[Silence] [No Audio] someone give me confirmation when I go into production mode that we can still see and hear.

Looks great.

Already. I think I am heard and I think I am seeing. With that then Lauren is it good to jump in?

We are all set here in the room we can hear you fine.

>> Okay thanks for everyone's patience. Today I think this is our last session of the day so I hope it is been informative for everyone. We'll be wrapping up today with a discussion of user documentation. And do we still need the stuff?

My name is Kristin for those of you in the room you will note that I am not there with you I actually contract with NOAA through a company called Genwick based in Seattle the NOAA office there on the Pacific coast. I've worked with NOAA through Genwick for about three years doing UX writing and designing. On that team, I've worked on a number of projects Many of which relate to chemical response and helping planners and emergency responders. Both plan for chemical emergencies and then help prevent them so they never actually occur and as you might imagine there's a lot of documentation in that process and we do our best to make that as User-friendly for the various subsets of people that use those products. So I'll share some insights today on things I've learned throughout that process as well as in other positions doing UX work along the way. And at the end assuming we have time for questions I would love to hear from you as well about the user documentation that you've worked on and any tips and tricks to make that easier on us and easier on our user. So I've shared a bit about my myself. But some assumptions about you today???/. I'm assuming that we all work in government in some capacity. Either as federal employees or as contractors and that you build things in some capacity. Now that could mean websites or apps, but it could also be services and experiences. Applications and programs. So things were using it broadly. But you create services and experiences for people. And additionally you want to make them good, you want people to be able to use them effectively and efficiently. Oftentimes documentation will be a part of that. So we will explore that a bit today. Before we dive in let's kind of define our terms. What is user documentation? The way I'm going to define it today is fairly broad but I am going to consider documentation anything that explains what the product is, what the user can do with it, how to do those things, and how it impacts them? So what pain point, or what problem your product can help them solve how they go about that. And then things like privacy policies for example, how using your product will impact them, what repercussions it might have for them good or bad. So this is a fairly broad definition but I think it is important to think about user documentation holistically. Because our world is changing fast especially in the digital space. And there is always new for forms and new technologies that arise and I think if we think too narrowly we start to discount things that might perhaps need to be considered part of the documentation. We been doing this as a culture and as a society for a while. The first technical manual in English was written by, centuries ago by Shouse or as he was described how to use an Astrolabe. That is the first written English documentation but there's documentation that goes back centuries earlier in Latin and Greek and Arabic. So I'd like to think that as a culture we are getting better at this but it does have a long history and we are improving on that today. Documentation can take many, many forms. By forms I mean perhaps it's a PDF, perhaps a PowerPoint, maybe it is a printed piece of material. Similar to my earlier definitions we won't look at this too narrowly because we want to take a holistic view and understand the documentation should really be created and formed in the ways that are best for our user, that makes it accessible to them and makes it easy to access. And so we'll see lots of different examples in the rest of the presentation of the various forms of documentation can take. And as I noted before as technology advances I think we'll see more and more forms of documentation. So for me out of personal interest, it is always exciting to see as we explore AR and BR what those different forms can take as well. Now the real question is this stuff actually used? All of us who have created products and tools and experiences have run into this problem where users ask questions that we have documented so carefully and clearly in the documentation, there are a few Archie RTFM or read the blankety, blankety manual all of which are very funny and none of which are very appropriate for use in a government presentation. But we are probably familiar with this question of are users even reading this stuff? So I thought I would attempt to answer that with as much, definitive nature as we can here. There's been a number of studies over time, one of the more widely known was in 1991 and it was titled nobody reads documentation. That kind of kicked off this assumption that we are building and writing this material and no one is actually reading it. There was a study in 2014 that looked fairly comprehensively at all the recent studies and said hey in many cases if not all of the cases users are considering, they are looking into our documentation and so we should not discount it entirely. So I noted below that is Bridget Vanlogum in the Netherlands in September of 2014. She was looking at documentation, excuse me looked at studies prior and ran her own study to determine if users would actually use this and I have summarized her reflections on past studies in this table which he also includes in that study. The end column there.

The second one in is the number of participants in the study, the middle column is what they were consulting or were tested to see if they were consult. The percentage on the far left is the percentage of people that either indicated they would look at in a hypothetical situation or actually did consult the documentation. And you can see that in nearly every study, all studies in fact listed here the percentage is at least over 50%. So that is positive for us. Indicates that our users are likely referencing this material. I should note of course that many of these studies some of them older, so they reference print which in a digital age it is leveraged less and less. And importantly especially if you're coming at if from a behavioral economics perspective a lot of the studies were hypothetical. In this situation would you or what would you look at. Which isn't as helpful data as did you actually, did you open the manual yourself when doing this task. So it is good information, it should be taken with a grain of salt. But points a very positive direction. So as she summarizes both her review of past literature as well as her own study in which she ran a hypothetical situation with a number of different types of users. She said that ease of access and convenience the both of them are the strongest determinants for the choice of an information source, with online browsing as the single most popular method. So she says people are indeed referencing documentation, not in its entirety and not always but, it is frequently used. It is easy to access, it is convenient, which oftentimes means is that online. That again was in 2014. And so I suspect that trend has only continued on online browsing is Indeed I would imagine a far more popular source at this point in time. So yes it is fair to say that many cases our users are relying on documentation. Perhaps not as thoroughly as we would like them but it is an important element in the products and tools that we create. As Bridget noted it has to be easy and convenient and probably available online. Especially if your product itself is indeed a website or something that they are accessing via the Internet. So with that solved we need to pay attention to not simply isn't available but is it user-friendly. Even if you have documentation if it is not digestible and understandable by the users it's not going to solve their problems. And that can lead to more problems. It could lead them to abandon your tool or your product and even worse potentially lose trust in your agency. I would say particularly if there is conflicting information or information that points them in the wrong direction. That can have fairly dire consequences. Creating user-friendly documentation absolutely takes time. But, it takes far more time to build back trust. So I think it is helpful to think of that in kind of a longer-term process. Yes, it can be a pain to give thorough yet accessible and easily digestible documentation but the outcomes are perhaps worse. So with that are functions here are that it is dependent on it in some cases we know it needs to be user-friendly. So how do we make it user-friendly? I would suggest approaching the creation of your documentation as you would any other tool. A lot of us use human-centric design in our work or design thinking. Which encourages you to think about the problem that you're trying to solve. What is the actual objective of this piece of information? Now I'll lay out a series of objectives that might help you kind of categorize these into a few different buckets. Verbal, maybe to introduce. Tell the user what the program does or what problem it solves for them. You might be trying to teach, to tell the user how to do certain tasks, to provide them with steps or information that will let them go do that right away. You might be providing reference information that they can use in the future or simply as additional context to flesh out their understanding of this program or this tool. You might be connecting them, providing them with ways to learn more or perhaps to even contact the makers of the product if they have a problem. And finally your goal would be to satisfy the developer or legal requirements. And this oftentimes in government is something we do have to grapple with. Just kind of check off checkboxes we need to check if for no other reason than it is required. Now all of these goals are important in some element of our documentation. And some of them are informative and some are actionable. This isn't really cut and dry. Generally speaking if you're introducing your product you are telling them on a fairly high level what this product does and why they may need it. It tends to be informative. If you are teaching on the other hand chances are your user is there to do something now. To apply for a program, to fill out a form, to download something or to find where they can access other information. If you're aim is to teach information should be actionable. Reference information tends to be informative . It gives them additional contacts or explain something in more detail and they may need in that exact moment in time but, it is there for them if they need it later. Connecting can either be actionable or informative. They may be there to report a bug or to get an email so they can find out more information with the intent of emailing in which that case it would be actionable. Alternatively it could be there again as additional context. Satisfying can also be either. In many cases the legal requirements put upon us are the requirements for agencies are meant to be actionable . Fill out a users survey or include a privacy policy. But, in some cases things like privacy policy really are just meant to kind of describe the user what the implications are and don’t require any action in which case that would be considered informative. Now, this is not necessarily always that straightforward. And sometimes specific piece of documentation can serve more than one purpose. So to make this perhaps make a bit more sense we will take a look at an example. This is a footer on the department of commerce website, right at the bottom there if you go to DOC.gov this is what you see. Now I would argue that a lot of the links at the very bottom are actually forms of documentation on this website or on the department. So if we go that route let's take a look at some of these links here and start to learn which might be considered teaching, reference, connecting, or others. Now we mentioned reference of course, the goals provide additional context and information the users can come back to later if they need. In that sense I would argue that a site map might be a piece of reference documentation showing you how the site works, where you can find different pages. One calls to argue if you are using it as a navigation it could be actionable. Satisfy, this again is to satisfy our legal or developer requirements. It just so happens that in the department of commerce a privacy policy is required for every website. So in this case it will satisfy the department of commerce regulation as well as providing a reference for users that might want know how their information is being used. Connect. Again this too provides users with a way to reach out to learn more or deepen their understanding by contacting someone.

There was indeed a contact us link on that page and because contact us is also required by the Department of Commerce it would fall under both of those categories. Now to make it even more complex we discussed teach on one earlier. The goal of teach is to provide steps or information that users can use to execute something right now. To go and put that into practice. There was a whistleblower protection page on the footer which may fall under legal requirements for the website is also referenced for users to understand what a whistleblower policy is. But, importantly there were steps for users if they feel that they need to blow a whistle and alert someone about something, there were individual actions they need to take listed in order on that page as well. So in that sense it is a fairly complicated piece of documentation. It teaches, it serves as a reference, and it may satisfy some requirements for the page itself. So as you see you it can get a bit complicated but the goal isn’t really to narrow it down to necessarily one of the other. But really for us to understand what is the purpose of creating any piece of documentation. Once you have that clear your mind it is likely the documentation as you write it and compile it will be a bit more easy for users to digest. Importantly we noted that some of these were informative pieces of documentation and some of them were actionable. Although there will be overlap between those five different types of documentation that I listed it’s helpful if you can try to piece out the informative and actionable into separate pieces of documentation. The reason for this is actionable documentation is helpful if it’s using short sentences, using a second person language for example you might say open your welcome packet instead of applicant should open their welcome packet. Incorporating steps, lists and bullets, again this is trying to provide them with information on how to do something. So making it as easy to scan and act on as possible is always helpful. Using clear verbs. And importantly putting your reference information elsewhere will help make that actionable documentation a bit easier for users to act on. As someone that uses a fair amount of writing in their work this can be really tricky. We tend to want to think that we need all the information right there at their fingertips. And so we want to put everything on one page. But, in fact putting more information can sometimes dilute the page itself and make it harder to follow the steps. So for reference information, the additional notes and follow-ups are important consider putting them perhaps as a sidebar on the page or a different color so they can be differentiated as users scan. Maybe you want to put them in a collapsible and expandable box below the main steps. Something that indicates users that you can act on the steps labeled one, two, three, four, five, and if you choose to read more this is available to you but it won’t dilute your main message. Now we talked about the different goals of your documentation and How you might make that easy to act upon. But note that none of these goals that I described are actually indicative or require any particular form. All of them are form agnostic and by that I mean they might take the form of a PowerPoint tutorial, they might be in a support center or a help article. We’ll go through the different forms in a moment but know It’s up to you to decide what the best form is for your users to digest it. So with that we will cover some common forms of documentation. One of the first that you may see if you engage with particularly particularly a digital tool is a welcome screen. And this is a great example ,or a great method to give a high-level introduction to your program or explain some of the main features and steps. This is an example from Google data studio which I used to analyze some of the statistics on our website. You can see below in the bottom part of their dialog box there that they say connect, visualize, and share. Which tells you some of the main things you can use this platform for. At the top you'll also note that they are about to launch you into a series of steps that will help you agree to their terms and set your preferences. So it accomplishes a lot of goals here in a single welcome screen. Another one that is a bit simpler that I really love is Slack for those that aren’t familiar Slack is a messaging system for teens I do not know that it's used widely in government but in a lot of for-profit companies Slack gets them get out of email and ensure messages in a separate platform. When you start Slack sometimes it will say things like you look nice today, in a short, witty or uplifting messages. Sometimes you get what I would consider some user documentation. In this case as the pages is loading it tells us to indent a message or quote with several sentences or paragraphs start with and then the arrow lights on. So this is indeed telling users how they can better use this system in order to communicate. It is not burdensome, it does not take long, it's there just long enough to digest. And then you jump into your messages and if you want you can tie that note immediately. So for me that is a great example, really lightweight way to greet your user and provide them with some light documentation. We are all probably familiar with a product tour as well. This is a great way to highlight certain features of the product or to show them how they can navigate. Now this can happen when users are brand-new to a program or if they are returning and there are new features you’ve rolled out. In this case I got this message from Facebook not long ago. They wanted me to know there's a new privacy control that I can play with. And I have the option to take a tour of that or to say not now. Importantly when you do product tours if you're showing the multiple features are navigations it should be short and sweet. No more than a few steps. Importantly as we see with is not now but in the example let users opt out especially if it is a multistage process. Users will often opt out and that can be frustrating for us because we put a lot of work into creating these but, know that we want to give them control over the product so they can use it in the way that works for them. Here is another example from Slack. Now in this case I'm a brand-new user. So they're showing me my channels up top and I can say got it and then they might jump to the next, the next alert for the next product feature. Or there is an option to click here to skip. Again giving me a way to opt out. A final one came up in my Gmail for me recently. I'm a seasoned Gmail user but this time I logged on I noted that they’re telling me I can request a read receipt. With this there’s no next step that’s all I get the choice to say is nifty and we are done. So that’s a good example of a quick new feature that they are adding that you can alert users to. Now product tour, interactive tour are different for me. These are defined heavily by different people. You will note from the previous example my options were to say nifty done or next in this case got it. So they’re still alerting me to the future or the navigation element. The way I define an interactive tour means you are asking your users to actually try the thing in your product rather than say next, next, next. So in this case a mailbox was an app to help you manage your mailing your phone here. And the first screen I see get started. Okay. The next step is that I literally have to swipe right , excuse me swipe right to archive. I can’t move on until I do. And so in this way mailbox is telling me to try the process and learn it so that I can then execute it . Now they’re not giving you much control about whether I want to try it or not but they are building a habit for myself in this interactive tool. I will give a different example to give the user a bit more control over it. We are jumping back to Data Studio now. In this case this is showing me where I can change to my various pages of the report. And you may see that I can minimize the page menu with a little left facing arrow or expand it by clicking what I call a hamburger menu. And those are actually there in the interface and if you were using this product you can click that and actually open and close that menu there. You also have the option of simply saying next to get to the tour and get a high-level view. There is an option to actually engage with and try out that feature. But, for me that is a bit of a difference. Are you asking the user to try the feature or to simply alerting them about it. That is something you can decide as you start to build the documentation. One of my favorite ways to guide users through a tool is to embed help in the tool itself. You can give them just-in-time guidance that they can access as they use the programs at their own pace. Now this is actually a tool built by NOAA. by some of the folks on my team here. Is for meddling oil on water for first responders like the Coast Guard that may be responding to oil spills. It's very technical and as you can see in first in the tip top centerish there there is a question mark And the mouse is hovering over it and a tooltip appears that says get help on setup view. Now to click that help appears. It tells me about the feature and how to use it. Now, this isn't cluttering my view if I did not need it. It is there if and when I want to expand it. So for me that's a way to provide users with the information as they need it but, not before. I will give another example. This is on Amazon. And they're trying to collect my credit card for a purchase. You see below there is a little what is this button? Now I may not know what use this card cross across all of Amazon . So I can click that and a pop-up comes up saying they will make it my default payment method so this isn't making your screen or your interface any larger or burdened by putting that information up front but, it is there very quick and easy if I need to access it. We are all familiar with tutorials. This is a fairly broad category, but you can provide this via video, we oftentimes do them in PowerPoint especially if you're doing a presentation. These tend to be most focused on teaching one of those five goals that we discussed earlier. Telling you step-by-step how to accomplish a certain goal. So this is a YouTube video from USA jobs. It explains to the user how to apply for federal jobs. This is actually the first screen of a PowerPoint that will help you learn how to register for military voting. Support articles are also very popular specifically if you have a lot of information to share. They can oftentimes be categorized into a help center or a knowledge base. It helps you categorize the different articles. This is an example from Wick it helps you build a website in there plenty of examples for the government side. This is from USA gov if you are looking to renew a passport or get a new one. You can see that different articles below and you can also search up top or navigate on the left to find article that solve your specific problem. Now this one I really love. If you go to the VA.gov this is their home site. It's actually a knowledge base brought to the front of the page because they assume that if you come here you are looking to accomplish something. You have a question that needs answering on healthcare, about a disability, education, records or more it's usually shown on the page. And so these have been categorized based on some of their user testing. They learn how people kind of spotted these different categories and where they would find them and they put it up front and center so they can access it as soon as they come to the site. Checklist are another fun one particularly if there are steps that users need to take to get to the right end result. This is an example from ECO Bright where it's kind of prompted me to set different reminders or take different steps. Essentially test out their different features. Now not many of these are required but particularly if you were walking through a form online it might be helpful to give checklist for users to explain where they are in the process and what remains in the process. Bots and helpers. Some of our most favorite and least favorite on the far right is something a little more modern looking. Bots can help filter down or help you kind of whittled down, narrow down the needs of the user and if they're going to go to in person support you can give that individual on your team more context to why the users are here. Most of us are probably familiar with Clippy as well. Which again wasn't putting people in touch with real humans but was helping users navigate via more of a humanlike interface down to the right help article. We all know that Clippy was phased out some years back. But the concept of using bots or helpers to guide people to the right thing in a kind of human way does remain and has actually been translated over into some of the bots that we see today when we visit different sites. Running up on the end of our examples here printed materials. It's a pretty broad category and can actually include things like QuickStart guides or tutorials . I group them together just because we do not see as much of them in the digital space but, for physical products these can be really impactful. We are all familiar with the IKEA assembly instructions. These can just be diagrams or they can have printed text. But remember with printed products or with any product if the instructions and documentation aren't clear users will look elsewhere. And this is an example of just that. Over the years many people have struggled with the documentation provided in their IKEA box. And so this is actually an app that provides their own documentation complete with real images and language that describes to you what you are supposed to do. So an example in industry of documentation will perhaps failing and looking someone to fill in the gaps. That was just a handful examples to kind of get us thinking about the different forms of documentation that are out there and that we can leverage in our work. But really documentation can take any form you can imagine. Blogs , and vlogs, story maps, webinars, so much more. Again AR and VR , that is virtual reality might open some new doors for us in that sense. So that was a lot. Which form should we choose as we make our documentation? This really depends on your user. This can be a tricky thing to ask but it's important to leverage research and data that you've collected as you made your original product. All of this documentation is supporting something that you have made or intend to make. So presumably there is some sort of user research or some understanding of problems of your users and their problem that you leverage in the creation of that tool. You can leverage that in your documentation as well. If you feel some of that's missing talk to outreach, marketing, sales or support team not all of us in government have all these departments but generally speaking there is someone who feels questions from users on this particular tool or program or experiences you've created. They probably have a lot of information of where a user struggles. If they have heard the same question over and over I am sure they would be happy to tell you and help you follow that in the documentation. So for those of us who are building online tools Google analytics is also a great way to see where people come into the site, how do they are navigating it, perhaps where they are getting stuck or were they are exiting. So depending on your capabilities there and what sort of analytic platform you're using you might be able to glean some answers from that as well. Sometimes

we are on small teams with limited budgets and limited timelines, make an educated guess, guess and test that documentation with users. Even if it is something quick and dirty as gorilla test asking someone to try the product and then seeing if they use the documentation and importantly seeing how they use the documentation and if it solves that problem. So with that we will get into some more nitty-gritty tips for ways that your documentation can be good. By that I mean user-friendly. For actual documentation again, again documentation that is meant to give them steps or lists of things that they can execute and put into action now to solve their problem I like just-in-time support. That is an idea borrowed from behavioral economics. Is practice heavily in financial literacy training and more and more in other in other industries. Ideas that Shillings placed the most immediate needs and questions first and are not going to read or act on something if they have more immediate needs. So you can tell them all about the millions of features that are part of your program, but if the features aren't relevant to what they are trying to accomplish now they will either ignore it or read it and just be really frustrated. Then we go back to that issue of potentially abandoning the tool or losing trust in your agency. Well I like to give them what they need right as they needed, and not a moment earlier. That can be really frustrating because I tend to like to provide, really thorough documentation I want folks to read it and we know that just is not the case. For me at least it's an exercising in control providing only what is needed with the links and opportunities to read more reference information, but not cluttering things up. The importance and crux of this is do not force your users to change their habits because they won't. So you can tell them read this big long page, but we know people scan, people read incomplete parts and so your assumption is that they will do exactly that you say and suggest just know that human behavior always trumps our desires. Another great suggestion is to incorporate graphics. This one for example. Of what New York City is recycling these days. It can be so much more concise to summarize with images rather than with words. You can write all this out but really who would read that and who would use it. It is much easier to photograph or to draw the things that are recyclable. So keep in mind that they're opportunities to put some of your writing into graphics and make it perhaps even more powerful and usable. This one I love. This is on USA.gov. I actually show the screenshot of their knowledge base earlier. It was originally one long infographics but I had to cut it up to show it here on our screen. It's about how to get or renew a U.S. passport. And there is text but also a lot of images that show you the various documentation that you need in order to apply. Outside of just giving a more visual representation of the steps, I think that the graphics help break it up and help make it more approachable. Passports can be a scary thing, they are very official and very required when traveling. And so it can be a little bit intimidating for someone that's approaching this brand-new. But this seems friendly, it seems bight. And there are images that accompany it. In my opinion this is a great way to explain a pretty complex process. In a fairly user-friendly way. Importantly test your documentation . As you would any other tool that you create, presumably all of us here have some background or interest in user experience design and I would encourage you to go through a similar process with your documentation as you have the tools that you are documenting. I know this is hard. Documentation at least in our process is unfortunately often comes towards the end of the process. It never feels like there is enough time to thoroughly document it. It would be wise and prudent to push documentation kind of integrated earlier into your process as an earlier speaker mentioned about 508 compliance. If you can build that in along the way it is much more likely to be successful. I have seen that it tends to come at the end of many projects which can make it a challenge to then test it and make sure it is equally as user-friendly as the tool that we were trying to originally create. This is my favorite side. There are some things that documentation should not be. One of them is an excuse for difficult to use tools. I have said in my past and I have heard others say we will just explain that in the help articles. As we know users cannot always reference the documentation and when they do they oftentimes do it piecemeal. They may not find your expedition or they may never get to it and read the entire thing in the first place but so just putting explanation and help is not going to solve your usability issues. It's also not a dumping ground. I have heard we can add an FAQ about that. FAQ in particular if you allow me a brief rant. Frequently asked questions are not ones that you come up with as a team I think you should answer for the user. They are questions you've actually fielded yourself. So many times in fact that you can have a brief list of questions that users can kind of peruse through and understand before they start to use your program. The usability of FAQs I think varies from tool to tool but putting an FAQ as a source of documentation does not necessarily mean it will make sense to users or that it will be accessed. Be cautious if you feel yourself going down that route. Documentation is also not something you create and forget. Every time you update your tool, your experience, or your product you need update the documentation. Sometimes that can mean radical changes and other times it's just an update here and there to update a link or perhaps to explain a change in the process or the program you created. Documentation also should not be beyond your technical limitations. As an example of this, I worked on teams before that want to create user videos to explain the product. Unfortunately, we did not have a lot of folks that were well-versed in 508 compliance and videos posted by the federal government need to be captioned. At that point in time, we did not have good resources to make that happen so we did not build a video. Technologies has advanced and is now easier and faster ways to do that. But, do not push yourself beyond something that you can do well. Stick to what you know and what you are able to do especially if time is tight. Documentation, of course, is not a chance to go into insane detail about technical elements unless your tool is highly technical and your users do actually need that documentation. So this is an opportunity for you to exercise some willpower there and determine what level is necessary. Again testing is great, seeing what users actually need and reference and what they don't. You can always include additional information outside of those pages that are meant to accept and kind of bit by bit information how to accomplish something. You can have separate pages that have additional details if you think it's necessary. And then finally documentation that needs to be accessible. We heard a bit about it in the previous presentation here and I will provide a link as well. At the end of this slide. So in summary when creating documentation know the purpose of what you are creating. What exactly is the specific type of documentation trying to accomplish? Is if it is supposed to be actionable it is extra important to be clear and concise. We had the slide earlier that outlines some bullet points. And all of those can be found on plain writing website that I will link to in a moment. It has some really great suggestions for how your writing can be clear and actionable. Leverage human-centered design processes and user experience processes as you create the documentation. Know your users and their needs and meet them where they are at and by that I mean think about what they're doing now and do not force them to change. If you know your users are not going to leave your product and go to YouTube do not create a YouTube video on the other hand if you know they are looking at your product and going straight to Google to find something make sure that your information is available online and potentially in youtube format. Of course, test your documentation as you go through the same way you'd test your product. Then finally start small. You can't do everything at once and it is probably not a good idea to try. I am not arguing against grand ambitions but start small, start where you can, iterate, test it and make it better over time. Keep a compliant, keep it accessible and fully, build that out based on what your users what feedback they give you. So with that, I am curious to hear from you. I have some resources here these will be in the slides I send out. Yeah, I'm curious to hear what luck you've had with documentation, what some of your challenges are, and best practices that you have used in your agency. Thank you. I will let Lauren or someone on the team provide me with questions and we can go through them that way.

Thank you so much, Kristin, we have about two minutes here. It looks like someone on the phone did have a question.
From ???Did you want to go ahead and ask it? Yeah I did I wanted

to thank you for the presentation , we have tried in the agency where I work to really use documentation as an opportunity to support and achieve good user experience. It sounds like you take a very similar approach. I wanted ask you about one thing though and that have you gotten more and more into providing user assistance through documentation and online help we've discovered that it's really difficult sometimes to make a distinction between help related to the business process or describing the business process and help for application that supports that process. I was wondering if you had any sort of reflections on that issue?

Yeah, that is a great one. And I suspect you're not alone there. As we saw there are tons of different forms that you can use so I think that what i'd be suggesting here would be without the full kind of context of your situation but right off the bat that something that occurs to me is if they're accessing this online there could be an opportunity to kind of separate this early on. Like a question "What are you here for?" Is it about business or is it about the application and then from there that launches them into different sets of suggested articles. Or perhaps even like we saw on the VA.gov they had a section on health, section on benefits. So categorizing them like that visually might help users think to themselves which question do I have is this about this agency or it's business or is in effect about the one tool application . That might not be hitting the nail on the head for you but those of the ways you describe but based on what you described those two things occurred to me.

That's definitely, that's definitely hitting the ballpark. Thank you.

>> Okay so we are at noon I just asked if anyone in the room had questions but no one did. Here is a last-minute question Kristin.

[Indiscernible - low volume]

She is coming up >> Do you tailor your documentation for a specific generation group I don't know if I should say a.

Him, in our [indiscernible] we don't.

We do not see how different users in different age groups use the product but there could be products out there that do have different use depending on kind of what different age group is using them. If you notice that is very pronounced you could try to tailor the help to different age groups, to be subtle and gentle about that right age, age can be a sensitive topic. I think about it in terms of persona. Which are a tool that is often used in user experience. That kind of groups shoot users in different buckets potentially by age or any other number of features. For example Persona a might be what we call a millennial and has these needs and these habits. Where someone else from an older generation operates in these ways of these needs so in your documentation the same as your tool you want to take it into consideration how the first persona uses the tool and documentation and how the other one does as well. It can be tricky if they are very different. If they comforter very different reasons, that might be a way, the first question we heard from Craig. Kind of break out your documentation to your users as they come by addressing them by age. Also, there could be different ways of looking for this or, um, common questions at the top based on the most common questions from which group. Research would be needed there.

But, I think that you are right to understand that users come with different needs. That is a different first step. Definite first step.

Thank you, everyone, on the phone. I think you've Kristin for presenting today. Have a great afternoon everyone.

Thank you.

[Event Concluded]