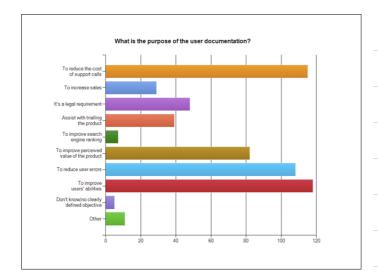# Technical Author Induction Training

The purpose of technical documentation

Overview

Defining the audience

Benefits of communicating UA 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	

0   20   40   60   80   100   120

Cost per Support call

$30 to $150

Recap

Lower support costs

Fewer product rejects

Lower risk

Higher productivity

Recap

To support "try before you buy"

SEO side effects

Greater perceived quality of the product

Have more capable users

Know your audience

What do they want and need?

Flickr image: Marc Cornelis

Summary

Always be clear about the purpose and audience for each document

End of module

info@cherryleaf.com
www.cherryleaf.com
© Cherryleaf Ltd 2023