



Task Analysis

Consulting:

- **Developing Customer Surveys and Studies**
- **Defining Customer Profiles - Personas**
- **Defining Customer Goals**
- **Defining Customer Tasks and Supporting Information**
- **Creating a Document Strategy**
- **Developing Task Hierarchies**
- **Information Modeling**
- **Metadata Analysis**
- **DITA Application and Specialization**

Task Analysis

Task Analysis is the single most critical aspect of information redesign. Whether you choose to use DITA or another XML vocabulary for your information model, capturing the customer requirements is the key to building effective technical information about your products and services. A proper *Task Analysis* will help to ensure that you understand who your customers are and what their information requirements are. At WOLFF & Associates, LLC., we provide the consulting services to help you design customer-focused documentation. Customer-focused documentation that is developed from a customized information model ensures that customers receive the information the way they needed to use your products.

Customer Requirements

WOLFF & Associates can help you build a customer survey that will point to weakness in your documentation.

Frequently, publications teams only have a limited exposure to feedback because direct contact with customers is not feasible or too costly. Without feedback, however, your business could be missing out on important opportunities to reduce support costs by improving the effectiveness of product documentation for installation, use and

troubleshooting. Most businesses operate under the mistaken assumption that few customers will make use of manuals, opting instead to call their sales representative or the customer support hotline. In practice, customers often prefer to use written documentation in order to quickly solve problems rather than wait for a representative that may not be able to help them. Often support calls are actually the result of failed documentation strategies which failed to assist the user in solving their problem. In addition, support calls often cost organizations more than producing accurate documentation.

At WOLFF & Associates, we can help you define customer goals and the tasks that must be accomplished to ensure their success with your product or service. We can assist you in creating task hierarchies, which break down customer goals into a series of related activities. We can also help you design customer-focused documents. Our team starts by defining customer "Personas" which are profiles for each of the key customer roles which interact with your product or service. The *persona* definition process can help build communication between product designers, marketing groups and technical publication teams by describing the customers of your product or service. Personas then become the basis for targeting information requirements for each of the different roles within the audience throughout the design process.

Requirements Analysis Consulting:

- Perform studies of actual users working with your products
- Conduct online and direct surveys of your customers
- Define customer *Personas, Scenarios, Goals and Tasks*
- Conduct cross-organizational information gathering
- Identify gaps in the customer information experience

Documentation Strategy & Information Model

Once you have a clear understanding of your customers and their information requirements, you can begin to develop a *Documentation Strategy* and an *Information Model*. The *Document Strategy* is based upon the customer personas and the product strategy to insure that documents target the needs of specific customer types and products. Knowledge about customers enables authors to create action oriented instructions tailored to the needs of specific roles.

The circumstances under which your customers operate can often dictate the best delivery format to provide.

- Do they have a computer?
- Do they carry handhelds?
- Are call centers available on their shift?
- Is the environment hazardous, explosive or dirty?
- Do they search electronically for information?

Once you have completed a *Task Analysis* and defined a Document Strategy, it is time to create your Information Model. The *Information Model* becomes the basis for how semantics and structure are applied to each individual deliverable. At WOLFF & Associates, we design your information model to address your unique business and customer requirements. An effective information model considers your content reuse strategy, content categorization and navigational needs.

The Information Model includes a *Metadata Analysis* to define how you will label (tag) your information components to support automated processing, localization, conditional publishing, and search requirements both within the CMS and through published media. The *Information Model* establishes a consistent approach for how information will be organized and structured. An information structure defined in the *Information Model* should make sense to your customers, be easy to navigate, clear, effective and action oriented. At

WOLFF & Associates, we strive to create an information strategy that will integrate a broad set of requirements into a cohesive solution that makes information creation, updates and delivery a snap.

Information Architects

At WOLFF & Associates, we are your information architects. We help businesses design their documentation processes to work as an integrated solution. Effective documentation enables customers to quickly locate information which is action oriented and easy to follow. A *Task Analysis* can help you build task based information that supports your customers' goals. WOLFF & Associates can help you articulate the needs of your customer to ensure accurate documentation. Let us show you how.



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