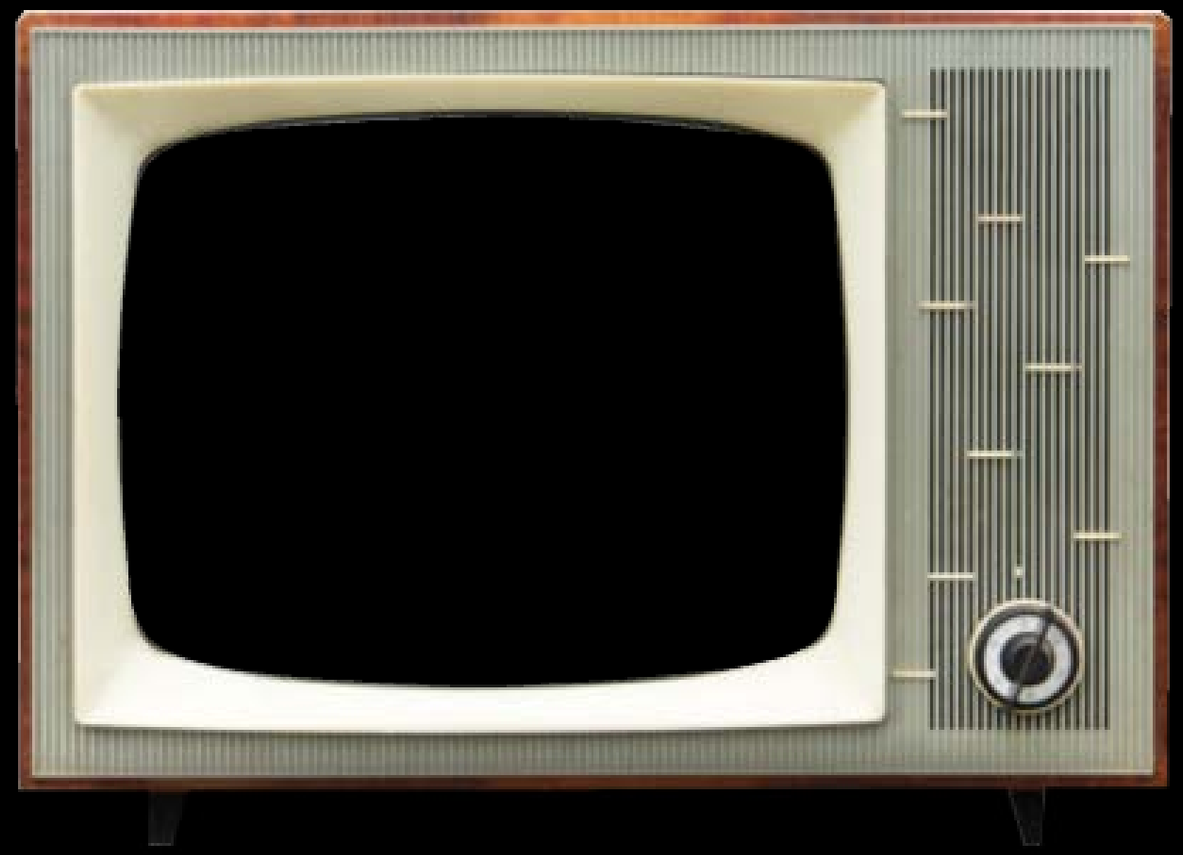
Don't Take That Tone With Me!



PRESENTED BY

Ellis Pratt
Cherryleaf

MADWORLD

About Me

Director at Cherryleaf, a technical writing services and training company in the UK

CHERRYLEAF

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Overview

The traditional approach

The “wrong” way

What are they doing differently?

Why are they breaking the rules?

What should you do?

Microsoft’s “No More Robot Speak”

Image: Tim Peake

The traditional approach

The “right” way to write

Clear

Succinct

Get to the point

Optimise for translation

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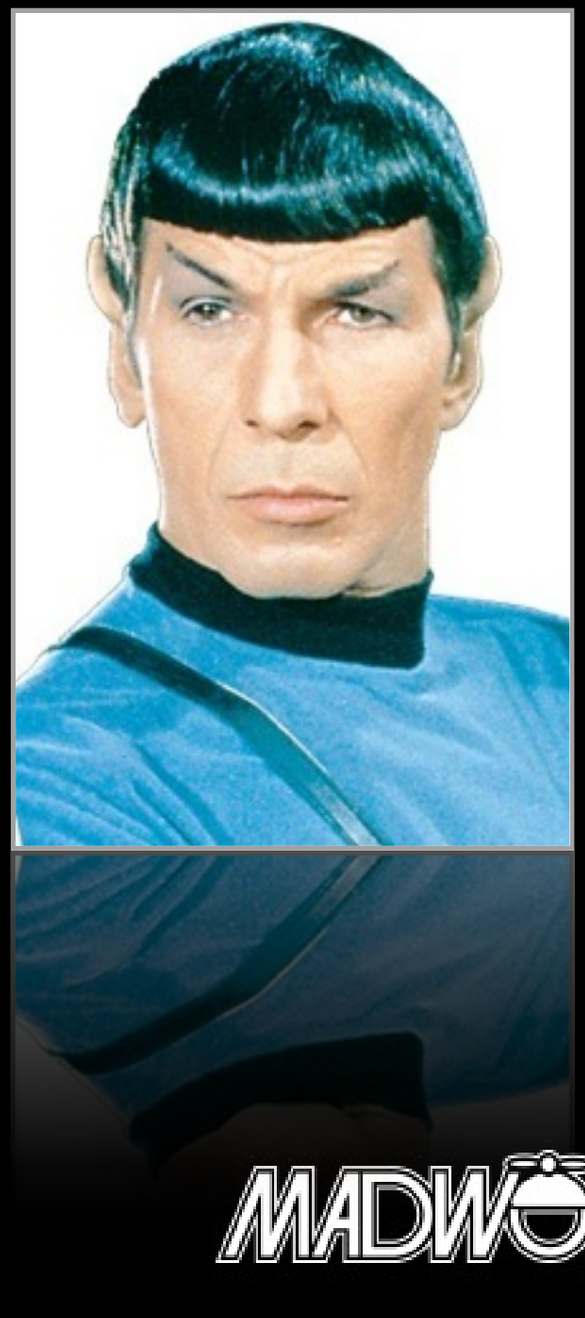
The "right" way to write

Avoid idioms

No contractions

Formal tone of voice



Minimalism principles

Four main principles:

1. Choose an action-oriented approach

2. Anchor the tool in the task domain

3. Support error recognition and recovery

4. Support reading to do, study and locate

The "right" way

Enter question or topic

Search

Removing a Connection

How do I remove someone from my list of connections?

Last Reviewed: 05/28/2013 Report Answer Inaccuracies

You can remove a connection from your Contacts page.

1. Move your cursor over **Network** at the top of your homepage and select **Contacts**.
2. Click the **Remove Connections** link in the top right of the **Connections** page.
3. Check the boxes next to the people you want to remove.
4. Click **Remove Connections**.

Connections will not be notified that they've been removed from your connections list. Only the member who breaks the connection can reinitiate that connection. They will be added to your list of contacts in case you want to reinvite them later.

Was this answer helpful? Yes No

Was this answer helpful? Yes No

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The wrong way to do it?

Anything wrong with this?

Nurse Mimi is here to help!

"Simple and Beautiful email marketing" — Mashable

Try Mad Mimi totally free!

The Blog | Help Area

Advanced Search Techniques

Written June 5, 2010 by Mad Mimi — Leave a comment

So, you wanna get fancy? Well then, you came to the right place.

Mimi's advanced search techniques let you sort your audience by any number of parameters. For instance, I can search for:

2. **firstname:Dean and city:"New York City" and member_of:"Mimi All Stars"**

Search, then hit enter

Help Topics

- General FAQ 75
- Add Ons 64
- Audience 58
- Composer 55

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Or this?

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They are not the only ones

Help Center | Search the help center | English | ellispratt

them.

1. BUILD A VOICE: Retweet, reply, react

Use existing information (other people's Tweets) on Twitter to find your own voice and show others what you care about. Retweet messages you've found and love, or @reply with your reaction to a Tweet you find interesting. **Tip:** If you're a new user, others are more likely to find your messages if they are Retweets or @replies.

2. MENTION: Include others in your content

Once you're ready to begin authoring your own messages, consider mentioning other users by their Twitter username (preceded by the @ sign) in your Tweets. This can help you think of what to write, will draw more eyes to your message, and can even start a new conversation. Try posting a message mentioning a celebrity or person you admire – they often respond to fans. You'll see their response on your Mentions tab. **Tip:** Can't think of anything to write? You don't have to. The real magic lies in your reading of content on Twitter.

3. GET FANCY: Explore advanced features

As you become more engaged on Twitter, others will begin to find and follow you. Once you're familiar with Twitter basics, consider exploring the site's more advanced features: lists, direct messages, and favorites. Learn how to include images or videos in your Tweets, or consider connecting your Twitter account to your your blog, Facebook, or website. **Tip:** The best way to gain followers on Twitter is to regularly engage and contribute in a meaningful way.

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Tina the Technical Surfer?

What's happening here is that you actually have an expired SSL certificate in use by your browser. Mad Mimi's security is always up to date, but one that we used to use, from DigiCert High Assurance, has recently expired. So, even though Mimi's security is in top-top shape, your browser is warning you, because that certificate is still cached in your access. You can read more about this expired intermediate security certificate on DigiCert's blog.

This is likely to only happen for our Mac users out there, but there's a quick and easy way to fix this! Follow these steps, and you'll be golden:

1. Go to your Applications area, and click on the Other group — you may have never even noticed that it was ever there. It should be right up near the beginning of the list.

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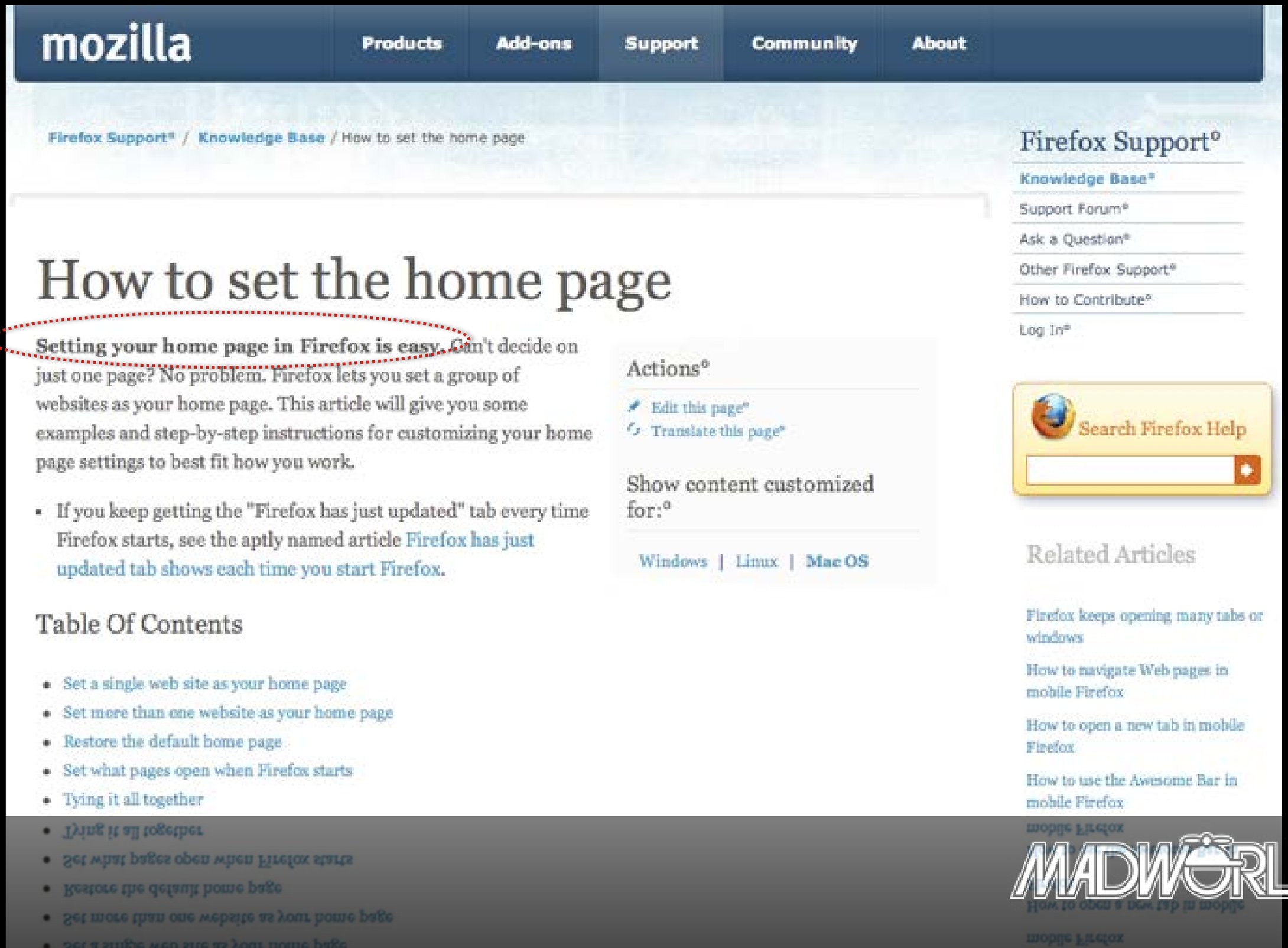
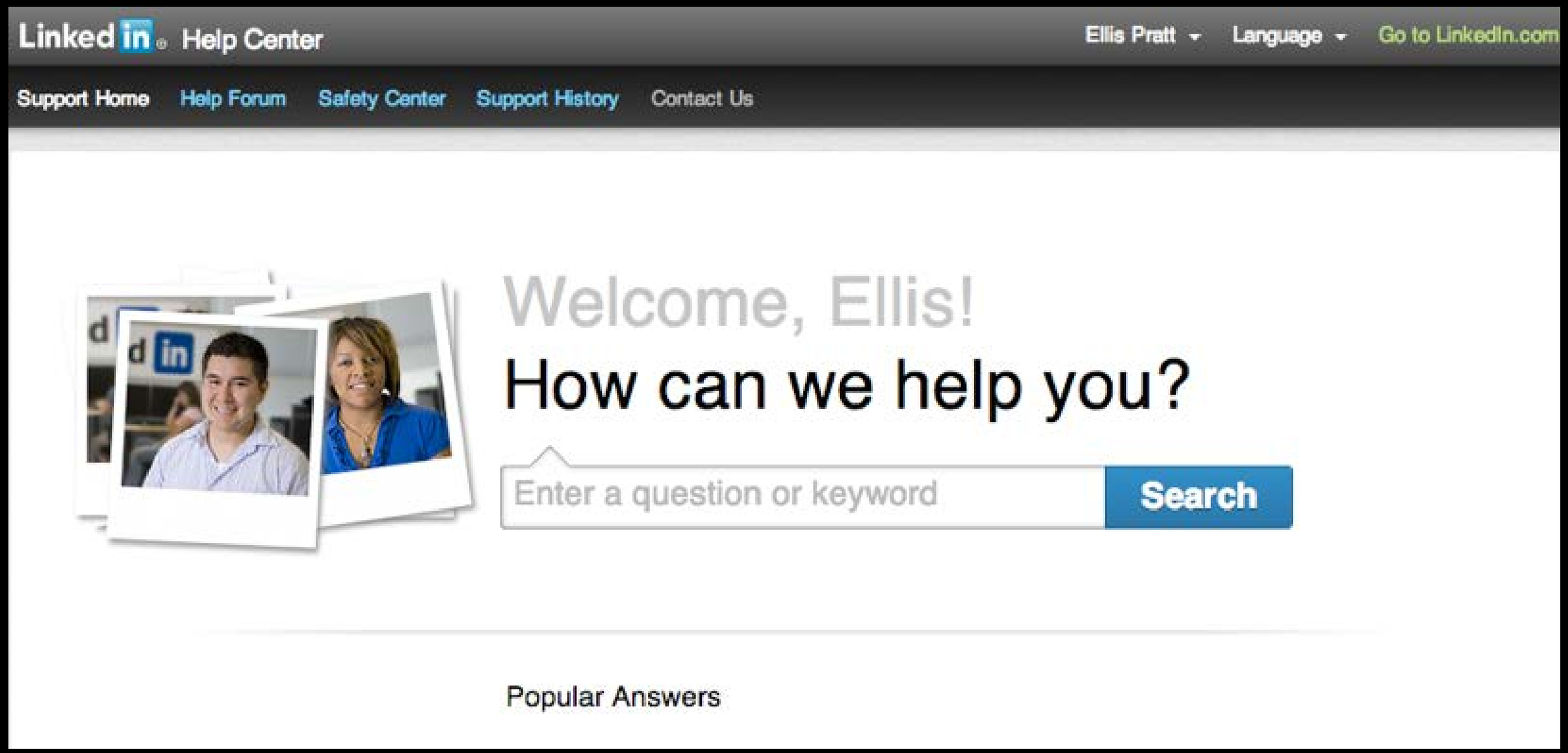
Easy peasy, lemon squeezy...



Welcome to the pleasuredome



As for release notes...

Available Updates

Citymapper - New Y...
Version 7.5.1, 6.5 MB
Nov 5, 2013

UPDATE

Dear humans, we must unfortunately report that we had to fix a bug where when planning future journeys, the app thinks you're in 2149 when suggesting leave by times for walking, cycling and cabs. We would like to make it clear that it is NOT 2149. There are no hoverboards. You must still wear socks. This error has now been corrected and you may return to your regular featured programming.

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Pending Updates

And... we added Paris.

Parisians, welcome to Citymapper! Londoners and New Yorkers, be nice. Paris is a great city and they need our help. Or at least we can now figure out how to get around without having to talk to anyone.

Btw why did the Frenchperson cross the road? To get to the other strike!

Hahaha.. Don't worry, no French people can read this. We are in the safe hands of localisation technology and complicated app store settings menus.

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The app is also now fully translated to German (you know how hard it is to fit those long words into small spaces? Go on, try Bushaltestellenwegbeschreibung). Only works if you have your entire phone's language setting set to German. Which you should really only do if you speak German or would like to act like you do.

We would like to take this moment to apologise to all Parisians for our previous notes. We did not realise that you are able to decipher UK English (a niche vernacular, normally requiring subtitles). The transport gods of poetic justice have punished us for our transgressions with confusing London tube strikes. We have decided to make it up by adding Transilien trains! Trains, now live in Paris. Please forgive us and ride a train today.

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A Medium Corporation Web Site ▸ Medium Support ▸ ...More

What's New in Version 2.5.2899

A long time ago in a galaxy far, far away....

Episode II.V
A NEW RESPONSE HOPE
It is a period of civil war and confusion. Rebel responses, striking from bottom of the screen, have won their first victory against the evil Original Post.

During the battle, rebel readers managed to tap the screen and reveal the app's ultimate weapon, INLINE EXPANSION OF RESPONSES, a new feature with enough power to add context and clarity to the conversation.

Question

Are those examples?....

Down with the kids?

Dad at the disco?

Image: Rankin for Oliver Spence

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What are they doing differently?

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What's the difference?

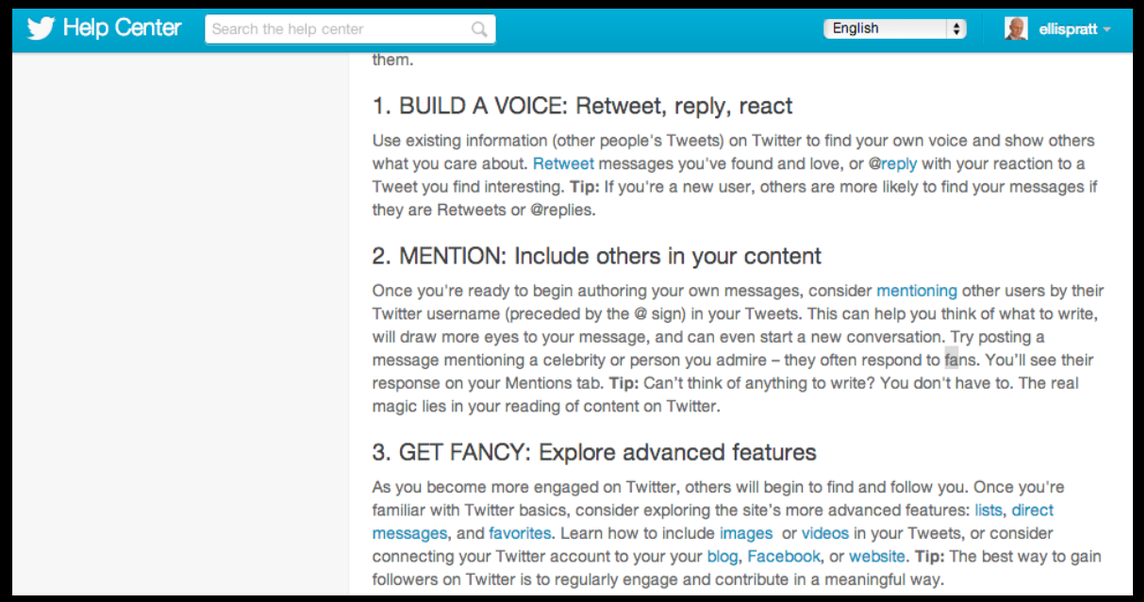
More conversational

More wordy

They use contractions

It's more submissive in tone

It's nurturing



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Why are they breaking the rules?

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The traditional model

Was created when technology was big, scary and expensive

The traditional model's assumptions

Safety is important

Risk

Anxious users

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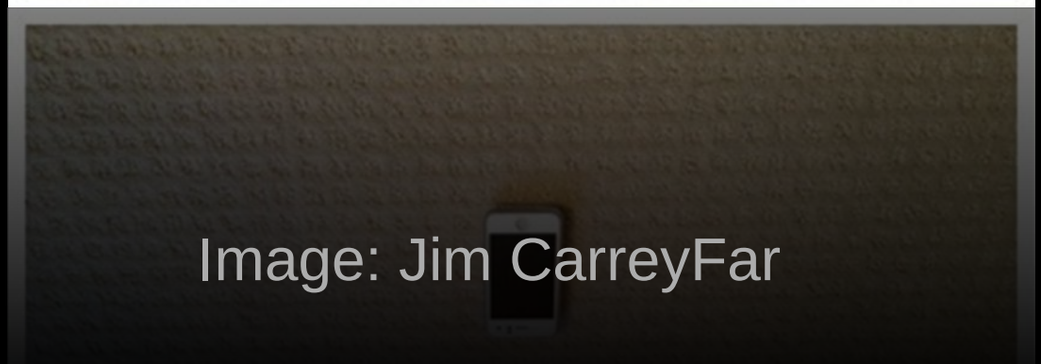
Technology is changing

1993

2013



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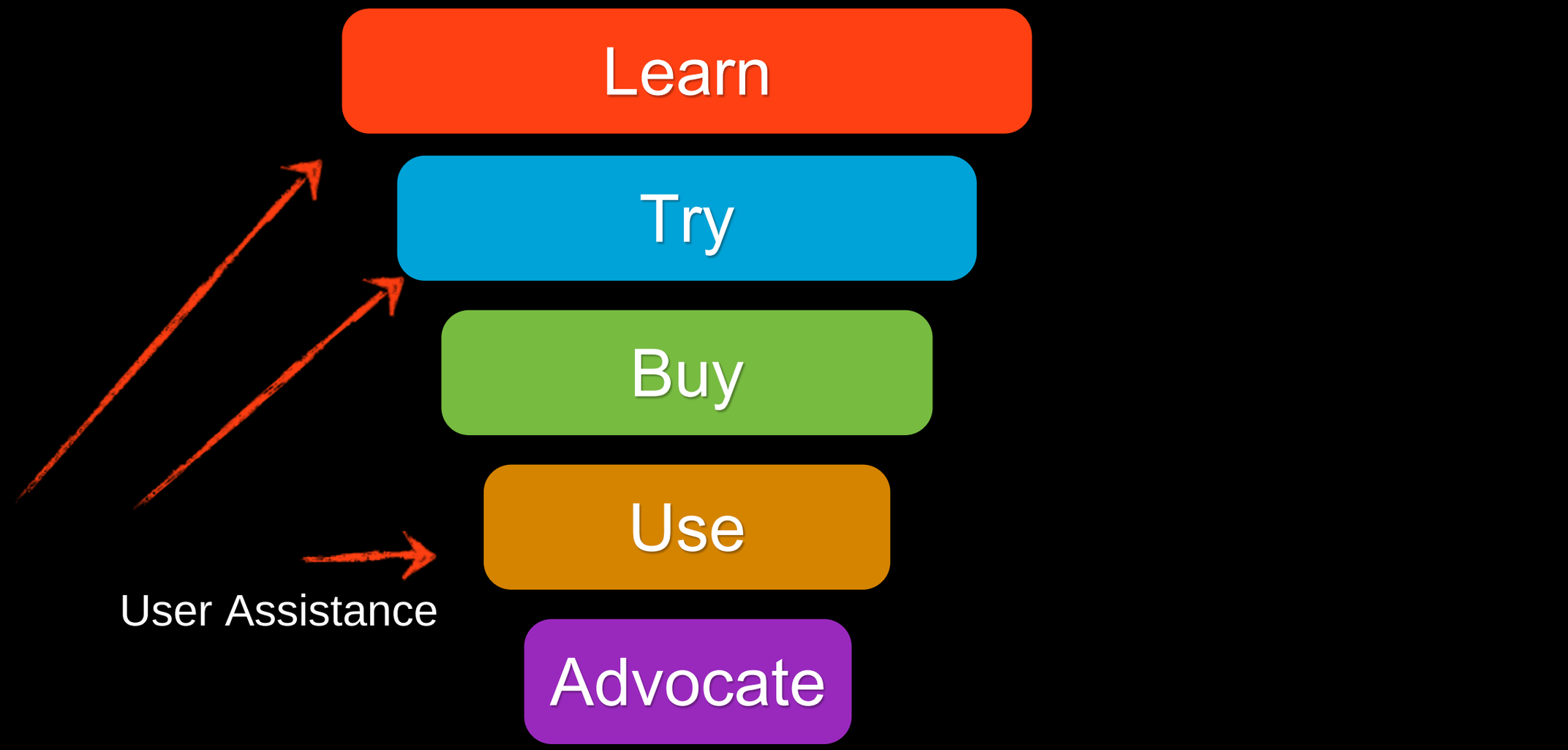
How we purchase technology is changing

Try before you buy

Software as a Service

App abandonment

How we purchase technology is changing



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What should I do?

It depends..

Are your products big, scary and expensive?

Are your users anxious or frustrated?

The Affective Context Model

Value	Behaviour	Tone we are attracted to
Anxiety	High motivation	Dominant
Boredom	Low motivation	Submissive

Example

GUIDE (GETTING STARTED)
USER
I need help deciding whether I need multiple lists, or one list with multiple groups. I'll check out MailChimp's resources section—hopefully one of these guides will help.
USER'S FEELINGS
Curiosity
Interest
Optimism
TIPS
Be an educator. Show people how easy it is to use MailChimp.
Relay MailChimp's personality without distracting too much from the subject.
Don't market features—explain them.
MAILCHIMP
If your company plans to send different types of content to different segments of your subscriber list, then you should create one list for your company, and divide it into groups based on interest. Here's how to do that.

Example

KNOWLEDGE BASE (TROUBLESHOOTING)

USER

I just don't understand why I'm getting these bounces, and I really don't have time to sort through these articles to figure it out.

USER'S FEELINGS

Confusion

Annoyance

TIPS

- ✓ **Be straightforward. Your priority is to answer questions, and quickly.**
- ✓ **Avoid marketing language.**
- ✓ **Go easy on the humor—it can be distracting in this case.**

MAILCHIMP

A syntax bounce means the email address was entered incorrectly. Check for common typos, like "myemail@gmailcom." You might be able to repair them.

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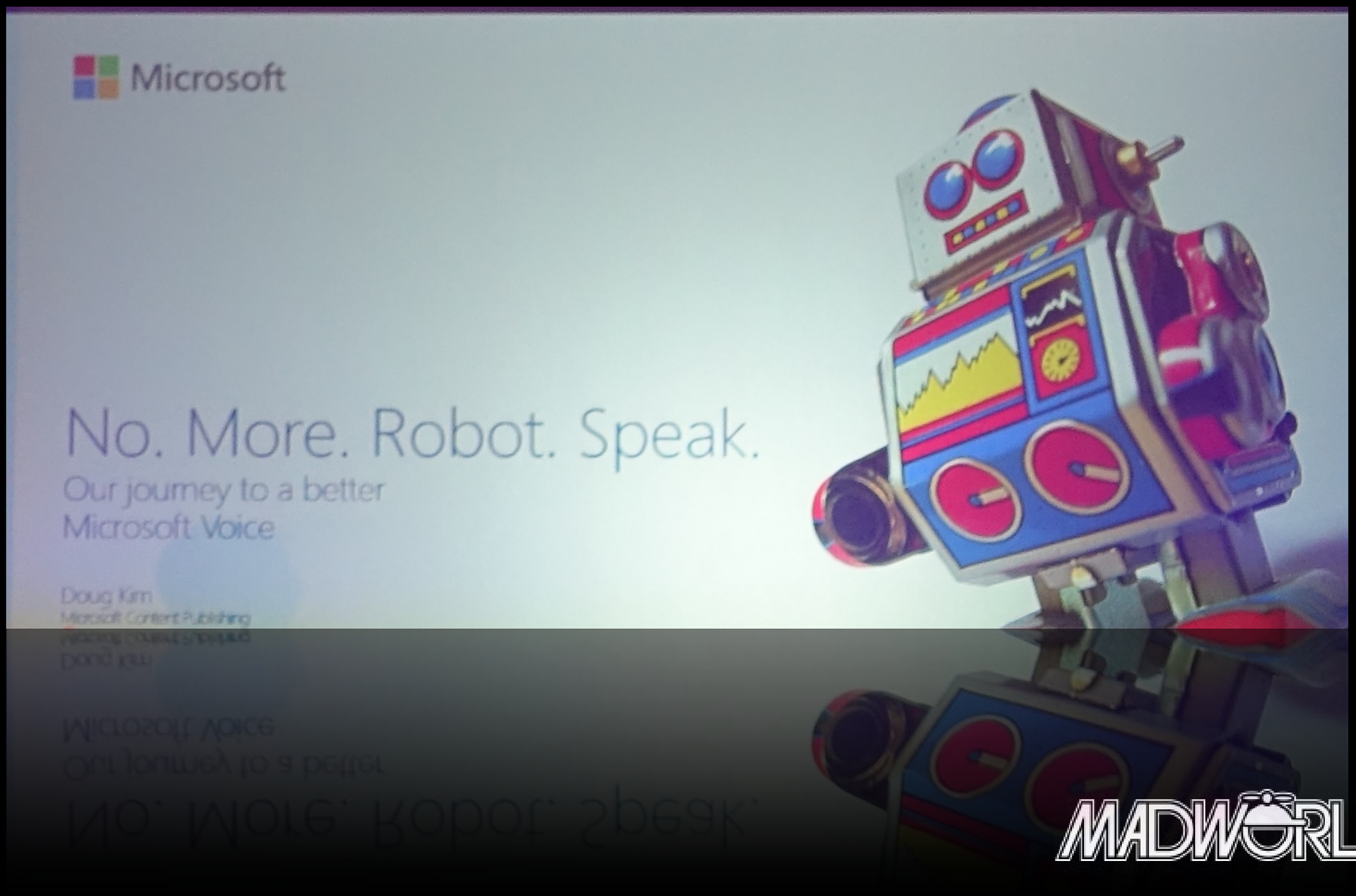
Microsoft's "No More Robot Speak"

“No more robot speak”



Recognising they have a problem

Locate cells that create a circular reference

Microsoft Excel cannot automatically calculate all open workbooks when one of them contains a circular reference, a formula that directly or indirectly refers back to the cell that contains the formula.

To locate the cells in the circular reference, use the Circular Reference toolbar. The toolbar helps you move to each cell in the circular reference so that you can change the formulas as needed to correct the circular reference. Microsoft Excel displays the Circular Reference toolbar automatically when a circular reference occurs.

1 On the Circular Reference toolbar, click the first cell in the Navigate Circular Reference box.

2 Review the formula in the cell. If you cannot determine whether the cell is the cause of the circular reference, click the next cell in the Navigate Circular Reference box.

3 Continue to review and correct the circular reference until the status bar no longer displays the word "Circular.

Tips

· To display the Circular Reference toolbar manually, click Customize on the Tools menu, click the Toolbars tab, and then select the Circular Reference check box.

· The status bar displays the word "Circular," followed by a reference to one of the cells contained in the circular reference. If the work "Circular" appears without a cell reference, the active worksheet does not contain the circular reference.

· When the Circular Reference toolbar is displayed, tracer arrows are displayed to point out each cell referenced in the formula and the cells that depend on the formula.

· You can move between cells in a circular reference by double-clicking the tracer arrows.

Microsoft's process

1. Understand
2. Point of view
3. Brainstorm
4. Be more direct
5. The moral

Understand

Where is this in the customer journey?

What happens before?

What happens next?

When does it appear?

Understand

Determine the user’s intent

Understanding what the customers are looking for. Microsoft were taking things for granted.

Use search data from office.com and Windows.com (long tail search data)

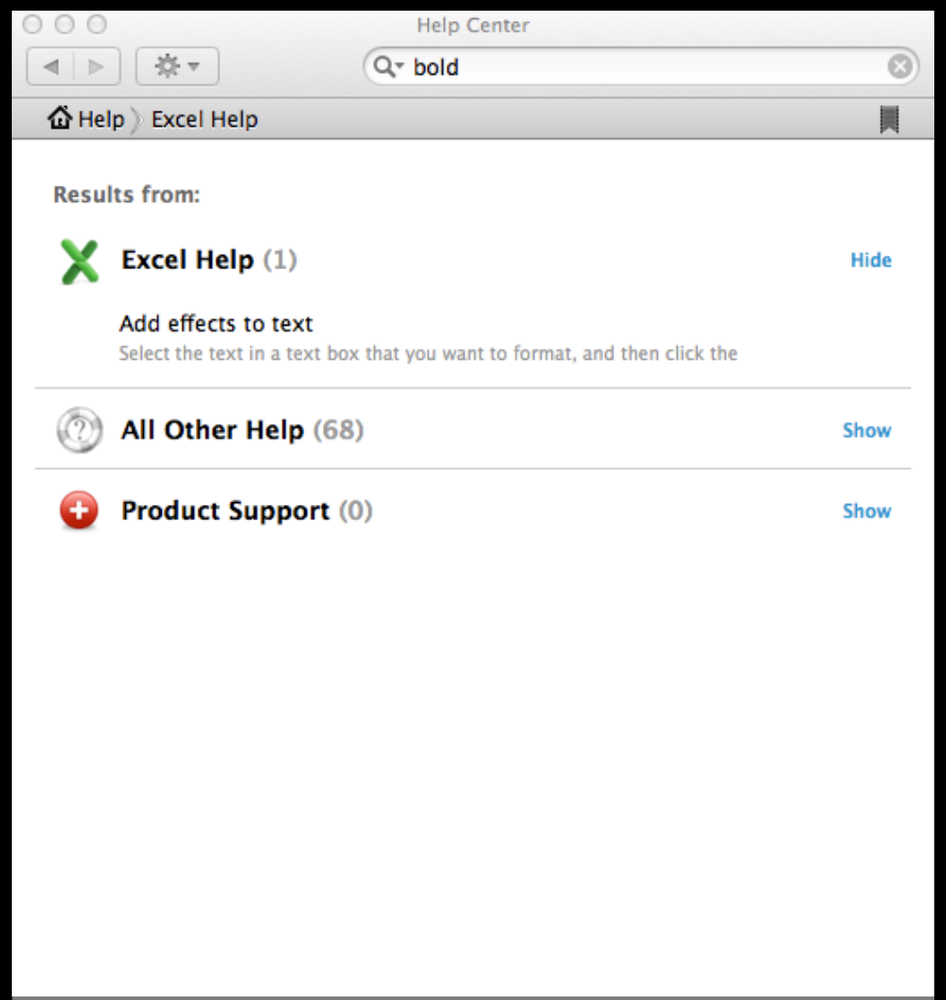
Lots of data analysis

Discover intent

Lots of searches for “Bold”

Thought they meant to bold text in a cell

Users meant to bold a border



Point of view

What is the one thing the user has to get in order to move forward?

It meant they could remove a lot of content from long topics, as they knew their goals

Microsoft's research

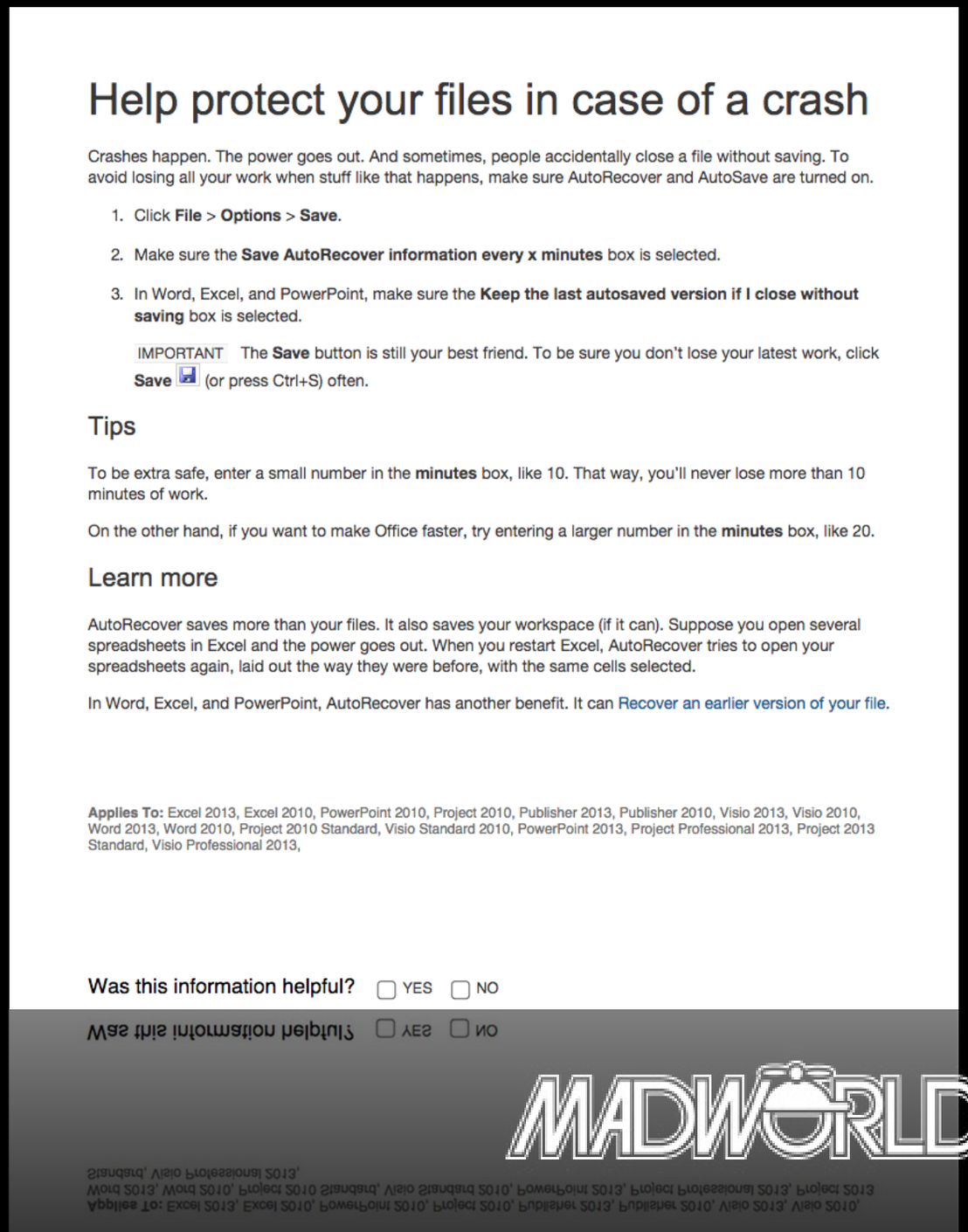
They carried out usability tests and mass surveys

They tested three different versions of a Help topic

Formal

Empathetic

Overboard



Help protect your files in case of a crash

Crashes happen. The power goes out. And sometimes, people accidentally close a file without saving. To avoid losing all your work when stuff like that happens, make sure AutoRecover and AutoSave are turned on.

1. Click **File** > **Options** > **Save**.
2. Make sure the **Save AutoRecover information every x minutes** box is selected.
3. In Word, Excel, and PowerPoint, make sure the **Keep the last autosaved version if I close without saving** box is selected.

IMPORTANT The **Save** button is still your best friend. To be sure you don't lose your latest work, click **Save** (or press Ctrl+S) often.

Tips

To be extra safe, enter a small number in the **minutes** box, like 10. That way, you'll never lose more than 10 minutes of work.

On the other hand, if you want to make Office faster, try entering a larger number in the **minutes** box, like 20.

Learn more

AutoRecover saves more than your files. It also saves your workspace (if it can). Suppose you open several spreadsheets in Excel and the power goes out. When you restart Excel, AutoRecover tries to open your spreadsheets again, laid out the way they were before, with the same cells selected.

In Word, Excel, and PowerPoint, AutoRecover has another benefit. It can Recover an earlier version of your file.

Applies To: Excel 2013, Excel 2010, PowerPoint 2010, Project 2010, Publisher 2013, Publisher 2010, Visio 2013, Visio 2010, Word 2013, Word 2010, Project 2010 Standard, Visio Standard 2010, PowerPoint 2013, Project Professional 2013, Project 2013 Standard, Visio Professional 2013,

Was this information helpful? ☐ YES ☐ NO

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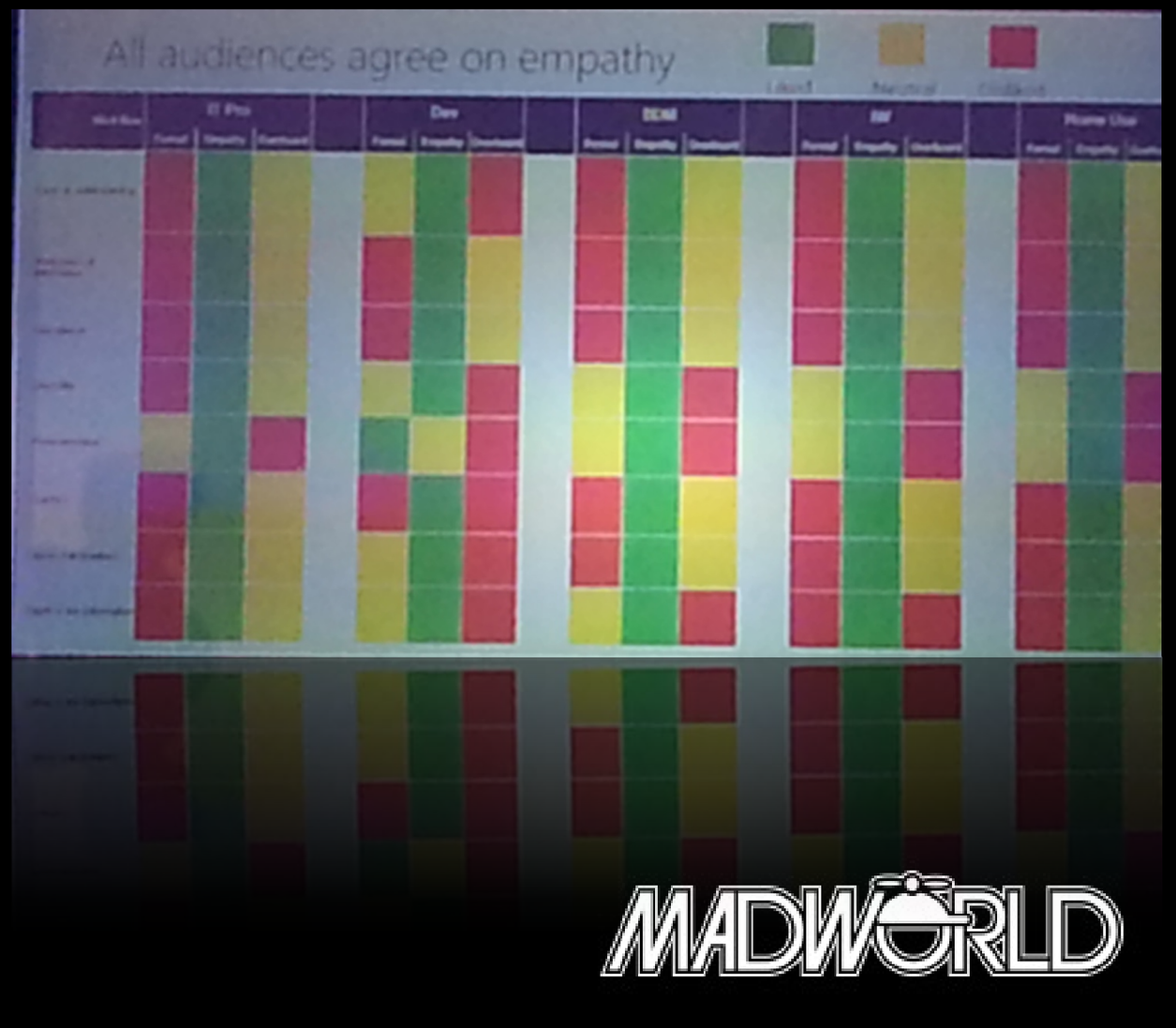
Microsoft

2100 survey respondents

- they saw 2 out of 3 versions

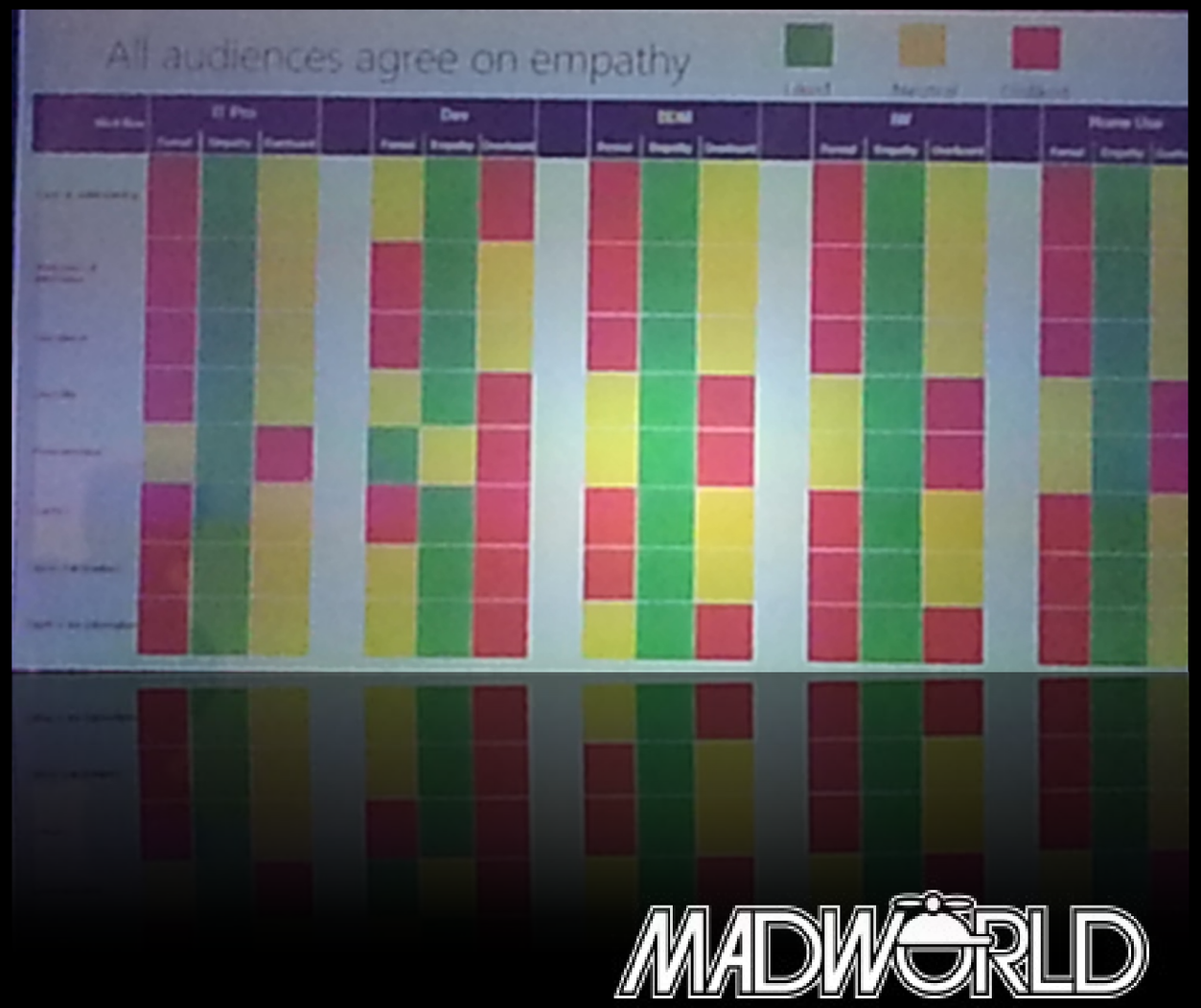
Asked to rate by professionalism, ease of understanding, quality of information



Survey findings

For all types of audience overwhelmingly prefer the empathetic version (20% difference)

Results replicated in other surveys for developer documentation



Microsoft -Example

Auto save

Old version - tells you you should have saved your work, when user is in a state of grief

New version - empathy then task

30% smaller

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Was this information helpful? ☐ YES ☐ NO

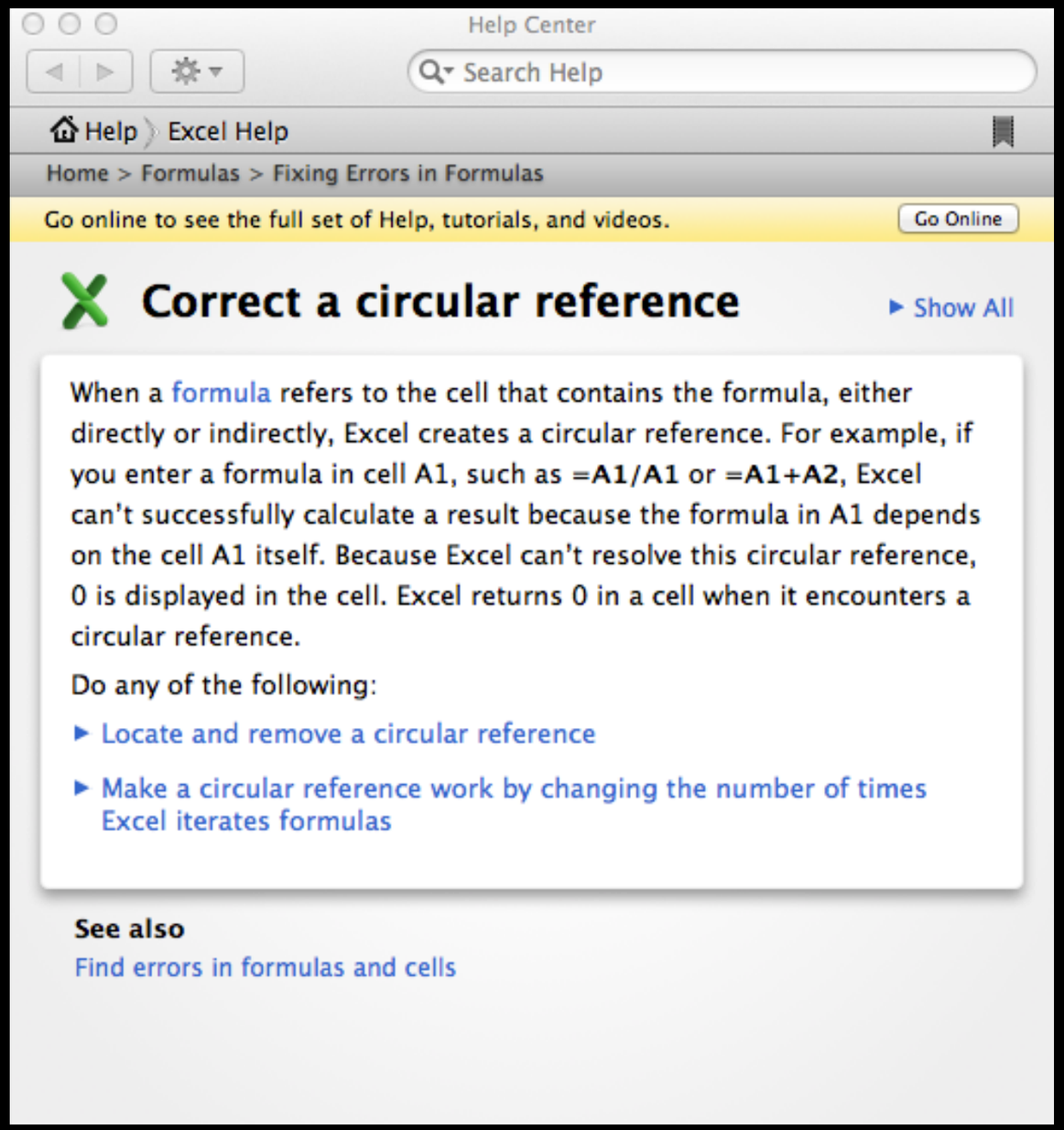
New Help style

It includes a resolution

There’s no blame

It uses everyday words

Fewer links in Help



Help Center

Search Help

Help > Excel Help

Home > Formulas > Fixing Errors in Formulas

Go online to see the full set of Help, tutorials, and videos. Go Online

Correct a circular reference

▶ Show All

When a formula refers to the cell that contains the formula, either directly or indirectly, Excel creates a circular reference. For example, if you enter a formula in cell A1, such as **=A1/A1** or **=A1+A2**, Excel can't successfully calculate a result because the formula in A1 depends on the cell A1 itself. Because Excel can't resolve this circular reference, 0 is displayed in the cell. Excel returns 0 in a cell when it encounters a circular reference.

Do any of the following:

- ▶ Locate and remove a circular reference
- ▶ Make a circular reference work by changing the number of times Excel iterates formulas

See also

Find errors in formulas and cells

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Voice principles

Be more direct

Be more transparent

Cut out clutter

:(

Your PC ran into a problem and needs to restart. We're just collecting some error info, and then we'll restart for you. (0% complete)

If you'd like to know more, you can search online later for this error: HAL_INITIALIZATION_FAILED

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Our lawyers say...

I accept

Choose "I accept" to agree to the Microsoft services agreement and privacy & cookies statement

- [x] Send me email with promotional offers from Microsoft. (You can unsubscribe at any time.)
- [x] Enhance my online experiences by letting Microsoft Advertising use my account information.

Microsoft services agreement | Microsoft privacy & cookies statement

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What about localisation?

They ran some tests

Topics were 30% shorter, so they were more economical

Translators found it easier to understand the source text

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Summary

Summary

Empathise with your users

Consider the pre-sales reading of technical documentation today

Stick to the tried and test methods if users are frustrated or anxious

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More information

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For more information

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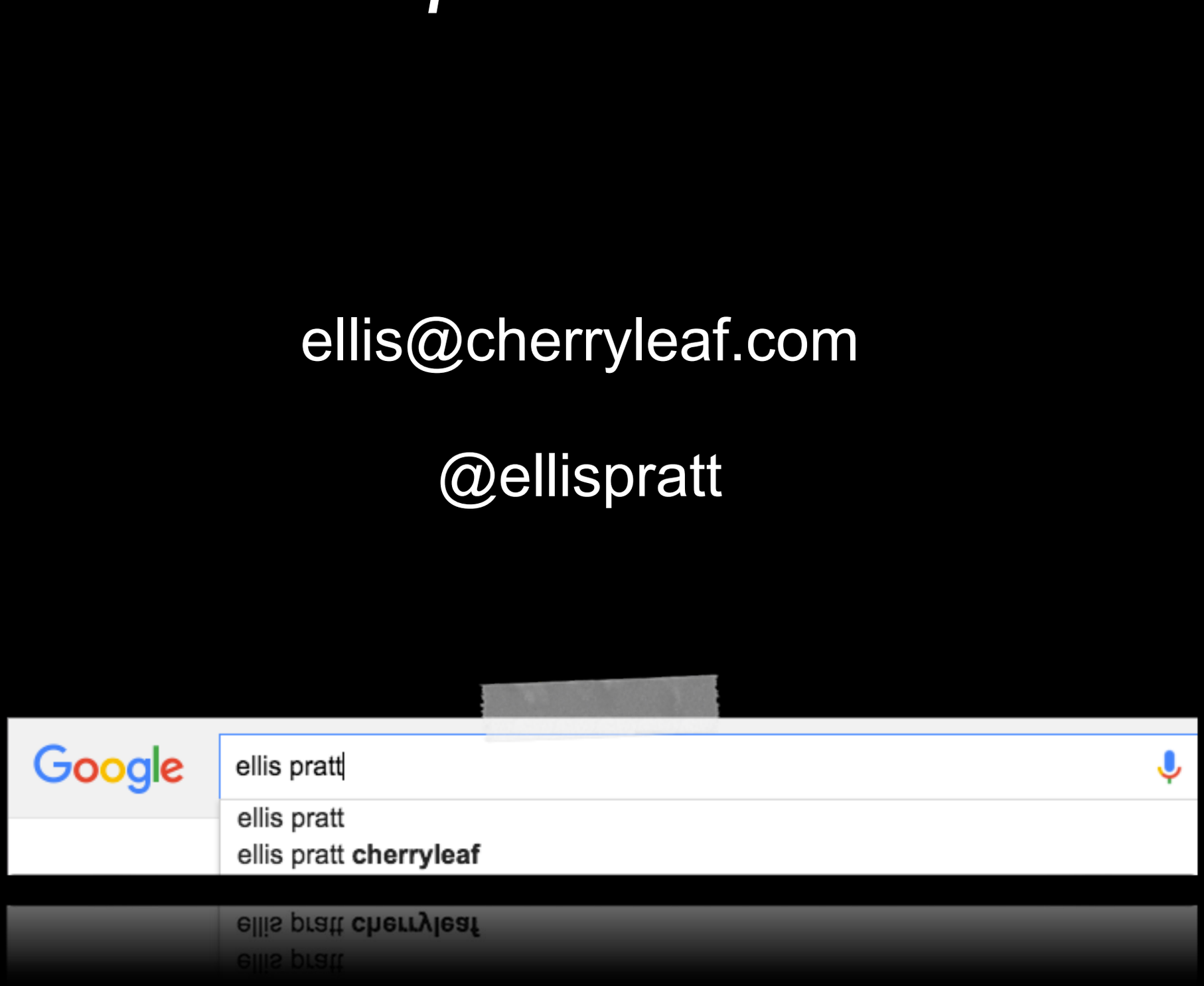

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Questions

End

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