

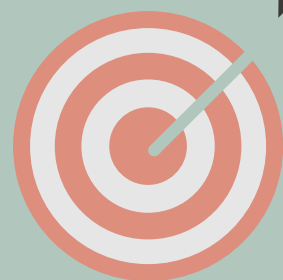
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# HOW TO WRITE GREAT USER GUIDES

This guide shows how to design great user guides that will satisfy 90% of users  
- no matter the subject!

## STEP 1: DEFINE THE SUCCESS

What is the goal for the user and how will following the step-by-step guide ensure their success?



## STEP 2: MAP YOUR AUDIENCE

Use **who, when, what, why, how, where** etc. to map the user and the scenario.

**IMPORTANT:** Will the user and their result be evaluated when following the steps?



## STEP 3: MAKE AN OUTLINE

Before you begin writing, **create an outline** of the content, mapping the elements + actual steps in the guide.



## STEP 4: WRITE IT

Only include the most essential information to achieve user success.  
Use active tone of voice and remember to **front-load** sentences with **keywords**



## 3 WAYS TO IMPROVE READABILITY

- **Bullets** are essential as are **photos, video** or other graphics
- Use **headlines, sub headings** + an **introduction**
- **Paragraphs** should be max 2-3 lines



## REFERENCES

This guide was created by using Leigh Hartzman's online video course "Technical Writing: How to write instructions for anyone", available on Udemy.com

Remember to  
test your guide  
on a non-user  
before  
publishing!