Overview

- Why embedded UA is effective
- Integrating embedded UA with external help
- Best practice examples
- Dynamic user assistance
Embedded UA is effective

Fact: Users will not request help or even hints, even after making multiple mistakes.

Fact: Users don’t see embedded UA as “help.”

Fact: Users use embedded help.

Combining embedded UA and external help

[Image of a website showing a search bar labeled 'Try a Specialized Search']

Context-sensitive external help links

Functional UA (field labels)
Combining embedded UA and help

Display options

- Page overviews
- Field labels
- DHTML popups
- Popup windows
- UA panels
Page overviews

Best for answering…
Conceptual (‘Why is this important?’) questions

Pro
- Appear in a prominent position, so they are more likely to be read

Con
- Usually ignored if longer than ~2 sentences
**Page overviews**

**View Contracts**

- Click on a report heading to sort by that heading. Click on a contract ID to view contract details.

**What is a contract?**

A contract is a binding agreement between two or more parties or entities to perform certain tasks or services. Each contract has a unique identifier that assigns it a type and status.

The contract ID is a unique number that is assigned by Medisys.com when the contract is created.

The contract type can be a Direct Agreement (DA), Cross Source Agreement (CSA), Master Agreement (MA), Product Agreement (PA), Packets Agreement (PA), or Source Count Agreement (SCA).

The status can be active, inactive, or field of pending.

**Field labels**

Best for answering...

Functional (‘What is this?’) questions

**Pro**

- Very useful and easy to use

**Cons**

- Do not scale well to support all fields
- Very limited amount of information
DHTML popups

Best for answering...
Conceptual questions

Pros
- Can include a large amount of information
- Save space by layering information

Cons
- Usually cannot include links
- Must be "found" by users
- Opener can be confused with a hyperlink

DHTML popups - definitions

fueleconomy.gov
DHTML popups - definitions

iconmovies.co.uk/starterforten

DHTML popups - definitions

tonikhealth.com
**DHTML popups – procedures**

**USPS (in post office)**

**Popup windows**

**Best for answering...**

**Conceptual questions**

**Pros**
- Can use a HAT to develop topics
- Can include links and navigation
- Can include an “unlimited” amount of information

**Con**
- Often obscure application window
Popup windows

UA panels

Best for answering...
Conceptual and procedural questions

Pros
- Can include a large amount of information
- Very easy to use - user doesn’t have to ask for help

Con
- Difficult to add to an existing application
UA panels

Dynamic help

- Link previews
- Highlight definition popups
- Customizable UA
DHTML popups – link previews

**NationMaster.com**

DHTML popups – link previews (AJAX)

**Netflix.com**
Customizable UA (AJAX)

Showing and Hiding

This example demonstrates how you can easily show and hide portions of your web site in response to user action. It makes use of the show-hide command.

The Seven Samurai (七人の侍 Shichinin no samurai, 1954)

A movie by Akira Kurosawa starring Takashi Shimura and Toshiro Mifune. The film takes place in war-torn 19th century Japan, where a village of farmers look for ways to ward off a band of marauding robbers. Since they do not know how to fight, they hire seven non-violent ronin (Godless samurai) to fight for them. Kurosawa made Seven Samurai because he wanted to make a real jidai-geki, a period-film that would present the past as meaningful, while also being an entertaining film.

Read more...
Customizable UA (AJAX)

Showing and Hiding

This example demonstrates how you can easily show and hide portions of your web site in response to user action. It makes use of the show-hide command.

```html
&lt;div&gt;
  &lt;a href="#" onclick="showHide('content');"&gt;Show&lt;/a&gt;
  &lt;a href="#" onclick="showHide('content');"&gt;Hide&lt;/a&gt;
&lt;/div&gt;

&lt;div id="content"&gt;
  &lt;p&gt;This is the content that will be shown and hidden.&lt;/p&gt;
&lt;/div&gt;
```

Customizable UA (AJAX)

Showing and Hiding

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```
Best practices

- Provide information at the point of use
- Write topics to answer user questions
- Combine embedded UA with external help
- Provide focused help links (‘Tell me more,’ ‘Tips,’ ‘Why?’)

Example embedded UA sites

- alamo.com
- apple.com
- bankofamerica.com
- dodge.com
- ebay.com
- eloan.com
- fueleconomy.gov
- iconmovies.co.uk/starterforten
- monster.com
- msdn.microsoft.com
- nationmaster.com
- netflix.com
Questions?

Send me an e-mail, and I’ll be glad to help.

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About ClickStart

ClickStart provides certified training and consulting for:
- MadCap Flare
- Adobe RoboHelp
- Adobe Captivate

We offer public, online, and private (onsite) classes, and group discounts are available. See www.clickstart.net for more information.

If you need help:
- Learning Flare, RoboHelp, or Captivate
- Migrating to Flare from RoboHelp or another product
- Designing stylesheets for online help
- Creating use cases and wireframes/prototypes
- Developing Web-based training
- Adding embedding user assistance or context-sensitive help to an application

Give us a call: 404.520.0003