# Criteria For Writing User Manuals

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### **Focus Of User Manuals**

- 1. Installation
- 2. Operation
- 3. Maintenance
- 4. Troubleshooting
- May vary in size a small one fitting a cars glove compartment or large volumes (like for aircrafts)
- May also vary in number can be divided into smaller booklets
- May vary in how it is presented hardcopy, CD and website, or CD and website.



### Criteria/Components

- The sequence and components would vary
- Cover page
- Hazard alerts
- Table of contents
- Introduction
- Definitions of terminology
- Technical description
- Warranties
- Accessories
- FAQs
- Corporate contact information
- Index



### **Cover Page**

- Will contain two things:
- Product name or service
- Purpose of the manual
- Graphic depiction of the product photo or line drawing
- ► E.g. All CALLS Cordless Telephone
  Instruction Manual
  AutoCall Cordless Telephone
  Use and Care Guide



### **Hazard Alerts**

- Next page usually is hazard alert for?
- Protecting customer
- Minimizing potential damage to equipment
- Save co. from legal action
- This can be:
- List of safety tips
- Words like Danger, Caution, Note, Warning
- Colour
- Consequences
- Avoidance steps
- Use of icons



### **Table Of Contents**

- The same purpose as other table of contents – quick access to information
- Information like features and design, setup, maintenance, operation, troubleshooting, warranties, specifications, customer service contact number etc



### Introduction

- User manual may be only contact with customer
- Make it reader friendly
- Use of positive words Welcome, thank you, pleasure
- Personalized tone e.g. You, your, our
- Also an introduction to WHAT the consumer will get in the manual
- E.g. Thank you for your purchase. Installation and Operating procedures are contained in this booklet about your new colour TV. The minutes you spend reading this book would contribute to hours of viewing pleasure.
- This guide describes proper workstation setup, posture, and health and work habits for you as a computer user. In addition, this guide contains electrical and mechanical safety information applicable to all HP products. Also available at http://www.hp.com/ergo.



### **Definitions Of Terminology**

- Abbreviations/symbols need to be defined
- To be defined in the beginning or in the end in glossary

### **Technical Description**

- Part by part description of the product to install
- Product specifications size, shape, weight, capacity,
- Schematic depiction of a product



### Warranties

- terms and conditions
- protects a customer in case of product malfunction
- Protects manufacturer too unauthorized changes, age of product
- Disclaimer another important part of warranties to protect manufacturer
- ▶ E.g.
- NOTE: Any changes or modifications to this system not expressly approved in this manual could void your warranty



### **Accessories**

- A list in the user manual for accessories
- Accessories not mandatory but good way to earn money

### **Frequently Asked Questions**

- Common consumer concerns are addressed
- Less load on company customer support
- Less load on consumer

### **Corporate Contact Information**

Now available on company websites – but user manuals contain -

Customer care center, Website address, fax number, email ID etc



### Index

 Containing key words – to help locate key information in manual

### **Style**

- Use reporter's questions:
- Effective audience recognition
- Effective development, removal of redundancies
- Conciseness
- Consistency
- Ease of use
- Document design



# **Fliers**

### What are Fliers?

- A A4 or smaller piece of information about the company's product or services
- Due to size focus on key points of specific topic
- Focus of specific high-tech or low-tech audience
- Least expensive due to size
- Can be produced using word processing tools and office printer
- Can be physically and electronically delivered





#### **Product Name**

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260\$ 540\$



#### **Product Name**

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#### **Product Name**

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### **Product Name**

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#### **Product Name**

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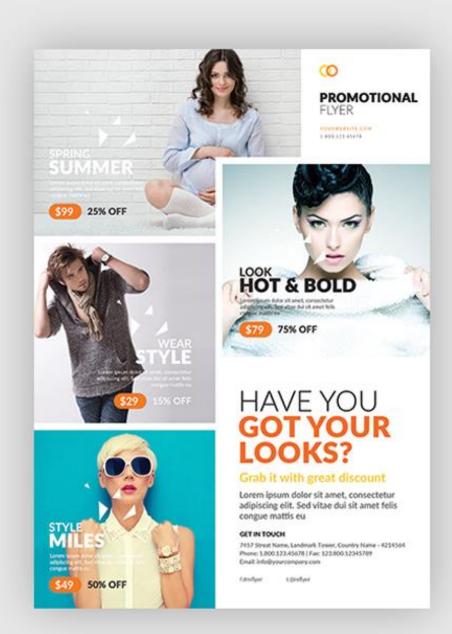
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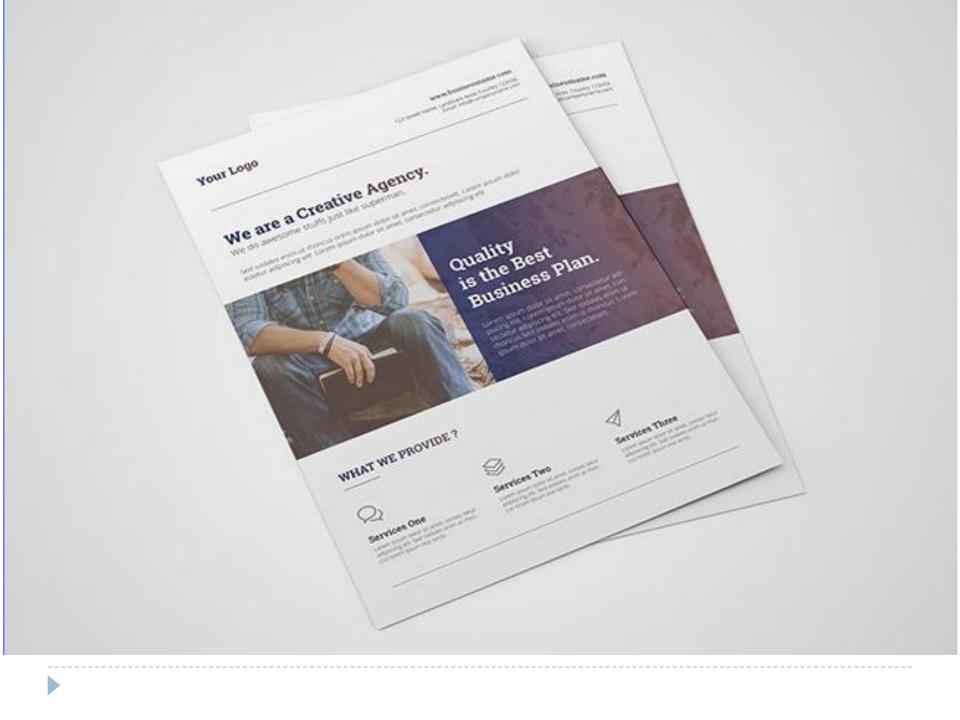




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### **GET IN** TOUCH

2124 Street Name: Landmark Tower, Country Name - 421454. Phone 1.895.123.456761 Fax 123.896.45679 Email Historycurcompanycom

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Too busy to pick up after yourself?

# CLEAN HOUSE

Professional Cleaning Services



Look for Nancy at +1 817-329-1900 Or visit www.cleanhouse.com

### Why Fliers?

- Less expensive in-house
- Time efficient few hours by company employees (online templates available)
- Responsive to immediate needs can be created for different audience, at moment's notice, meet unique needs
- Personalized specific market, can be mailed or hand delivered

### Source:

https://business.tutsplus.com/articles/20-business-flyer-templates-with-creative-layout-designs--cms-26171



### Criteria for Effective Fliers

- Keep the flier short one page max 2 pages (front and back) – can be smaller (size of postcard)
- Focus on one idea per flier
- Use a title to identify a theme "software giving you a headache?", "How usable is your website?"
- Limit the text one glance,
- Increase font size -16 and above
- ▶ Use graphics logo, etc

- Use Colour one dominant colour, maybe from logo
- Use highlighting techniques bullets, space, bold, tables, headings, subheadings
- ▶ Find the right phrase catchy MacDonald's "We love to make you smile", Ford "100 years of Automotive Achievement" – anything that captures the co.'s personality.
- Recognize your audience young, lay, hightech, low-tech, gender, etc
- No grammatical errors



## **Brochures**

### What is a Brochure

- "A booklet of printed informational matter, like a pamphlet, often for promotional purposes" (https://en.wiktionary.org/wiki/brochure)
- A professional document for passing information about a company
- Usually six panels of text front and back 8.5 to 11 inches – can be in booklet form too
- More topics as compared to flier
- Focus can be lay, low-tech and high-tech



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#### PRODUCT NAME

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### PRODUCTNAME

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Outside



# ABOUT VECTOR LOGISTICS

At Vector, we provide Third Party Logistics (3PL) services around the world. We are non-asset based which means we are not pressured to fill our own truck. Instead, we find the most appropriate carrier, mode and shipping method that best suit your needs.

As a client, you'll work with our dedicated transportation experts, whose carrier and distribution experience presents novel solutions that benefit your business. Vector Logistics provides solutions that are data-driven, Al-informed and far more insightful than any other logistics company out there.

vectorlogistics.com

### WHAT WE DO



#### TRANSPORTATION MANAGEMENT

We're experts at making Truckload, Less-Thar Truckload, and Specialized Transportation simple and efficient for your company.



#### DATA DRIVEN RESULTS

We make decisions based on accurate data implementing improvements to your supply chain with predictable results.



#### WE INVEST IN TRANSPORTATION TECH

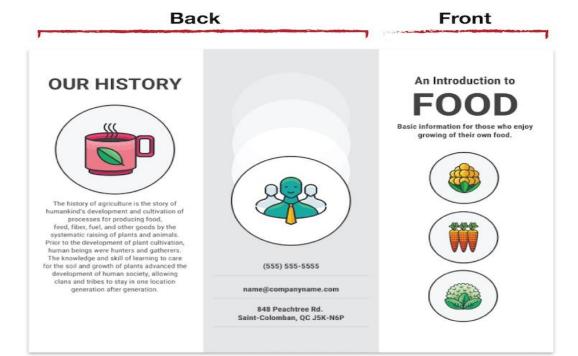
We are passionate about transportation. Information drives the logistics business and makes all the difference between a decent and an outstanding supply chain.



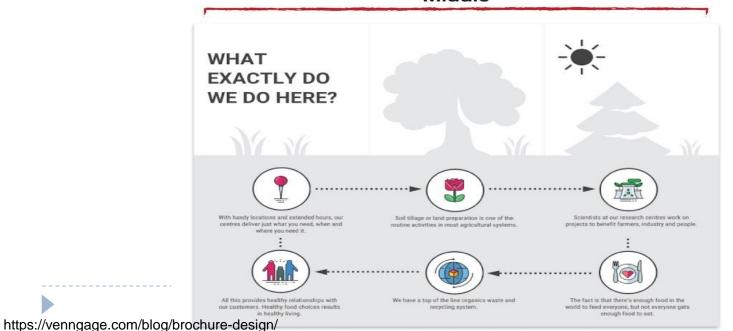
#### HE LAST STRETCH

This is a service for small businesses, local businesses and online stores to have a access to larger markets. We equip them with the ability to deliver further at the lowest costs, and in a timely manner.





#### Middle



### Criteria for writing Brochure

- Title page (front panel)
- Topic top1/3 panel product, service, conference etc
- Graphic appealing graphic in middle third of the panel show beauty/significance/location/usefulness of the product
- Contact information middle back panel (if three panels)
- Back Panel (3<sup>rd</sup> in case of three panels)
- Conclusion restate the highlights, Mission, photo of product(s)
- Mailing if required for postage
- Coupons that can be torn out
- Location address, working time, map of location



- Body panel (fold-in and inside)
- Provide headings and subheadings
- Use graphics
- Develop you idea
- Add the details of the conference/product/any features of the idea/what the company does in case of services



### Document design

- Limit sentence and paragraph length no cramping – 10-12 words, 4-6 lines
- White space, indenting, itemization
- Use colour for variety, interest e.g. headings can have one colour
- Boldface, underline
- Graphics, tables overlapping panels
- Can place graphics at angles
- Audience recognition lay, low, high, vendor, customer, colleagues/co workers, supervisor, subordinate
- Accuracy

