

# Write The Right Thing

Documentation, Email, and Interface

Adam Codega



# While we are here

- No need to take notes
- Slides are online
- Plenty of Q&A at the end

# whoami

Adam Codega

- 12 years in IT, 10 as an Apple admin
- Available for hire!  #opentowork
  - MDM, SSO, SaaS, oh my!
- **adamcodega** on LinkedIn and Slack
- Was using Auto Enrollment before it was cool
  - We called it DEP back then 



Penny



Cali

One more thing..

Stay vigilant.

"keeping careful watch for  
possible danger or difficulties"

Be kind.

Be humble.

Be curious.

# Stay vigilant

- **Be kind.**
  - Invite people to participate.
  - Help each other.
- **Be curious.**
  - Let yourself get excited!
  - Try out new technology.
  - Question your assumptions.
- **Be humble.**
  - Let other people speak.
  - Seek out other people's opinions.

Stay vigilant.

# What we'll discuss

- Style guides
- Email
- Documentation
- macOS Notifications/Dialogs

# Let's Get Started



# Style Guides

# Style Guides

- Not just for citation formatting!
- Standardize style requirements for
  - writing style
  - language and composition
  - punctuation
- Style guides allow for consistent writing by many writers

# Style Guides

## Why use one?

- Establish standard style requirements to ensure:
  - Consistent and correct writing
  - Inclusive writing
  - Include your organization specific lingo
    - Self Service, ticketing, your HR portal, company metrics

Words matter.

# Style Guides

Consistent and correct writing

CPU



truck



meal



# Style Guides

Correct writing

- Click on Settings
- Click on Bluetooth
- Click the slider to turn off Bluetooth



# Style Guides

Correct writing

- **Tap** on Settings
- **Tap** on Bluetooth
- **Swipe** the slider to turn off Bluetooth



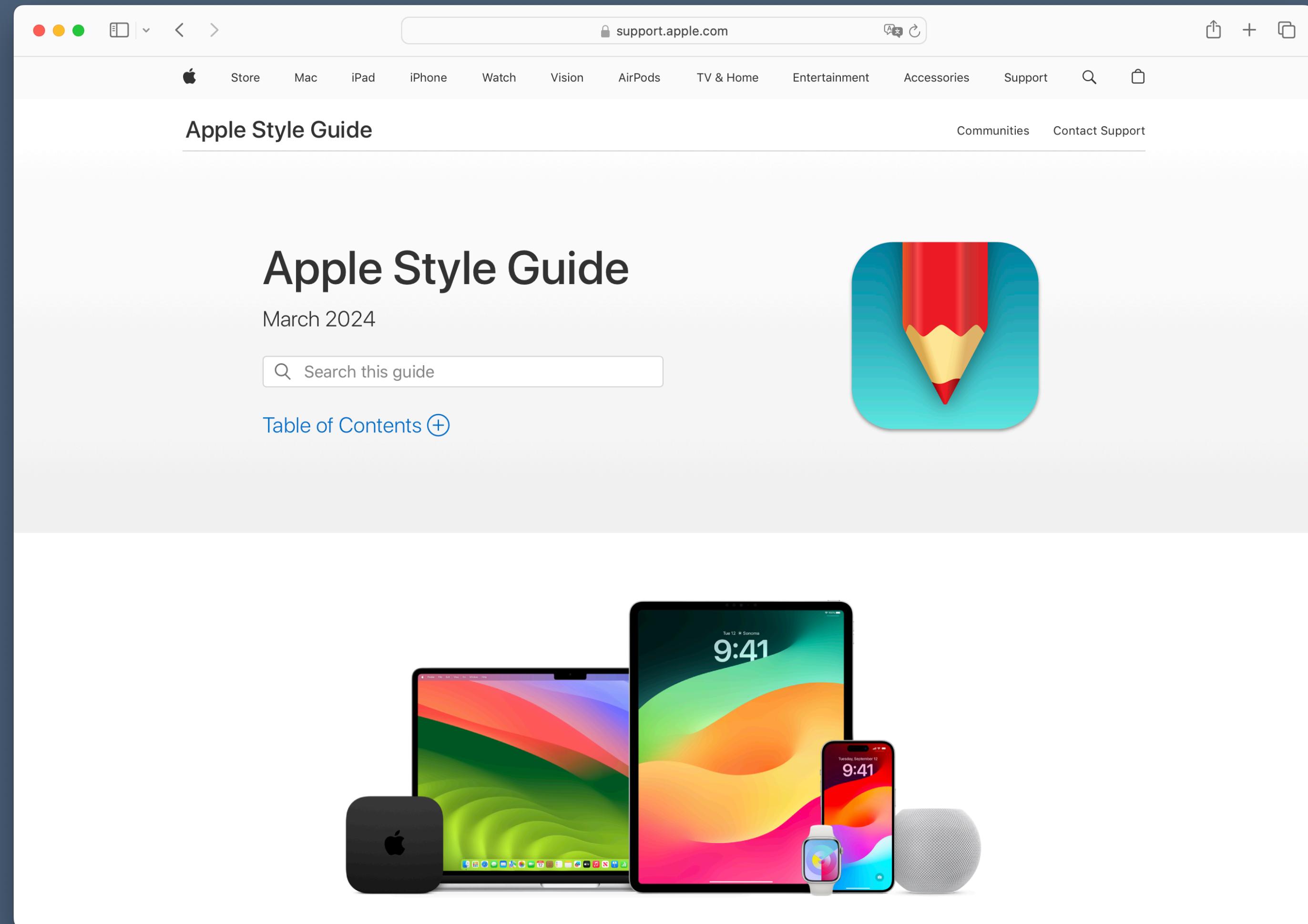
# Style Guides

## Guide examples

- Associated Press Stylebook
- Chicago Manual of Style
- Apple Style Guide
- Microsoft Writing Style Guide

# Style Guides

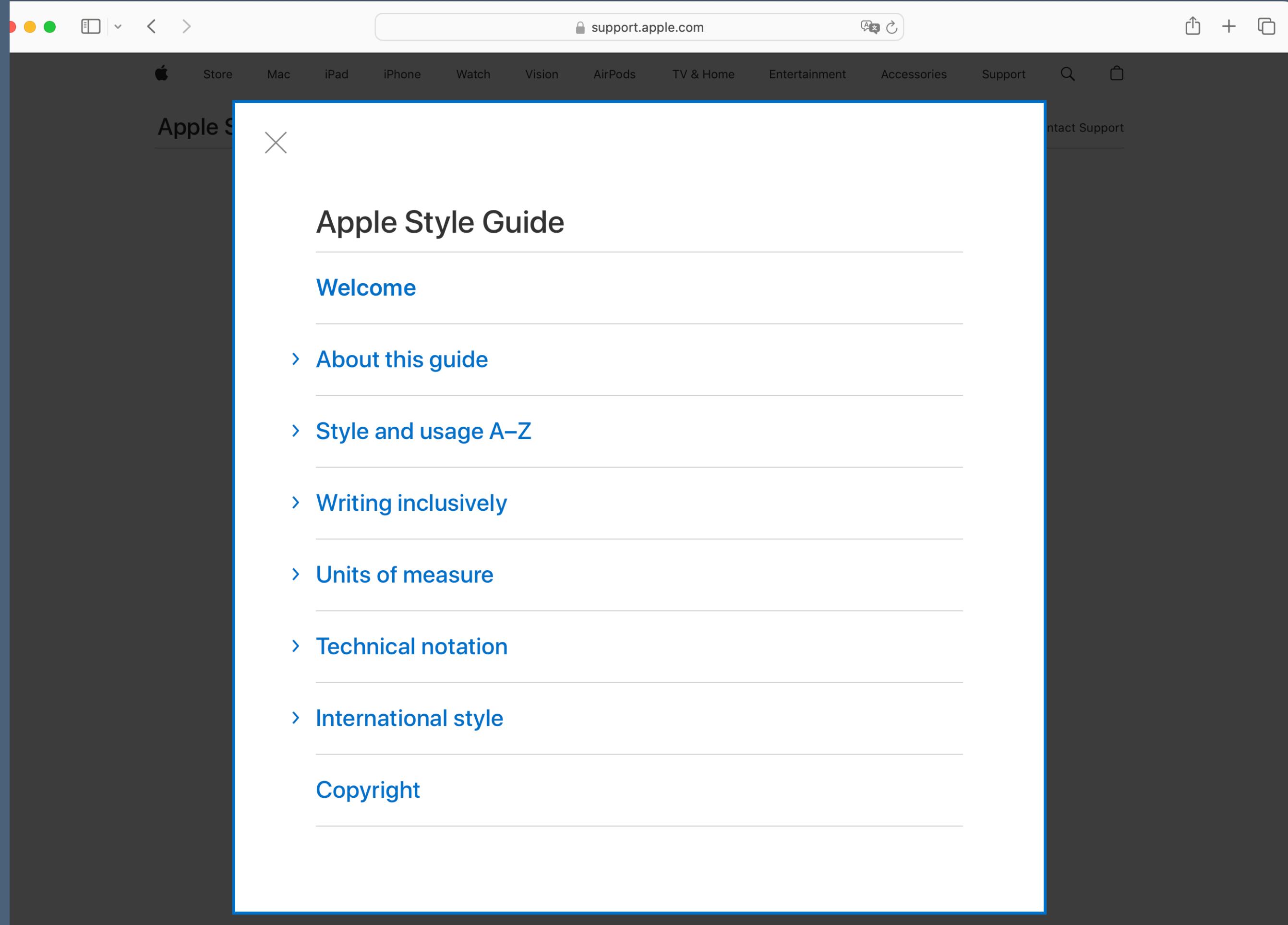
## Apple Style Guide



<https://support.apple.com/guide/applestyleguide/welcome/web>

# Style Guides

## Apple Style Guide



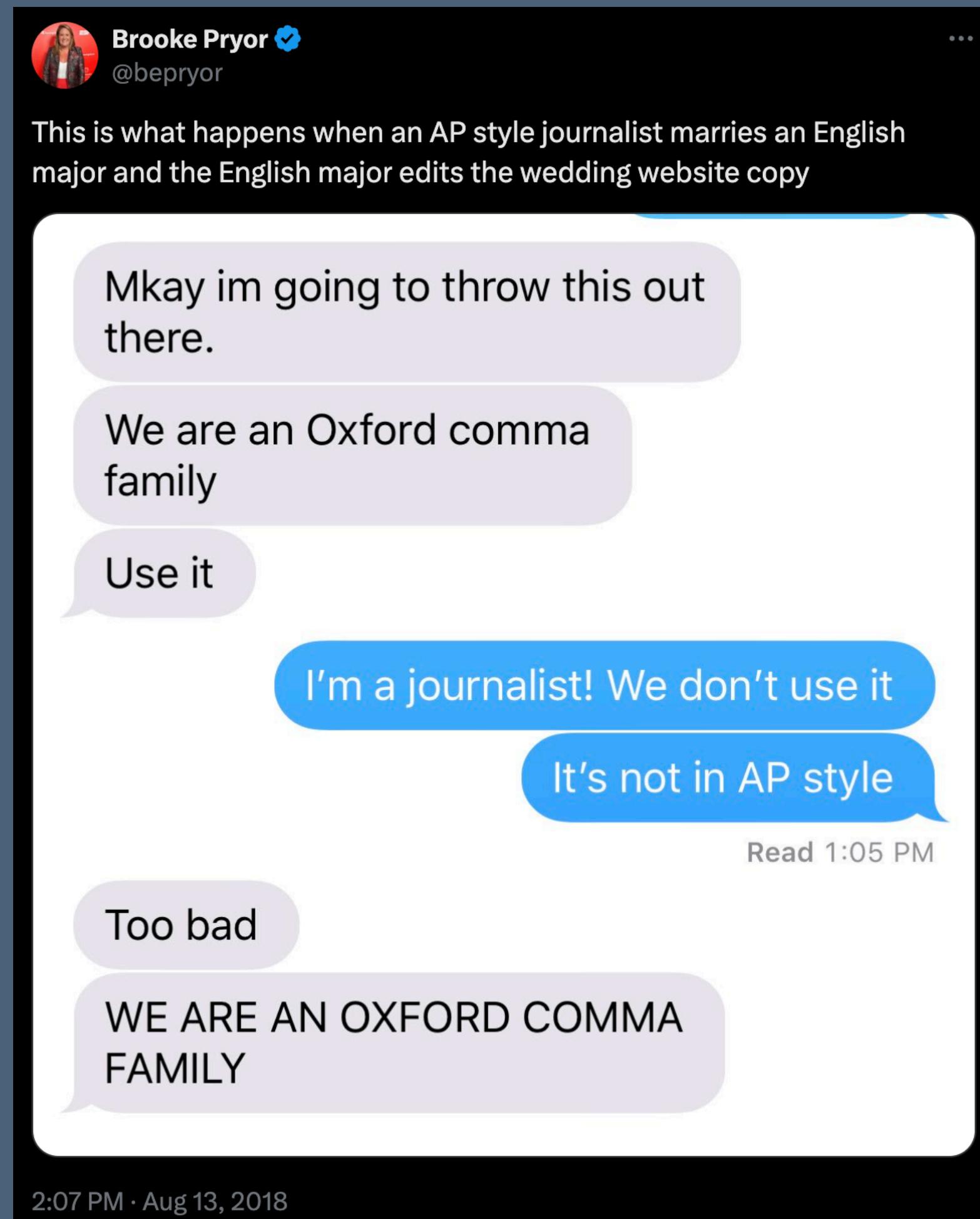
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# Style Guides

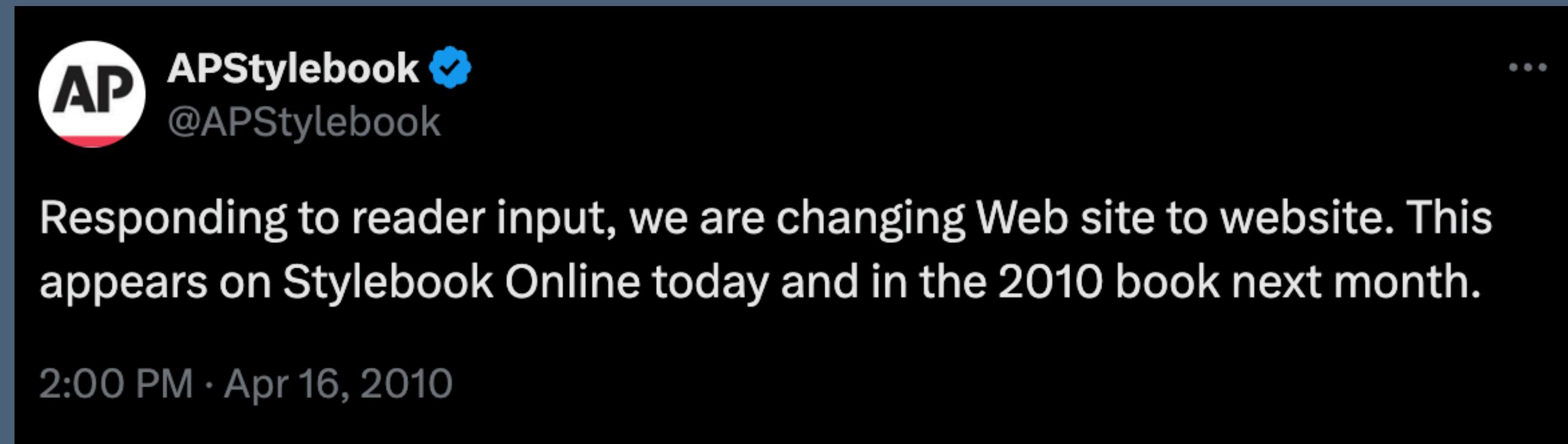
They're subjective

- That's okay
- Style is subjective
- It's about encapsulating your style
- "This is what we have agreed upon"

# Style Guides



# Style Guides



# Style Guides

The screenshot shows a tweet from the official AP Stylebook account (@APStylebook) and a reply from Jay Lawrence (@JayLaw1). The tweet from @APStylebook states: "We capitalize iPhone and iPad at the start of a sentence, otherwise we write iPhone or iPad. #APStyleChat". Jay Lawrence replies: "@APStylebook hm - iPad, ipad, or Ipad? #APStyleChat". The timestamp for the reply is 1:22 PM · Mar 23, 2016.

**APStylebook** @APStylebook

We capitalize iPhone and iPad at the start of a sentence, otherwise we write iPhone or iPad. [#APStyleChat](#)

 **Jay Lawrence** @JayLaw1 · Mar 23, 2016

Replies to @APStylebook

@APStylebook hm - iPad, ipad, or Ipad? [#APStyleChat](#)

1:22 PM · Mar 23, 2016

# Style Guides

Don't reinvent the style guide

- **Your** style guide will mainly define what style guide to follow..
  - Your org specific additions will be a supplement
  - "We follow the Apple Style Guide and The Chicago Manual of Style, with our style guide supplement."

Words matter.

# Style Guides

## Apple Style Guide examples

### **computer**

Use when you describe a computer without any peripherals. Don't use machine or unit.

# Style Guides

## Apple Style Guide examples

### **system**

Don't use system to refer to a computer by itself.

**Correct:** You must restart your computer for the changes to take effect.

**Incorrect:** You must restart your system for the changes to take effect.

If you're referring to a computer and its peripheral devices, accessories, and software, it's OK to use system.

**Correct:** For best results color correcting HDR video in Final Cut Pro, use a system with a Pro Display XDR.

# Style Guides

## Apple Style Guide examples

### **connect**

Use to refer to the act of joining devices together; don't use attach, hook up, or mate. You connect USB devices to a computer, and you can connect computers to a network. Don't use connect when you mean plug in.

# Email

# Email

- What is your call to action?
- Declare in the subject line
  - "ACTION REQUIRED: Are you using Figma?"
  - "ACTION REQUIRED: Log into Slack starting Monday July 1st"
  - "ANNOUNCEMENT: Wi-Fi unavailable Friday 5AM-9AM EST"
  - "ANNOUNCEMENT: Migrating from Teams to Slack"

# Email

- Answer the 3 Ws
  - What, Why, When
- Use concise paragraphs (but give context)
- Link to your KB with more information
  - Browser is easier to go back to than email
- Provide direction for when people have questions/issues
  - Email ticket, Slack channel, etc

# Documentation

We don't write KBS  
because users don't read them





**We don't write KBS  
because users  
don't read them**

**Users have no  
KB to read so  
they submit  
tickets**

# Documentation

## How to start

- Define your goal
- Define your audience
- Use a template for consistency
  - Make it scannable
  - Use headings/sub-headings and provide a table of contents

"Document config profiles"

"Document for our IT team how we write custom config profiles and where we store them"

Summary

Making config profiles

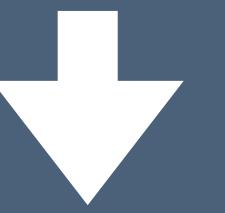
Our profile identifier naming convention

Where to store the profile

# Documentation

- Use abbreviations correctly
  - Define them the first time
    - Avoid "MDM gets devices from ABM so ADE runs, otherwise use manual DE."
  - Defer to official knowledge base articles
    - "Questions about mouse preferences? Check out Apple's support page."

<https://support.apple.com/en-us/102309>



<https://support.apple.com/kb/102309>

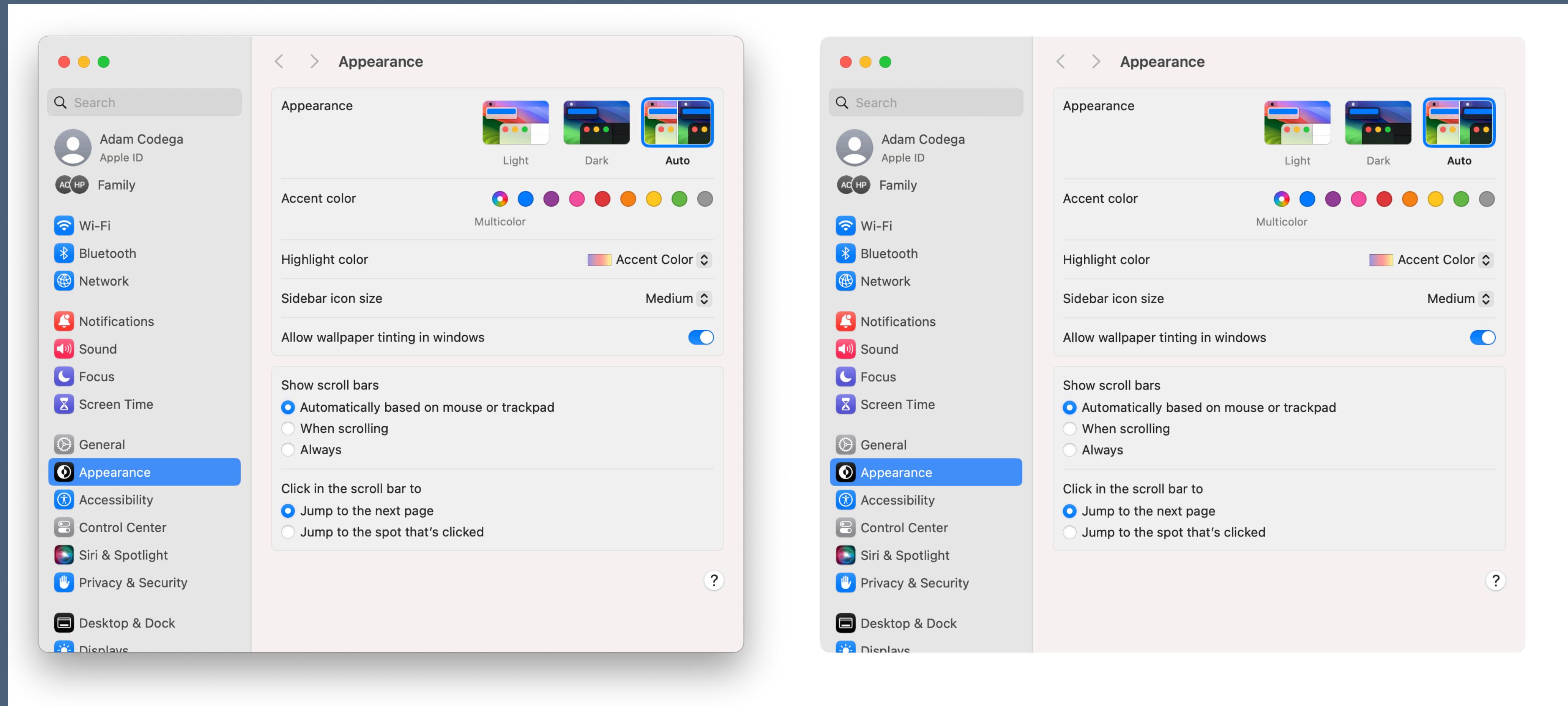
# Documentation

## Screenshots are dangerous

- Use sparingly
- Provide alt text and captions for all screenshots
- Consider taking them on a test Mac or a VM
- Size windows appropriately
- 🔥 Take screenshots in Light Mode
- Decide about screenshot drop shadows

# Documentation

## Drop shadows

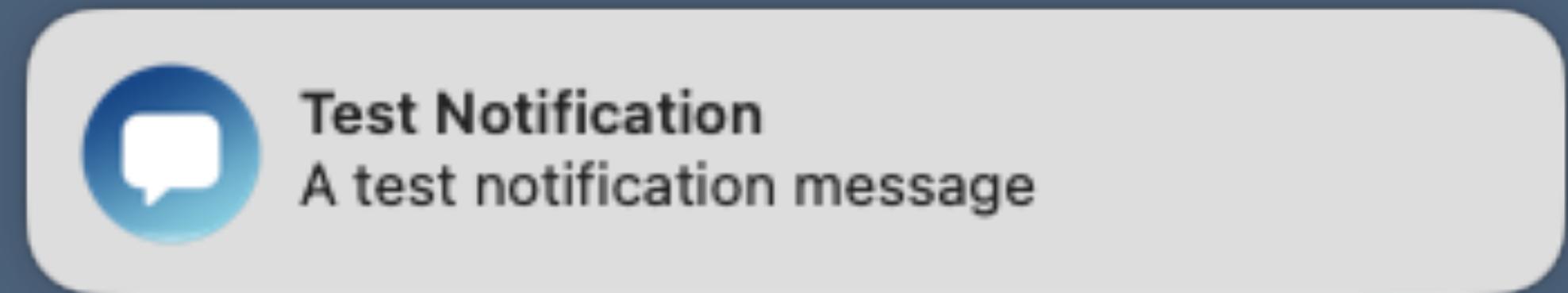
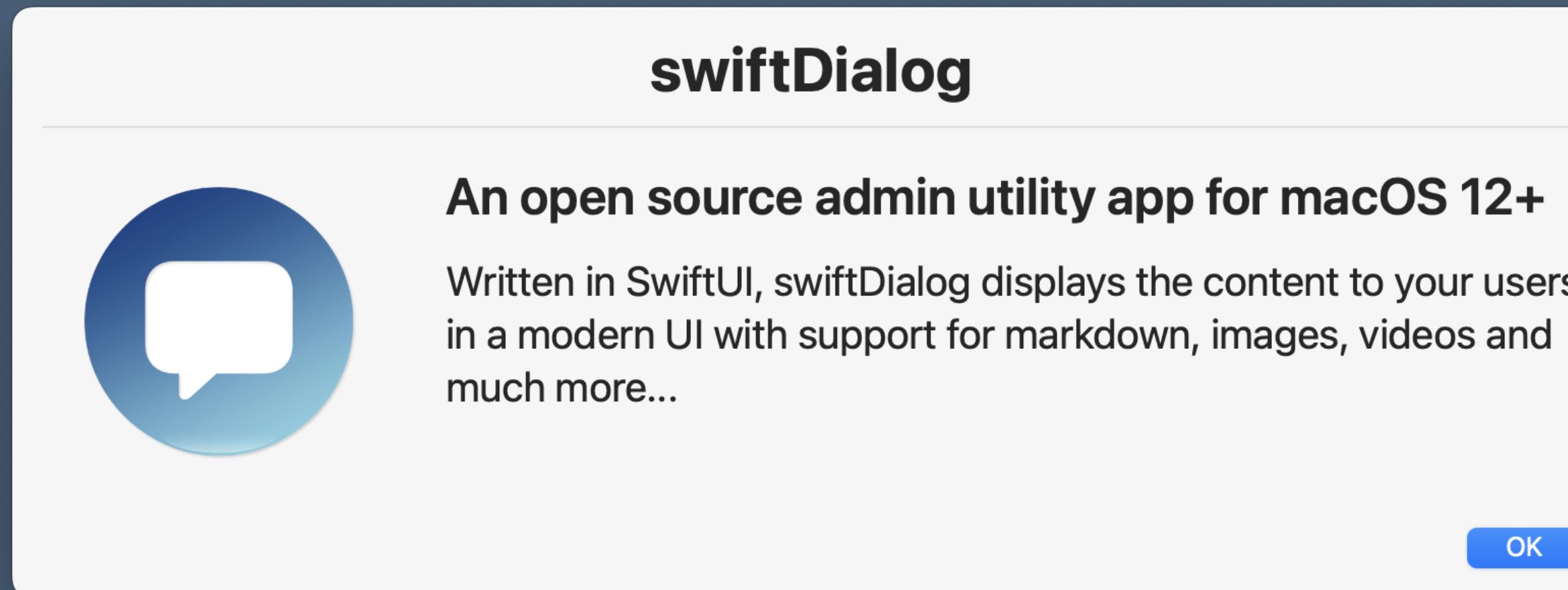


Hold down Option

# macOS Notifications/Dialogs

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## swiftDialog



<https://github.com/swiftdialog/swiftdialog>

What's the difference between malware  
and homemade dialog boxes?

Not much.

# macOS Notifications/Dialogs

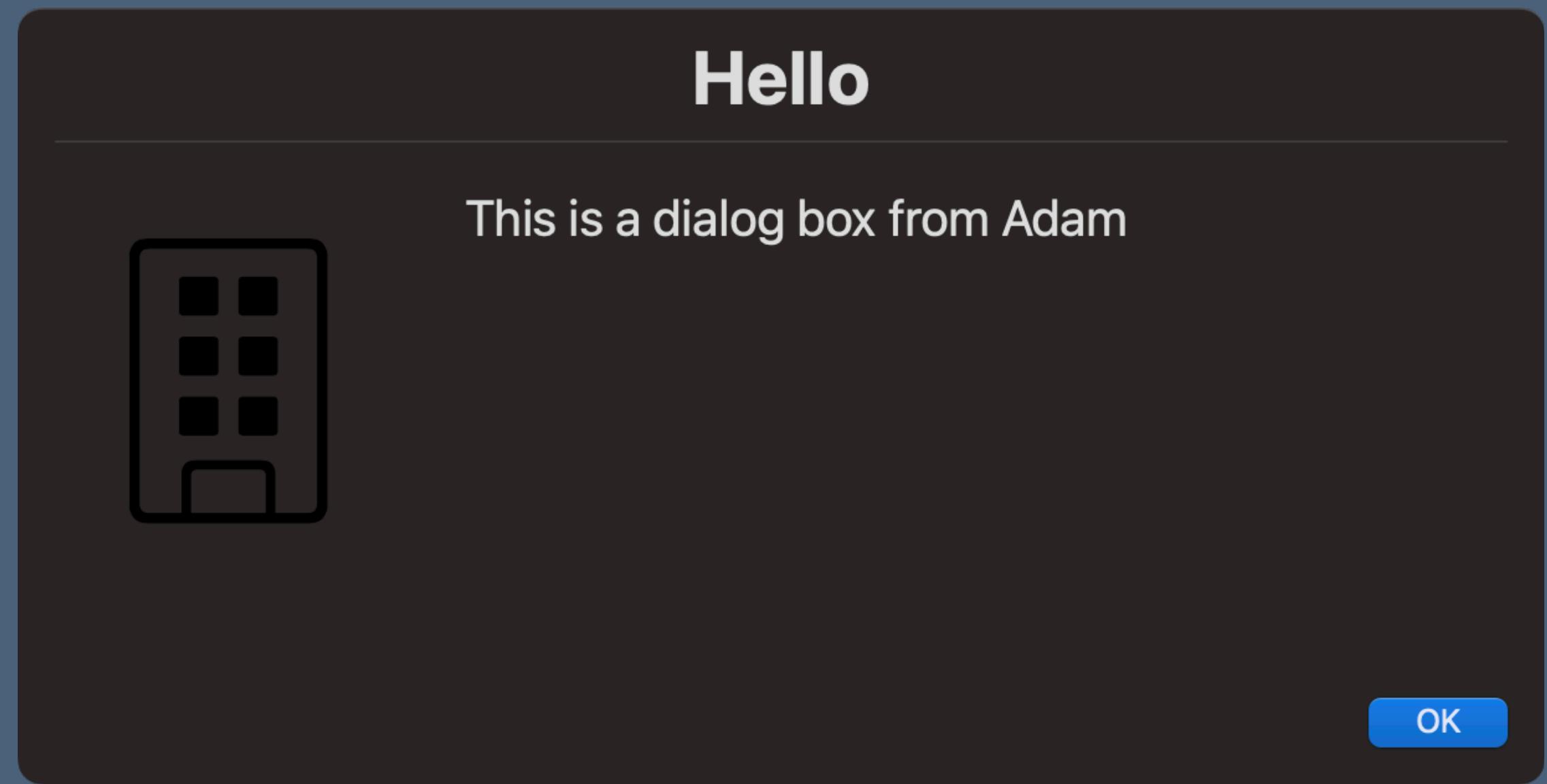
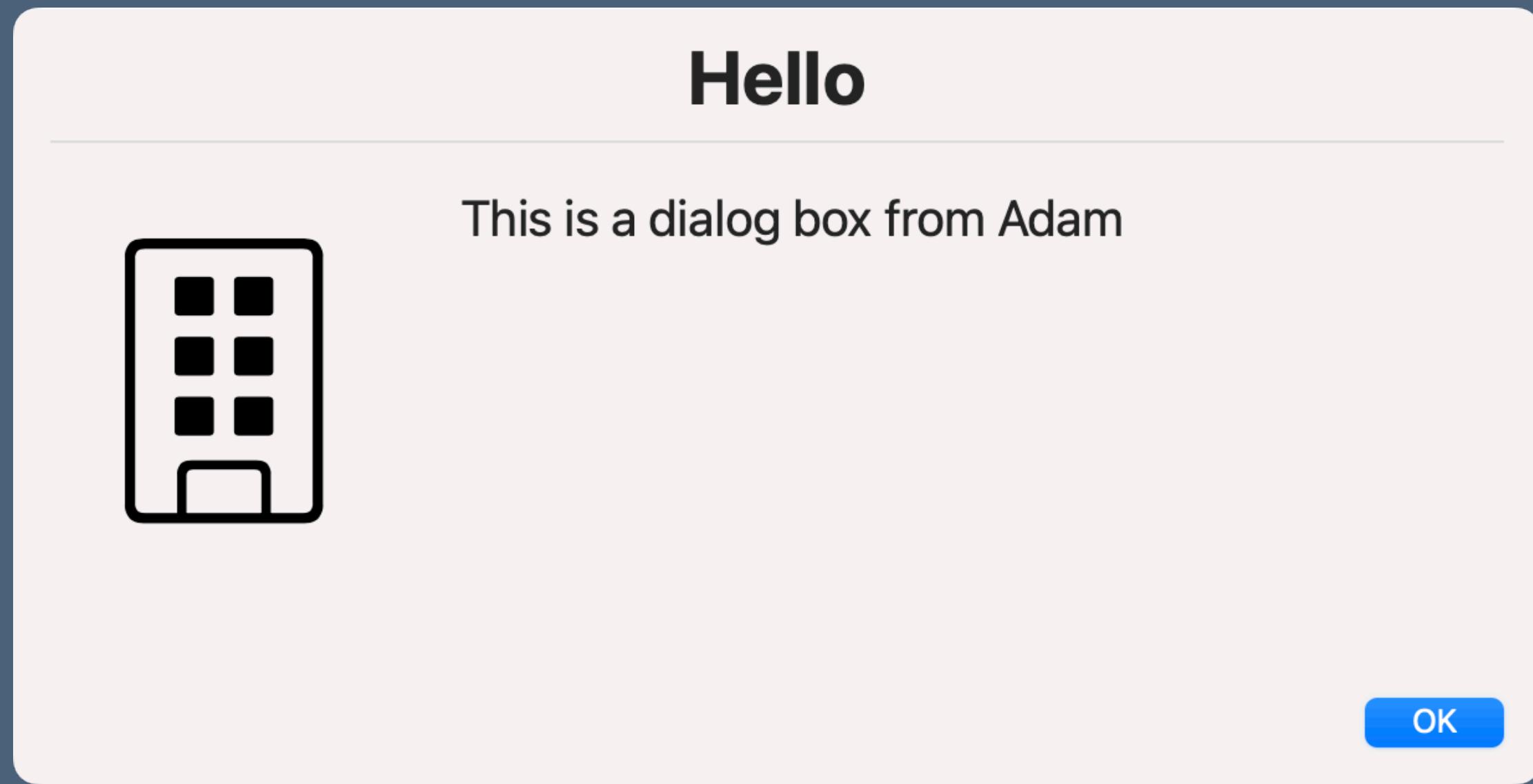
## Dialog boxes and Notifications

- Write carefully
- Be concise and informative
- Don't impersonate other apps
  - Brand with your Self Service icon instead
- OK Cancel or Cancel OK?
  - Follow the Human Interface Guideline

<https://developer.apple.com/design/human-interface-guidelines>

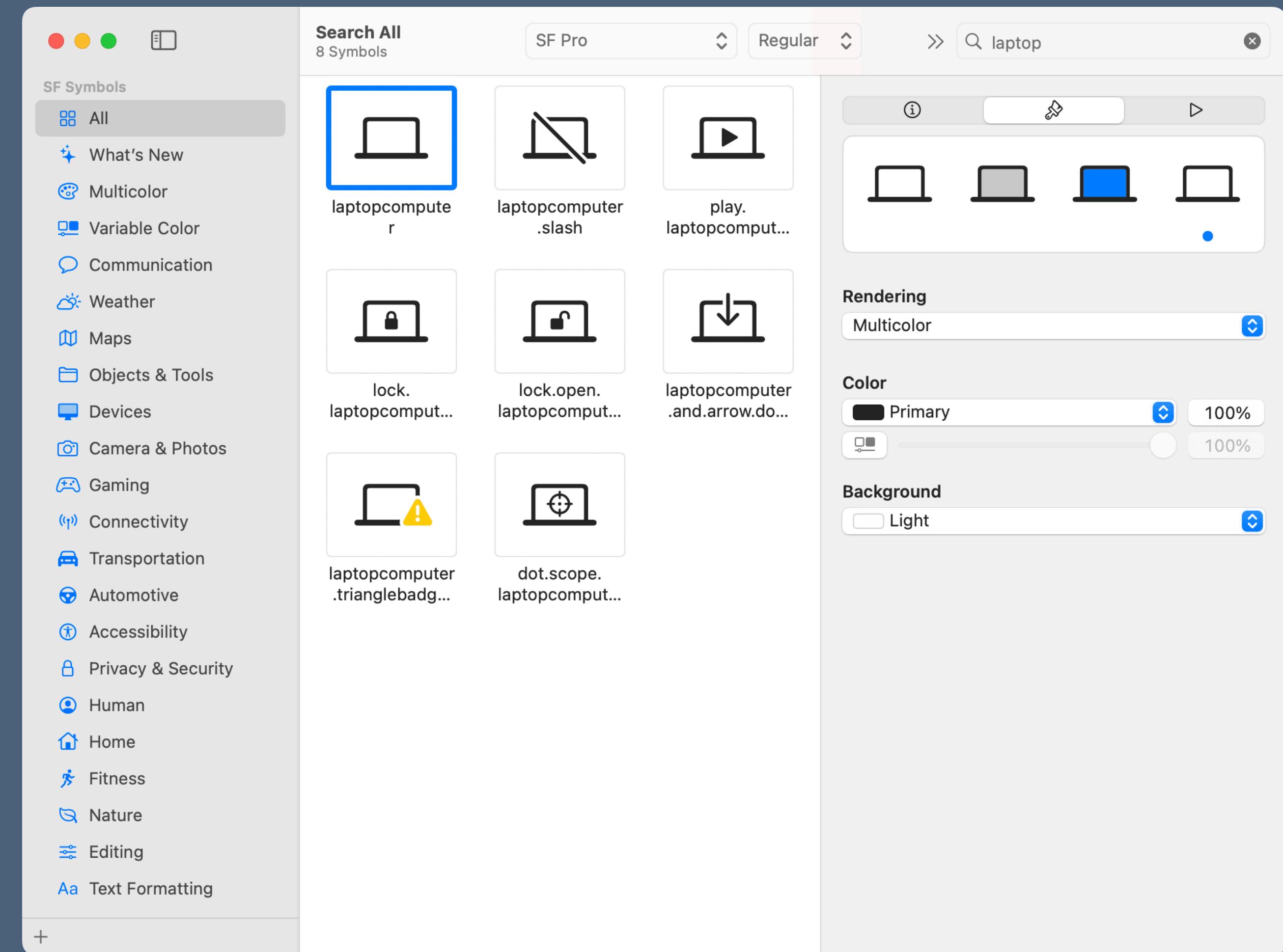
# macOS Notifications/Dialogs

## Branding



# macOS Notifications/Dialogs

## SF Symbols



# macOS Notifications/Dialogs

## Accessibility

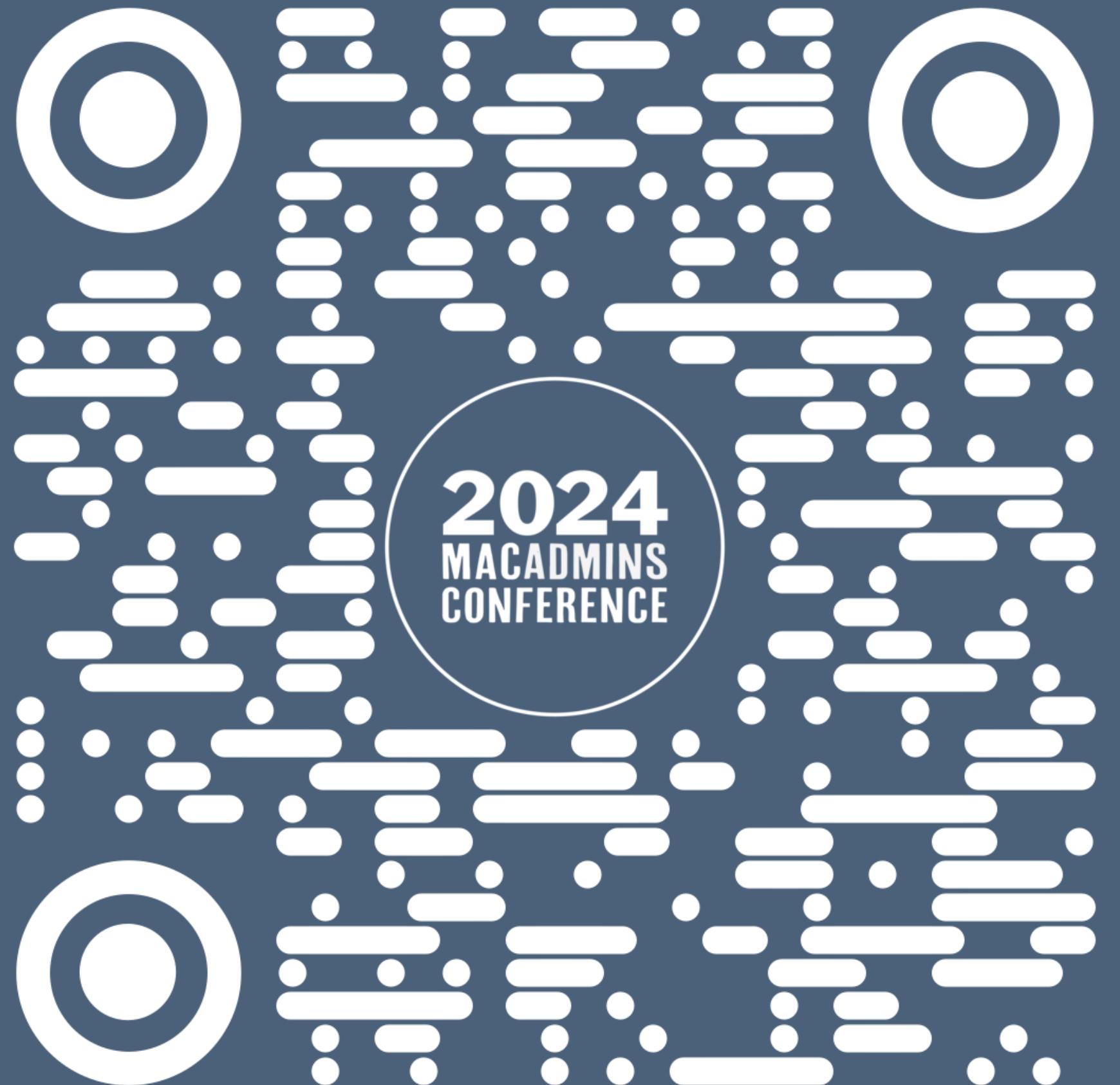
- Support Dark Mode
- Avoid too much text in images
- Support accessibility, people may use..
  - Screen reader
  - High contrast
  - Enlarged text/interface

# What we discussed

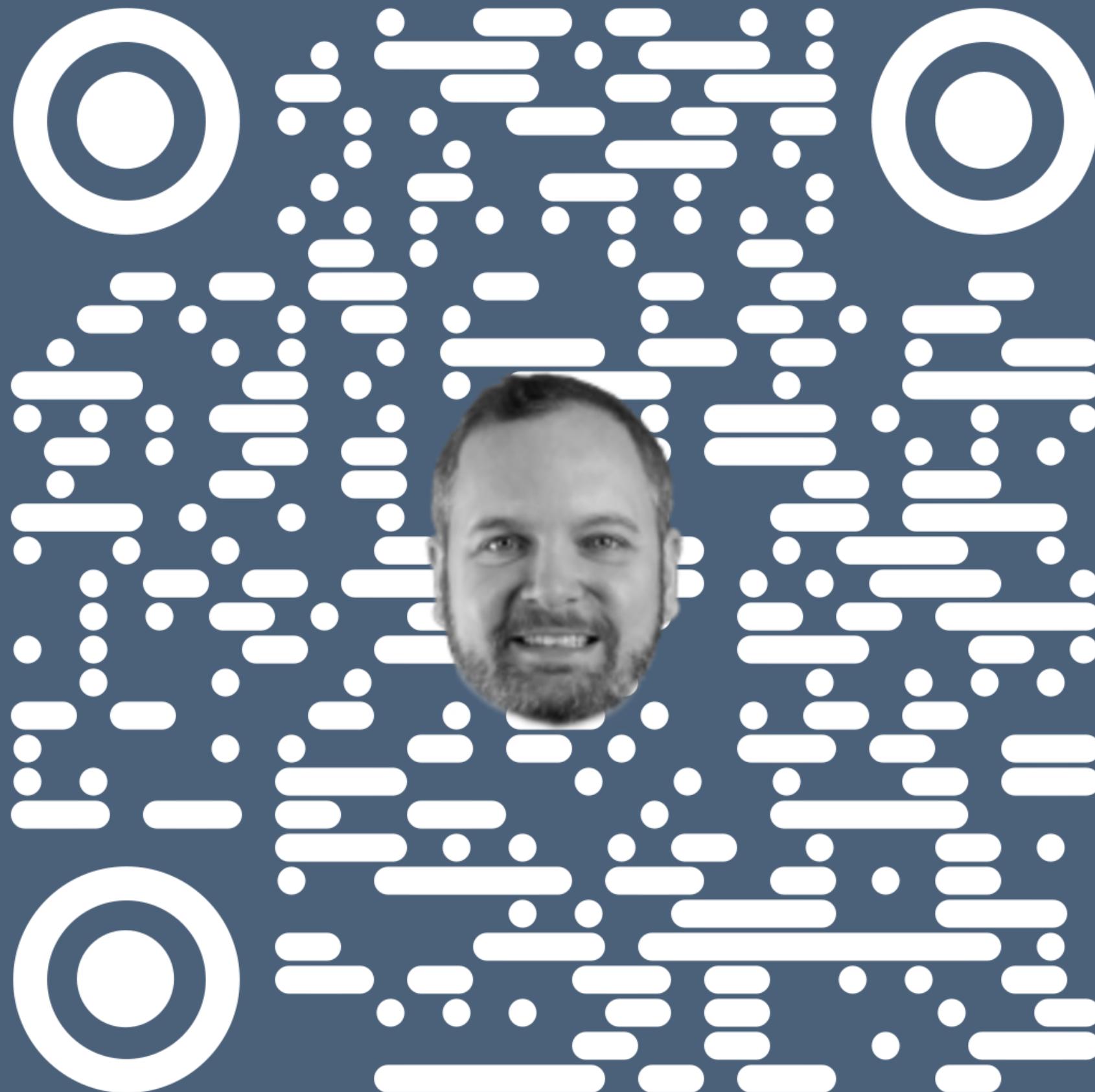
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# Audience Q&A

Session Survey and Slides are online



Session Survey: <https://bit.ly/psumac-2024-62>



Slides: <https://github.com/acodega/wtrt>

