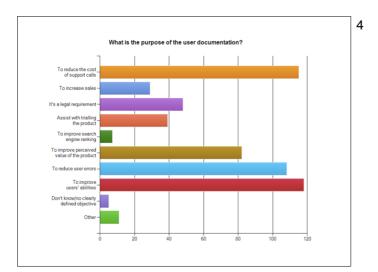# Technical Author Induction Training

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 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

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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