

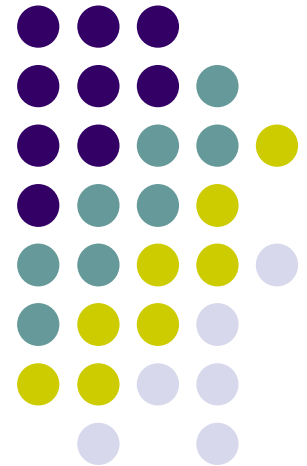
# Technical Writing + Interface Design + Usability = Success

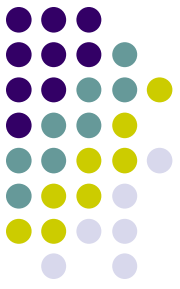
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Presented by:

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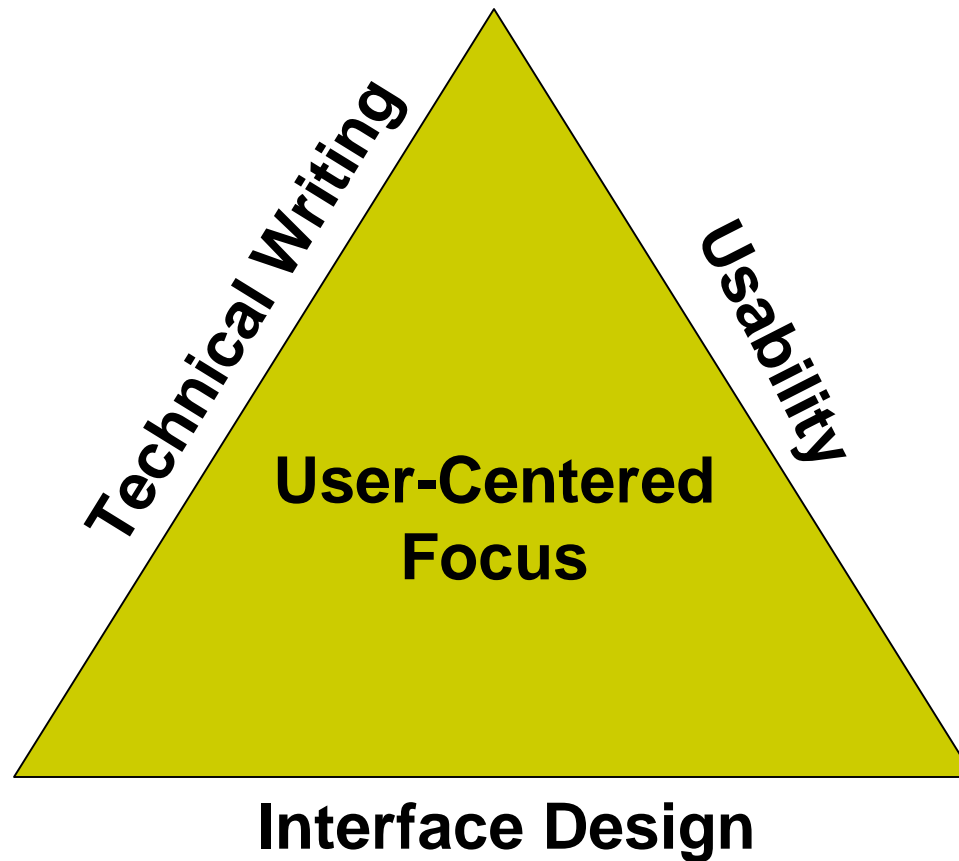
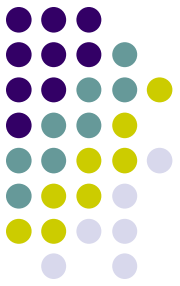




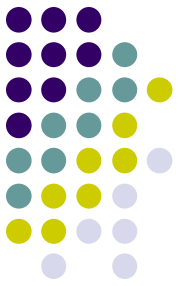
# What is success?

- Success is a useful, usable, and desirable product.
  - Useful—serves a purpose as perceived by the audience
  - Usable—easy to learn and use
  - Desirable—helps users do something that saves time and effort

# How to achieve success



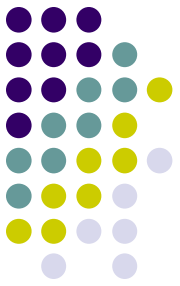
# What you bring to the table



## Technical Writers

- Create optimal content
- Ensure content is audience specific
- Conduct content analysis that drives design decisions

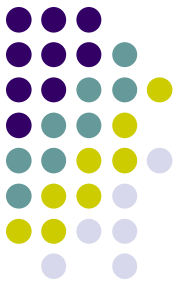
# What you bring to the table



## Usability Specialists

- Determine user and business needs
- Set product usability goals
- Define audiences
- Feed the design with UI and user specifications

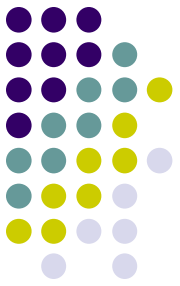
# What you bring to the table



## Interface Designers

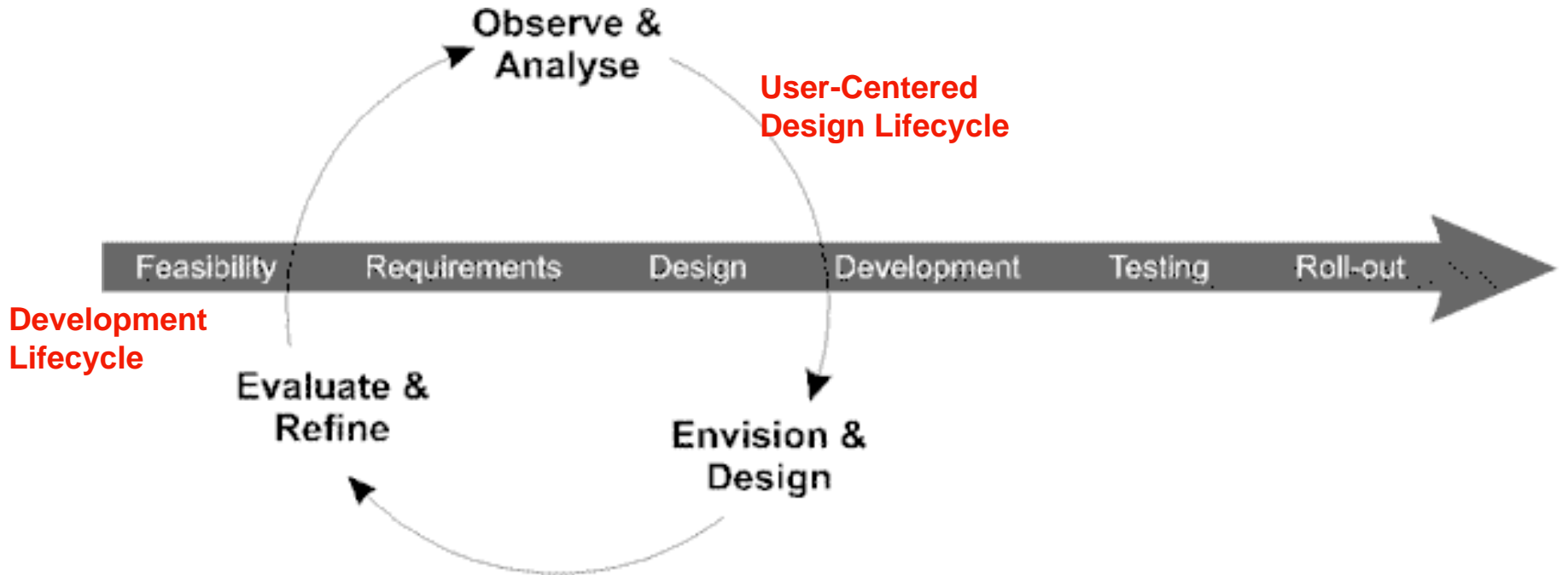
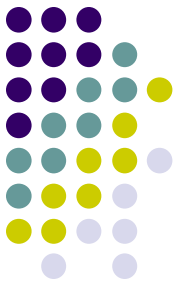
- Support user and business needs
- Create optimal page layouts
- Design easy-to-use solutions

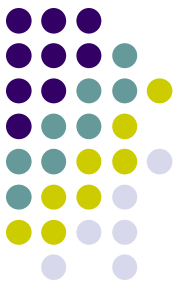
# Building a better product



- Define the audience or audiences
- Define and reconcile business and user goals
- Know what you are building
- Conduct content analysis before determining the design
- Involve real users throughout the development life cycle
- Collaborate to reach the best design decisions
- Test early and often to stay on track

# Where to begin

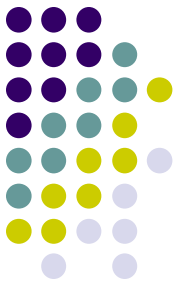




# Use Proven Tools

- STC Chapter Sites—[www.stc.org/chapter/](http://www.stc.org/chapter/)
- Jakob Nielsen's Heuristics—[www.useit.com](http://www.useit.com)
- The Hiser Methodology—[www.hiser.com.au](http://www.hiser.com.au)
- Usability Professionals' Association—[www.upassoc.org](http://www.upassoc.org)
- Human Factors International—[www.humanfactors.com](http://www.humanfactors.com)
- WebWord Addiction—[www.webword.com](http://www.webword.com)
- IBM Ease of Use—[www-3.ibm.com/ibm/easy/eou\\_ext.nsf/Publish/558](http://www-3.ibm.com/ibm/easy/eou_ext.nsf/Publish/558)
- STC Usability SIG—[stc.org/pics/usability/](http://stc.org/pics/usability/)
- Usability Methods Toolbox—[www.best.com/~jthom/usability/](http://www.best.com/~jthom/usability/)
- The Editorial Eye—[www.eeicommunications.com](http://www.eeicommunications.com)
- Optimal Web Design—[psychology.wichita.edu/optimalweb/default.htm](http://psychology.wichita.edu/optimalweb/default.htm)
- BoxesandArrows (information architecture)—[www.boxesandarrows.com/](http://www.boxesandarrows.com/)
- Webopedia (technology dictionary)—[www.pcwebopaedia.com/](http://www.pcwebopaedia.com/)

# Build Strong Relationships



- Look for allies in project managers, project sponsors, developers, etc.
- Be flexible
- Choose your battles
- Open your mind to an 80-percent solution

# Questions and Answers

Thanks for joining us!

