Technical Author Induction Training

The purpose of technical documentation

Overview

Defining the audience

Benefits of communicating User Assistance effectively

Importance of knowing your audience

Question

Why bother with User Assistance?

What is the purpose of it?

What is the purpose of the user documentation?

- To reduce the cost of support calls
- To increase sales
- It's a legal requirement
- Assist with trialling the product
- To improve search engine ranking
- To improve perceived value of the product
- To reduce user errors
- To improve users' abilities
- Don't know/no clearly defined objective
- Other

(horizontal axis: 0, 20, 40, 60, 80, 100, 120)

To reduce costs

Support costs

Product rejects

Risk

Productivity

Flickr image: images money

To increase revenues

Try before you buy

SEO side effects

Greater perceived quality of the product

Have more capable users

Sage SalesLogix
30-Day Free Trial
Get Started

To avoid fines and litigation

Health and Safety
at Work Act 1974
Anyone entering these premises
must comply with regulations
covered by the above act.

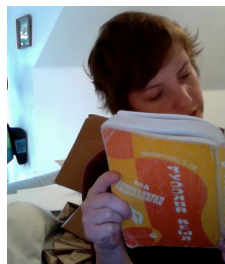# Know your audience

What do they want and
need?

Flickr image: Marc Cornelis

Define your audience for each deliverable

Beginners

Power Users

Trialists

Flickr image: Lolly

Summary

Always be clear about the purpose and audience for each document

End of module

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