

# *Click***Start**

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## **Motivating users:**

Giving them what they want,  
the way they want it

Scott DeLoach

scott@clickstart.net

Founder, Click**Start**

Certified Instructor, Flare | Blaze | RoboHelp | Captivate

Author, *CSS to the Point*

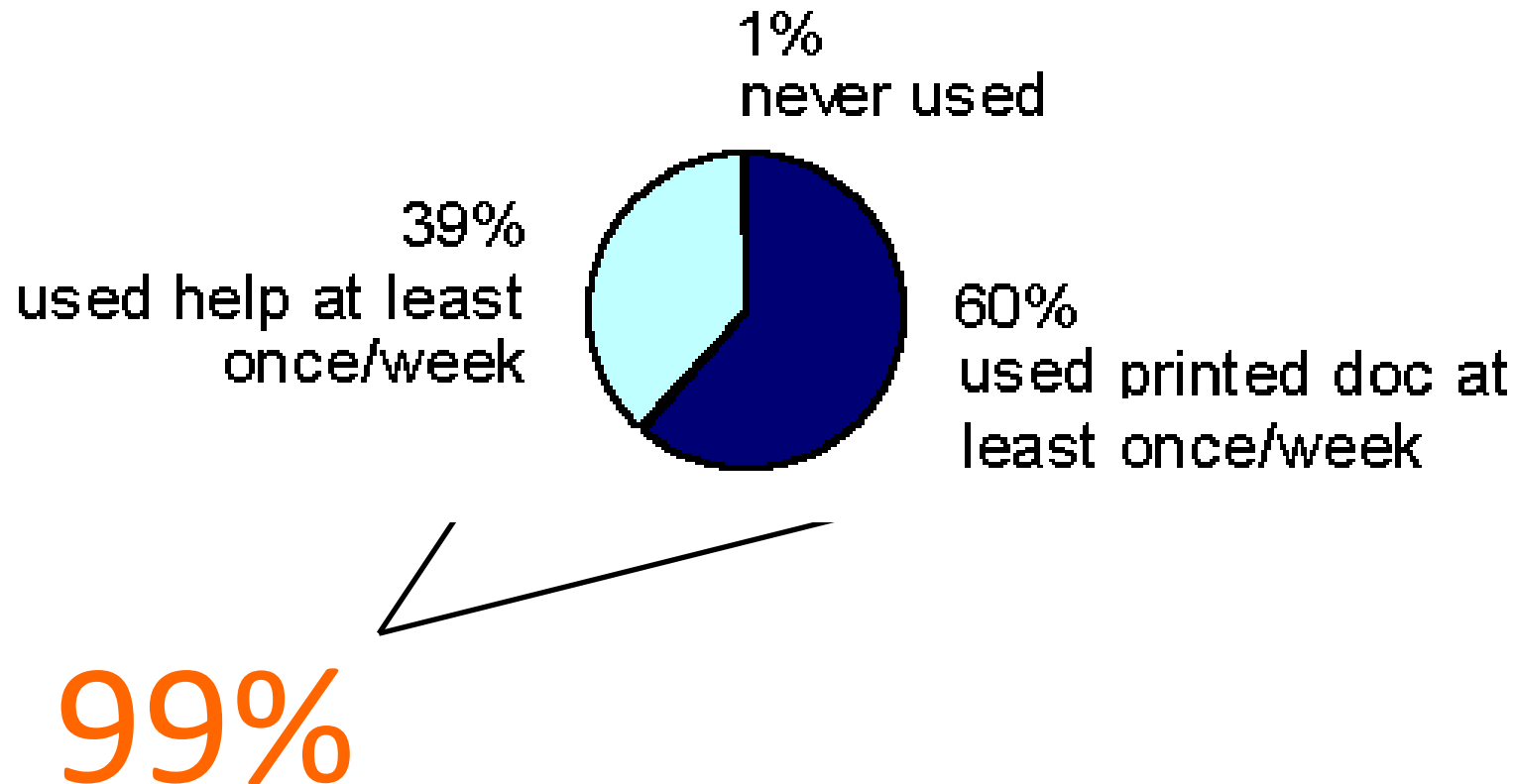
Embedded UA consultant and trainer

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good news:

## users DO use documentation

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- Smart, K., DeTienne, K. B., and Whitting, M. E. (1995). "Documenting design decisions: accounting for customer preferences." In *ACM SIGDOC Conference Proceedings*. Savannah, GA.

bad news:

# users **DON'T** like to use documentation

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- ▶ “I’m too busy”
- ▶ “I just want to do my job”
- ▶ “It’s too long”
- ▶ “It’s boring!!!”

# WHAT users want

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- ▶ Quick answers
- ▶ Examples
- ▶ Procedures
- ▶ Reasons

# HOW they want it

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## Getting the user's attention

Keep the overview short: one or two sentences. If you have more content, let them expand it.

[Tell me more...](#)

### To complete this task:

1. Open the xyz window.
2. Type a country. example: Norway
3. Click **OK**.

**Tip:** Tips can include shortcuts, details, or best practices.

### Related topics

[Creating seductive help links](#)

[Testing the user's knowledge](#)

[Providing options](#)

# SEDUCE users with links

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- ▶ Quick tip...
- ▶ How do I....
- ▶ Tell me more...
- ▶ Insider details...
- ▶ Why we need this information...

# CHALLENGE users

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- ▶ Quizzes
- ▶ Contests

# CHALLENGE users

## Quicken Community

▶ Join now - registration is free!

▶ Already a member? Log in!

▶ New to Quicken? Click here for help getting started.

### Forums

▶ Quicken for Windows

▶ Quicken for Macintosh

▶ Ask The Expert

▶ Forum Announcements

▶ Quicken Classifieds

▶ Quicken Online

▶ Quicken Rental Property Manager

▶ Quicken Medical Expense Manager

▶ Quicken Home Inventory Manager

▶ Personal Finance

### Most Active Discussions

Qif files

From *Peltmonster*

New Quicken.com Investing and Quotes Download

### Most Recent Posts

No financial institutions listed in Mac PIN Vault

From *katelin*

Quicken 2009 matching problems

From *kmgaspar331*

### 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



# Provide OPTIONS

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Create multiple documents or help systems

- ▶ “Just the facts”
- ▶ “All the details”
  
- ▶ “Get started *fast*”
- ▶ XYZ Technical reference
  
- ▶ “XYZ for beginners”
- ▶ “Advanced XYZ”

# Let users PARTICIPATE

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- ▶ Discussion groups
- ▶ Annotations
- ▶ Wikis

# Let users PARTICIPATE

The screenshot shows a web browser displaying a WikiHow article. The page layout includes a top navigation bar with links for Help, RSS, and account creation. Below this is a search bar and a breadcrumb trail: Home > Categories > Pets and Animals > Cats > Feline Health. The article title is "How to Help a Cat Give Birth" with a star icon. The main content area has tabs for Article, Discuss, Edit, History, and Bookmark. The article text begins with "Whether you are breeding purebred cats for a living or you are responsible for a cat that has become pregnant in your care, it is important to know what to do when the cat goes into labour and begins to give birth to her kittens (technically referred to as 'queening')." It is important to get the supplies together, to have a sterilized area for her and to be on hand to help if needed. Here is how you can do your bit to make it easier for her." To the right of the text is an image of a pregnant cat lying on a patterned blanket with several small kittens. Below the text is a "Steps" section with a blue header and an [edit] link. The first step is: "1. Accept that for the most part, your cat will not need you but it will probably reassure you to hover around in the background and be prepared for complications." The left sidebar contains "Related wikiHow's" with links to "Take Care of Kittens", "Shampoo a Kitten for Fleas", "Teach Your Kitten to be Calm and Relaxed", and "Maintain Your Kitten's Litter Box". Below this are "Ads by Google" for "Birth Database", "Kitten Birth", "Birth History", and "Birth Birth". Further down are "Birth Certificates" and "Care For A Pregnant Cat". The browser's address bar shows "Internet | Protected Mode: On" and the zoom level is set to 100%.

wikiHow  
The How-to Manual That You Can Edit

? Help RSS Create an account or log in

Type in here Search

Home > Categories > Pets and Animals > Cats > Feline Health Write an Article | Random Article

Article Discuss Edit History Bookmark

## How to Help a Cat Give Birth

Whether you are breeding purebred cats for a living or you are responsible for a cat that has become pregnant in your care, it is important to know what to do when the cat goes into labour and begins to give birth to her kittens (technically referred to as "queening"). It is important to get the supplies together, to have a sterilized area for her and to be on hand to help if needed. Here is how you can do your bit to make it easier for her.



**Steps** [edit]

1. Accept that for the most part, your cat will not need you but it will probably reassure you to hover around in the background and be prepared for complications.

Related wikiHow's

- Take Care of Kittens
- Shampoo a Kitten for Fleas
- Teach Your Kitten to be Calm and Relaxed
- Maintain Your Kitten's Litter Box

Ads by Google

[Birth Database](#)  
[Kitten Birth](#)  
[Birth History](#)  
[Birth Birth](#)

Ads by Google

**Birth Certificates**  
Get Your State Certified, Original Birth Certificate Copy. All States  
[www.nationalbirthcertificate.com](http://www.nationalbirthcertificate.com)

**Care For A Pregnant Cat**

Internet | Protected Mode: On 100%

# Let users VOTE

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- ▶ Topic ratings
- ▶ Frequently-asked questions
- ▶ Recent questions

# Let users VOTE

## Featured Support Topics



### iPod + iTunes

[iPod manuals](#)  
[iTunes Gift Card FAQ](#)  
[Download iTunes](#)

[More](#) ▶

### Mac

[Mac OS X v10.5 Leopard](#)  
[Connecting to the Internet](#)  
[Sending and receiving email](#)

[More](#) ▶

### iPhone

[iPhone User's Guide](#)  
[Activating your iPhone](#)  
[Setting up email on iPhone](#)

[More](#) ▶

## Featured Support Resources

[Downloads](#) ▶

[Manuals](#) ▶

[Discussions](#) ▶

[Specifications](#) ▶

## 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

# Give users a VOICE

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- ▶ Chat
- ▶ Feedback
- ▶ Annotations

# Give users a VOICE

The screenshot shows a web application interface. At the top, there are navigation links: "Send" (with an envelope icon) and "Add Content..." (with a group of people icon). On the right, there is a link "Click to Rate and Give Feedback" followed by five yellow stars. Below this is a breadcrumb trail: "MSDN > MSDN Library > Web Dev > CSS Reference > Attributes > List". A "Language Filter : All" dropdown is visible. The main content area displays the title "list-style-image Attril" and a description "Sets or retrieves a value that indica". Below the description is a "Syntax" section with two tabs: "HTML" and "Scripting". The "HTML" tab is selected, showing the code "{ list-style-imag". The "Scripting" tab shows "[ sLocation = ] object.style.listStyleImage". A feedback form is overlaid on the right side of the page, titled "Give feedback on this content". It contains a text input field with the text "Cool!|" and a "Send" button.

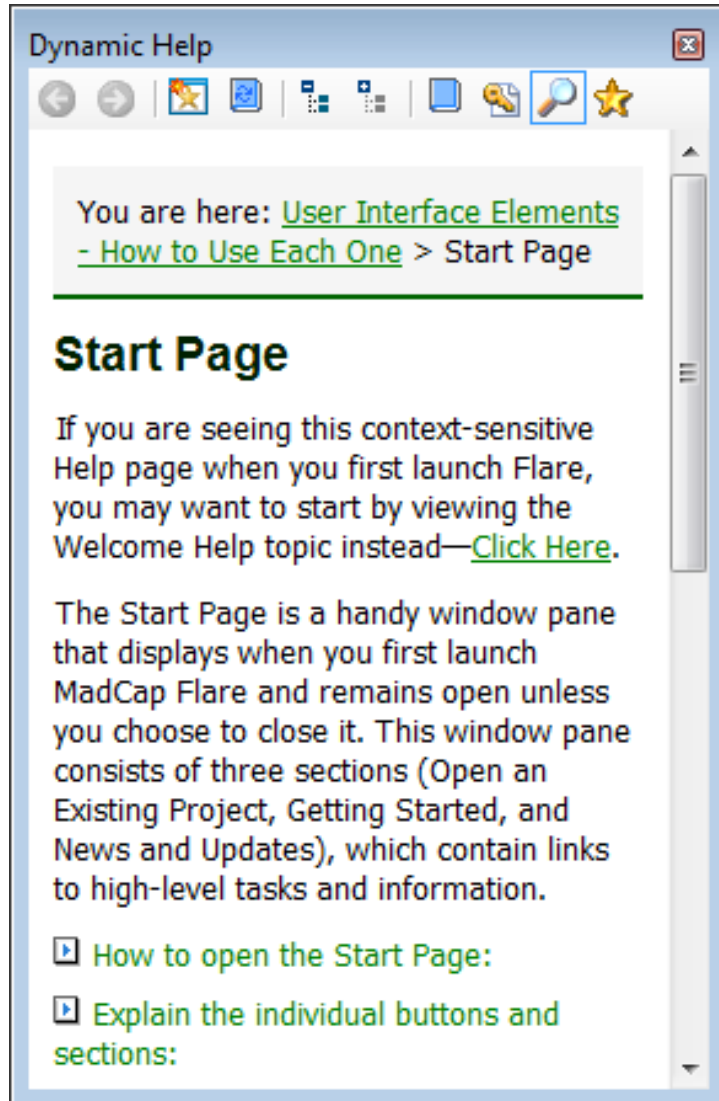
# INVITE them back

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- ▶ Bookmarks/Favorites
- ▶ Breadcrumbs
- ▶ RSS feeds



# INVITE them back



# Don't just tell them, **SHOW** them

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- ▶ Tutorials
- ▶ Demonstrations

# Don't just tell them, SHOW them



## DOWNLOAD IN PROGRESS

If your download does not start, click [here](#).

Concerned about spyware? [Click here](#).

Feel free to browse the site;  
your download will continue  
in the background.

While you're downloading Ad-Aware SE Personal Edition 1.06...

## 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](#)

## SPONSORED LINKS

### [Spyware Remover Download](#)

Free Scan, awarded Spyware and Trojan killer - 5 Stars Rated.

[www.pctools.com](#)

### [Which Spyware Remover?](#)

5 Side-by-side Rankings of Top Spyware Virus Removers. Free Scans.

[comparespywareremovers.com](#)

### [Free Spyware Download](#)

Destroy all Spyware/Adware. Clean & Speed up your PC!

[www.softspy.com](#)

## See related downloads

SPONSORED

### [Logalot \(SOE\)](#)

Alert and report on your hardware and software messages.

### [Microsoft OneNote](#)

Organize all your notes and information in one place.

### [SurgeMail Mail Server](#)

Incorporate a mail server supporting SMTP, POP3, IMAP4, SPF, WebMail, and virus protection.

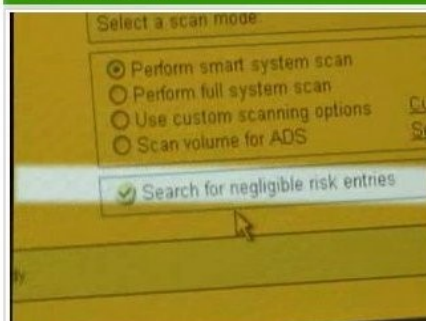
### [WebDrive](#)

Transfer files with an FTP client that creates a virtual network drive to connect to remote servers.

### [FileKeeper](#)

Protect information stored on desktop and laptop computers from loss.

## Download.com video



00:01:45



SPONSORED BY:



# Provide INCENTIVES

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- ▶ MVP programs
- ▶ Easter eggs
- ▶ Participation levels in discussion groups

# Provide INCENTIVES

<b>Microsoft</b>	
Most Valuable Professional	
Home	MVP Worldwide
Overview	<h2>MVP Program Benefits</h2> <p>As our thank you to our MVPs, we provide the following award benefits to help MVPs connect with each other and with Microsoft, enhance their technical skills, and stay abreast of the latest product developments:</p> <ul style="list-style-type: none"><li>• <a href="#">MVP Award</a>: The MVP Award recognizes exceptional technical community leaders worldwide who actively share their real world expertise with others. As part of the award, MVPs receive a thank you gift, an MVP certificate, and a variety of resources to help them make the most of their experience as a Microsoft MVP.</li><li>• <a href="#">Technical Resources</a>: We value MVPs' passion for technology. To help MVPs develop and expand their expertise, we provide them with access to several resources such as complimentary subscriptions to MSDN or TechNet, access to MVP private newsgroups, and technical support incidents.</li><li>• <a href="#">Relationship Services</a>: Microsoft is a large, complex company that can be difficult to navigate. To help MVPs make the most of their award experience, we provide them with dedicated MVP Leads who serve as the MVP's main point of contact inside Microsoft, as well as an exclusive MVP Web site that keeps MVPs informed of award benefits, updates, news about their peers, and events that are occurring in their region and worldwide.</li></ul>
MVP Program Benefits	
MVP Awardees	
Global Summit	
MVP Insider	
Press	
 <a href="#">International Support</a>	

# Have some STYLE

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- ▶ Voice
- ▶ Tone
- ▶ Colors and design
- ▶ Recurring examples

# Have some STYLE

https://www.tonikhealth.com - Tonik Health Insurance - Georgia - Microsoft Internet Explorer

## Nitty gritty. <sup>1</sup> <sup>2</sup> <sup>3</sup>

calculated risk taker A.K.A. 1500

\$122 per month <sup>?</sup>  
\$1,500 deductible <sup>?</sup>  
(no maternity)

**Plan Benefits (In Network) <sup>?</sup>**  
**Office Visits**  
per visit. <sup>?</sup>  
as you want, but stay in our <sup>?</sup>

**Personal Services <sup>?</sup>**  
you meet your deductible.

**Care <sup>?</sup>**  
Pay \$0 after you meet your deductible.

**Overnight Hospital Stays <sup>?</sup>**  
Pay \$0 after you meet your deductible.

**If You Don't Stay Overnight <sup>?</sup>**  
Pay \$0 after you meet your deductible.

**Physical/Occupational Therapy, <sup>?</sup>**  
**Chiropractic Care**  
Pay \$0 after you meet your deductible. <sup>?</sup>  
12 visit maximum—in & out of network.

[Plan Summary](#) [Dental Summary](#)  
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Done Internet

# YOU need excitement, too

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“Every product of genius must be the production of enthusiasm.” – Disraeli



# Questions?

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## Scott DeLoach

MadCap Certified Instructor, Flare and Blaze

Adobe Certified Instructor, RoboHelp and Captivate

Author, *CSS to the Point*

[scott@clickstart.net](mailto:scott@clickstart.net)

+1 404.520.0003

[www.clickstart.net](http://www.clickstart.net)