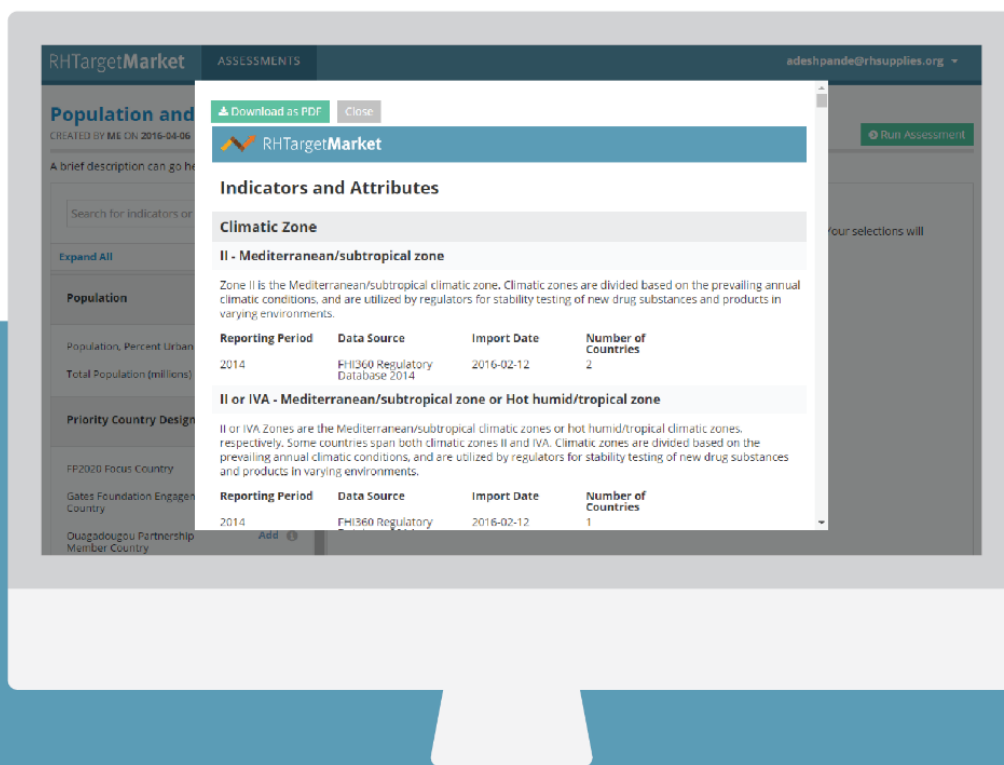


RHTargetMarket Tool

User-Guide Manual

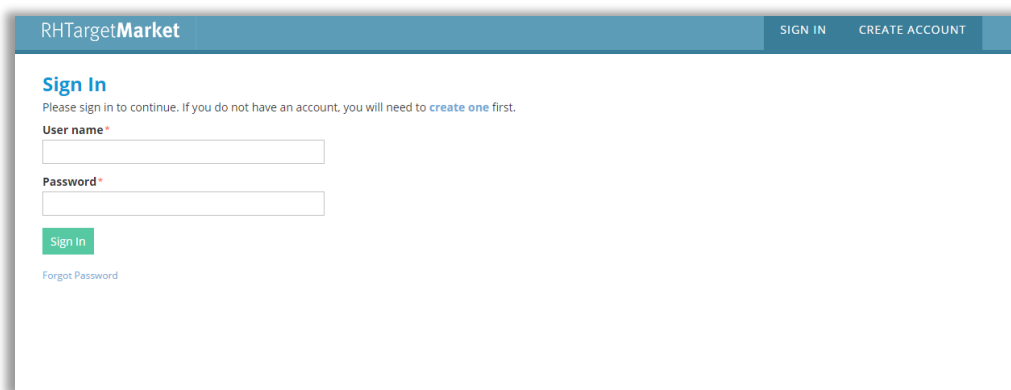


1. Getting Started

1.1 Create an Account

To create an account from the home screen or the landing page, click on the 'Create Account' button in the top right-hand corner. Input your name, email address, phone number, and company name into the appropriate fields.

The email address used to register an account can only be used once.



RHTargetMarket SIGN IN CREATE ACCOUNT

Sign In

Please sign in to continue. If you do not have an account, you will need to [create one](#) first.

User name*

Password*

Sign In

[Forgot Password](#)

How your contact information will be used: We require your contact information for several reasons. We will use the contact information to send you alerts if data in a report you have developed was changed or updated. We will also be able to send you information when new data sets become available within the tool. The contact information also allows us to get back to you in a timely manner regarding support needs that you may have when running reports. From time to time we may also reach out to our users to request feedback for improvements and upgrades and to ensure that we are meeting your needs. For additional information, please see our [privacy policy](#).

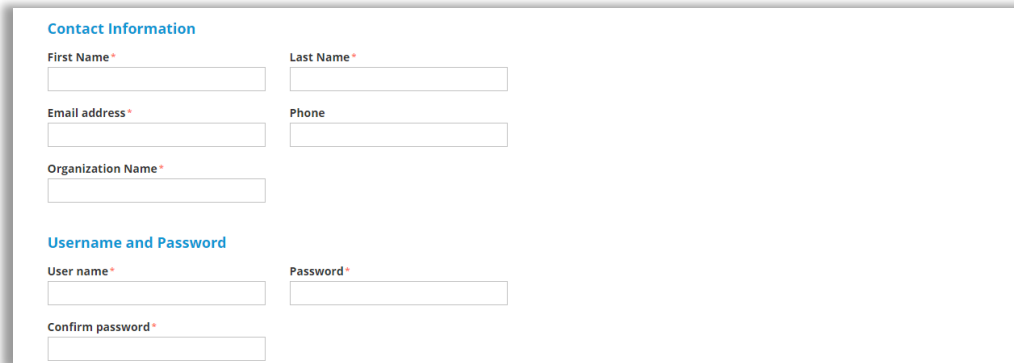
1.2 Username and Password

Username

There are no restrictions or requirements regarding the length or special characters for the username. We recommend that you use your email address for your username because it is easy to remember. The username must be unique for each user.

Password

There are no restrictions or requirements regarding the length or special characters for the password. To complete your password, re-enter the password in the 'Confirm Password' field.



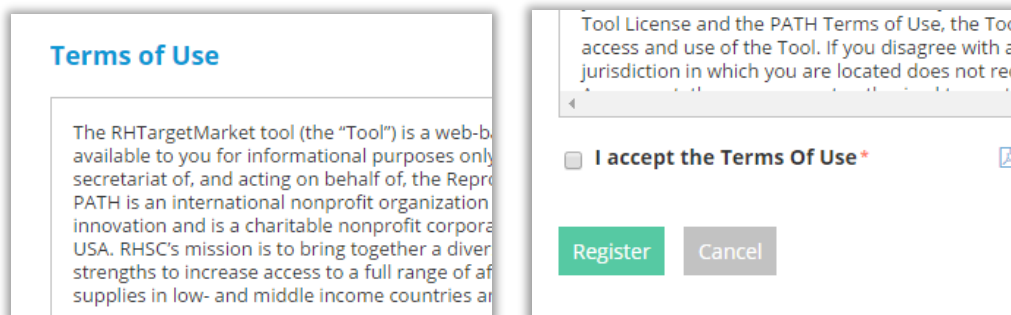
The registration form is divided into two sections. The first section, titled 'Contact Information', contains fields for First Name, Last Name, Email address, Phone, and Organization Name. The second section, titled 'Username and Password', contains fields for User name, Password, and Confirm password. All fields are marked with an asterisk to indicate they are required.

Forgotten Username or Password

If you have forgotten your password or need to create a new password for your account, click on the link 'Forgot Password' on the 'Sign-In' page. Enter your username and click the button 'Reset Password'. If you do not have an account, you will need to create one first. If you do not remember your username, please contact the [administrator](#).

1.3 Terms of Use and Registration

By registering for or logging in to use the tool, you agree to comply with and be bound by the [terms and conditions](#) (the "Tool License") and the [PATH Terms of Use](#), which together constitute an agreement between you and PATH (the "Agreement") and govern your access to and use of the tool. In order to finalize the registration process, read the details of the terms and check the box stating that you agree to the terms of use, then click the 'Register' button. If you do not agree with the terms of use, simply click on the 'Cancel' button and close your browser window.

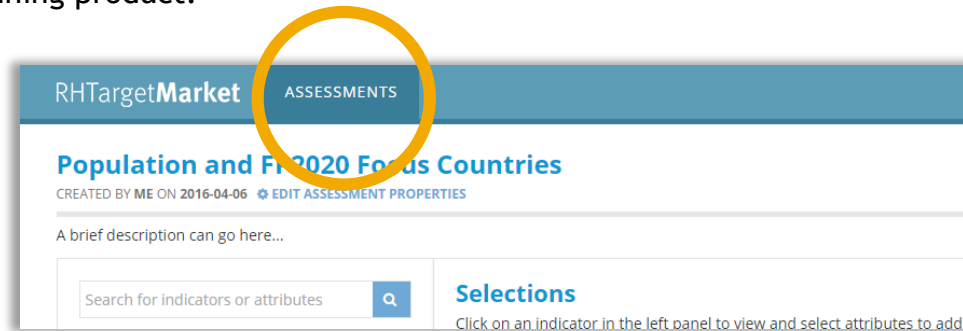


The image shows two screenshots from the registration process. The left screenshot displays the 'Terms of Use' dialog box, which contains the text: 'The RHTargetMarket tool (the "Tool") is a web-based... available to you for informational purposes only... secretariat of, and acting on behalf of, the Repro... PATH is an international nonprofit organization... innovation and is a charitable nonprofit corpora... USA. RHSC's mission is to bring together a diver... strengths to increase access to a full range of af... supplies in low- and middle income countries an...'. The right screenshot shows the registration confirmation screen, which includes a scrollable text area with the text: 'Tool License and the PATH Terms of Use, the Too... access and use of the Tool. If you disagree with a... jurisdiction in which you are located does not rec...'. Below this text is a checkbox labeled 'I accept the Terms Of Use' with a red asterisk. At the bottom of the screen are two buttons: 'Register' (green) and 'Cancel' (grey).

2. Creating Assessments

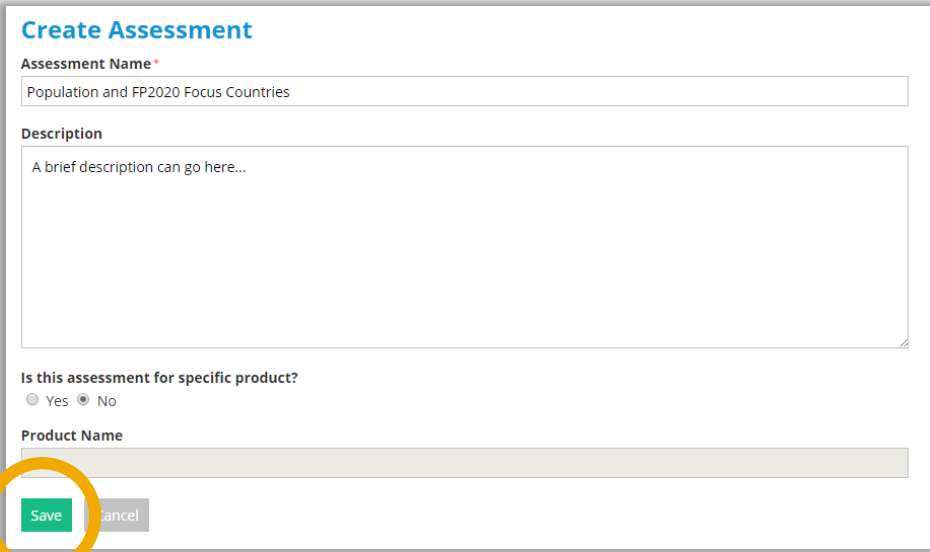
2.1 New Assessment

To set up a new assessment, click on 'Assessments' from the menu bar at the top of the page. Then click on the '+New Assessment' button on the top right-hand side of the page. This will open the 'Create Assessment' page. Here you can enter the name of the assessment, a description of the assessment and indicate if your assessment is for a particular family planning product.



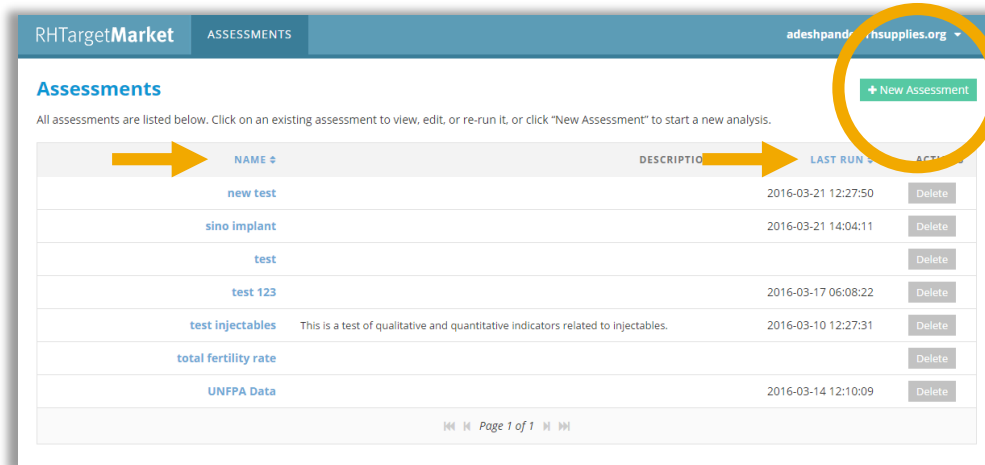
The name and description will appear on the 'Assessments' page and also on the 'Selections' page to help distinguish this assessment from other assessments that you create.

Once you have completed the fields on the 'Create Assessment' page, click the 'Save' button.

A screenshot of the 'Create Assessment' form. The form has a title 'Create Assessment'. Below the title is a field for 'Assessment Name' with the value 'Population and FP2020 Focus Countries'. Below that is a 'Description' field with the placeholder 'A brief description can go here...'. Below the description field is a question 'Is this assessment for specific product?' with two radio buttons: 'Yes' and 'No', where 'No' is selected. Below that is a 'Product Name' field. At the bottom of the form are two buttons: 'Save' (highlighted with a yellow circle) and 'Cancel'.

2.2 Edit, Run, or Delete an Existing Assessment

To access a previously created assessment, log into your account or click on 'Assessments' from the menu bar at the top of the page. On the 'Assessments' page, click on an existing assessment to view, edit, or re-run it, or click 'New Assessment' to start a new analysis. If you would like to delete a specific saved assessment, you can do so by clicking the delete button in the actions column.

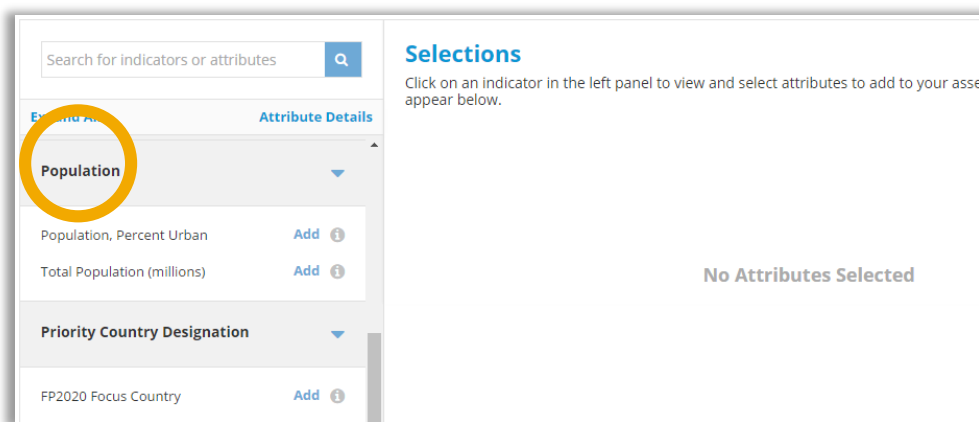


The saved assessments on this page can be sorted by name or by the date and time the report was last run. To sort the assessments, simply click on the desired column header, 'Name' or 'Last Run.'

3. Design an Assessment

3.1 Indicators and Attributes

All of the indicators currently available for analysis are available for selection from the grey menu bar on the left-hand side of the page (i.e. *Fertility Rate, Population, Priority Country Designation, etc.*). If you would like to view the attributes associated with a particular indicator, click on the blue arrow to expand the menu bar. The data from the original data set associated with an attribute is either numeric or non-numeric.



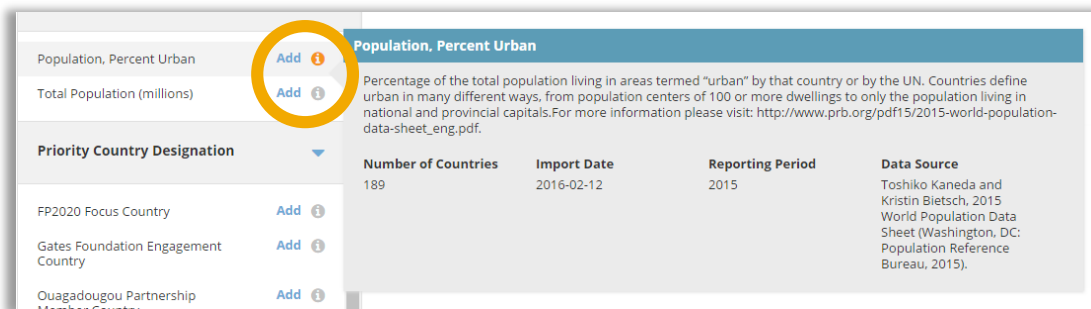
Example:

The attributes associated with the indicator 'Population' are Population, Percent Urban and Population, Total (millions). The data associated with these attributes are numeric population values.

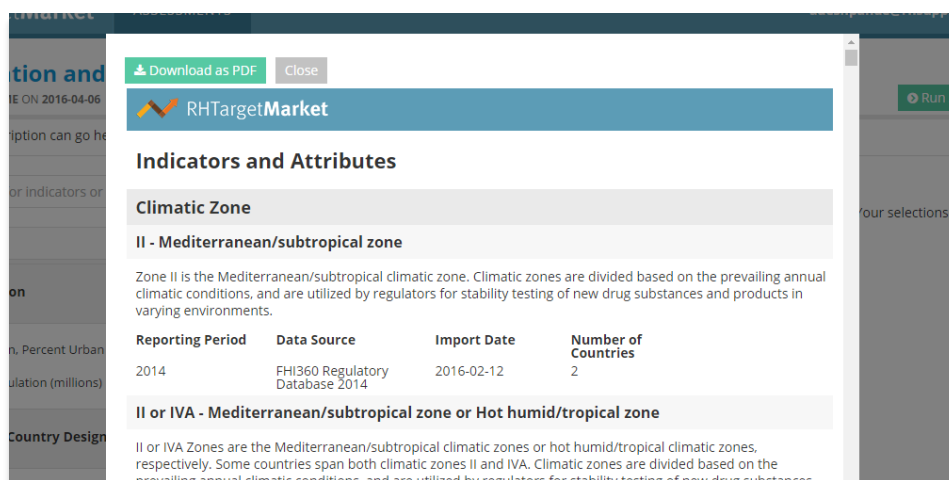
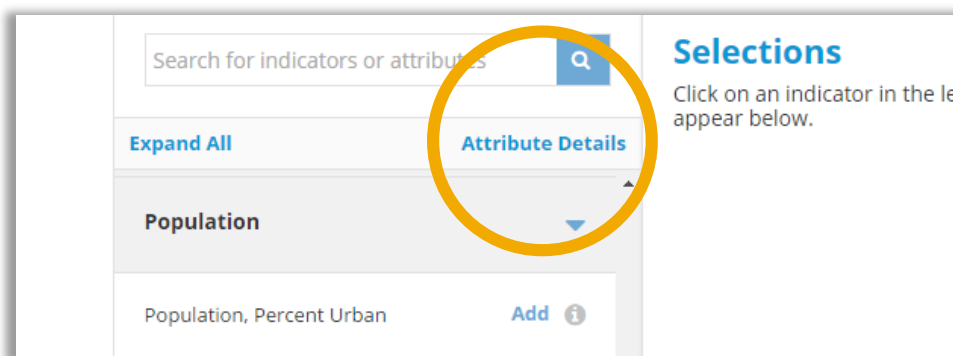
The attributes associated with the indicator 'Priority Country Designation' are FP2020 Focus Country, Gates Foundation Engagement Country, Ouagadougou Partnership Member Country, UNFPA Target Country, and USAID Family Planning Priority Country. The data associated with these attributes are non-numeric 'Yes' or 'No' values.

3.2 Attribute Details

There are a number of attribute details that can be viewed at-a-glance by hovering over the information symbol next to an attribute. These details include attribute description, number of countries, import date, reporting period, and data source.



To view, download, or print the details associated with all the attributes, click the '[Attribute Details](#)' button located at the top right-hand corner of the Indicators and Attributes menu bar.



Attribute Description

The attribute description is often sourced directly from the original data set. In addition, the description will include any important details or caveats about the data from the original data set. If the original data set is available publically, a website address is included in the description. If there was no description accompanying the original data set, then a commonly used description is included in the tool.

Example:

The description for the attribute Population, Percent Urban for the indicator 'Population' is: "Percentage of the total population living in areas termed 'urban' by that country or by the UN. Countries define urban in many different ways, from population centers of 100 or more dwellings to only the population living in national and provincial capitals. For more information please visit:

http://www.prb.org/pdf15/2015-world-population-data-sheet_eng.pdf."

Number of Countries

The number of countries refers to the number of countries for which there is a non-null, non-zero value in the original data set. If you would like to review the specific countries included for this attribute, refer to section 3.5 below regarding adjusting attribute selections.

Example:

If you hover over the information symbol for the attribute FP2020 Focus Country associated with the indicator 'Priority Country Designation', you will see that the number of countries associated with this attribute is 69, meaning the number of countries with a non-null, non-zero value in the original data set from FP2020 included 69 countries.

Import Date

The import date is the date on which the data was loaded into the tool.

Reporting Period

The reporting period is the date the data was collected by the original data provider. In some cases the original data sets may contain data collected from multiple time-periods. The latest date is used for the reporting period and the additional time-periods are specified in the definition.

Example:

The reporting period for the attribute Population, Percent Urban for the indicator 'Population' is 2015. This means the report referenced here as the original data set was published in 2015.

Data Source

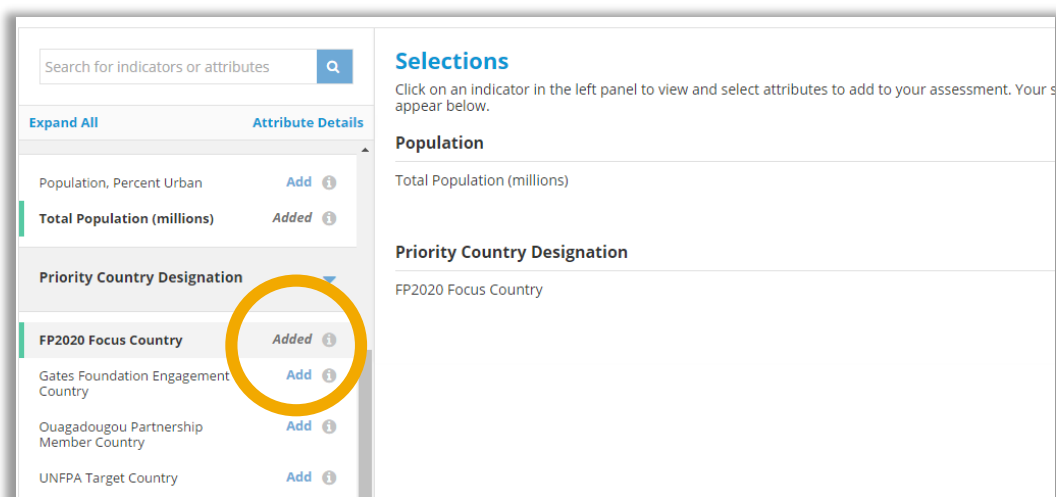
The data refers to the source of the original data-file loaded into the RHTargetMarket Tool. If the original data set is available publically, a link is included in the attribute definition. If you have any additional questions about the data source, please contact the administrator by emailing RHTargetMarket@rhsupplies.org.

3.3 Search for Indicators or Attributes

To search for a particular word associated with an indicator or attribute, type the word, or part of the word, into the search bar at the top of the indicator menu bar on the left-hand side of the indicator selection page.

3.4 Selecting an Attribute to Include in an Assessment

To select an attribute to include in your assessment click the 'Add' button. The attribute will appear in the 'Selections' window on the main part of the screen.



3.5 Adjusting Attribute Settings

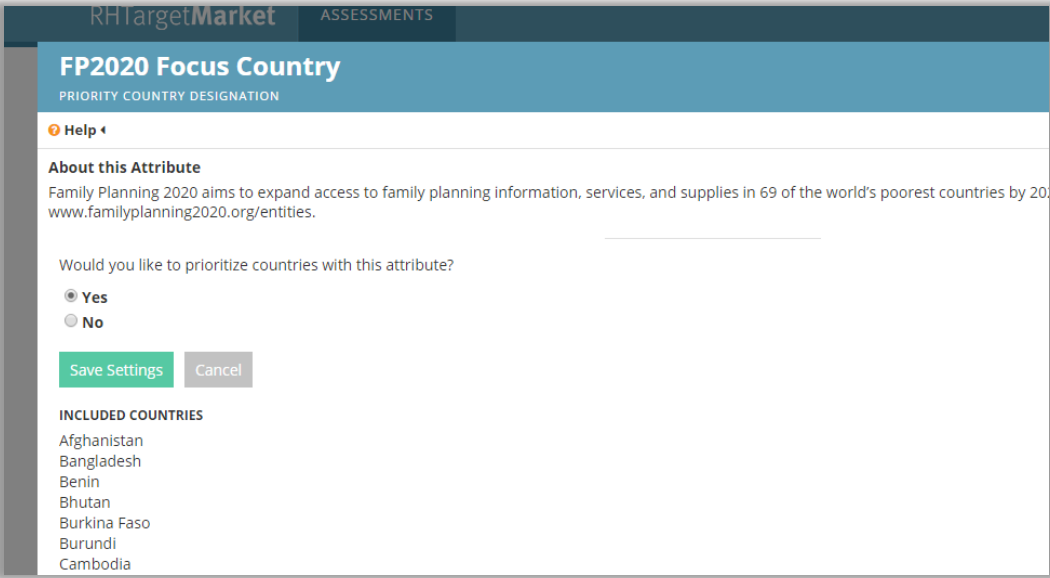
The RHTargetMarket Tool is more than just a data repository. In addition to selecting and displaying data, the tool also helps users understand the characteristics of one market relative to other markets. In addition, the tool allows the user to customize what types of markets are important to them.

In order to customize the report and refine priorities you can adjust the settings for each attribute. To adjust the settings of a particular attribute that you have selected, click the ‘Settings’ button associated with that particular attribute in the ‘Selections’ window.

There are two types of settings adjustments. One type of settings adjustment is for attributes with non-numeric (i.e. ‘Yes’ and ‘No’) data values. The other type of settings adjustment is for attributes with numeric data values (i.e. population, urban population, etc.).

Adjusting Settings for Non-numeric Attributes

On the settings page for non-numeric attributes you will see a list of countries under the heading ‘Included Countries’. This is the list of countries for which the data value in the original data set is ‘Yes’.



The screenshot shows the 'FP2020 Focus Country' settings page in the RHTargetMarket tool. The page has a dark blue header with 'RHTargetMarket' and 'ASSESSMENTS' on the left. Below the header, the title 'FP2020 Focus Country' is displayed in white, with 'PRIORITY COUNTRY DESIGNATION' underneath. A 'Help' link is visible. The main content area is white and contains the following text: 'About this Attribute', 'Family Planning 2020 aims to expand access to family planning information, services, and supplies in 69 of the world's poorest countries by 2020. www.familyplanning2020.org/entities.', and a question 'Would you like to prioritize countries with this attribute?' with two radio buttons: 'Yes' (selected) and 'No'. Below the question are two buttons: 'Save Settings' (green) and 'Cancel' (grey). At the bottom, there is a section titled 'INCLUDED COUNTRIES' with a list of countries: Afghanistan, Bangladesh, Benin, Bhutan, Burkina Faso, Burundi, and Cambodia.

The default within the tool is for Countries with a ‘Yes’ value in the original data set to be prioritized in the assessment results. This is reflected by the radio button in the ‘Settings’ page which is set to the default ‘Yes’ for non-numeric attributes. To save this setting, click either the ‘Save Settings’ or the ‘Cancel’ button. You will return to the ‘Selections’ window.

If you wish to prioritize countries for which the value in the original data set is 'No', then you will need to select the 'No' radio button. To save this setting, click the 'Save Settings' button. You will return to the 'Selections' window.

To leave this screen and return to the 'Selections' window without saving your settings, click on the 'Cancel' button. The default settings will be maintained and you will return to the 'Selections' window.

Example:

For the attribute FP2020 Focus Countries, the original data set contains a 'Yes' value for countries that are considered focus countries of the FP2020 initiative. The default in the tool is for these countries with a 'Yes' value to be prioritized in the assessment results. If you wanted to prioritize countries that are explicitly not focus countries for the FP2020 initiative, then you would select the 'No' radio button and save your settings.

Prioritization algorithm:

For attributes with non-numeric data values a score of 2.5 is applied to countries which match the selected prioritized setting. For example, if you leave the default (or select the 'Yes' radio button), then countries with a 'Yes' value in the original data set will receive a score of 2.5 points for this attribute. All other countries receive a score of 0 points for this attribute.

Individual attribute scores for each country are tallied in the background; you will see the total final score in the assessment results screen after you run the assessment.

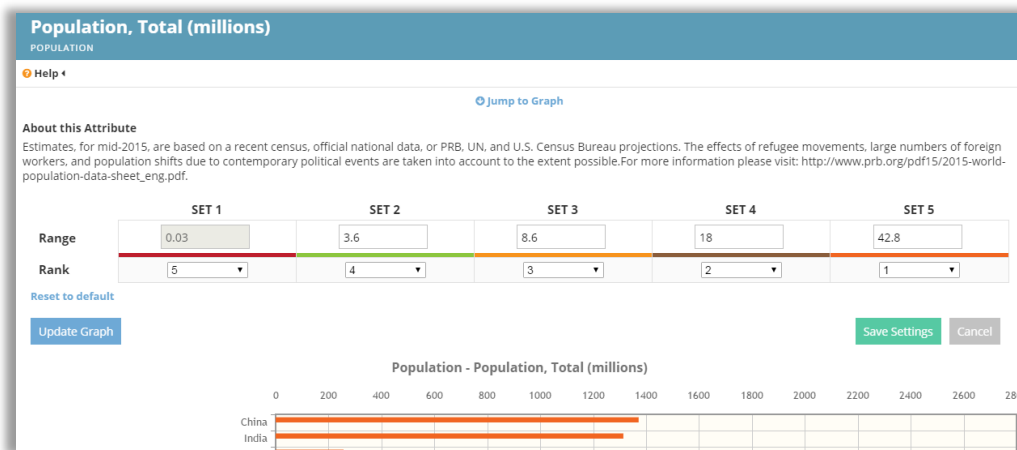
Adjusting Settings for Numeric Attributes

Countries in the data set for numeric attributes are grouped, by default, into five sets, by quintile. Where a large number of countries have the exact same data value they are grouped together and the remainder of countries are distributed evenly across the remaining sets. You can visualize the countries and their group by reviewing the graph on this 'Settings' page for a particular attribute.

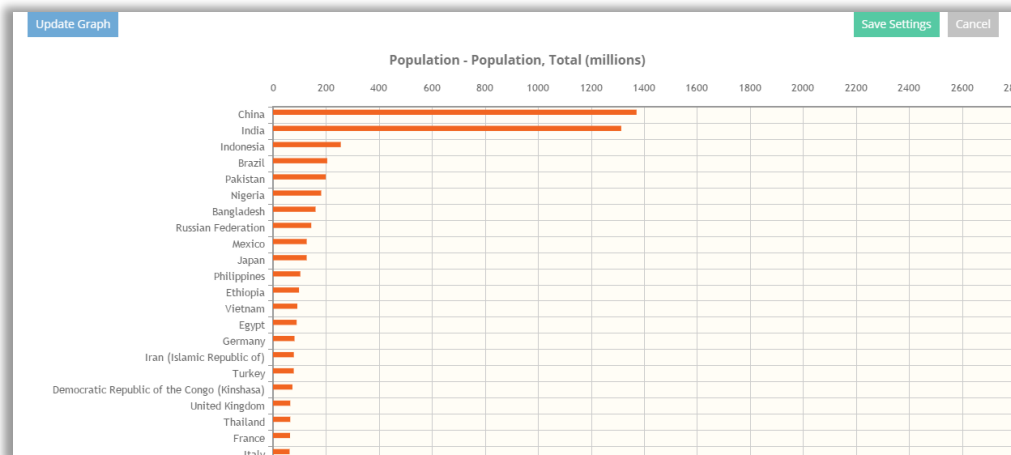
Each set is assigned a rank, designating priority for that range, with 1 being the most important and 5 the least important to you. Ranking is used in the

scoring of the assessment to promote countries most closely aligned with your chosen priorities.

You may change the ranking to identify the range of values that are more desirable for the assessment you are creating. You may also assign a rank of 0 to one or more sets to indicate that no value in the assessment scoring should be added to countries in this range since the value range is undesirable. No ranking between 1 and 5 (inclusive) may be used more than once.



To visualize these changes in the graph, click the 'Update Graph' button. You will notice that the countries do not change in order, they still appear on the graph from highest numeric value to lowest numeric value; however, the colors on the graph will change to reflect their ranking change.



Modify the set ranges' lowest values to change how countries will be distributed within the sets. To visualize these changes in the graph, click the 'Update Graph' button. You will notice that as the set expands or

contracts to include or exclude countries, the color of the data on the graph changes.

If you have not already saved your changes to the settings, you can click on the 'Cancel' button to leave this screen and return to the 'Selections' window without saving the changed settings. At any time, you can revert to the original quintiles and rankings by clicking 'Reset to Default.' If you had previously saved changes to the settings, you may need to 'Save' after resetting to default before exiting. To save any changes, click on the 'Save Settings' button and you will return to the 'Selections' window.

Example:

For the attribute Population, Total (millions) the default is that data is separated into quintiles such that the range of values for the lowest quintile is 0.03 up to but not including 3.6. What this means is that the lowest quintile of this data set includes countries with a population of 30,000 people, up to but not including, countries with a population of 3,600,000 people. As a default in the tool, the lowest quintile has a ranking of 5, or is the lowest priority quintile.

Prioritization algorithm:

Countries will receive the following point values based on their ranking:

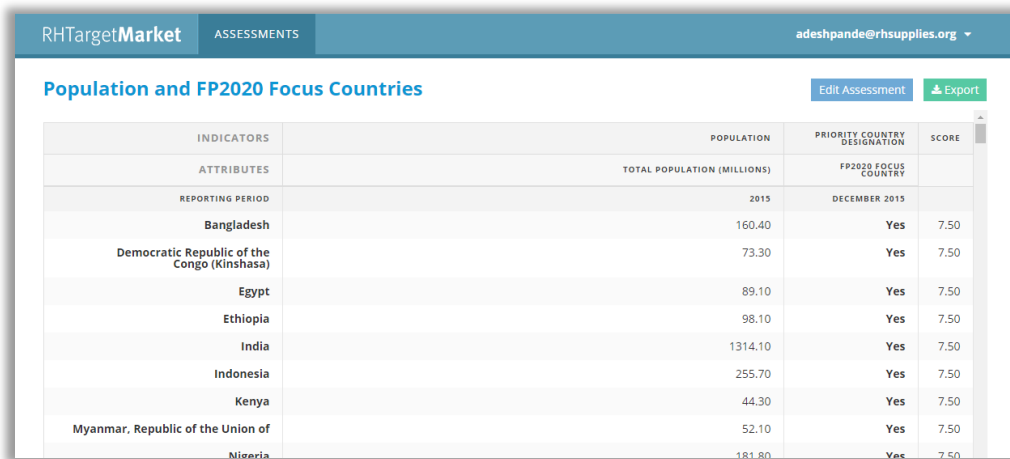
| | | | | | | |
|--------|---|---|---|---|---|---|
| Rank | 1 | 2 | 3 | 4 | 5 | 0 |
| Points | 5 | 4 | 3 | 2 | 1 | 0 |

Individual attribute scores for each country are tallied in the background; you will see the total final score in the assessment results screen after you run the assessment.

4.Run and Export Assessments

Once you have selected all the desired attributes for a particular assessment, click the ‘Run Assessment’ button located in the top right-hand corner of the ‘Selections’ window. The prioritization algorithm will tally the points associated with each country and take you to the assessment results page.

For each country, the assessment results page provides the raw data values for each indicator/attribute, as well as showing the total final score. The results are sorted from highest to lowest score, in alphabetical order. Countries with the highest scores represent the closest match to the indicator/attribute settings you included in your assessment.

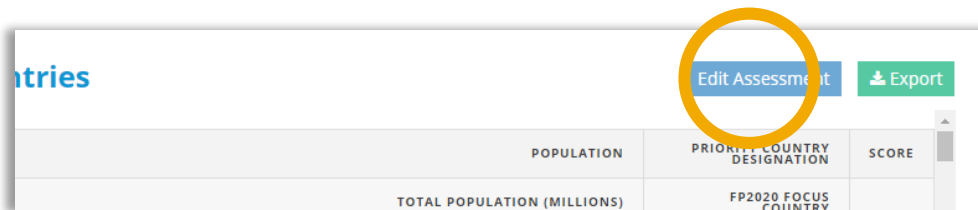


The screenshot shows the RHTargetMarket ASSESSMENTS interface. The page title is 'Population and FP2020 Focus Countries'. There are two buttons in the top right: 'Edit Assessment' and 'Export'. The table below displays the assessment results for various countries, sorted by score.

| INDICATORS | POPULATION | PRIORITY COUNTRY DESIGNATION | SCORE |
|---|-----------------------------|------------------------------|-------|
| ATTRIBUTES | TOTAL POPULATION (MILLIONS) | FP2020 FOCUS COUNTRY | |
| REPORTING PERIOD | 2015 | DECEMBER 2015 | |
| Bangladesh | 160.40 | Yes | 7.50 |
| Democratic Republic of the Congo (Kinshasa) | 73.30 | Yes | 7.50 |
| Egypt | 89.10 | Yes | 7.50 |
| Ethiopia | 98.10 | Yes | 7.50 |
| India | 1314.10 | Yes | 7.50 |
| Indonesia | 255.70 | Yes | 7.50 |
| Kenya | 44.30 | Yes | 7.50 |
| Myanmar, Republic of the Union of | 52.10 | Yes | 7.50 |
| Nigeria | 181.80 | Yes | 7.50 |

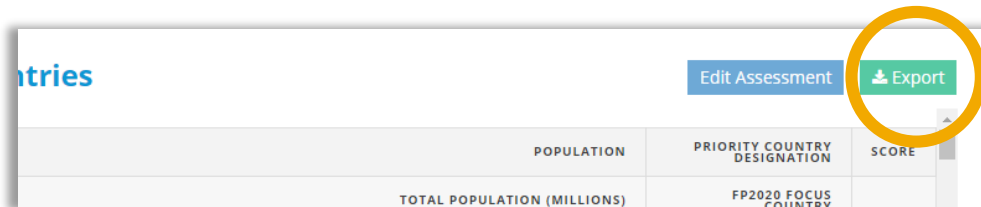
4.1 Edit Assessment

If, after viewing the assessment results, you would like to edit your assessment, click the ‘Edit Assessment’ button in the top right-hand corner and you will be returned to the ‘Selections’ window.



4.2 Exporting Results

To export your results, click the 'Export' button in the top right-hand corner of the assessment results page. The file will automatically download in a .csv format which you can open in Excel or other data analysis tool.



Please note that if you receive a .csv file that was exported from the tool into the European version of Excel and open it in a non-European version of Excel you may notice that all of the data appears in column A, separated by semi-colons. If this is the case you can disaggregate the data into separate columns by highlighting all of column A and selecting the 'Text to Columns' option from the 'Data' menu. Select 'Delimited' and click 'Next'. Check the semi-colon box, uncheck other boxes and click 'Next'. Click 'Finish'. Your data should appear correctly in separate columns.

5. Cancelling an account

5.2 User cancelled accounts

You can cancel your account at any time and for any reason. To close your account, please contact the tool administrator by emailing RHTargetMarket@rhsupplies.org. Your account will be put into a suspended state for 60 days just in case you change your mind. After that 60-day period, your account will be closed. Logging back in during that 60-day period will reactivate your account. You should export assessment results regularly; we will not be able to retrieve them after your account is closed.

5.3 Administrator Cancelled Accounts

Cancelled Due to Inactivity

You must use your account to keep it active. This means you must sign in at least once in a five-year period to keep your account, and access to the tool, active. If you do not log in during this time, we will assume your account is inactive and will close it for you.

Cancelled for Other Reasons

The tool administrator reserves the right to suspend or cancel an account at any time and without prior consent from the registered user. If we reasonably suspect that your account is being used by a third party fraudulently (for example, as a result of an account compromise), we may suspend your account until you can reclaim ownership. You should export assessment results regularly; we will not be able to retrieve them after your account is closed.

6. Becoming a Data Provider

RHTargetMarket leverages existing data repositories from across Coalition partners. If your organization collects country specific information regarding regulatory requirements, family planning product use, donor priorities, or other relevant market information that you would like us to include in the tool, please contact the [administrator](#).

7. Help

For help with the RHTargetMarket tool, please contact the administrator by emailing RHTargetMarket@rhsupplies.org.