for 1+3, enter 4.

Create new account

Figure 1: Register Form

Afterwards, you have to wait for the existing Radar Team to activate your account. Once the Radar Team has done that, you will receive an email with a link to log in to the GSMA Global Mobile Radar and you will be redirected to the account setting page.

In order to get access to the platform, you need to

1. Set a password
2. Optional: Fill in address, phone number etc.
3. Choose region of expertise
4. Add fields of expertise and press ENTER
5. Add position and press ENTER
6. Optional: Add social media profiles

3 Set password

3 Optional: Fill in personal data

Choose region of expertise

Add fields of expertise and position

Optional: Add social media profiles

Account Settings

E-mail address *
A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

Password * Password strength: _____

Confirm password *
To change the current user password, enter the new password in both fields.

Personal Data

Salutation ▾

First name *

Last name *

Phone Number

Office address

ZIP

Regions of Expertise*
 GLOBAL
 AMERICA EUROPE AFRICA ASIA OCEANIA
 + Central and South America + Eastern Europe+ Western Europe + North Africa Sub-Saharan Africa + Central Asia East Asia Middle East Southeast Asia South Asia Western Asia

Organisation * ▾

Privacy ▾
If anonymous is selected, other users cannot see your name.

Upload picture
Your virtual face or picture. Pictures larger than 1024x1024 pixels will be scaled down.

Personal contact form
Allow other users to contact you via a personal contact form which keeps your e-mail address hidden. Note that some privileged users such as site administrators are still able to contact you even if you choose to disable this feature.

Time zone ▾
Select the desired local time and time zone. Dates and times throughout this site will be displayed using this time zone.

Fields of Expertise *

Position *

Social Networks

Twitter

Facebook

Google+

LinkedIn

RG

Other Social Profile

Figure 2: Account settings

HOME

What is this module for?

The home page provides quick access to trends, themes, hot topics, own and favorite elements. This module also gives an overview of discussions in your field of expertise and shows the latest platform activities and notifications.

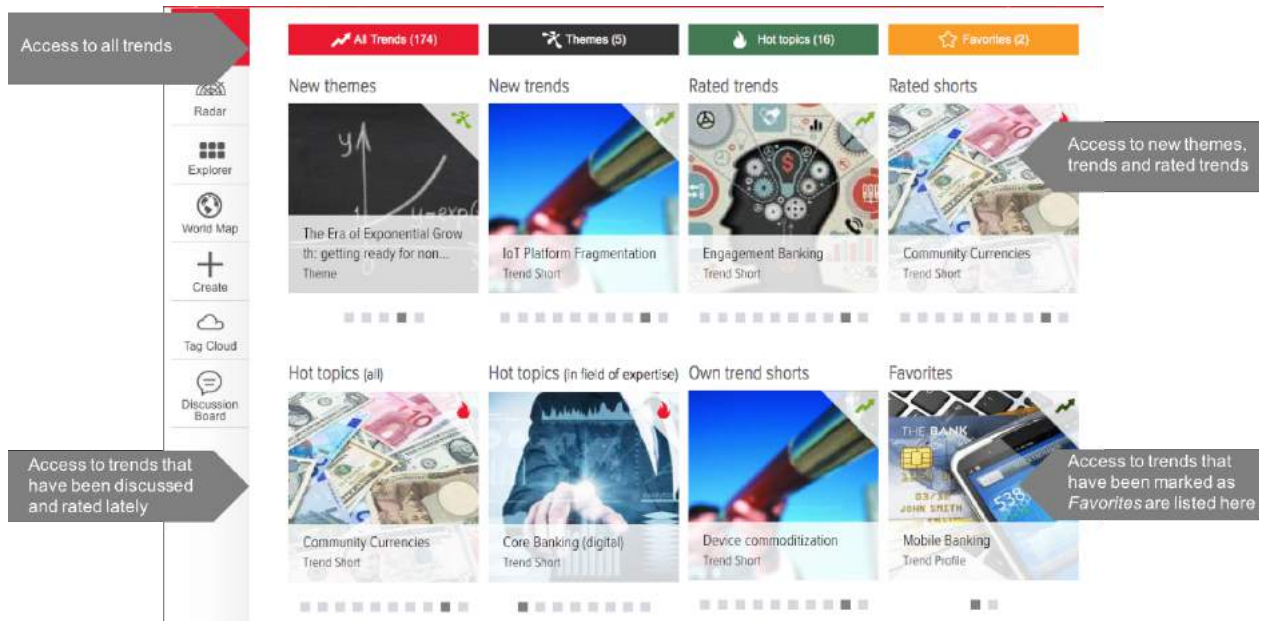


Figure 3: Landing Page – Overview

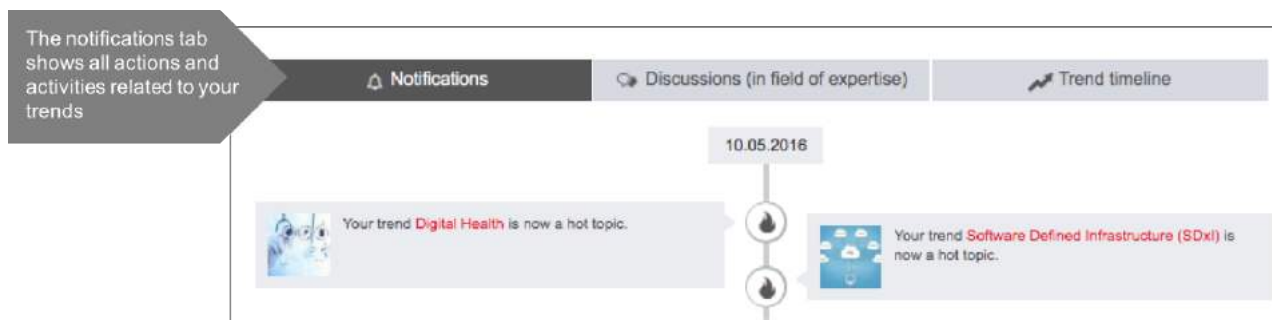


Figure 4: Landing Page – Notifications tab

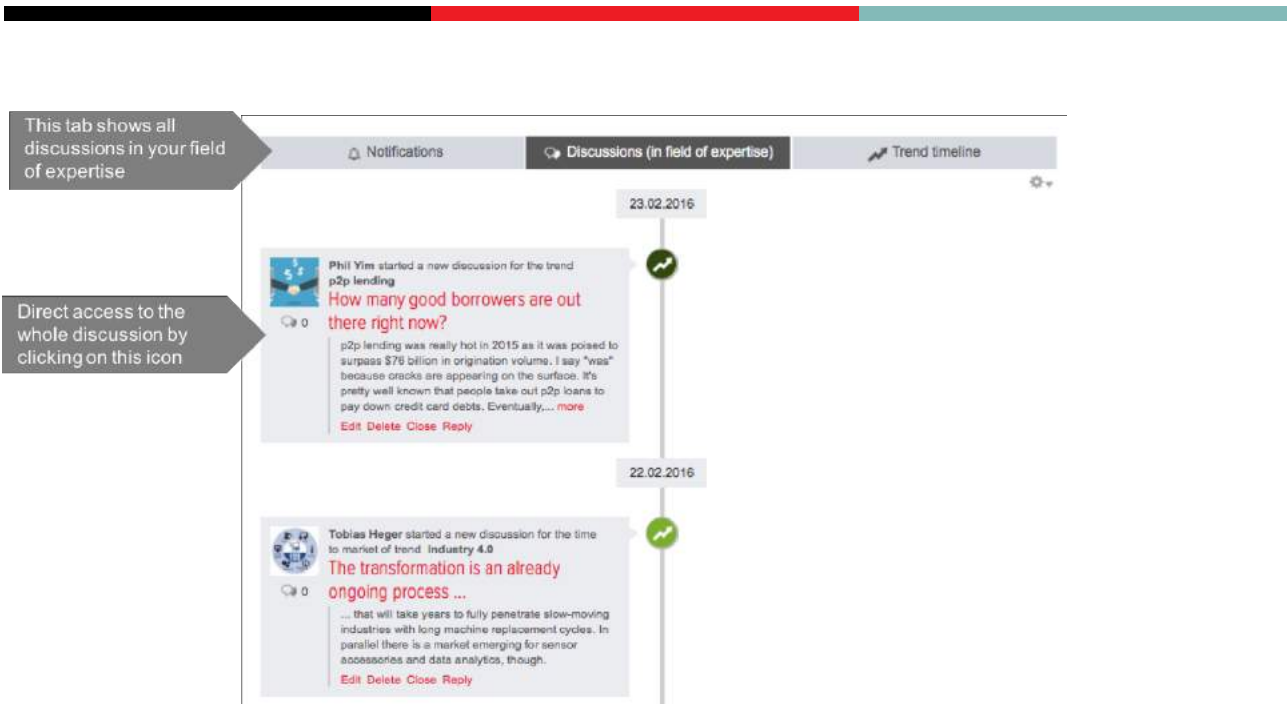


Figure 5: Landing Page – Discussions (in field of expertise) tab

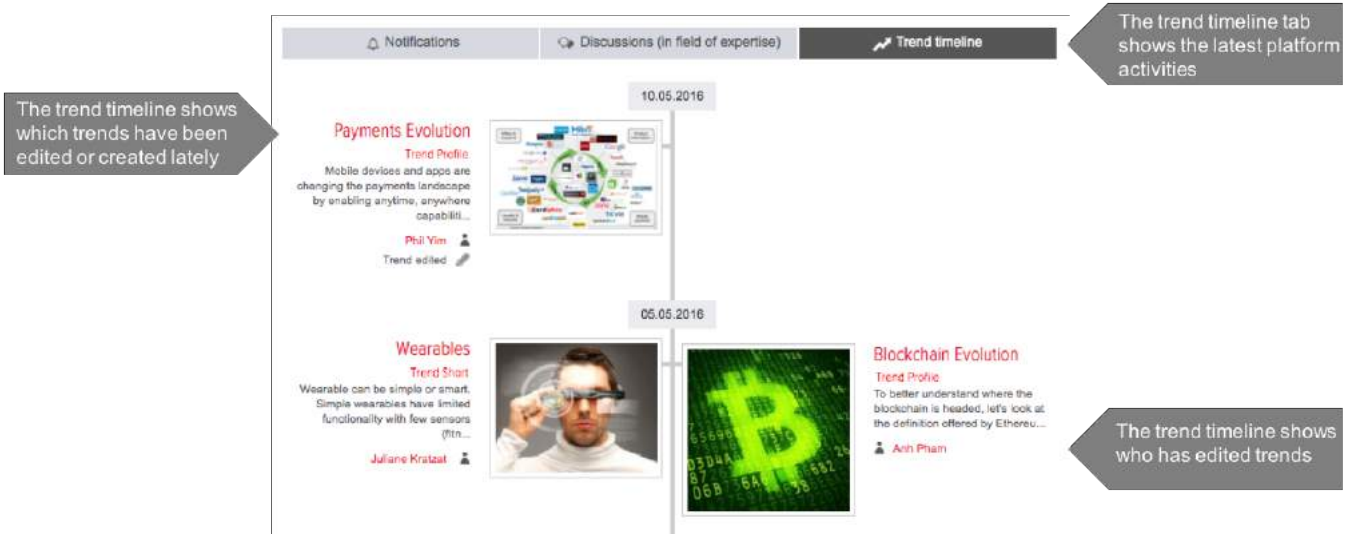


Figure 6: Landing Page – Trend timeline

RADAR

What is this module for?

The radar provides an actionable overview of trends and their interdependencies. It structures all trends according to changeable criteria and shows recommendations and assessments from the community.

The radar view can be easily adjusted to one's needs. Through various settings, search and filters it is possible to bring trends into new contexts and to understand its relation to other trends and topics.

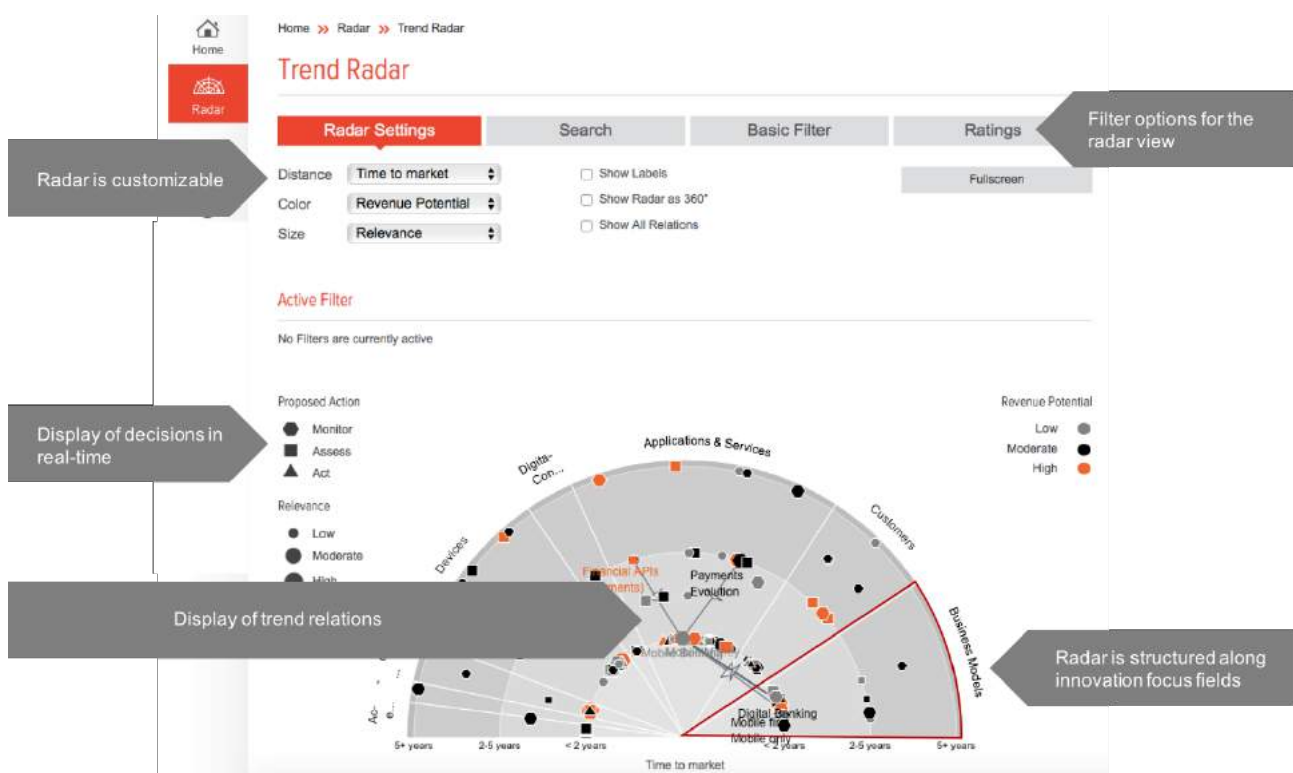


Figure 7: Trend Radar

EXPLORER

What is this module for?

The explorer provides another way to browse through, filter and search for trend shorts, trend profiles, themes, inspirations and hot topics.

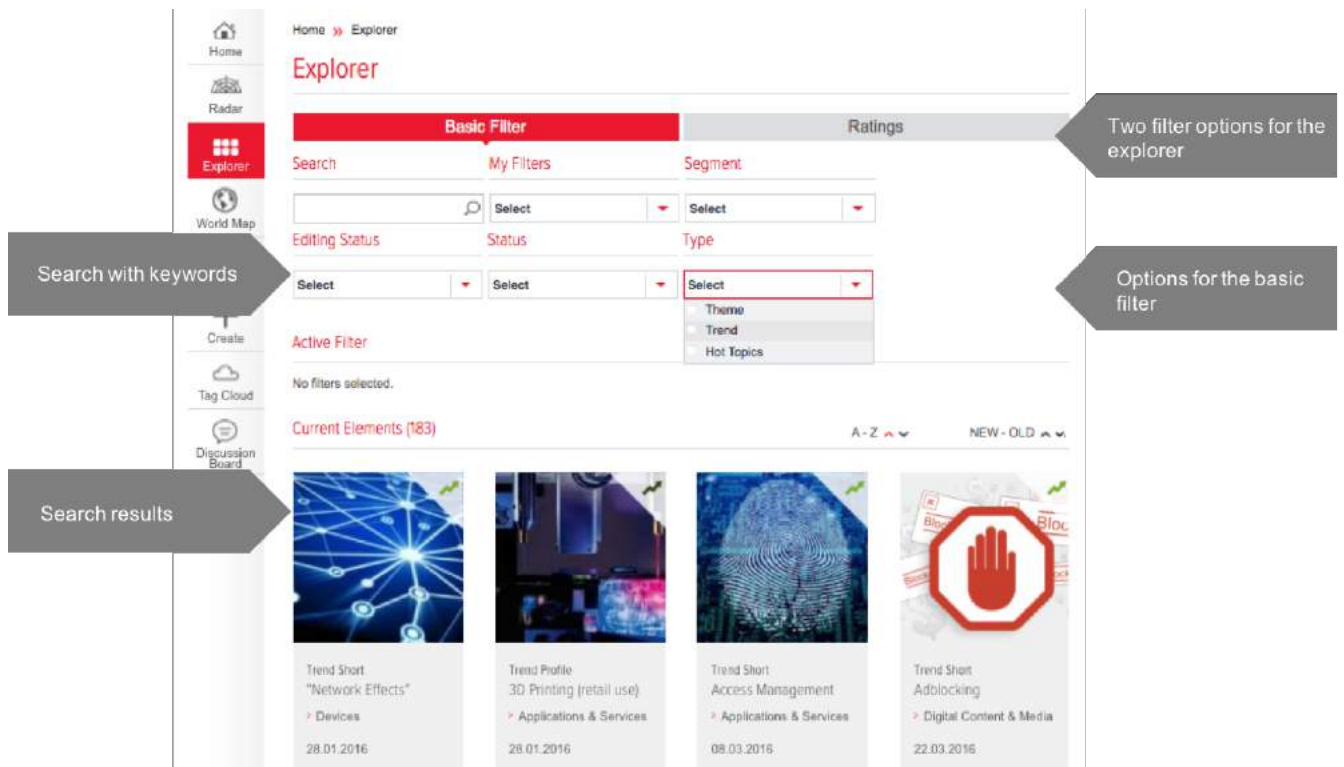


Figure 8: Explorer



Figure 9: Rating filters of the Explorer

WORLD MAP

What is this module for?

The world map has two main functions:

1. It shows the countries with most expected innovation activities based on community assessments. Please note that the validity of the information is highly dependent on community assessments. During the beta phase this shall be seen as early indicators only.
2. It allows to show relevant trends for specific regions according to community ratings.

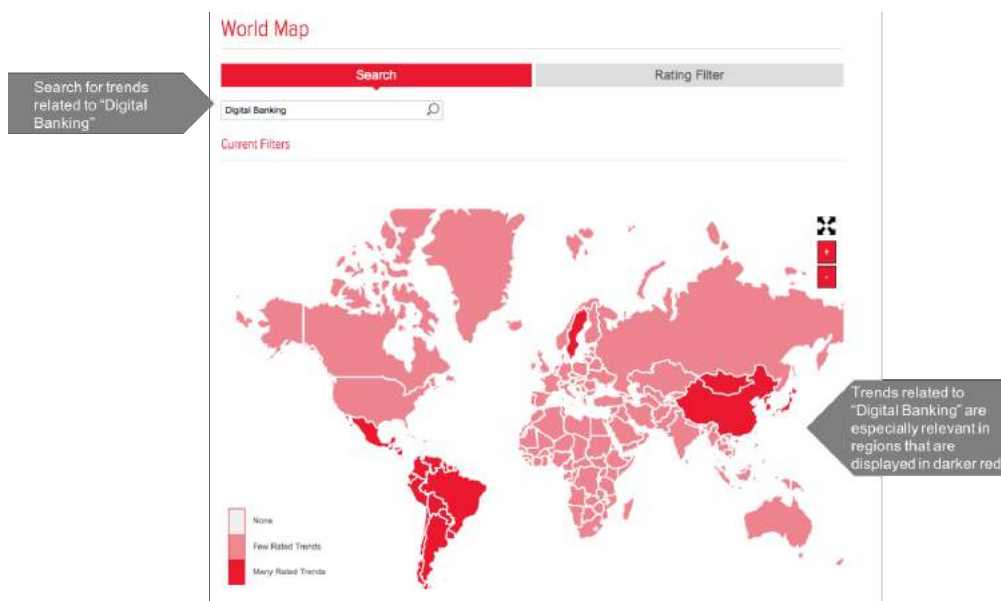


Figure 10: World map – Search for trends

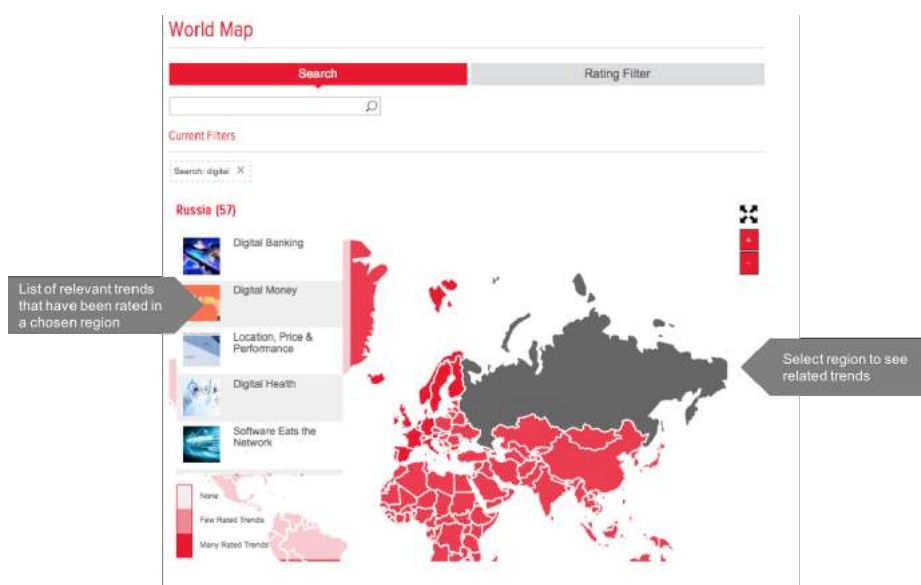


Figure 11: World map – Trend relations for selected regions

TAG CLOUD

What is this module for?

The tag cloud provides another way for browsing through the content, here based on keywords attached to trend descriptions. It is a visual way for working with the information and helps understanding relations of trends and topics. The size of keywords points to its popularity and frequency. The tag cloud makes it possible to categorize large datasets and browse through them dynamically.



Figure 12: Tag Cloud

CREATE

What is this module for?

This module enables the users to add trends and inspirations to the platform. In the creation process experts from GSMA and member organisations can be invited to co-author the trend descriptions.

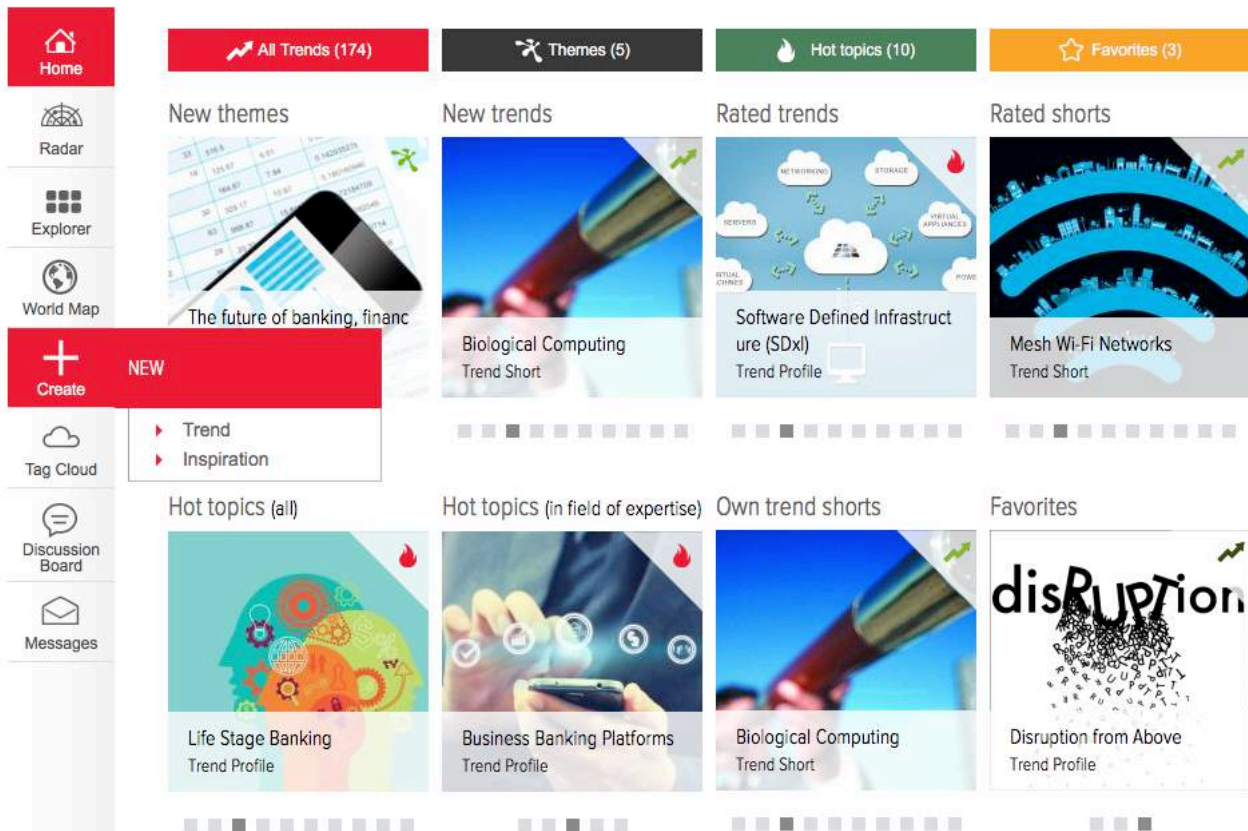


Figure 13: Create

Creating a trend

Publishing a trend on the platform is a multi-stage process that ensures quality and validity of the offered information.

In order to create a trend

1. Click on the button “Create”
2. Click on “Trend”

Afterwards, you will be redirected to the trend creation page, which is divided into a Trend Short and a Trend Profile.

In the first step of creating a new trend, it is only necessary to fill out the fields marked as mandatory for Trend Shorts. That is to say

1. Trend title
2. Segment, i.e. one of Access, Applications & Services, Business Models, Cloud, Core Network, Customers, Devices, Digital Content & Media
3. Keywords. Be aware that a list of existing keywords appears upon double click on the field
4. Optional: Meaningful image
5. Optional: Assign experts to help co-author trend later on

The fields in the Trend Profile section can be ignored at this stage. They will be edited in a later stage if the trend has been selected for further exploitation. However, input for the Trend Profile can also be added in the first step and will not be lost.

The workflow and user specific steps from a Trend Short to a Trend Profile are explained later on in the section “ From Trend Short to Trend Profile – The Users’ Tasks”.

The screenshot shows the 'Create Trend' interface. The 'Trend Short' section is highlighted with a red box and includes the following fields:

- Title ***: A text input field with a callout 'Add trend title'.
- Segment ***: A dropdown menu with '- Select -' and a callout 'Choose segment'.
- Assign Expert**: A search field with the placeholder 'Type to search or double click to see'.
- Overview ***: A large text area for a description, with a callout 'Add short trend description of max. 100 words'.
- Keywords**: A search field with the placeholder 'Type to search or double click to see list o' and a callout 'Add keywords/tags and image for the trend'.
- Image**: A small image upload area.

The 'Trend Profile' section is visible below and includes:

- Summary**: A rich text editor.
- Examples**: A rich text editor.
- Drivers**: A rich text editor.
- Theme Relations**: A field for 'Theme' with a 'CONFIRM' button.
- Trend Relations**: A field for 'Trend' with a 'Weak' dropdown, a 'Linking To' dropdown, and a 'CONFIRM' button.

At the bottom right, there are buttons for 'Save', 'Save & Submit', and 'CONFIRM'.

Figure 14: Create Trend

Creating Inspirations

Inspirations are additional information, documents, files, videos, pictures, case studies etc. with regard to a trend and can be created or uploaded by the users and external experts.

In order to create inspirations

1. Click on the “Create” button
2. Click on “Inspirations”

Afterwards, you will be redirected to another page and have to fill out the fields of the inspiration page. That is to say

1. Add title for inspiration
2. Optional: Add link and short description
3. Choose trend associated with inspiration
4. Upload image for inspirations
5. Optional: Attach files

The screenshot shows a form titled "Add Inspiration" with the following fields and callouts:

- Title ***: A text input field with a callout "Add trend title".
- Link**: A text input field with a callout "Add link". Below it is a small example: "Eg. http://www.example.com".
- Short description**: A large text area with a callout "Add short description for inspiration". Below it is a "200 Words Left" indicator.
- Trend ***: A dropdown menu with a "CONFIRM" button and a callout "Add trend relation".
- Header Image ***: An image upload area with a callout "Add image for inspiration".
- File Attachments**: A file upload area with a callout "Attach files".

Figure 15: Add Inspiration (through “Create” button)

Another way to add inspirations is through the trend detail page:

1. Select your trend of interest
2. Type in inspiration title in the field “Add inspiration” of the information tab (pop-up opens)
3. Fill out fields in the pop-up

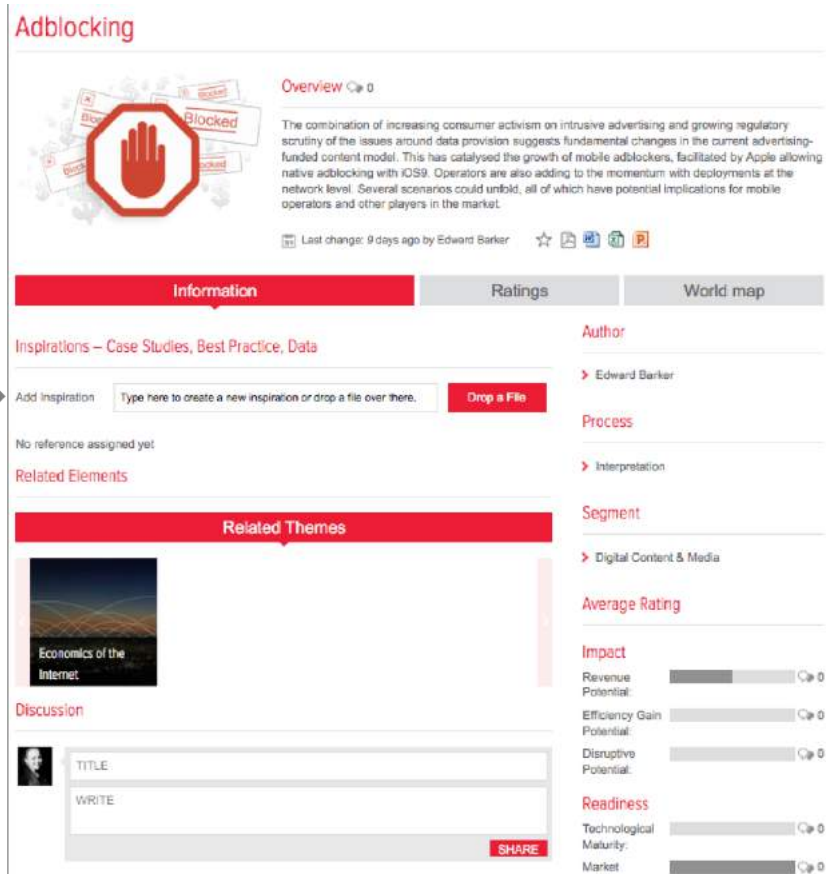
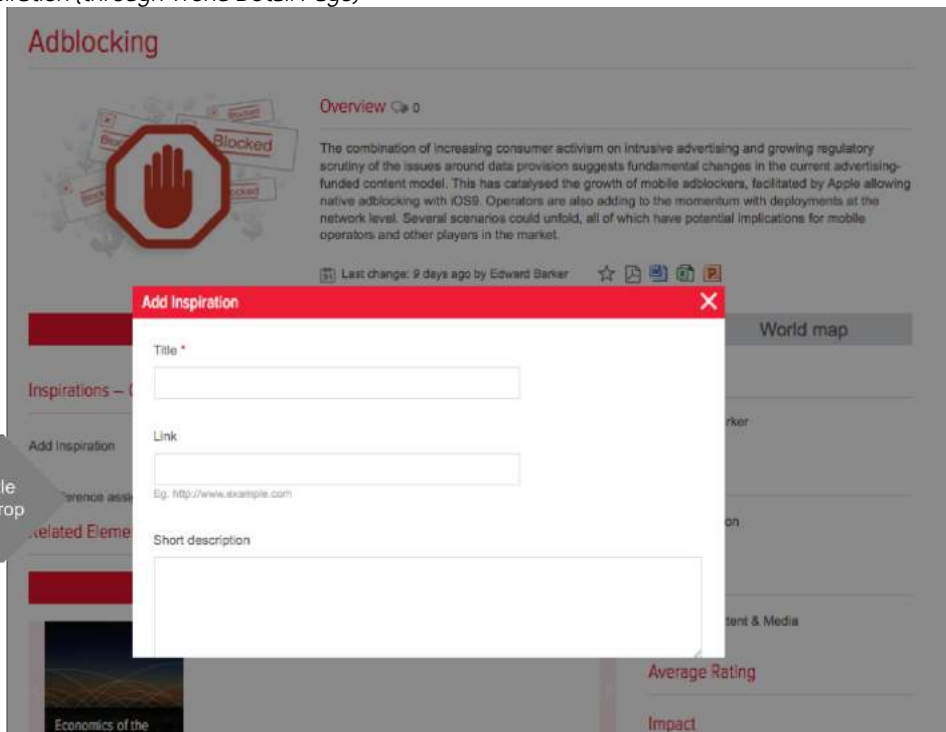


Figure 16: Add Inspiration (through Trend Detail Page)



Add Inspiration through Trend Detail Page- Pop-up

Figure 17:

TREND DETAIL PAGE

What is this module for?

The trend detail page shows all descriptive elements and relations to themes, other trends and inspirations. Also, the trend detail page offers the possibility to rate a specific trend and understand its relevance worldwide.

The trend detail page is structured along three tabs

1. Information
2. Ratings
3. World map

1 – Information tab

Through the information tab of the trend detail page, users get an overview on the trend. Users can see related elements, see how a trend has been rated so far at one glance. Also users can directly start a trend related discussion or share inspirations with the community.

Figure 18: Information tab of Trend Detail Page

2 – Ratings

The ratings tab allows a multidimensional evaluation of trends.

In order to rate a trend

1. Select a region for rating
2. Use slider to rate the trends (hover over titles for definition of rating criteria)

Annotations:

- Compare ratings with reference group
- Multidimensional evaluation
- Select a region to rate for
- Rate by using sliders
- Start a trend related discussion right away from ratings

Figure 19: Rate a trend

Moreover, it is also possible to see how the community or a self-defined reference group has assessed the trend.

1. Click on *Show average rating of reference group*
2. Build your own reference group (you can choose among different user characteristics or use additional filters)
3. For comparing the average from the reference group to your ratings, select the region that you have previously rated for (4)

The screenshot shows a software interface with the following components:

- Information / Ratings / World map** tabs at the top.
- User Characteristics** section with filters for Fields of Expertise, Position, and Regional Expertise.
- Organisation** filter set to "2 selected".
- Additional Filters** section with Region, Rating From, and Rating To filters.
- Active Filters** section showing "Organisation: GSMA" and "Organisation: Deutsche Telekom".
- Show average rating of reference group** dropdown menu.
- Statistics** panel with options: Own Rating, Average Rating, Variance, Standard Deviation, and Show Distribution.
- Radar Chart** with six axes: Revenue Potential, Efficiency Gain Potential, Disruptive Potential, Technological Maturity, Market Readiness, and Proximity to Operator Business Model. It compares "Own Rating" (red) and "Average Rating" (grey). N = 2.
- Global** region selector.
- Impact** section with bar charts for Revenue Potential, Efficiency Gain Potential, and Disruptive Potential.
- Readiness** section with bar charts for Technological Maturity, Market Readiness, and Proximity to Operator Business Model.
- Average Overall Relevance** bar chart.

Four callouts are present:

1. Select reference group (points to the Organisation filter)
2. Own rating and average rating of reference group is shown (points to the radar chart)
3. Select statistical options (points to the Statistics panel)
4. Select previously chosen region for rating (points to the Global region selector)

Figure 20: Compare ratings with reference group

3 – World map (within Trend)

The world map tab shows how a specific trend has been rated worldwide and gives indication of regional differences. It is possible to select different rating criteria and see how the community has estimated the impact and readiness of a trend on a regional basis.

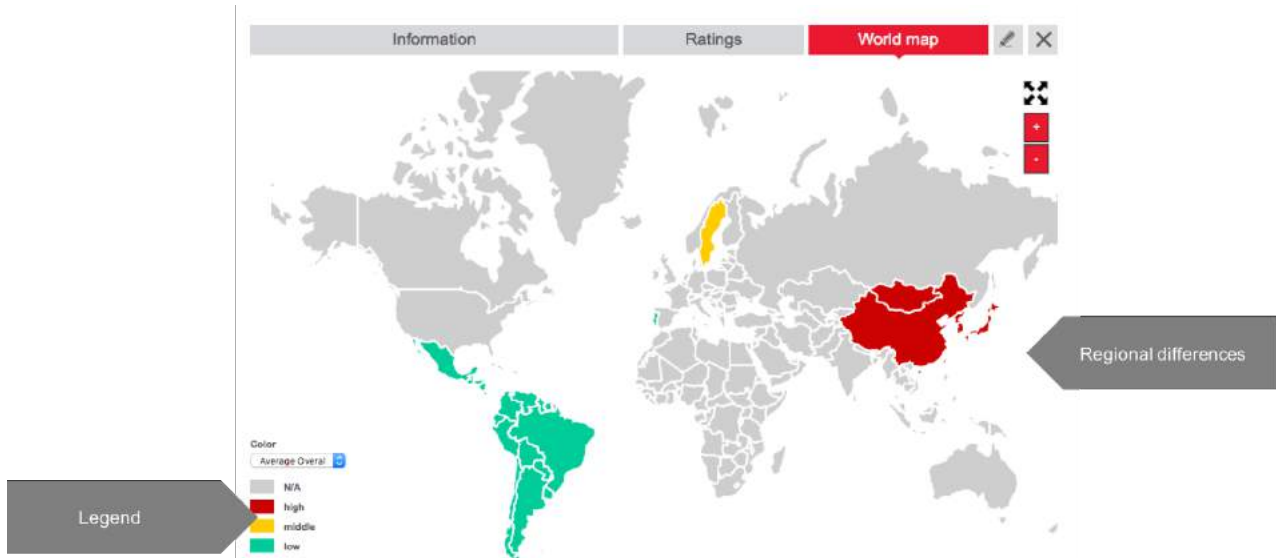


Figure 21: World map for a specific trend

DISCUSSION BOARD

What is this module for?

The discussion board allows you to discuss the future of the industry with peers and experts. The discussion board provides an overview of all existing discussions.

Starting a discussion

The screenshot illustrates the process of starting a new discussion on the Discussion Board. The interface includes a navigation sidebar on the left with options like Home, World Map, Create, Tag Cloud, Discussion Board, and Messages. The main content area displays a list of discussions, with a 'Start a new discussion' button at the top. A red callout box (1) points to this button with the text 'Start new discussion here'. A second callout box (2) points to the same button with the text 'Pop-up after clicking on "Start a new discussion"'. A third callout box (3) points to the 'Title' field in the pop-up form with the text 'Add title and comment'. A fourth callout box (4) points to the 'Trend' field in the pop-up form with the text 'Optional: Add trend when discussion is related to a trend'. The pop-up form also includes a 'SHARE' button.

Figure 22: Start new discussion through the Discussion Board

It is also possible to start trend related discussion through the trend detail page. In order to do that

1. Select your trend of interest
2. Start a trend related discussion in the information tab in the section “Discussion”

or

1. Select your trend of interest
2. Click on icons in the section “Average Rating” (1)
3. Start a trend related discussion in the pop-up (2)

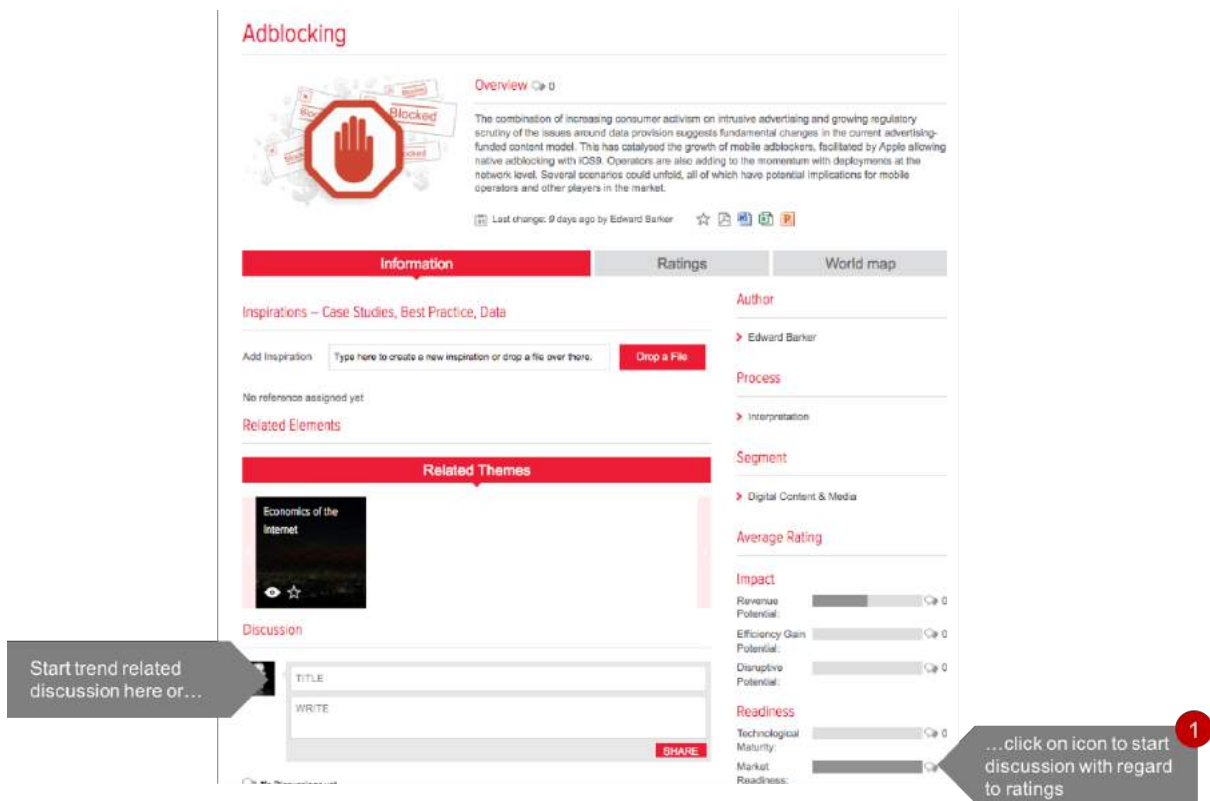


Figure 23: Start discussion through Trend Detail Page

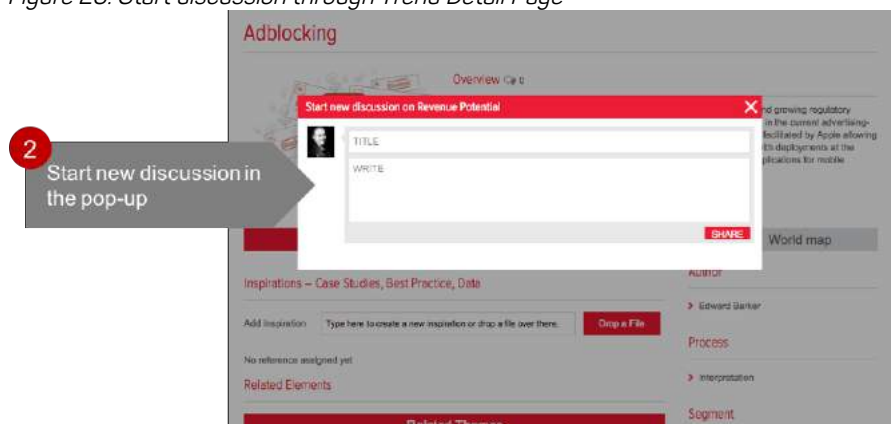


Figure 24: Start discussion through Trend Detail Page

MESSAGES

What is this module for?

The messaging module allows to get in contact with experts and peers and to build and sustain relationships. It is possible to get in touch with trend authors that have chosen to use the platform anonymously. The receiver can then choose to reveal his identity himself. Group messages are also supported.

Sending messages

In order to send a message, you need to

1. Click on “Messages” button
2. Click on messaging icon on top
3. In the pop-up: Add addressee
4. Add subject
5. Type and send your message

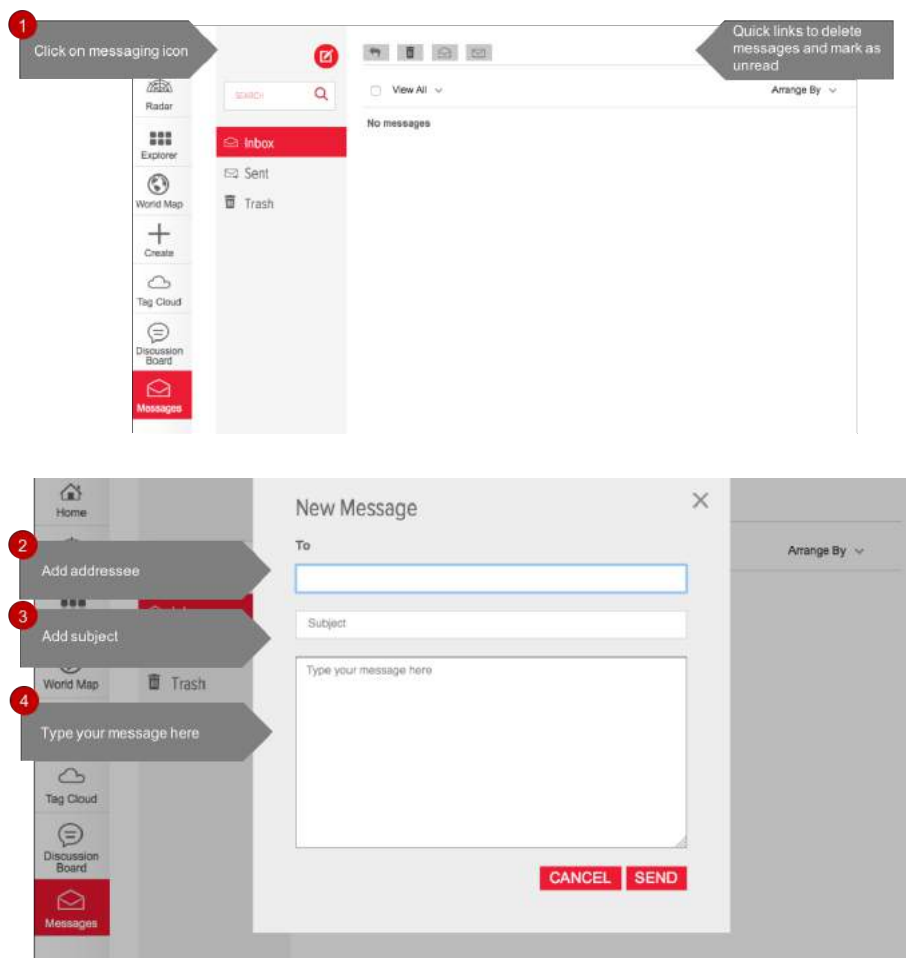


Figure 25: Send new message

Through the trend detail page, it is also possible to get in touch with the author of the trend.

Drones

The screenshot shows a trend detail page for 'Drones'. At the top left is a photo of a drone. To its right is the 'Overview' section with a text description. Below the overview is a red 'Information' tab and a 'Summary' section. A user profile card for 'Sophie S.' is visible, showing a silhouette, name, and email 'Sophie@gsma.com'. Two callout boxes with red numbered circles provide instructions: '1 Mouse over the name of the author' points to the name 'Sophie S.', and '2 Click on messaging icon to send message directly to author' points to the envelope icon next to the name.

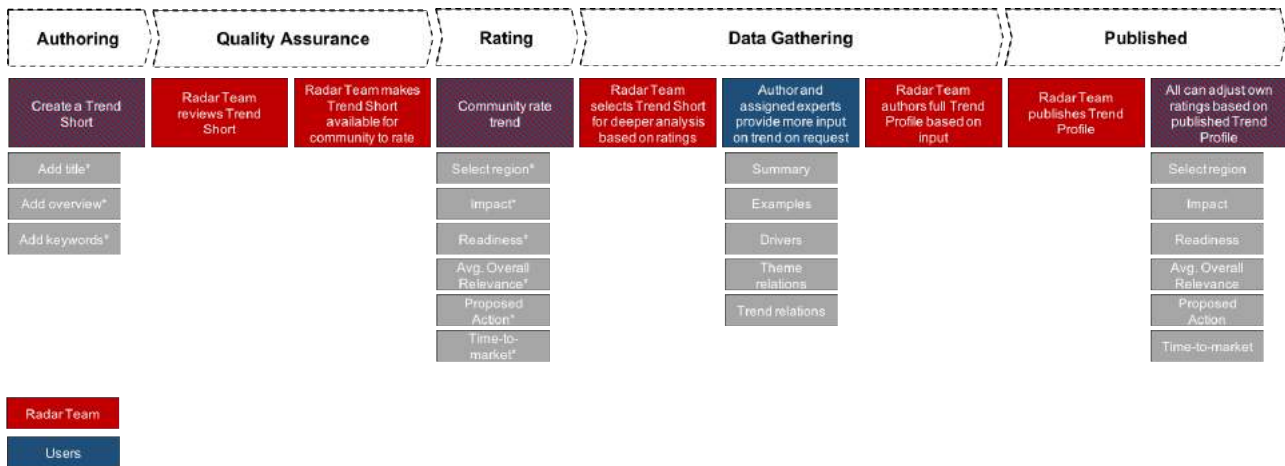
Figure 26: Send message from Trend Detail Page

You can also get directly in contact with specific persons after visiting their user profile.

The screenshot shows a user profile page for 'Sophie S.'. The profile includes a photo, name, and an 'IMPACT SCORE' of 15.72. Below the name is a messaging icon. A callout box with a red arrow points to this icon with the text 'Click on messaging icon to send message directly to user'. The profile also displays statistics: 9 Rated Trends, 65 Profile Views, and 6 Discussions Started. A section titled 'Last Discussion Posts (6)' lists two posts with their titles and timestamps.

Figure 27: Send message from user's profile

FROM TREND SHORT TO TREND PROFILE – THE USERS’ TASKS



* mandatory
 Figure 28: Process Overview

Authoring

Users can create trends. After having submitted the Trend Short, the user needs to wait for further instructions as the Radar Team needs to conduct a quick quality check. Subsequently, the user will be notified if his/her trend has been accepted or rejected. If the trend has been accepted, it will be available for the community to rate. If the trend has been rejected, the user needs to edit and resubmit the trend.

Rating

In the rating step, all users are able to rate i.e. the impact and readiness of a trend. Based on the ratings, the Radar Team will select trends that will be further explored.

Data Gathering

After the Radar Team has selected trends that will be further analysed, the author of a trend will get notified and is asked for input. In this step, the author can help fill out the fields of the Trend Profile and/or add inspirations. When submitting the changes in the Trend Profile, the Radar Team will start its deeper analysis, complete and publish the Trend Profile.

USER PROFILE

What is this module for?

The user profile gives an overview of your platform activities. The overview includes the number of created trends, the number of discussions started, last discussion posts and your impact score. The impact score is calculated based on your activity of the last 90 days.

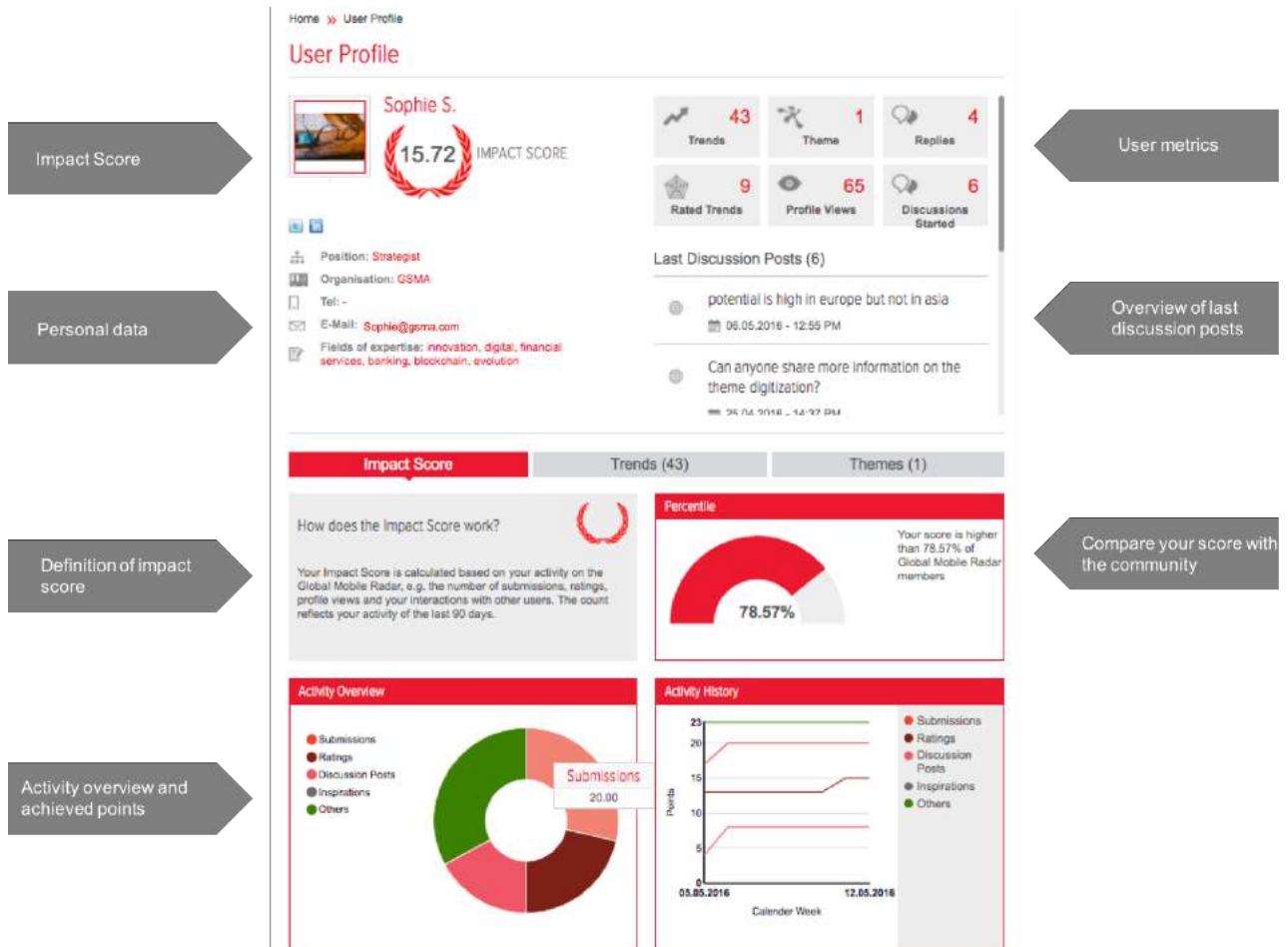


Figure 29: User Profile

GLOSSARY

Hot Topics: Trends that have been most discussed and rated lately.

Hot Topics (in field of expertise): Most discussed and most rated trends that matched your field of expertise which you defined in your user profile.

Inspirations: Additional information, documents, files, videos, pictures, case studies etc. with regard to a trend that can be shared with the community.

Keywords: Tags that describe a trend. Keywords will be displayed in the tag cloud of the radar and are used for the search.

Ratings: Trends can be rated by the whole community. You can highlight the impact and readiness of a trend as low, moderate or high.

Segment: Categorisation of trends. They are created by the GSMA Radar Team. Segments are also displayed in the radar view. Currently, there are 8 segments (access, applications & services, business models, cloud, core network, customers, devices, digital content & media).

Themes: Strategic topics and overall search fields for trends created by the GSMA Radar Team.

Trend Short: Basic description of a trend with max. 100 words. Trend Shorts can be created by GSMA members, external experts and the GSMA Radar Team

Trend Profile: Detailed information on a trend. Trend Profiles include a summary, examples and drivers of the trend. They also provide information on theme and trend relations. Complete Trend Profiles will be authored by the GSMA Radar Team based on author's trend input.



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