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Why You Should Care What We Have to Say?

2003 – Founded

- Learning consulting & custom development company
- Created e-learning solutions for GE Healthcare, Philips Ultrasound and Siemens Medical Solutions

2007 – Launched ScreenSteps Desktop

- Content creation component of the ScreenSteps Support Suite

2008 – Launched ScreenSteps Live

- Publishing, distribution and collaboration component of the ScreenSteps Support Suite

What We'll Cover Today

- Why is your documentation useless?
- Start with the end in mind
- Working in bite-sized chunks
- Are you delivering a cassette, CD, or MP3 library
- Is your documentation connected with velcro or cement?

Why Is Your Documentation Useless?

- Doesn't get used
- Not up to date
- Tells lies
- Doesn't help users accomplish their desired task

Start With the End In Mind

- How will customer use your documentation to answer their questions?
- How will you, or the support representatives at your organization, use your documentation to answer your customers' questions?

Bite-sized Chunks

- Answer questions
- Make the questions specific
- Focus on tasks
- Answer more “How to” questions than “What is” questions

Cassette, CD or MP3 Library?

Analogy

Cassette

Are you expecting your users to read your documentation from beginning to end?

CD

Users can jump right to the section they need but the content is not updatable.

MP3 Library

Users can jump right to what they need and you can add to the content whenever you need to.

Cement or Velcro?

Analogy

Cement

There is no way for you to point your users to exactly the content they need.

Velcro

You can direct your users to specific a specific section or specific sections that will help them achieve their desired result.

Establish a Process

- What are your rules for updating your content?
- What are your rules for distributing your updated content?