

# Sekai User Manual

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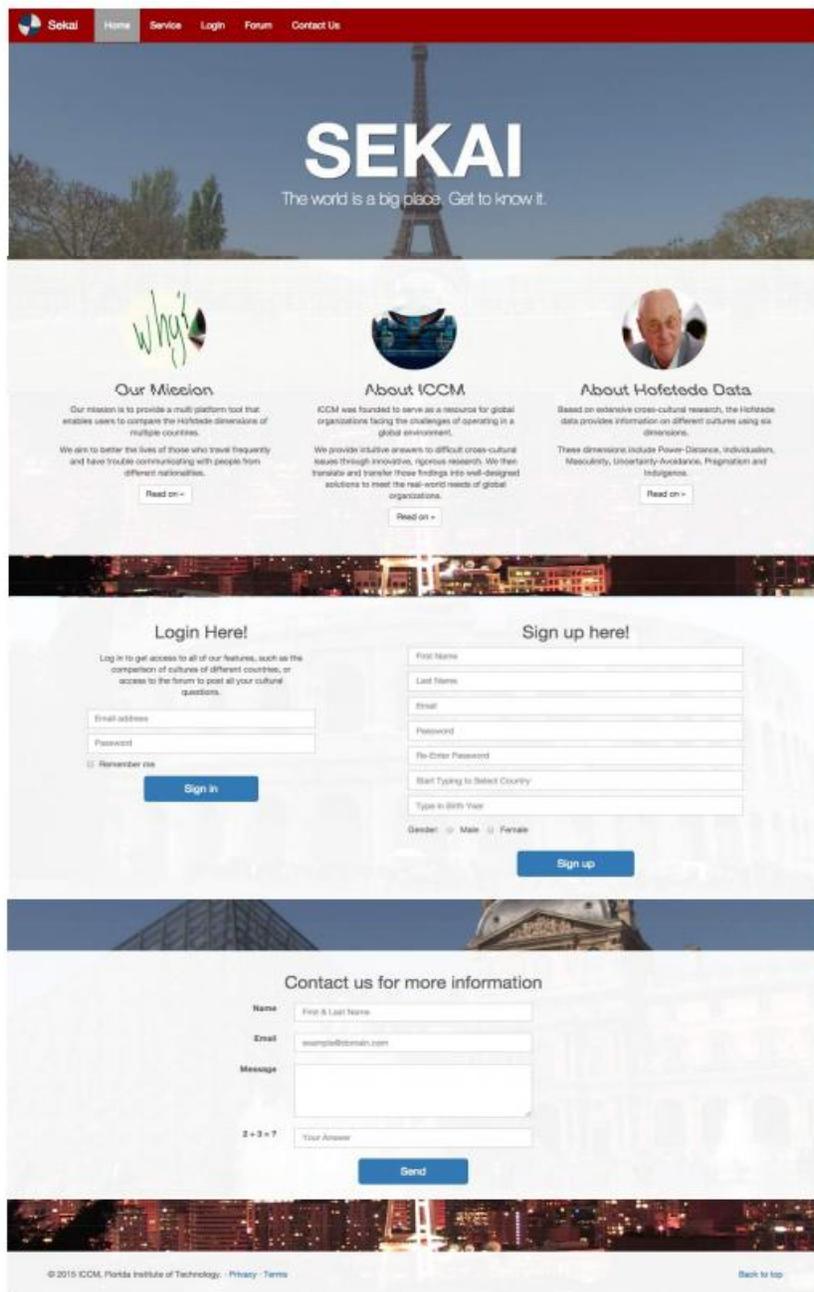
# Website Platform

## Home Page

Once entering the url sekai.fit.edu users will be directed to home page shown below.

This page provide users with basic information on services that this product will provide.

Users also have the ability to register for the product and login to enjoy the services that we provide.



## Register and Login/Logout

1. Click on “Login” from the navigation bar at the top of the page

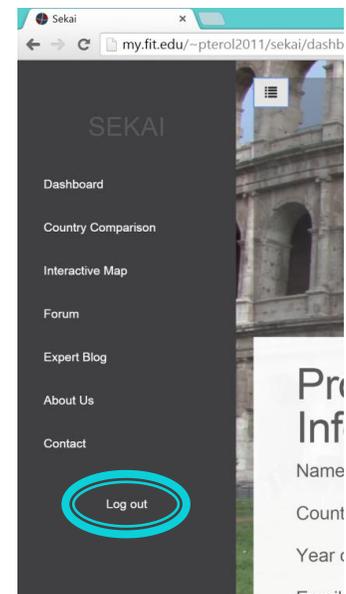


2. Enter your information on the register form on the left of the page as shown below:

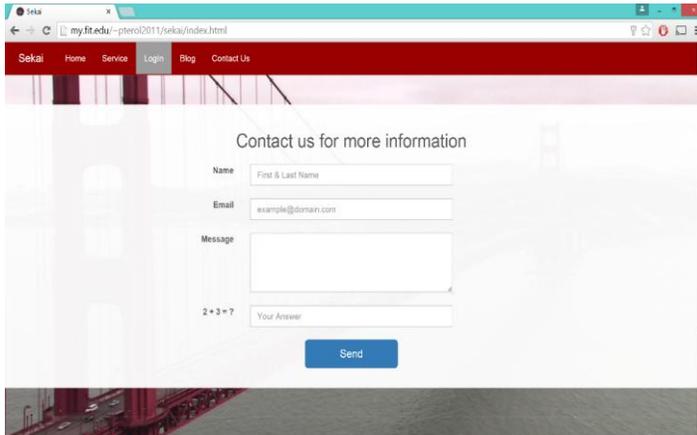
A screenshot of a web browser showing the Sekai website. The browser address bar shows 'my.fit.edu/~ptero12011/sekai/index.html'. The navigation bar is visible at the top. The main content area is split into two sections: 'Login Here!' on the left and 'Sign up here!' on the right. The 'Login Here!' section has a text box for 'Email address', a text box for 'Password', a checkbox for 'Remember me', and a blue 'Sign in' button. The 'Sign up here!' section has text boxes for 'John', 'Smith', 'jsmith@your-email.com', two masked password fields, 'United States', and '1985'. Below these is a 'Gender' section with radio buttons for 'Male' and 'Female', and a blue 'Sign up' button.

3. Once your information has been successfully registered, go ahead and log in on the left short form with you email and password. This will enter you in the inside Sekai platform.

4. Now you are free to use all the services in the Sekai website. When you are ready to close it, make sure you log out of your account by clicking on the “Log Out” button at the bottom of the side menu.



## Contact Us



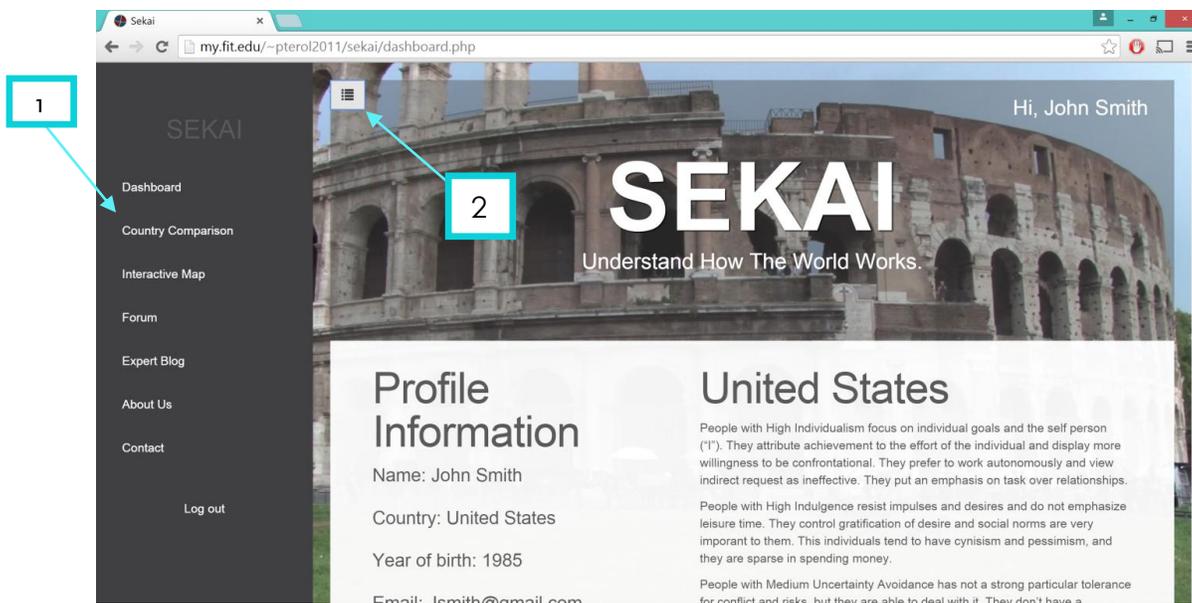
If you are in need of help while using the website, you can click on “Contact Us” from the navigation bar (both in the outside website and the inside platform) and you will be directed to a contact us form.

Fill in your contact information and provide us with your problem. An

email will be sent to the ICCM and they will respond as soon as possible.

## Dashboard

Once you have logged in using our services, you are directed to the dashboard page shown below. This page serves as your control point to use the services provided by Sekai. On the left hand side of the page you can see the navigation menu (1) that will direct you to different pages for example the “Country Comparison” page. You can hide the navigation bar to provide more screen space by using the toggle button (2).



## Country Comparison

By clicking on “Country Comparison” (1) on the side-bar navigation you are taken to the page show below. Here you are given the chance to choose two countries (2) to compare with each other and then click submit (3). Your country of origin will be added as the third by default.

1

2

3

Hofstede Data For: United States

Dominican Republic

Ecuador

Submit

Hofstede Data on the Countries You Selected

Dimension	United States	Dominican Republic	Ecuador
Power Distance	40	65	70
Individualism	90	35	10
Masculinity	60	65	65
Uncertainty Avoidance	45	45	65
Pragmatism	30	15	10
Indulgence	65	55	10

The results will shown, as seen above, in a graph with the qualities of all 3 countries. Right after, a text description will explain you what those value mean in terms of people’s behaviour.

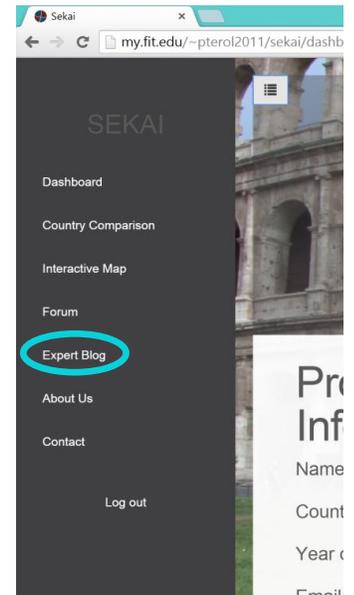
## Interactive Map

This page allows the user to click on any country that has a red pin on it and Hofstede data on that country will be displayed alongside helpful tips of how to behave whilst in that country.

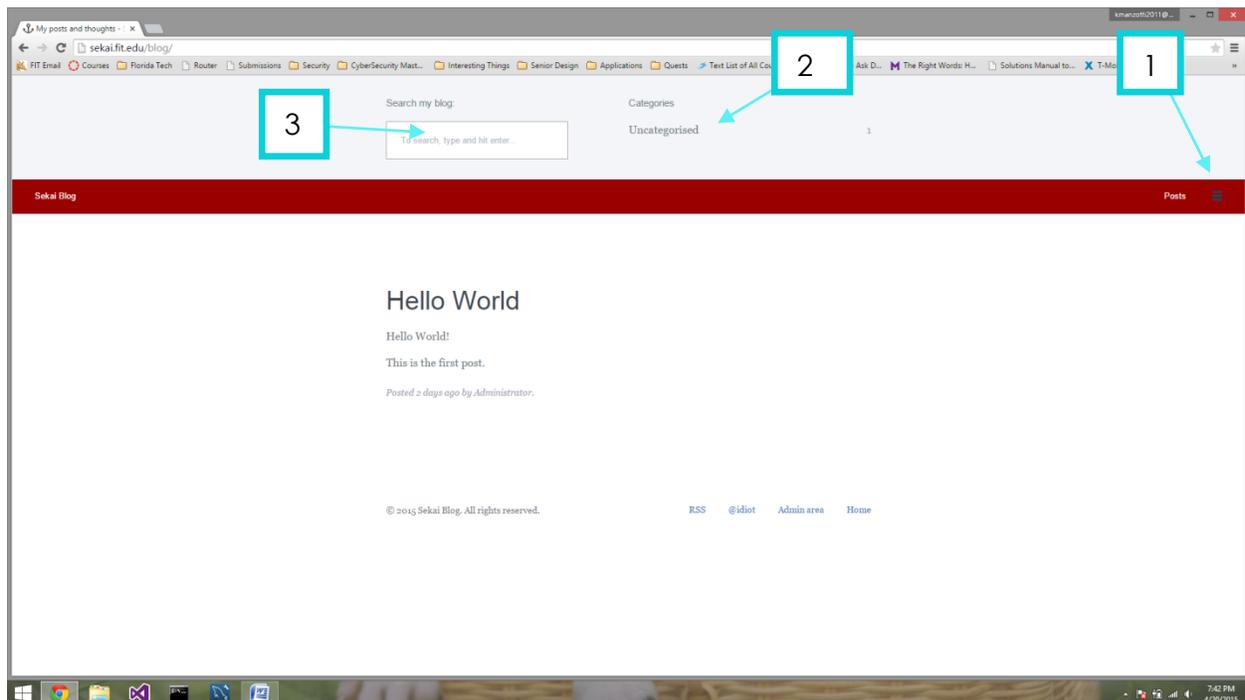
## Expert Blog

The sekai platform also provides a blog platform where experts from Intitute of Cross Cultural Management and other invited writers in the area will post articles, tips, experiences and ideas on how to behave when dealing with people from other cultures or travelling to new countries.

The blog can be access through the top navigation menu of the website, or the side menu of the platform under the “Blog”.

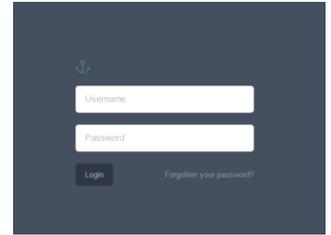


By clicking on the expandable button on the top right corner (1), a categories menu will be displayed (2) where you can choose a particular category you are interested in to filter your blog post results. There is also a search box (3), where you can type a particular topic or keyword you would like to find in the blog posts.

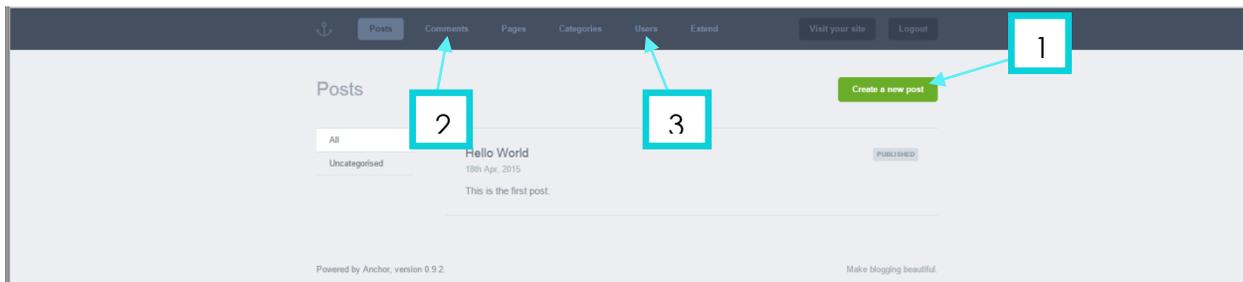


## Expert Blog (Admin Side)

For the administrators of blog, Sekai provides a background environment to make the management of the blog as easy as possible. In order to access this, you will have to log in with the credentials provided by the developers.

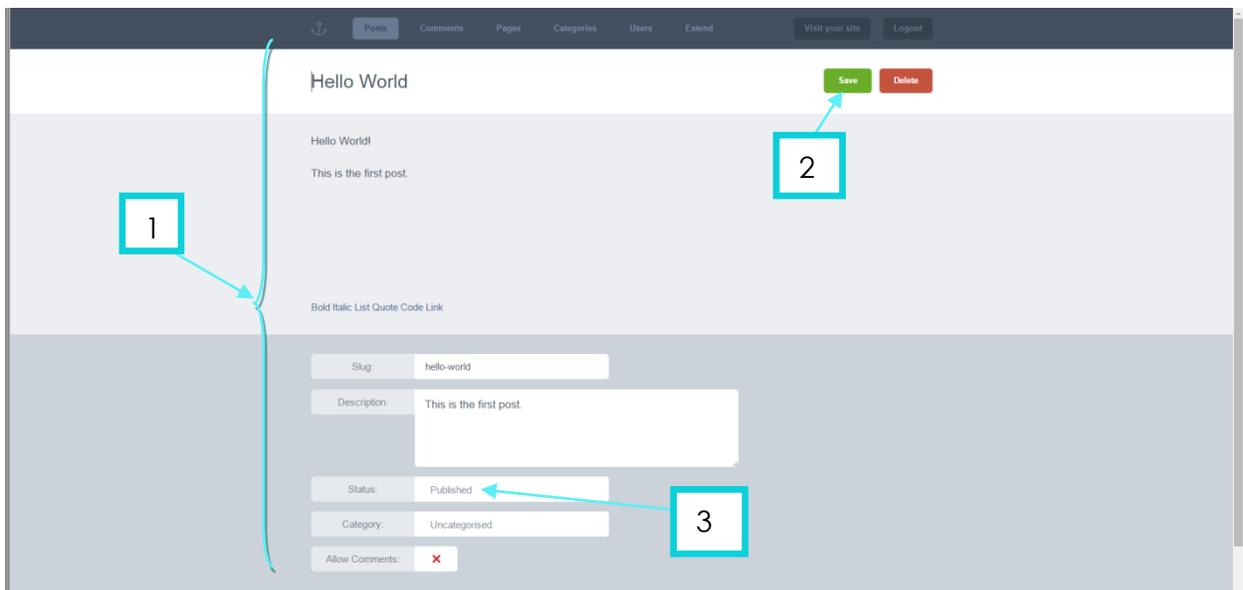


You will then be redirected to the dashboard, where you can create new posts (1), manage comments publish in any post of your blog (2), or add new users to manage the blog with you (3); such as granting temporary access to guest writers for your blog.



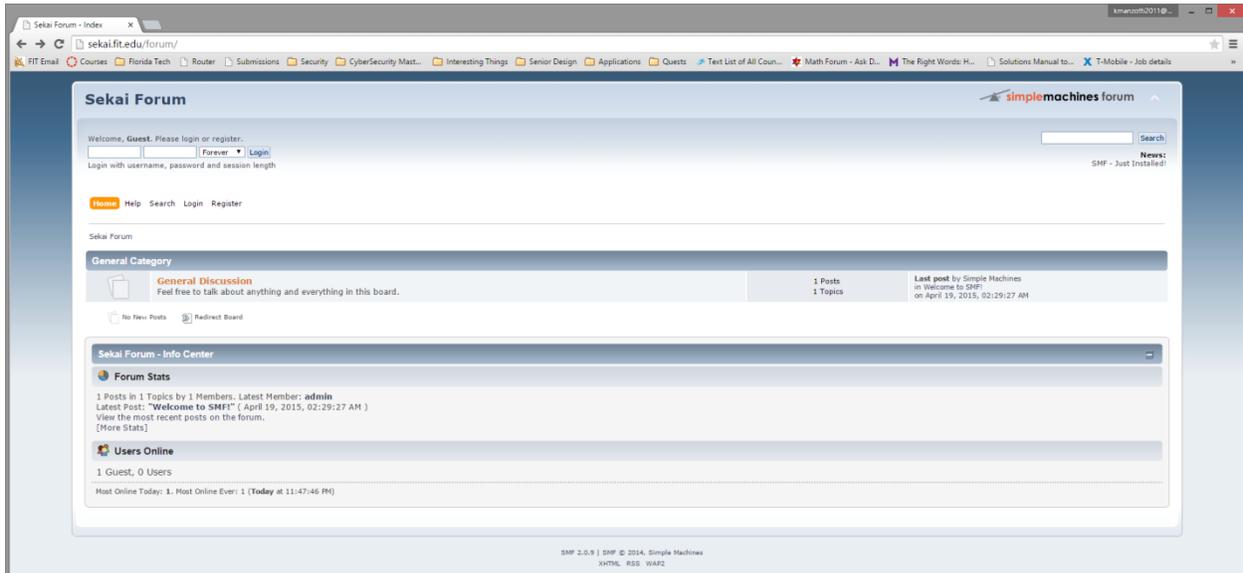
In order to create (or modify) a particular post, just click on it to open the editor. Here you will be able to add a title, an article, the corresponding link, a description of the article, and assign categories that fit the article, as well as decide if comments are allowed to be posted.

Fill all the parts of the article applicable (1), and then hit save to publish on the blog (2). Articles can be saved as drafts by changing the status (3) if you don't want them published yet.

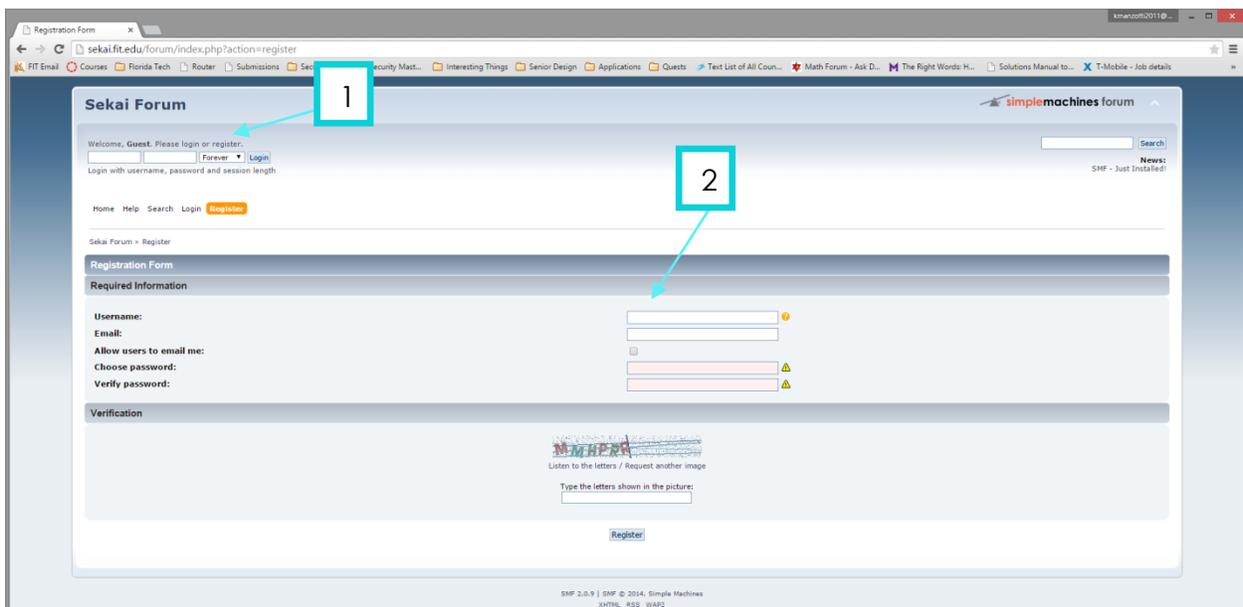


## Public Forum

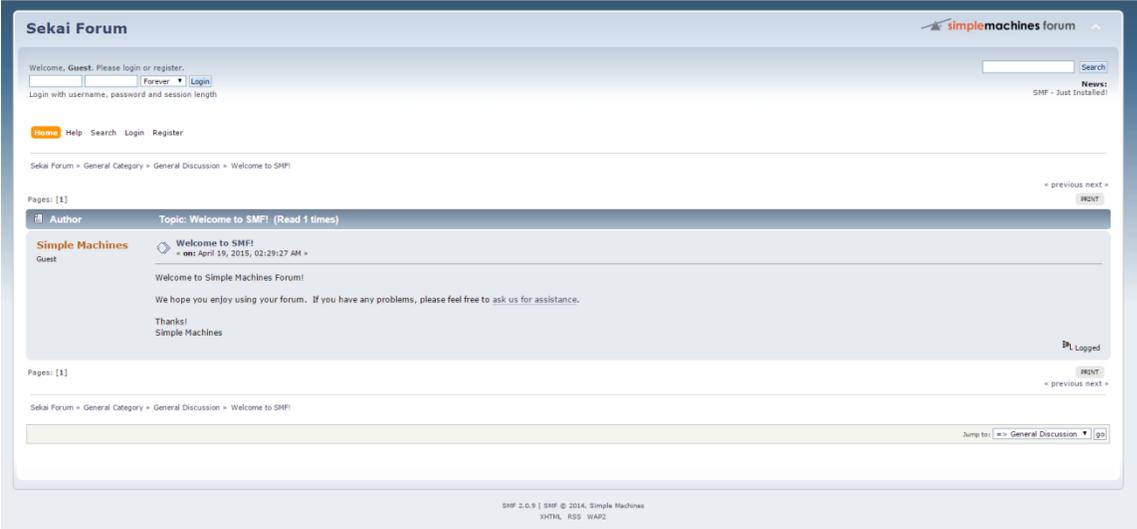
Finally, Sekai provides its users with a forum platform where you can post questions, comments, or experiences to fellow Sekai users, as well as the team of Cultural experts at the Institute of Cross Cultural Management.



In order to use the forum feature, you will be asked to create an account of the Forum platform, by clicking on the register link on the top left (1) and fill out the form that appears (2). We recommend you create the account with the same credentials as your Sekai account, that way it would be much easier to remember.



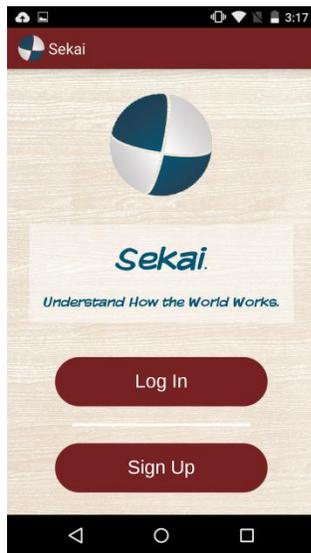
After you created your account, and log in, you are free to post comments in any forum thread you find convenient, or start a new one of your own. We encourage our users to share their experience, both good and bad, as well as learning outcomes from any trips, interactions or situations related to this cultural topic.



# Android App Platform

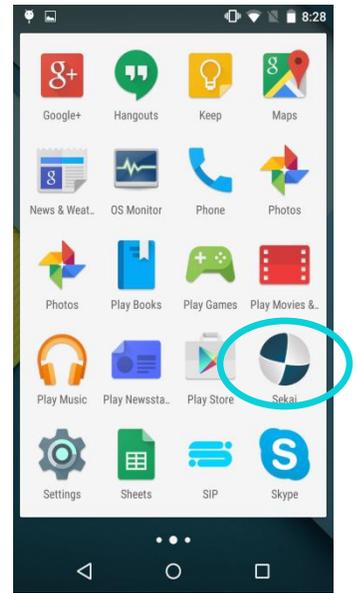
## App Icon

The app can be located on your phone app menu under the Sekai name with the Sekai logo (as shown here), after you download it from the corresponding app store.



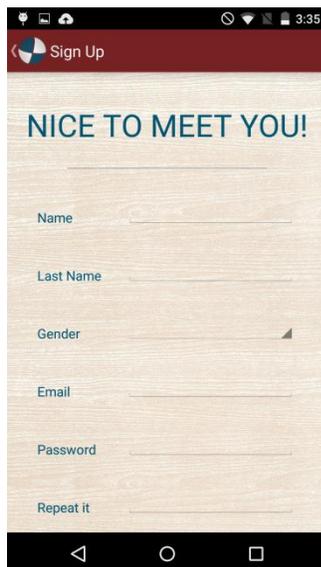
## Home Page

Once the app opens, you are given the option to sign up or to login. If you already have an account from the website go ahead and click login, if not create an account by clicking on signup.



## Register

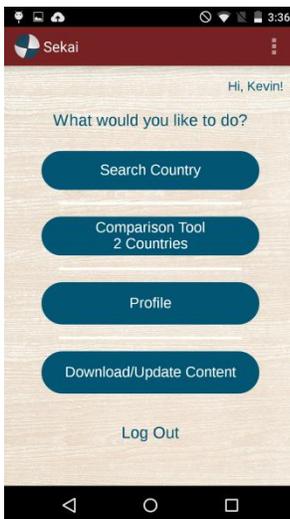
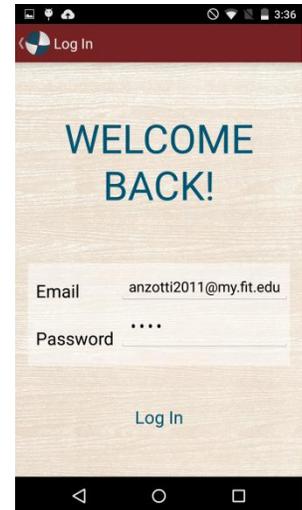
Once you have clicked on “Sign Up”, you will be prompted to enter your information as shown below. Fill in your information, and you will be prompted with a survey to calculate your cultural score. Complete the survey by selecting how much (from 1 to 7) you feel you agree with the prompted statement. Once you are done will be asked to complete a final questionnaire to collect some data about your cultural experiences and behaviors. This will conclude the calculation of your score, and you will be redirected to the main menu to start using the application.



## Login / Logout

After clicking on “Log In” you will be able to enter your username and password to access the content of the app.

You can log out of your account by clicking on the “Log Out” text at the bottom of the Main Menu page (which you will see as soon as you log in your account).



## Main Navigation Menu

Once the user has logged in they are taken to the main navigation page where you are able to choose what they would like to do. You can either search for a country they want information on, compare Hofstede data between 2 countries, take a look or update your profile, and download/update content to get the latest information and be able to view it offline.

## Searching a Single Country

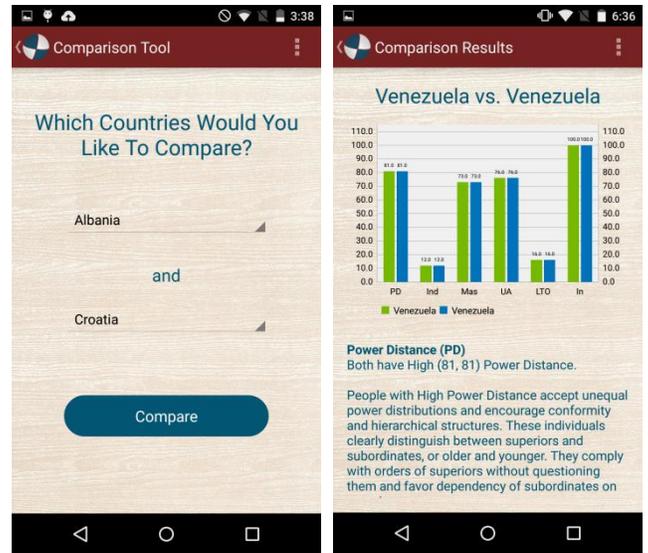
If the user clicks on the first button “Search Country” they are taken to a page where they are able to select one from a list of countries of which they want Hofstede data on.

Once the user has chosen a country just click on “Search” and a graph will display the Hofstede data of that country. Underneath the graph is an explanation of what information really means.

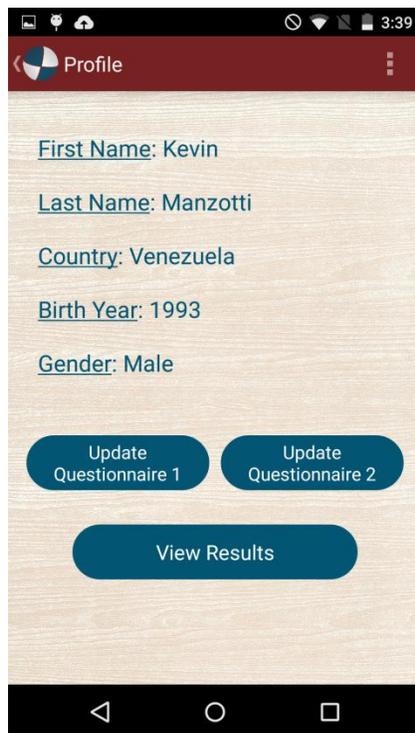


## Comparison of Two Countries

Similar to what we have just seen, users can select “Comparison Tool 2 Countries” which will take them to a page where they can choose two countries and click “Compare”. This will display a graph with Hofstede values for both countries side by side making the comparison simple. There will also be information regarding those values explaining the differences between those countries respectively.



## Profile Page



After clicking on “Profile” from the main navigation page that was displayed when you logged in, you are shown a page in which displays information about the user. This is information is what the user has provided to us when he/she registered for the service.

You can also update both of your questionnaires in here, as well as seen a full report of your individual results. This questionnaire is designed by the Institute of Cross Cultural Management (ICCM) to provide each user with their own values for each of the Hofstede dimensions. These values can then be used to compare with those of each country in the country comparison tool as seen earlier. Instead of selecting a certain country, select “Myself”.

## Download and Update Content

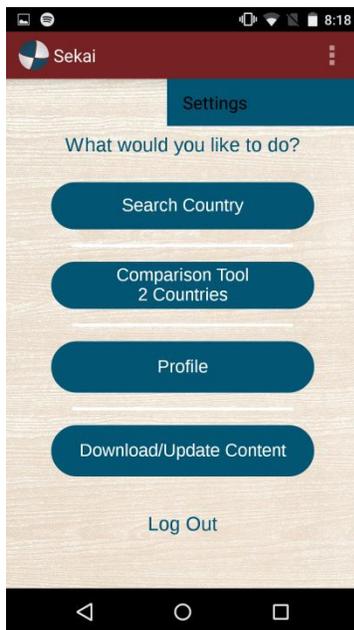
By clicking on this button, users are able to update information on the different countries as the values for each country may have change as the ICCM is always researching this information. There may be even more countries added to list.

This button also allows users to download the content straight to their mobile devices so that an internet connection is no longer required in order to view the information. You have the option of selecting all (and removing all) by clicking on the Settings button at the top right corner of the phone.



## Settings

In the settings page you will be able to change things like your email attach to the account



(which serves as your login username), delete your account entirely (erasing all your data from our servers, or read a little about the background of the research the App is based on in the “About” section, amongst others.

In order to access the Settings page click on the options menu on the top right corner and click on the Settings option that appears.

Remember if you have any questions or would like to see anything else implemented in the app, feel free to use the contact form on the website to get in touch with us about it.

## Examples of Different Users

The primary users of this service are businessmen that travel often to different countries around the world. Using the service will help them better prepare themselves for meetings with other professionals from around the globe.

For example a businessman travelling from the United States to China needs to know that the power distance levels are much higher in China than the US; meaning that there is a larger gap between those of higher rank and those of a lower one; for example a boss versus his/her employees. If the businessman from the US were to act in a friendly around important business contacts, it could be taken as a sign of disrespect to the businessman in China.

Till date there are many cases where business deals are lost due to misunderstandings in behaviors of people not knowing how to act when travelling to a place with different cultures and values. This service is designed to help ease those situations and be more prepared to potentially culturally challenging situations.

Another important group of users are students who are traveling to a different country to study. Whether it is part of an exchange program, study abroad program or simply just applying to educate themselves in an institution in a different country this service can help eliminate culture shock. A number of international students suffer from home sickness and culture shock due to encountering situations where they misjudged the meaning of certain behaviors; therefore this service will help them prepare for what's to come and allow them to cope better with different cultures. For example it could help them make friends faster in a new country if they knew what the people of that country expect.

What it comes down to; is that anyone in the world who has access to the internet can benefit from this service; especially if they were planning on travelling to a new place.