

How Effective is Your Documentation?

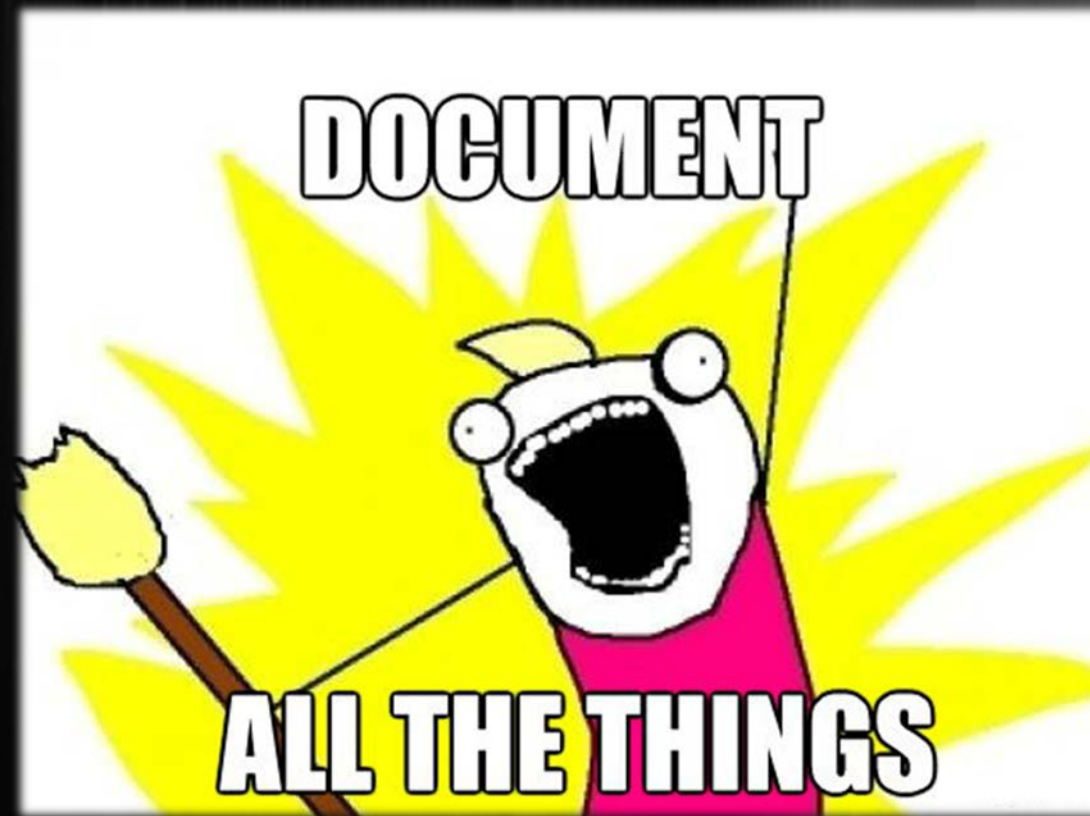
Reports and User Feedback Using MadCap Pulse

PRESENTED BY
Jennifer White



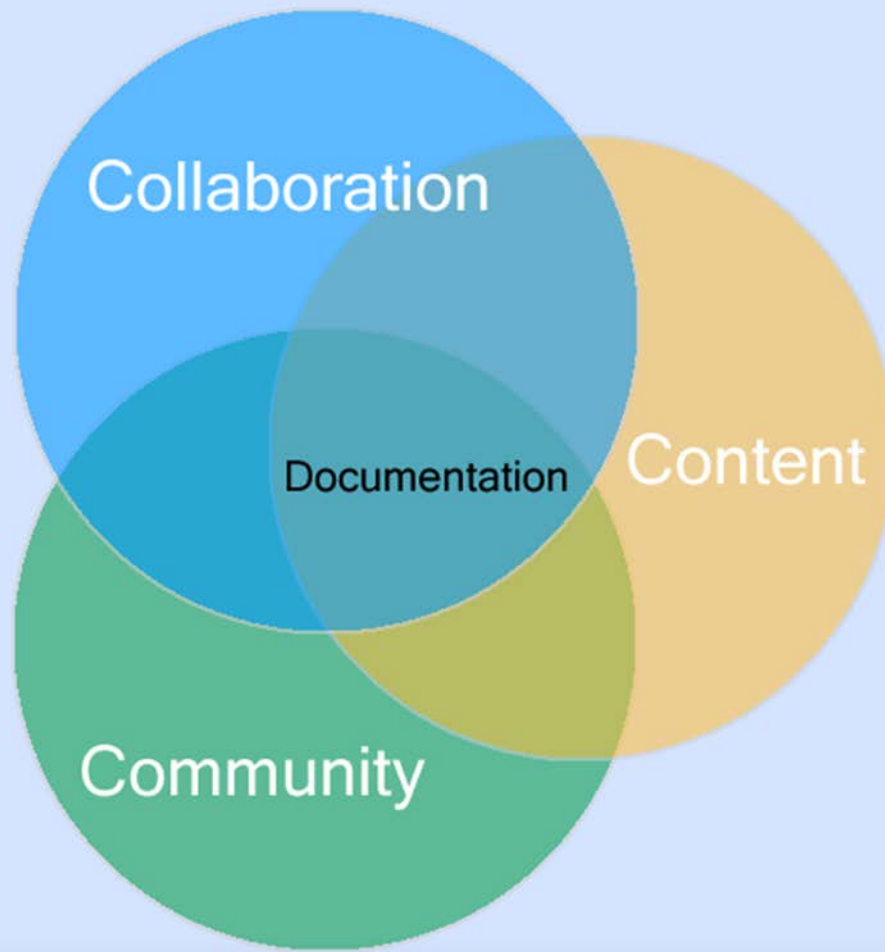
“The ability to create effective verbal and visual information for people to use according to their own needs is at the heart of the communicator’s role.”

Peter Smudde, “Downsizing Technical Communication: The Risk to Corporate Success” *Technical Communication*



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"

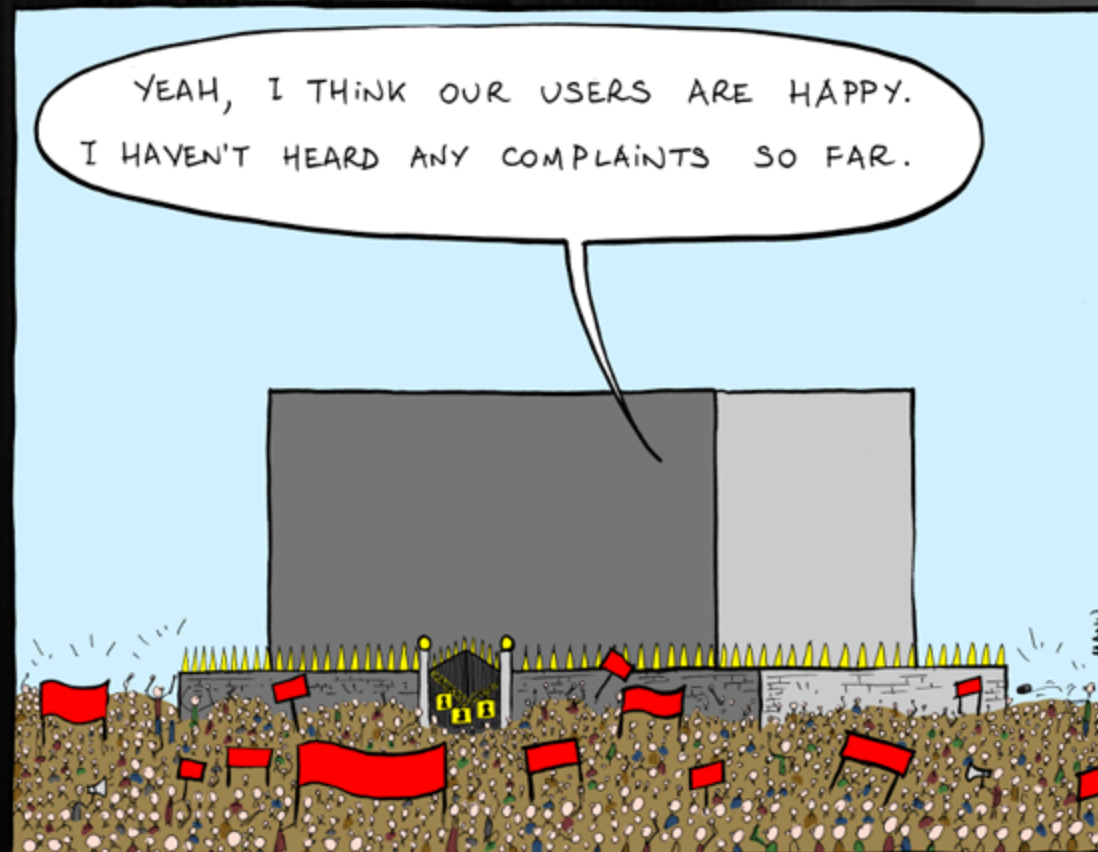




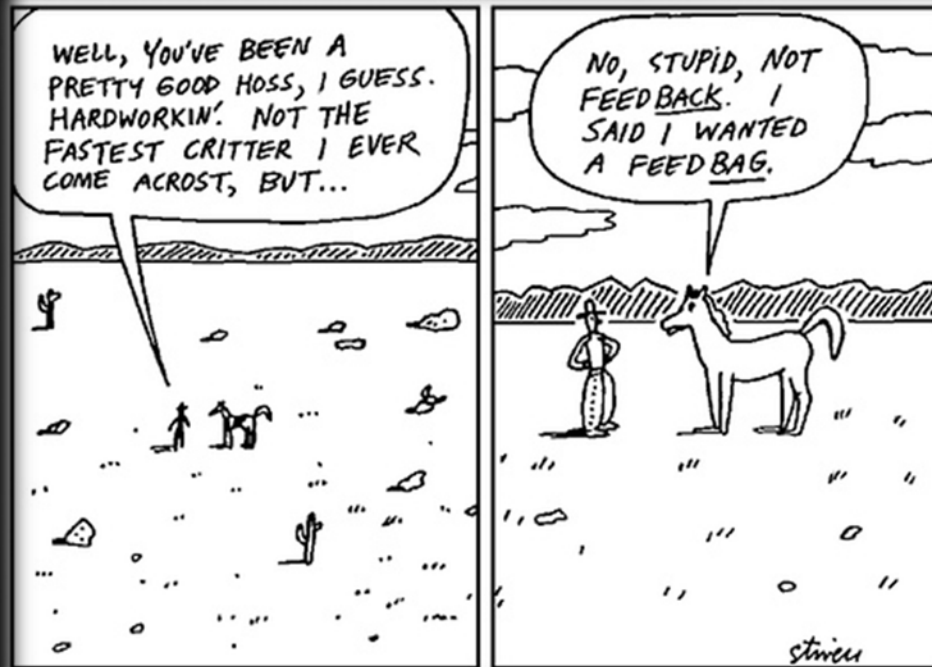
A rough indicator of effectiveness



Learn what users do not understand



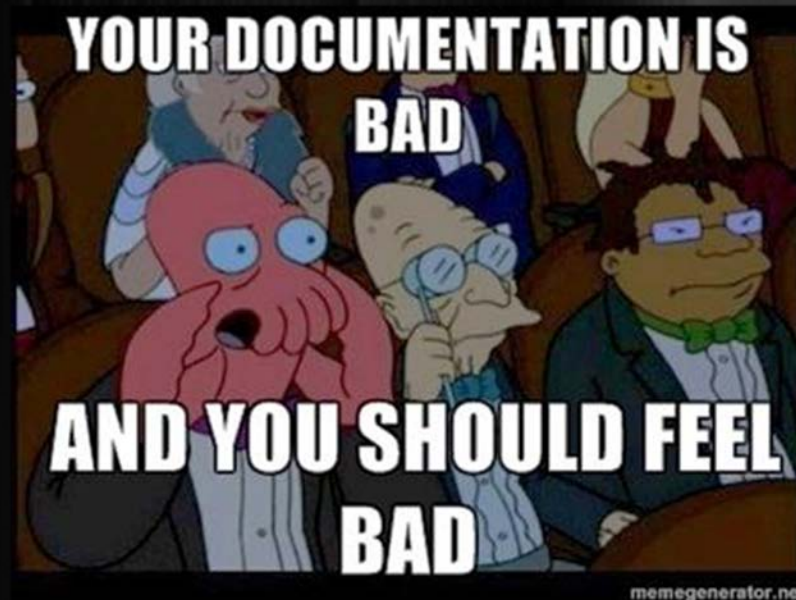
Seek out feedback, don't just wait for it



Welcome, encourage, and respond to feedback

Productivity metrics





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



CUSTOMER FEEDBACK

Negative feedback is better than none I guess

LITTLE MISS HELPFUL

by Roger Hargreaves



madcap
software

Effective documentation cuts support costs



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.”

Jan H. Spyridakis, and Michael J. Wenger, “Writing for Human Performance: Relating Reading Research to Document Design.”

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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

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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](#)