



WEBINAR

Where Help and Learning Meet: An Inside Look at 84.51°'s Content Strategy



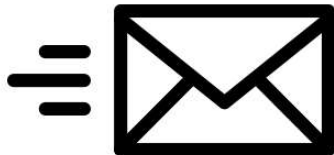
PRESENTED BY:

Casey
Scroeder

84.51°



Before We Get Started...



The webinar will be recorded
and emailed to all registrants



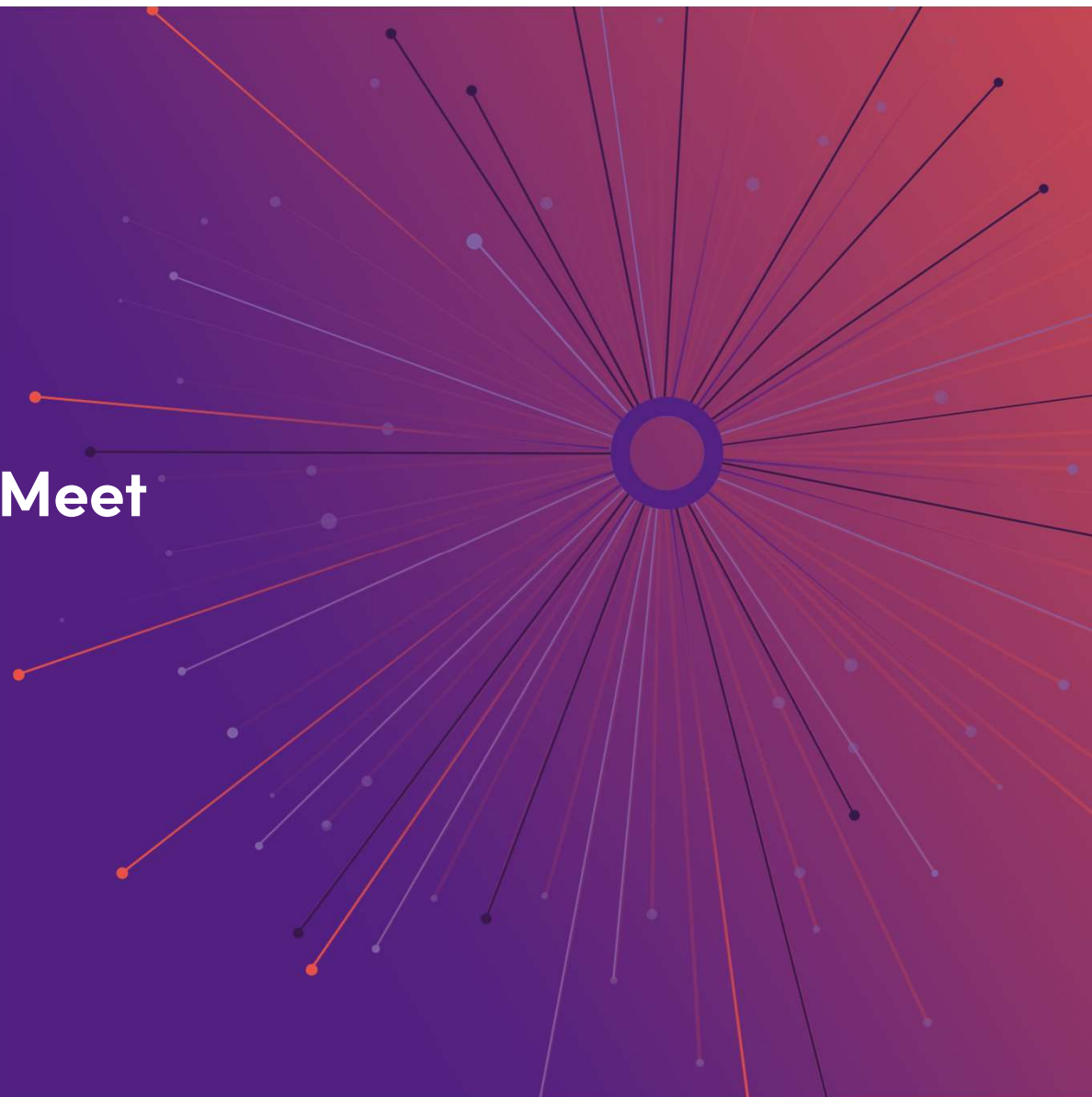
Use the Question Panel in
GoToWebinar to ask questions
throughout the webinar



Where Help and Learning Meet

(an inside look at 84.51°'s content strategy)

July 29, 2021



Agenda

1. Introduction to 84.51°

A little background

The what and why of blended help and learning

2. Our content strategy

3. 5 practical steps

How to get started

4. Learning Center demo

What you're actually here to see


5. What next?

Really cool stuff

Background & introduction to 84.51°



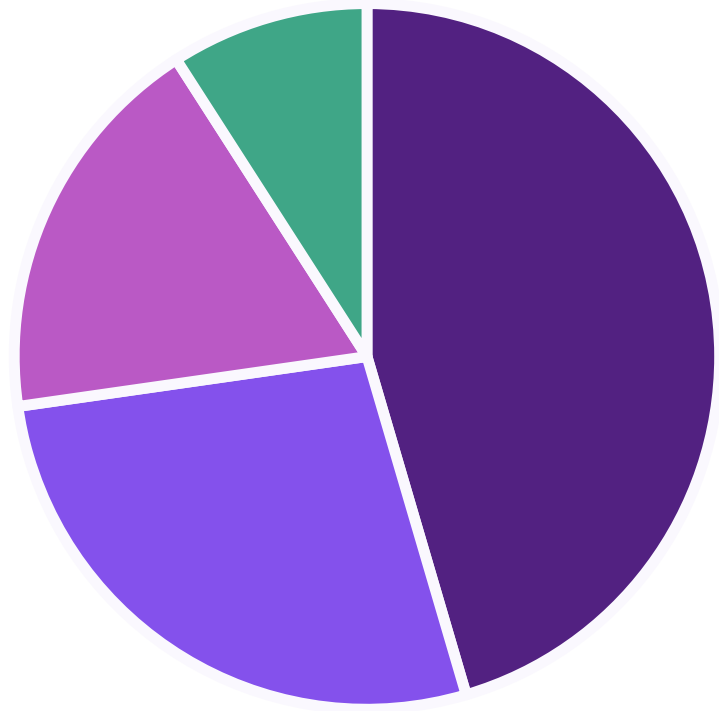
About 84.51°

- Cutting edge data science + shopper data
- Subsidiary of 
- Meeting shoppers where they are with what they need
- Provide shopper insights to CPGs like Coca-Cola, Proctor & Gamble, Nestle...
- Based out of Cincinnati, Ohio
- Learn more at www.8451.com



Technical writing at 84.51°

- Technical writing is a subset of the education team
- We teach people how to use 84.51°'s products
- 4 sub-teams that work toward this goal
 - 5 technical writers
 - 3 instructional designers
 - 2 trainers
 - 1 learning experience strategist



What we support



- A variety of products
 - 5 external commercial & white label products
 - 4 internal products & teams



- A wide audience
 - CPGs
 - Brokers & Agencies
 - 84.51°
 - Kroger



- A lot of content
 - Help & troubleshooting
 - Background information and methodology
 - How to conduct complex analyses

Our content strategy: Blended help and learning

You've heard of blended learning...

Blended Learning: A learning approach that combines multiple types of learning experiences.



Help Center: A self-serve platform where customers can find answers to their questions.



...but what about blended help AND learning?

Blended Help and Learning: A help and learning approach that emphasizes a self-serve learning experience combined with traditional help documentation and training.





Hi, how can we help?



Search for articles, tutorials, online courses, and more



Trending topics: [84.51° Stratum onboarding guides](#), [Switching](#), [KOMPASS calendar](#)



Get started with 84.51° Stratum

84.51° Stratum basics, how-to guides, and interactive tutorials



Learn about a specific report

Anything and everything you need to know about each report



Dig deeper into key concepts and methodology

Videos and written guides to help you understand key concepts



View additional resources or contact support

Extra resources, downloadable PDFs, admin guides, and more

What's new?

[VIEW ALL RELEASES](#)

RECENT 84.51° STRATUM UPDATES

General updates

- Jump levels in the hierarchy
- Export static saved groups
- Share from within a report

Report updates

- Trial and Repeat measure updates
- Roundy's Chicago included in Total - Division
- New Holidays and Events hierarchies

Education updates

- 26 new report-focused videos
- Collapsible report previews
- Recorded trainings available

When to consider blending help and learning

1. You want a seamless end user experience
2. Your help and learning content overlaps significantly
3. You don't have an external LMS
4. You have the right mix of skills available

Indicator #1: Seamless user experience

Keeping a user-centered focus

- **Everything behind one login**
 - A hard requirement for 84.51°
 - Reduced cognitive load, fewer passwords, etc.
- **Consistent user interface (skin)**
 - Same look and feel as product
- **One search for everything**
 - Have a question?
 - Read the reference, watch the video, take the course – all in place

Indicator #2: Significant content overlap

Single-sourcing can save a lot of time

- **Variables, snippets, and conditions are a necessity**
 - 60+ report names and 250+ measures (variables)
 - Calculations and definitions for those 250+ measures (snippets)
 - Slightly varied content across different audiences (snippet conditions)
- **Easy to scale**
 - Our content would be very limited without single-sourcing
 - We now manage 6 learning centers (7 & 8 coming soon)

Indicator #3: No external LMS

Learning Management Systems have pros and cons

- **An LMS can be limiting**
 - \$\$\$\$ for external accounts
 - Usually not embeddable
 - Harder to provide a seamless experience
- **...but powerful**
 - Customized tracks and meaningful analytics
 - Already using one? You may not want to change your approach!

Indicator #4: Resources

It takes a village

- **What we started with**
 - 1 technical writer
 - 1 instructional designer
 - 3 trainers
 - 20+ SMEs
 - (supporting 1 product)
- **Reasonable expectations**
 - More resources & skills = better content

Why 84.51° blends help and learning

- ✓ We want a seamless end user experience
- ✓ Our help and learning content overlaps significantly
- ✓ Our LMS is not available to external users
- ✓ We have a variety of resources available

5 ~~easy~~ steps to get started

5 practical steps

1. Identify user needs
2. Develop your content strategy
3. Build your toolbox & resources
4. Create content
5. Analyze, iterate, repeat

Step #1: Identify user needs

A user-centered approach

- Consider your industry and audience
- Talk to your users directly
- Build relationships with Product & Business SMEs
- Validate your findings



84.51°'s needs

- New user onboarding
- How to use the product
- High-level explanation of concepts
- How to set up/use/interpret all reports
- Deeper methodology and analysis
- Troubleshooting information
- New feature details

Step #2: Develop your content strategy

Where are you today and where do you want to be?

- Take a holistic look at your content vs user needs
- Identify where you need new or modified content
- Create a plan
- Break the plan down into manageable pieces
- Narrow your focus while keeping the big picture in mind
- Remember that the plan will change (and that's ok!)

84.51°'s first attempt

- New user onboarding
- How to use the product
- High-level explanation of concepts
- How to set up/use/interpret all
- Deeper methodology and
- Troubleshooting information
- New feature details

Training
Interactive tutorials
Onboarding guides

How-to documentation
Interactive tutorials
Screen capture videos
Hover tips/contextual help

Conceptual documentation
Conceptual videos
Self-paced eLearning
Graphics/PDFs

Reference documentation
Training
High-level videos
Micro videos
Hover tips/contextual help

Training
Documentation
Self-paced eLearning

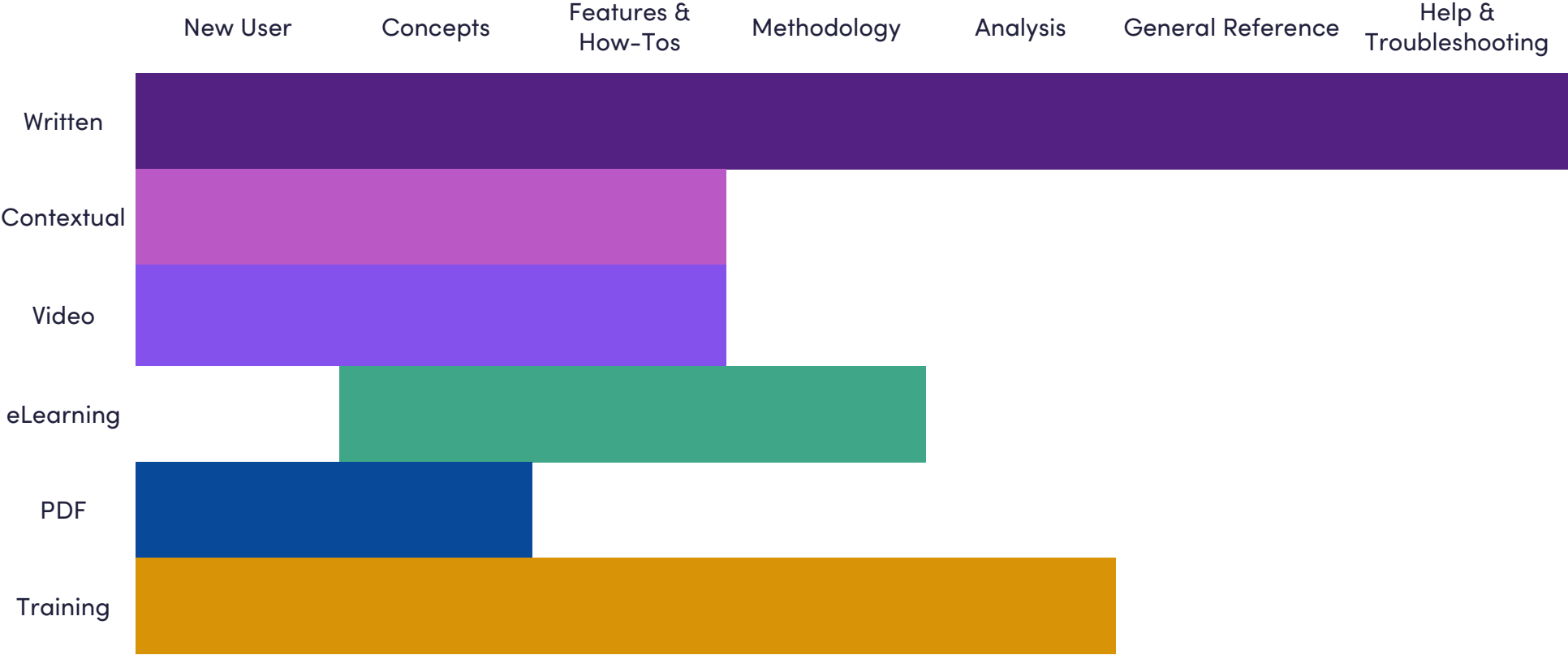
FAQs
Quick reference PDFs

Release notes
In-product messaging

84.51°'s current content plan

- Written content for everything
- Contextual help for onboarding and in-app help
- Videos for quick lessons (conceptual or how-to)
- eLearning courses for broad concepts and deep methodology
- PDFs for quick reference
- Training for users who want a personal touch

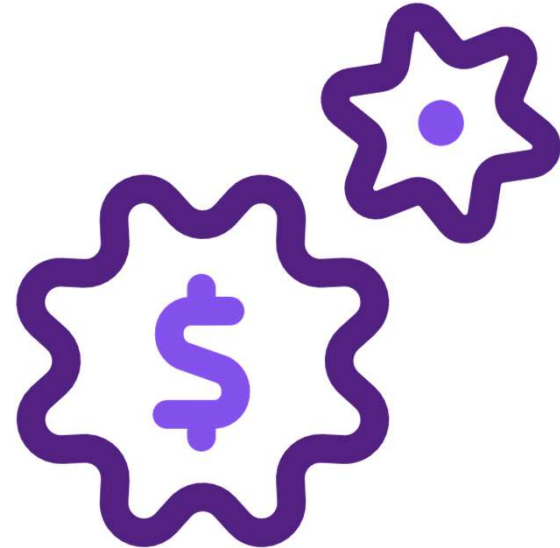
Visualizing our plan



Step #3: Build your toolbox & resources

You've figured out "what," time to think about "how"

- Understand what tools are available
- Identify resource gaps
- Research new tools
- Build a business case
- Meanwhile, make do with what you have



84.51°'s toolbox

madcap®
FLARE

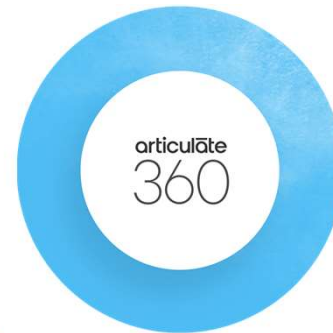


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Step #4: Create content

Stop planning and start doing

- You have to start somewhere!
- If you don't have a help or learning portal, build one
- Write content, create videos, and bring it all together
- Maintain a user-centered focus
- Embed analytics and feedback mechanisms

Now the fun stuff. Demo time!

Key elements to remember

- **HTML5 Output (Side Nav)** – Everything together into one portal
- **Snippets and variables** – Single-source common content
- **Snippet conditions** – Single-source similar content
- **Micro content** – Customize search results
- **Iframes** – Embed eLearning packages
- **Scripting** – Show/hide content, training signup, WalkMe integration, etc.
- **Analytics** – Track usage and make improvements
- **CSS variables & global project linking** – Scale across other projects

Step #5: Analyze, iterate, repeat

Don't let things grow stale

- Gather quantitative and qualitative data
 - Pageviews
 - Searches
 - Video views
 - Course completions
 - Navigation paths
 - General feedback
 - User interviews
- Evolve your content to meet needs

What's next for 84.51°?

- Learning Center 2.0
 - **Big** content shift
 - **Bold** design
 - **Strategic** architecture



Learn more at MadWorld

- **Journey to a Seamless Help and Learning Experience**
(“Learning Center 2.0”)
- **Future-Proofing Your Project Against Rebranding**
(“Tips from the team that’s rebranded 5x in 2.5 years”)

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AUSTIN, TEXAS

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