

JetBrains s.r.o

To: JetBrains s.r.o
From: Pranav Kural
Date: July 15, 2016
Re: Information plan for PhpStorm IDE manual

This information plan is for the manual of the company's most popular IDE software – PhpStorm. It lays out the findings from the analysis of audience and the information about the purpose and design of the manual. This memo summarizes the findings and presents a plan for proceeding.

Part One: Analysis

Audience – PhpStorm is an all-in-one integrated development environment for any kind of web development, therefore the audience for this product mainly includes web developers and developer students. This product and its manual may be used directly for professional development or for educational purposes. Our analysis reveal that primary users are male between the age of 22 to 49. Most of the new users of this manual will have some background in web development, especially with PHP programming language or are already a user of other JetBrains products. Since, this downloadable product is only available online, any user with internet connection anywhere in the world can download it. Although most of the members are impressed by the improvement in their development speed due to the usage of this IDE, some find it overwhelming at times with too much functionality being available at a time.

Purpose – Following are the purposes of this manual:

1. Provide user with all the information required to set up the IDE successfully.
2. Provide adequate instructions on using IDE efficiently.
3. Provide information about all the functionalities of the IDE.
4. Providing the software licensing and redistribution policy information.
5. Provide an email address, link to online documentation and other contact information and resources that the user may rely on in case of any problem with the product.

User tasks – Our task analysis reveal three main tasks this manual must address:

1. Setting up the IDE for first time for PHP development. User may also need brief information about using other technologies as well like JavaScript, Ruby and PHP frameworks.
2. How to create a new project. User may need all the information required to start a new project with certain requirements and details of pre-installed tools and frameworks for setting up a project quickly.
3. How to perform basic operations in a development project. User may want information regarding testing, debugging and documenting the project files.
4. How to publish the project. User will need information on how to deploy the project on the required platform.
5. How to change basic settings of the IDE. User may want to change the appearance or shortcuts key scheme for the development in IDE.

Part two: Design Plans

Based on our analysis we suggest designing a manual that is clear and concise, with more emphasis on visuals and actual and relevant examples from the IDE itself. The manual is expected to represents JetBrains brand in its design and appeal.

Rough outline – Cover with JetBrains brand logo, PhpStorm logo, and the company's moto.
Inside front cover: Details about the company. Product usage, redistribution and licensing information.

First section: Images and screenshots of the IDE for setting up the IDE environment for first time, from downloading and installing to making it development ready.

Second section: Visuals depicting on how to set up or create a new project from the very start or using a template.

Third section: Detailed list of various important task that could be performed using the IDE while working with a project.

Fourth section: Display the instructions to deploy or publish a project, using graphics and list of numbered steps.

Fifth section: Using visuals and bulleted list to provide information on editing the work environment in IDE and making it more user centric.

Production guidelines – Since, this manual has to be stringent on following the design format and structure as used by JetBrains brand in all other manuals, it must use only black, white and blue colors all over the document, except for images. All images related to the IDE will be using either the JetBrains default IntelliJ theme or the JetBrains Dracula theme. We suggest using black ink on white paper for normal text, while using blue ink for highlighting and emphasis.

Schedule – The manual must be ready for shipping on August 5, 2016. The production and writing schedule to be followed has been described below:

July 22: First copy of the manual ready and sent for testing.

July 29: Testing completed and the report received.

August 4: Final changes implemented and manual publish in pdf format.

August 5: Manual ready in pdf version for download and shipping.

Technical Communication

Anthony Tilotta

Information Plan

(JetBrains PhpStorm)

Submitted by-

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