



## Welcome to The Source

The Source contains all of the research available in the company to help you develop successful strategies.

You'll find all the information you need: from economic updates and competitor information, to consumer analysis, detailed market overviews and internal information. So we can all spend less time searching for insights and more time using them.

### Introduction to the user guide

This simple user guide will take you through The Source system and how to use its various functions, and covers the following topics:

1. Overview of The Source Interface
2. How to find documents/insights within The Source
3. How to download documents/insights
4. How to add or remove documents/insights within your favourites panel
5. System support and technical help

# 1. Overview of The Source Interface

Although a lot of time has been spent on making The Source intuitive and easy-to understand, this section will give you a basic overview of The Source interface.

The Source is divided into two key interfaces:

1. Main landing and document/insight list interface (See Fig.1)
2. Document/insight interface (See Fig.2)

As you navigate around the system, you will quickly understand when and why each of these interfaces is displayed.

## Main landing and document/insight list interface:

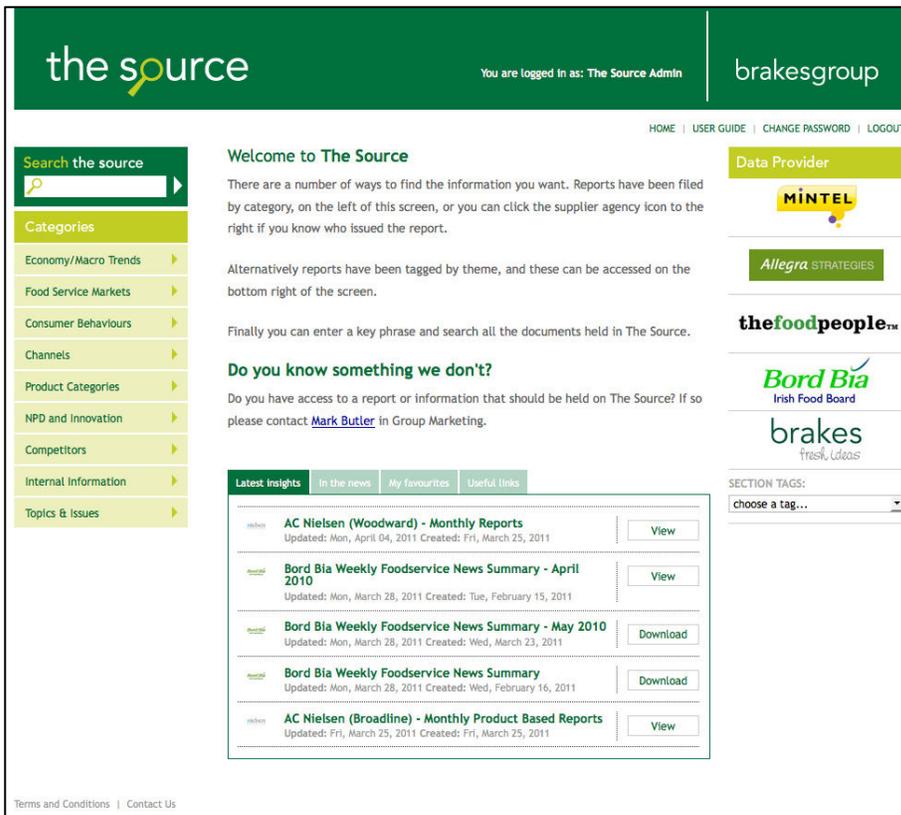


Fig: 1 Main landing page and document/insight listings

The main landing page and all the document/insight listings follow the same interface structure and standard functionality.

The category section panel is used to sub-divide the information into relevant areas and provide a start point when browsing through the information within The Source.

## Key functionality:



### The Source branding:

Links back to the main landing/homepage.

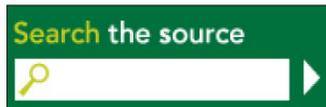


### Main Navigation:

Links to main category sections and their landing pages.

Information is split into the following sections:

1. Economy/Macro Trends
2. Food Service Markets
3. Consumer Behaviours
4. Channels
5. Product Categories
6. NPD and Innovation
7. Competitors
8. Internal Information
9. Topics & Issues



### Search:

Search facility across all The Source assets and their contents.



### Section Tags:

Links to view section information via the relevant categorisation, and view all information in a section.



### Data Provider:

Quick links to all information supplied from a specified insight provider.



### Most Recent/Favourites:

Panel containing the most recent pieces of information within each section.

It also gives you access to information you have marked as one of your favourites.



### Log Out:

Option to log out of system

## 2. How to find documents/insights within The Source

The screenshot displays the 'the source' website interface. At the top, the logo 'the source' is on the left, and 'brakesgroup' is on the right. Below the logo, it says 'You are logged in as: The Source Admin'. The navigation bar includes links for 'HOME', 'USER GUIDE', 'CHANGE PASSWORD', and 'LOGOUT'. A search bar is located on the left side of the page. The main content area is titled 'Documents tagged as Mintel'. It features a sidebar with 'Categories' and 'Topics & Issues' sections. The main panel shows a list of documents with details such as title, description, update/creation dates, and view counts. The documents listed are:

- Free From Additives & Preservatives**: Adhoc report from Mintel looking at claims around additive and preservative free foods in the cheese, pizza, ready meal,.... Updated: Thu, March 24, 2011 Created: Wed, February 16, 2011. 4 VIEWS. Download button.
- Consumer Food Labelling**: Mintel report on trends within consumer food labelling (Jan 2010). Updated: Thu, March 24, 2011 Created: Wed, February 16, 2011. 4 VIEWS. View button.
- Mintel Food & Drink Innovation Forum Presentations**: Copies of the presentations from Mintel's forum on Innovation within the food & drink sectors (Dec 2010). Updated: Fri, March 18, 2011 Created: Fri, March 18, 2011. 2 VIEWS. View button.
- Food & Drink Packaging Trends**: Copy of Mintel's report on trends in food & drink packaging (Jan 2011). Updated: Fri, March 18, 2011 Created: Fri, March 18, 2011. 3 VIEWS. View button.

On the right side, there is a 'Related Tags' section showing '+ Market Report (1)' and an 'All Tags' section listing various tags and their counts, such as 'Mintel (91)', 'AC Nielsen (14)', 'Cambridge Direction (14)', 'IGD (8)', 'Allegra (5)', 'CREST (4)', 'Brakes (5)', 'Menurama (3)', 'Horizons (3)', 'Bord Bla (4)', 'Key Note (3)', 'Education (2)', 'MBJ Seafood (2)', 'Leatherhead Food Research (1)', 'Market Report (1)', 'The Food People (2)', 'H2O (1)', 'Pelican PR (1)', 'BIFF (1)', 'Foodwatch (1)', and 'Media Reports (1)'. A large box at the top right indicates '88 RELEVANT DOCUMENTS' for the 'Mintel' tag.

Fig: 2 Document/insight list interface

When you click on any of the category links from the main landing page or any of the section landing pages, you are then redirected to the list interface (Fig. 2).

This displays all the documents contained within The Source that match your request.

All documents are displayed in the central panel, which is split by each of the sections. This view defaults to the section which contains the most number of documents relevant to your request. (e.g. if you click on Mintel from the data provider panel, the central panel then defaults to 'Product Categories', as most assets relevant to Mintel are stored here).

You can see documents from the other sections, relevant to your search, by clicking on the tabs.

The screenshot shows a search results page for 'Documents tagged as Mintel'. At the top, there are navigation tabs for various categories: Economy/Macro Trends (2), Food Service Markets (5), Consumer Behaviours (10), Channels (24), Product Categories (43), NPD and Innovation (4), Competitors (0), and Internal Information (0). Below these is a 'Topics & Issues (2)' section. The main content area is titled 'Documents tagged as Mintel' and shows two document entries. The first entry is 'Free From Additives & Preservatives' with a '4 VIEWS' badge and a 'Download' button. The second entry is 'Consumer Food Labelling' with a '4 VIEWS' badge and a 'View' button. On the right side, there is a 'RELEVANT DOCUMENTS' section showing '88' documents, with a 'Mintel' tag selected. Below this is a 'Related Tags' section with '+ Market Report (1)' and an 'All Tags' section listing various tags like 'Mintel (91)', 'AC Nielsen (14)', 'Cambridge Direction (14)', 'IGD (8)', 'Allegra (5)', 'CREST (4)', 'Brakes (5)', 'Menurama (3)', and 'Horizons (3)'.

This interface displays the total number of documents/insights relevant to your request and, via the relevant tags section, all the other ways in which these documents/insights have been categorised.

Clicking on one of the 'Relevant Tag' then refines your search to display only documents which have also been categorised by this tag.

Again, if we use 'Mintel' as an example, and then click on 'Market Report' from within the 'Relevant Tags' section, The Source then displays the Mintel Market Report.

The central panel displays the documents/insights in blocks of 10. You can view other documents/insights by using the pagination buttons, or re-order the documents by either publication date or popularity (the number of times a document has been viewed).

Each documents/insights in the view is displayed with a relevant document icon, which helps to quickly identify relevant documents from the list.

Each documents/insights also displays its title, part of its description and a list of document tags. As with the 'Relevant Tags' list, you can simply click on the 'Document Tags' to display relevant information.

### 3. How to download documents/insights

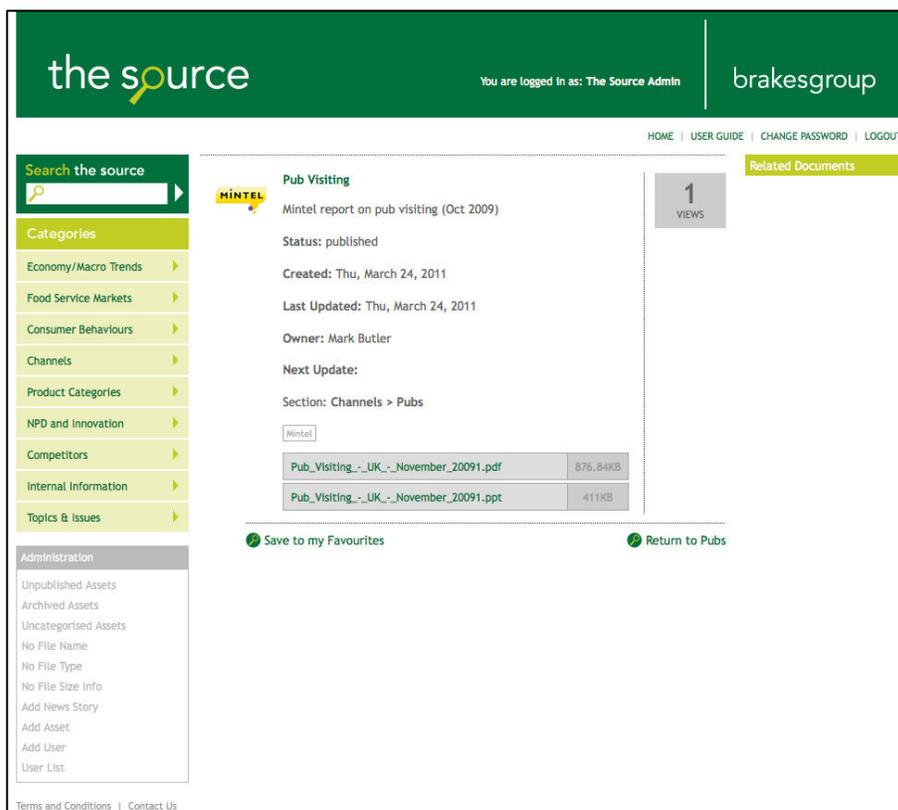


Fig: 3 Asset interface

Once you have located the document or insight you are looking for, simply click on it to display it within the asset interface (Fig.3).

Here you will find greater detail on the document, including:

- Publication date
- Update date
- File name
- File type
- File size
- Add to, or remove from, favourites

You can also download the file from here, by clicking on the 'Download' button, below the 'Views' panel, or by clicking on the file name. You will then be prompted to save the file to your PC.

Related documents are displayed by file name, within the 'Top Related Insights' panel. This list is based on documents categorised in the same way.

Documents can also be downloaded directly from the list views (Fig.2) or, from the 'Most Recent Insights' and 'Favourite Insights' panels (Fig.1) by clicking on the download button.

## 4. How to add or remove documents/insights within your favourites panel

The screenshot shows the 'the source' web application interface. The header includes the logo 'the source' and 'brakesgroup', with a user login status 'You are logged in as: The Source Admin'. Navigation links include 'HOME', 'USER GUIDE', 'CHANGE PASSWORD', and 'LOGOUT'. A search bar is present on the left, along with a 'Categories' menu listing various topics like 'Economy/Macro Trends', 'Food Service Markets', etc. The main content area displays an asset titled 'Pub Visiting' with a 'MINTEL' logo. The asset details include: 'Mintel report on pub visiting (Oct 2009)', 'Status: published', 'Created: Thu, March 24, 2011', 'Last Updated: Thu, March 24, 2011', 'Owner: Mark Butler', 'Next Update:', and 'Section: Channels > Pubs'. Below the details is a table of related documents:

Document Name	Size
Pub_Visiting_-_UK_-_November_20091.pdf	876.84KB
Pub_Visiting_-_UK_-_November_20091.ppt	411KB

At the bottom of the asset page, there are two buttons: 'Save to my Favourites' and 'Return to Pubs'. The footer contains 'Terms and Conditions' and 'Contact Us'.

Fig: 3 Asset interface

You can add any document or insight to your 'Favourite Insights' panel by simply clicking on either 'Save to my Favourites' or 'Remove from my Favourites' on the asset interface (Fig.3).

Once you have added an asset to your favourites panel, it will be available on the main landing page and all section landing pages.

The screenshot shows the 'My Favourites' panel in the web application. The panel has a tabbed interface with 'Recent Updates', 'News', 'My Favourites', and 'Useful Links'. The 'My Favourites' tab is active, displaying a list of three items:

- Red Meat**  
Updated: Thu, March 24, 2011 Created: Wed, February 16, 2011 [View]
- Poultry & Game Meat**  
Updated: Thu, March 24, 2011 Created: Wed, February 16, 2011 [View]
- Pub Catering**  
Updated: Wed, March 23, 2011 Created: Wed, February 16, 2011 [View]

## 5. System support and technical help

If for any reason you experience any issues or don't understand anything about the

The Source system, then please call either **Mark Butler on 07831 854612** or **Kevin Lees on 0161 926 8444**.