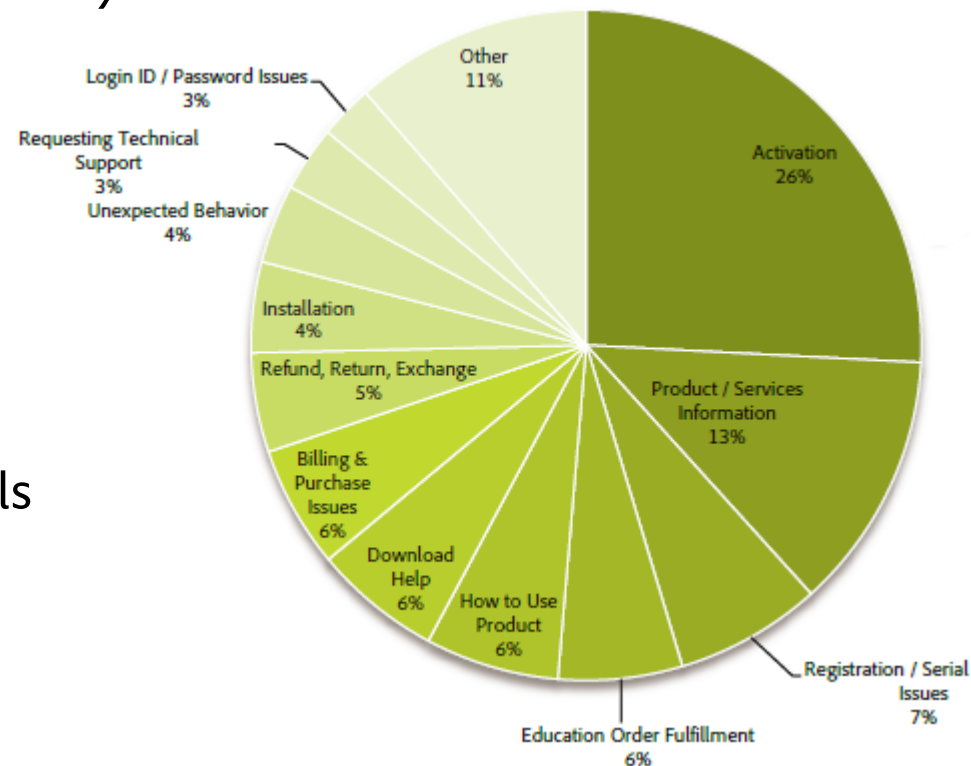# Super Tips

Feb 2013 Hack Week Idea

Context

- Customer feedback shows #1 complaint: finding and using features

- Data also shows Acrobat is mostly used for Save As PDF

- Our Help system is only online: 6% of all support calls ask about how to download the help

- Help is usually outdated and of low quality

- External dependency on LR

- Some of the best resources reside in other places and are created by other teams

- Support call metrics show around 30% have to do with usage

- We could could use an easier channels for communicating with customers

Pie chart labels:
- Other 11%
- Login ID / Password Issues 3%
- Requesting Technical Support 3%
- Unexpected Behavior 4%
- Installation 4%
- Refund, Return, Exchange 5%
- Billing & Purchase Issues 6%
- Download Help 6%
- How to Use Product 6%
- Education Order Fulfillment 6%
- Registration / Serial Issues 7%
- Product / Services Information 13%
- Activation 26%

The big picture: ToolTips on Steroids

- End User pros
    - **Easier** than UI heavy, online, and often outdated Help.
    - **Immediate** customer satisfaction via fast and intuitive presentation.
    - **Simple** onHover invokes tip: NO new UI, button click, or page load.
    - **Comprehensive** links to online Help, forums, video tutorials, etc.
    - **Accessible**: enables automatic read mode, set display time, no auto dismiss
- Enterprise IT pros
    - **Configurable**: off, on, organization-specific content.
    - **IT Mode**: Enterprise mode shows registry mapping and links to ETK.
- Adobe pros
    - **Content** from product mgmt, marketing, engineering, AND LR.
    - **IPM**: Toggle on and off this data source.
    - **Local or cloud-based** data file.
    - **Updatable anytime**: keeps pace with new features, bugs, requirements.
    - **Feedback**: Thumbs up/down for data collection.

- Little new code. Use existing xml/json file consumption via SOMESTRING.

- Tips in product (C+) and cloud (<u>JQuery</u>) use similar mechanism and data file.

- XML or JSON.

- Registry preference: HKCU/.../AVGeneral/SuperTips/

  - iSupertipSource

    - 0 = none (disable feature)

    - 1= local file (for end user content)

    - 2= (**Default**) cloud file (for end user content)

    - 3=cloud file (turn on IT Mode for IT-only content)

  - bSupertipAccessible: Toggles whether the product should go into read-out-loud mode and read the tip text automatically.

  - iTipTime: For accessibility, allow configuration of the display time. When set, tip does not dismiss until ESC or click outside of tip. Tip should be included in tab focus and F6 cycle.

Architecture

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SuperTip plugin

SPA2 framework AcroEXT/CEF

Reader.NEXT platform

Cloud or Local file

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2. mauris ligula.
3. Integer pellentesque iaculis elit nec posuere.

Duis id felis odio. Ut mauris nunc, venenatis non ultricies in, commodo vitae sapien.

more help   quick key   video tutorial   read text

Local file: IT modiable
- Ships with product
- IT can extend content
- IPM hooks.
- IT can lock.

Headlights data
OR
SiteCatalyst