How Effective is Your Documentation?
Reports and User Feedback Using MadCap Pulse

PRESENTED BY
Jennifer White
“The ability to create effective verbal and visual information for people to use according to their own needs is at the heart of the communicator’s role.”

Peter Smudde, “Downsizing Technical Communication: The Risk to Corporate Success” Technical Communication
DOCUMENT
ALL THE THINGS
Quality defined from the user’s point of view is anything that enhances satisfaction.

Rafael Aguayo, “Dr. Deming: The American Who Taught the Japanese About Quality”
A rough indicator of effectiveness
Learn what users do not understand
Seek out feedback, don’t just wait for it

Yeah, I think our users are happy. I haven’t heard any complaints so far.
Welcome, encourage, and respond to feedback
Productivity metrics

**SO WHAT WOULD YOU SAY YOU DO HERE?**
Quality Metrics
Quality defined from the user’s point of view is anything that enhances satisfaction.

Rafael Aguayo, “Dr. Deming: The American Who Taught the Japanese About Quality”
Customers don’t talk about documentation... unless they have something to complain about.
Effective documentation cuts support costs

you know things are bad

when spock calls tech support
Between 6-20% of an organization’s revenue (and $6-$36 per transaction) is typically spent on support costs

Source: Softletter and the Association of Support Professionals
Not all calls can resolved with documentation
Facilitate experimentation
People look for answers on the Internet
Make support “self-service”
“We carefully consider our intended reader’s knowledge, experience, situation, and culture; we then seek to match the style, content, and design of a document to the tasks, needs, and desires of various readers.”

Group similar people together
Venafi uses MadCap Pulse to tune its online Help for greater ease of use

"With Pulse, we can effectively capture search terms to see the relationship between a term entered and whether or not users have found the topics they are looking for. This information is extremely important to further develop our search capabilities."

"We're working with our support team that manages our forum, watching their analytics to uncover what customers are talking about. Pulse goes to a topic and highlights these activities, which is driving where we want to go in terms of delivering appropriate content."

“We are gaining insights that will enable us to create the best user experience possible.”
N-Able Technologies is conducting internal trial of MadCap Pulse

“Initial results are very promising with testers impressed by Pulse’s features.”

“What I really like is that it allows you to see, either by a topic basis or user, exactly how people are using your system.”

“We really like the ability to attach files to comments, because what that might allow us to do is, if a customer is having a particular issue with something, they can either post a screen grab or attach a project file so that we can review it and then help them troubleshoot their issues.”
What we’ve learned:

• Adding a social platform to your documentation enables and encourages feedback, captures detailed user information, and allows for collaboration among users.

• “Quality defined from the user’s point of view is anything that enhances satisfaction.”

• Begin gauging the effectiveness of your documentation by starting small with a star system or Helpfulness ratings.
What we’ve learned:

• If your documentation is effective, your end-users will understand how to use your products and the need to call tech support will be reduced.

• Beyond your written documentation, a great way to help users is to encourage them to play and experiment with the product.

• Look for ways in which support can be “self-service.”
What we’ve learned:

• Personas are fictitious users you create based on your user research that help you understand the requirements of your target audience.

• Applications like MadCap Pulse collect very useful, detailed information about your users and their behavior.

Visit madcapsoftware.com/products/pulse to watch the “Meet MadCap Pulse” video and download your free trial
Thanks for attending today’s webinar!

As a webinar attendee, receive **$100 off any MadCap Training Course**: 

Discount Code **WEB100**

For available training courses and to receive your discount, contact:

**sales@MadCapSoftware.com**

**+1 858.320.0387 opt. 1**

*Valid for any current or future training course reserved by September 30, 2013. Certain restrictions apply.*
MADWORLD

ATTEND. LEARN. ADVANCE.
HARD ROCK HOTEL | SAN DIEGO, CA

APRIL 13-15, 2014

www.MadWorldConference.com
Questions?

Jennifer White
Product Evangelist
MadCap Software

Twitter: @MadCapJennifer

Contact sales with questions or to schedule a demonstration:

Sales@MadCapSoftware.com

Also:
@MadCapSoftware
@MadCapJose
@MadCapDocTeam