



The User Friendly Company

Tom Moseley
President, The Moseley Group, Inc.

The Problem

- Too many companies derive their corporate personality from other companies
 - No idea of the company personality, or how to create one
 - Don't trust that employees can convey that personality
 - "If it works for Microsoft"
- It's safer and easier to be "stiff" and impersonal, since there's no risk

Creating a Corporate Image

- A corporation is a legal entity, treated legally as an individual, but comprised of individuals
- The people who make up the company can and should define the company image
- A natural corporate image is easier to keep, easier to convey, and makes for more natural communication with your customers

Employee Involvement

- Employees usually are not involved in the initial formation of the corporate image
- Some training is necessary to guide employees in representing the company
- It's important that employees buy in to the corporate image, especially if they have regular contact with customers
- Remember, your employees represent your company, and consistency is important

Borrowing an Image

- It's "safe" to borrow an image from a successful company
 - Some go for the black tie approach like IBM
 - Documentation done in Microsoft style
- It may be safe, but it hides the company, making it less distinguishable
- You want your customers to remember you

Taking a risk

- Put some of your own personality into the corporate personality, but...
- Be careful that your corporate image does not convey the wrong message
 - Too stiff, and you risk seeming impersonal and distant
 - Too loose, and you risk seeming unprofessional and (too) goofy

Your Corporate Voice

- This is how you "talk" to your users
- Very important in documentation
 - For many of your users, this is the first and only communication you'll have with them
 - A distinct and loose corporate voice actually makes documentation easier to write, as phrasing becomes more natural
- Again, there is a risk that too loose a corporate voice will be interpreted as unprofessional

Other Pieces

- There are other components that make up your corporate image
 - Your Logo
 - Clip Art and documentation artwork - Find a source for artwork, rather than various random images
 - Your web site, brochures and literature
 - Fonts
 - Telephone and personal communication with users

Things to Watch Out For

- There's one huge danger in personalizing your company. You must ensure that you never appear unprofessional.
- Check spelling and grammar on all communication from your company
- Don't deviate from the image, unless the image is inappropriate
- You can use your image almost anywhere, like in your license agreement

Our Corporate Image

- The Moseley Group has a very distinct image
 - Our voice is casual, funny and irreverent
 - Our documentation is done in a Dummies Style
 - Our artwork - ArtParts, a small clip-art shop in California. The art matches our image exactly
 - Our font - Jester.
 - Our phone image is personal, funny (when appropriate) and always helpful

Our Corporate Image (part 2)

- Online Publications has a separate and distinct image
 - Our voice is more formal, yet not rigid
 - The voice of our articles and columns tends to be instructional
 - Our font - Arial
 - Because we're an internet magazine, our artwork is almost exclusively screen shots. We use Art Parts for the few pieces of clip-art we need



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The first part of the paper discusses the importance of the study and the objectives of the research. It also outlines the methodology used in the study and the results obtained. The second part of the paper discusses the implications of the study and the conclusions drawn from the research. The third part of the paper discusses the limitations of the study and the areas for further research.

The study was conducted in a laboratory setting and the results were compared with those obtained in previous studies. The study found that the results were consistent with those obtained in previous studies. The study also found that the results were consistent with the theoretical predictions. The study also found that the results were consistent with the practical applications of the study.

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