

Best Practices for Embedded UA

Scott DeLoach – scott@clickstart.net

ClickStart – www.clickstart.net

Writing guidelines

Persuade, motivate, and communicate

Bank of America WorldPoints® MasterCard® Credit Card

Complete this quick and secured application and receive a response in 60 seconds.

* required

We take our responsibility to protect your personal information very seriously. The information you provide on this application allows us to verify your identity and ensure your personal information remains secure.

Personal Information

Are you a U.S. citizen or permanent resident of the U.S.? *

Yes No [Why do we ask for this?](#)

First name * **MI** **Last name *** **Suffix**

(Do Not Use Nicknames)

Street address line 1 *

(No P.O. boxes)

Help Center

- What do I need to apply?
- Can I apply over the phone?
- Can I add more than one person to my account?
- If my application is approved, when will I receive my new credit card?

www.bankofamerica.com – overview text set expectations and establishes trust, “Help Center” predicts common user questions

Remember that writing is a conversation

Ordering from Restaurant.com is quick and easy

Enter your e-mail address:

I am a new customer.
(You'll create a password later)

I am a returning customer,
and my password is:

[Sign In Using Our Secure Server](#)

[Forgot your password? Click here](#)

Shhhhh! Your secret's safe with us.

If you don't remember your password, click on the Forgot Your Password? link.

www.restaurant.com – uses an informal and friendly writing style to match their corporate image

Integrate content from other sources

SEARCH REFERENCE VALIDATION BROWSER COMPAT LINK CHECKER SITE REPORTS FTP LOG SERVER DEBUG

Book: O'REILLY HTML Reference Tag: [] []

Welcome to the Reference panel. This panel provides reference information for various languages and topics that apply to Dreamweaver, including Accessibility, ASP, ASP.NET, CFML, CF Functions, CSS, HTML, JavaScript, JSP, PHP, SQL, XML, and XSLT.


To get reference information for the current selection in the Code view, ensure that Syntax Coloring is on, then perform one of the following:

- Click the Reference button on the Toolbar
- Right-click (Windows) or Control-click (Macintosh) the selection and choose Reference
- Press the F1 function key

Dreamweaver CS5 – includes content from O'Reilly guides

User feedback guidelines

Allow users to add comments


Community Content Add  [FAQ](#)

z-index

If you are finding it hard to understand z-index it may be because you are confused by IE's poor implementation. They mention "This feature requires Microsoft Internet Explorer 4.0 or later" but really <IE8 has z-index bugs.

<http://therealcrisp.xs4all.nl/meuk/IE-zindexbug.html>

[History](#)



9/11/2009 
Tim Snadden

Microsoft

msdn.microsoft.com – allows users to add comments, even if they highlight bugs

Provide other UA options

ENTER INFORMATION REVIEW INFORMATION APPLICATION COMPLETE

PREMIER REWARDS GOLD CARD FROM AMERICAN EXPRESS * Required  


Already a Cardmember? If yes, the application will be shorter. Yes No


First Name:* [] Last Name:* []
Middle Initial: [] Name on Card:* []
Home Street Address:* [] Home Apt/Suite#: []
Home Zip Code:* [] Home Phone Number:* [] [] []
Do you:* Own? Rent? E-mail Address:* []
Date of Birth:* MM [] DD [] YYYY [] Social Security Number:* [] [] []

Employer Name: [] Employer Phone Number: [] [] []
Employer City: [] Employer State: Choose One []

If under the age of 21, provide total annual salary and other income you receive. All applicants: Alimony, child support, or separate maintenance need not be revealed if you do not wish to rely upon it.

Annual Household Income:* \$ []⁰⁰ Income Source:* Choose One []

No Thanks 

Have a question?

We can answer it right now.
[TALK BY PHONE](#)
[CHAT ONLINE](#)

www.americanexpress.com – provides chat and phone options

Next Steps for using Ad-aware

Now that you're downloading Ad-Aware, learn how to get the most out of it:

1. Learn [how to install Ad-Aware](#)
2. Learn [how to use Ad-Aware](#)
3. Keep spyware from [hijacking your browser](#)
4. Find out [which antispyware tool is the best](#)
5. Read our [Spyware blog](#)

Download.com video

Select a scan mode:

- Perform smart system scan
- Perform full system scan
- Use custom scanning options
- Scan volume for ADS

Search for negligible risk entries

00:01:45

SPONSORED BY: Windows Media Center

www.download.com – provides instructional videos while users download applications

Request feedback

Feedback X

Tell us about your experience...

Did the page load quickly?

Yes No

Do you like the page design?

Yes No

How useful is this topic?

Tell us more

msdn.microsoft.com – provides a link for users to comment on UA topics

Rank popular topics

Latest in Support

Popular Discussions

1. iPhone: Making calls when overseas
2. Using iPod nano as removable drive
3. AirPort Express: Need help with setup/resetting
4. iPhone: Best battery recharging practices
5. iPod nano: Available memory missing?
6. Mac OS X Mail: Unable to send email
7. iTunes: Setting up multiple libraries
8. iPod: Device not recognized
9. iPhone: Syncing to two computers
10. AirPort for Windows: Can't see network

Popular How-To's

Top Searches

www.apple.com – automatically ranks popular discussions, topics, and search terms

Customization guidelines

Allow users to select a language

Выберите язык
Select Language

На других языках имеются только инструкции по входу в систему

Обзор тарифов

Вход в систему

Имя пользователя:
[]
[Не можете найти имя пользователя?](#)

Введите инициал своего имени, фамилию и номер каюты (без пробелов)
Пример: К примеру, Джону Смитту (John Smith) из каюты 1304 необходимо ввести: jsmith1304

Carnival.
FUN FOR ALL. ALL FOR FUN.

FREE ZONE
Посещение данных сайтов бесплатно в течение CARNIVAL CRUISE LINE минут

www.carnival.com – allows user to translate content

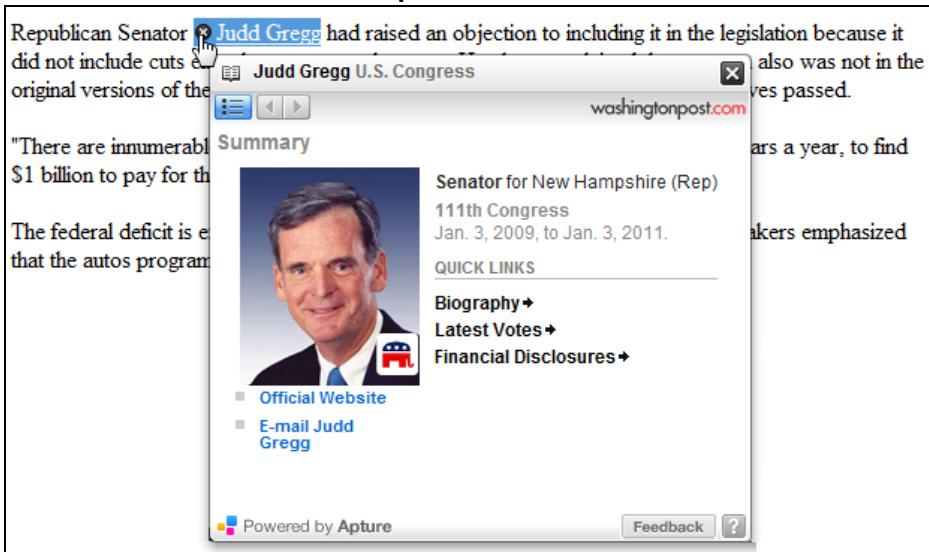
[Back to English](#) | [Translate to Arabic](#) | [Translate to French](#) | [Translate to Russian](#)

و36 مكتباً (10 المحلي ، 26 دولية) ، أكثر من 900 المحطات المحلية التابعة لها ، والعديد من الشبكات الإقليمية واللغات الأجنبية في جميع أنحاء العالم. أدلى نجاح الشبكة قطب حسي النية من بيد تيرنر مؤسس ومهدت الطريق لاكتساب كاتل تايم وورنر في نهاية المطاف من تيرنر إلبت

يكان أول الفارسي حرب الخليج في عام 1991 حدثاً فاصلاً لشبكة سي ان ففتز شبكة الماضية "الثلاثة الكبار" الشبكات الأميركية للمرة الأولى في تاريخها ، ولوس اتجلس

img.labnol.org/files/translation.html – uses Google's AJAX Language API

Allow users to ask their own questions




Republican Senator **Judd Gregg** had raised an objection to including it in the legislation because it did not include cuts and original versions of the bill also was not in the original versions of the bill that passed.

"There are innumerable ways a year, to find a way to pay for the deficit. The federal deficit is expected to reach \$1 billion to pay for the deficit that the autos program makers emphasized.

Judd Gregg U.S. Congress
washingtonpost.com

Summary

 Senator for New Hampshire (Rep)
111th Congress
Jan. 3, 2009, to Jan. 3, 2011.

QUICK LINKS

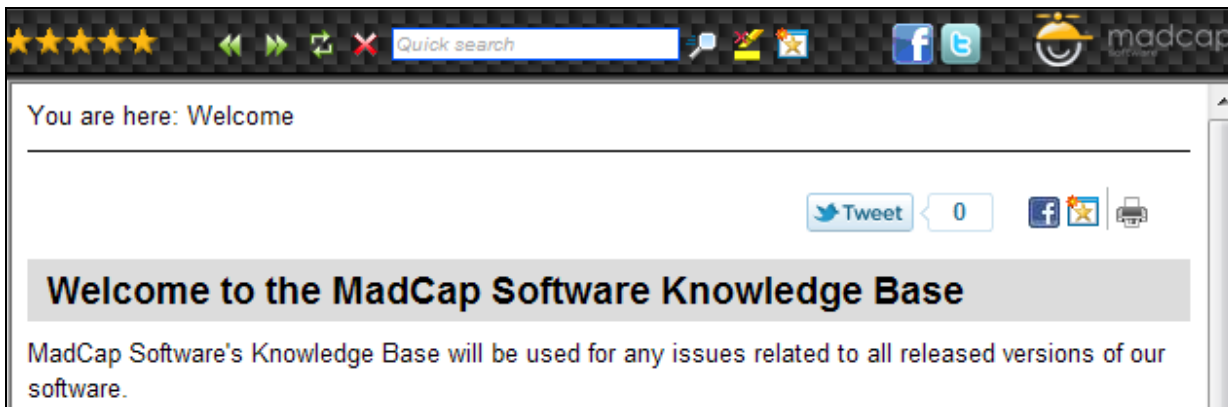
- Biography →
- Latest Votes →
- Financial Disclosures →

- Official Website
- E-mail Judd Gregg

Powered by Apture

www.washingtonpost.com – uses a third-party application (Apture) to provide additional information

Allow users to reuse content



You are here: Welcome

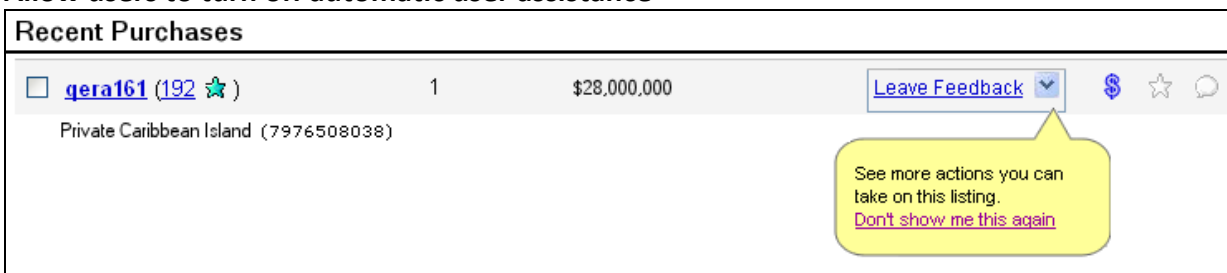
[Tweet](#) 0 [Facebook](#) [Print](#)

Welcome to the MadCap Software Knowledge Base






MadCap Software's Knowledge Base will be used for any issues related to all released versions of our software.

kb.madcapsoftware.com – provides links to post content on Facebook or Twitter, save to favorites, or print

Allow users to turn off automatic user assistance



Recent Purchases

<input type="checkbox"/>	qera161 (192 )	1	\$28,000,000	Leave Feedback 			
Private Caribbean Island (7976508038)							

See more actions you can take on this listing.
[Don't show me this again](#)

www.ebay.com – users can turn user assistance popups off/on

User learning guidelines

Encourage success

Password: ●●●●●●●●●●
Six-character minimum with no spaces
[Learn how to create a strong, memorable password.](#)

Password strength: Medium

explore.live.com – Windows Live uses UA link wording to encourage users to learn

Encourage exploration

KAYAK

- ✓ [Flights](#)
- ✓ [Filter Results](#)
- ✓ [Hotels](#)
- [KAYAK Mobile](#)
- [My Trips](#)
- [Price Alerts](#)
- [Share](#)
- [Explore](#)
- ✓ [Cars](#)

Your KAYAK Usage

50% [Expert](#)

It looks like you have used only 4 of our top 9 features.

Spend a few minutes to learn about the other features now, to better help you find awesome travel deals.

www.kayak.com – encourages users to become “Kayak experts”

Challenge users

EDUCATED INVESTOR Daily Quiz

Researching and evaluating the factors that influence a security's value is called _____.

- Cash flow
- Security analysis
- Equity analysis

[Check My Answer](#)

qlc.intuit.com – encourages users to test their knowledge

HTML5 techniques

I will demonstrate these techniques during the session.

Adding subtitles to instructional videos

You can use Jan Gerber's jQuery-based script to match an srt subtitle document to an HTML5 video.

```
<script type="text/javascript" src="jquery.js"></script>
<script type="text/javascript" src="jquery.srt.js"></script>
<video src="video.ogv" type="video/mp4" id="video" controls></video>
<div class="srt" data-video="video" data-srt="subtitles.srt" />
```

Editing content

You can use the contenteditable attribute to allow users to change content.

```
<p contenteditable="true">Beckenbauer is the best soccer player of all time.</p>
```

Saving content

You can use the WebStorage API to save the user-provided content.

```
<form name=myForm>
  <p><label>First Name: <input name=fName></label></p>
  <p><label>Last Name: <input name=lName></label></p>
  <input type=button value="Add Player" onclick="addPlayer()">
  <input type=button value="Get Player" onclick="getPlayer()">
  <input type=button value="Remove Player" onclick="removePlayer()">
  <table id=team></table>
  <p><label><input type=button value="Clear Team" onclick="clearAll()"></label></p>
</form>
<script>
function addPlayer() {
  var fName = document.forms.myForm.fName.value; var lName = document.forms.myForm.lName.value;
  localStorage.setItem(fName,lName);
  showAll();
}
function getPlayer() {
  var fName = document.forms.myForm.fName.value; var lName = document.forms.myForm.lName.value;
  localStorage.getItem(fName,lName);
  document.forms.myForm.fName.value = fName; document.forms.myForm.lName.value = lName;
  showAll();
}
function removePlayer() {
  var fName = document.forms.myForm.fName.value;
  localStorage.removeItem(fName);
  showAll();
  document.forms.myForm.fName.value = ""; document.forms.myForm.lName.value = "";
}
function clearAll() { localStorage.clear(); showAll(); }
function showAll() {
  var key = ""; var players = "<tr><th>First</th><th>Last</th></tr>\n";
  var i=0; for (i=0; i<=localStorage.length-1; i++) {
    key = localStorage.key(i); players += "<tr><td>" +key+"</td>\n<td>" +localStorage.getItem(key)+"</td></tr>\n";
  }
  if (players == "<tr><th>First</th><th>Last</th></tr>\n") { players += "<tr><td>empty</td>\n<td>empty</td></tr>\n"; }
  document.getElementById('team').innerHTML = players;
} </script>
```

Forms

HTML5 provides numerous built-in user assistance options for forms.

Requiring user input

```
<label>First name <input name="fname" required> </label>
```

Validating email addresses

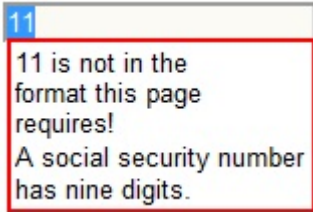
```
<input name="myEmail" type="email">
```

Validating URLs

```
<input name="myURL" type="url">
```

Validating custom form elements

```
<label>SSN: <input pattern="[0-9]{9}" name="ssn" title="A social security number has nine digits." > </label>
```



Spellchecking user input

```
<p spellcheck="true" contenteditable="true">type your favorite city here</p>
```

```
City: <input type="text" spellcheck="true" >
```



Examples

Windows applications

Dreamweaver CS5

MadCap Flare

Websites

www.bankofamerica.com

www.restaurant.com

msdn.microsoft.com

www.americanexpress.com

www.download.com

www.apple.com

www.carnival.com

img.labnol.org/files/translation.html

www.washingtonpost.com

kb.madcapsoftware.com

www.ebay.com

explore.live.com

www.kayak.com

qlc.intuit.com

www.html5tothepoint.com

About the presenter

Scott DeLoach is the Founder of Click**Start**, where he provides training and consulting for MadCap Flare, Adobe Captivate, embedded user assistance, CSS, and HTML5. He has been developing browser-based help systems since 1997, and he has received four Best in Show awards for his work from STC.

Scott is a certified Flare and Captivate instructor, and he is the author of *MadCap Flare Developer's Guide*, *CSS to the Point*, and *HTML5 to the Point*. For more information about Scott's books see www.lulu.com/clickstart.

You can reach Scott at www.clickstart.net or by email at scott@clickstart.net.

