

STRUCTURED WRITING

FOR USABILITY AND RERTRIEVABILITY

STRUCTURED WRITING AT A GLANCE



STRUCTURED WRITING AT A GLANCE



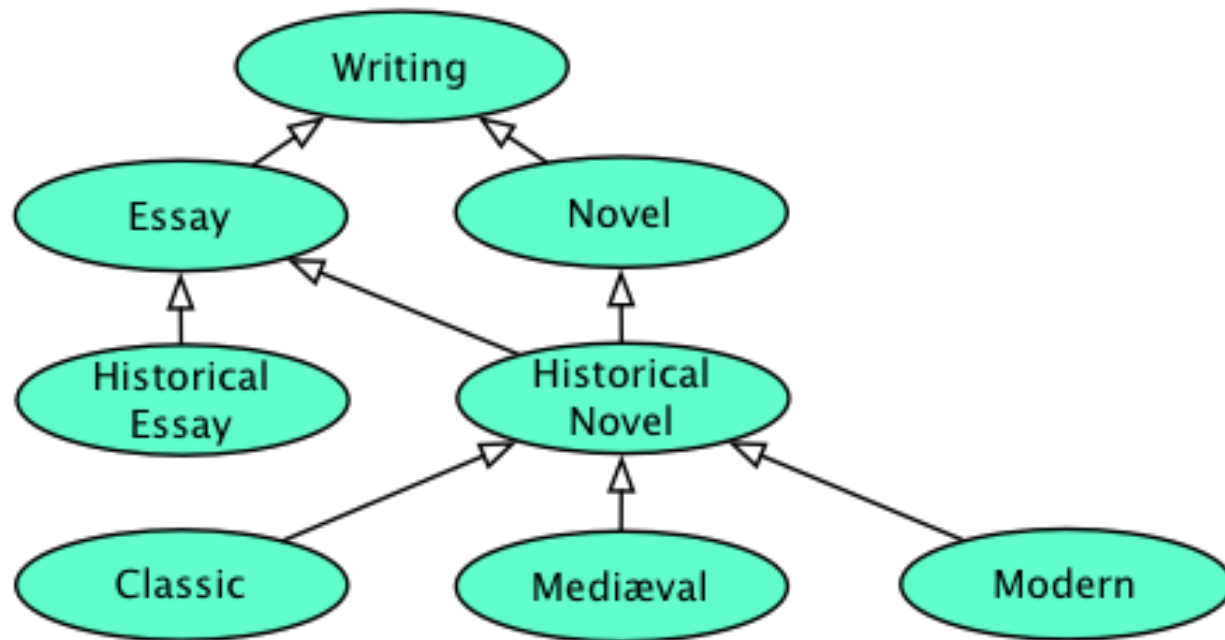
XML

(DITA, DocBook, etc. ...)

Semantic organization

- Communication principles
- Conceptual structure of knowledge

KNOWLEDGE



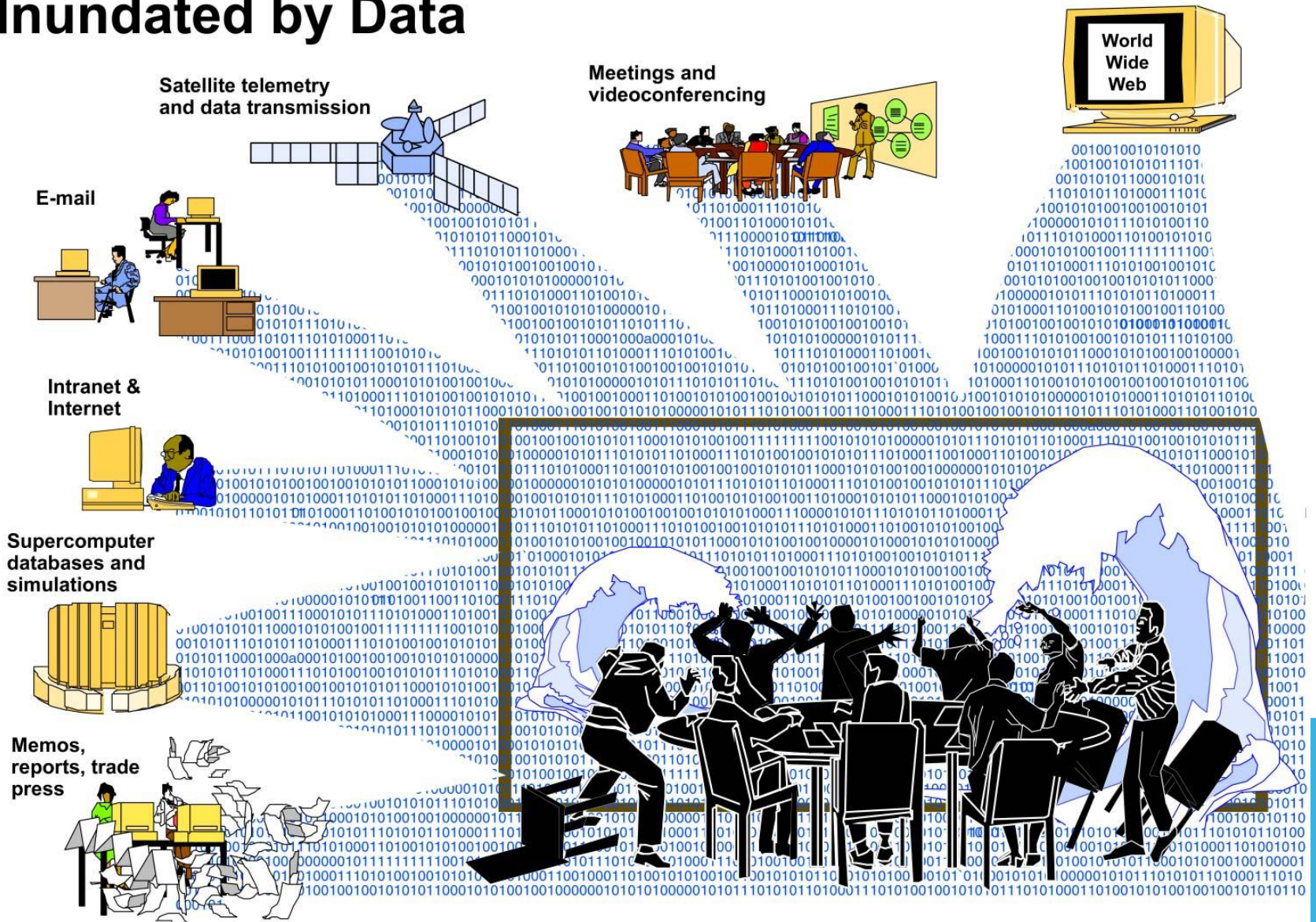


NATHANIEL BRANDON (B. 1930)



“In a world in which the total of human knowledge is doubling about every ten years, our security can rest only on our ability to learn”

Inundated by Data



TODAY'S CHALLENGES ON **CONTENT**

- Hard to find
- Incomplete or inaccurate
- Inconsistent
- Hard to understand
- Not in usable form



TODAY'S CHALLENGES ON **CONTENT**... ctd.

- Too much or missing
- Texts are too long
- Unstructured
- Need for content strategy
- Hard to find the information that you need
- Wrong level of detail
- ...



TODAY'S CHALLENGES ON **TECH CONTENT**

- Must be accurate
- Must be comprehensive enough but not excessively
- Must be up-to-date
- Must deliver a mental model that reflects the specifics of the product but also fits the existing model of the user knowledge
- Must serve real-life user tasks
- Must be consistent



TODAY'S CHALLENGES ON **TECH CONTENT**... ctd.

- Determining the proper lengths of texts
- Retrievability
- Localization
- Legacy content
- Different writing styles
- Inconsistent layouts
- Difficult language



TODAY'S CHALLENGES ON **USERS**

- Users are not experts
- Users are not focused enough on the content
- Users don't want to invest time in training
- Users don't read sequentially
- Users "scan" text
- Users have "instant gratification" mentality
 - They expect it now
 - They expect to find it quickly
 - They expect it personalized
 - They expect it to be intuitive



TODAY'S CHALLENGES ON **AUTHORS**

- Subject matter knowledge
- User knowledge
- Communicating with SMEs
- Fit in the team's processes
- Tight deadlines
- The engineering and development process
- Technical writing is often neglected by management
- Technology changes
- HATTs and automation
- ...



THE INFORMATION MAPPING® METHOD



THE WALL OF WORDS

Insider allows you to handle with ease both the external and internal aspects of the activities of your organization. External aspects are the aspects of an activity that are targeted towards the market – customer and prospect management (including full client details and history), marketing campaigns, offers, sales, etc.. Internal aspects are the organizational aspects of the activities and they concern your staff, their tasks, assignments, memos, etc. and the coordination of these activities among the members of the various teams and task forces.

Note: Before installing Insider, make sure your computer meets at least the minimum hardware and software requirements for running the program. The following table presents not only these requirements but also the recommended values.



BEFORE-AND-AFTER EXAMPLE

Before

Records Management Process

The records management process is critical for maintaining Level 4 documentation, quality records. This process is like the document management process. There are 7 stages in the process. Stages 1 and 2 are Record Need Identification and Collection Method Determination. Record needs are identified by the Quality Manager when there is a need for a record to prove that the quality system is working effectively. The Quality Supervisor is responsible for Stage 3 and the Operator is responsible for Stage 4. The Document Control Section is responsible for all other stages.

Records Management Process

Introduction The records management process is critical for maintaining Level 4 documentation, quality records.

Process The table below lists the stages and who is responsible for each stage in the records management process.

Stage	Who is Responsible	Description
1	Quality Manager	Record need identification
2	Quality Supervisor	Collection Method determination
3	Operator	Data Collection
4	Document Control	Document Control

After

- 
- Robert Horn
 - Universities of Harvard and Columbia
 - 40 years of experience

- Cognitive Psychology
- Learning Theory
- Instructional Design
- Human Factors Engineering
- Communication Effectiveness
- Message Design
- Usability
- Media Selection

Introducing myself...

Current:

- Visiting scholar, Stanford University (last 11 years)
- Distinguished Consulting Faculty, Saybrook Graduate School

Past:

- CEO, international consulting company (6 years in the 80s)
- CEO, R&D company (13 years in the 70s and early 80s)

Taught:

- Harvard, Columbia, Sheffield (U.K.), Catholic University

Selected projects:

- system for analyzing *any* complex subject matter (ACM Lifetime achievement award for this) mid-60s
- info-architect and manager of info-system for *all* Federal education and R&D programs (over 400) in late 60s
- director of evaluation of *all* simulations/games for education (over 1500 in 35 disciplines) in the 70s
- first explorer of integrated verbal-visual syntax and semantics of visual language (in the late 90s)
- originator of the Human Cognition Project (2001)

Currently:

- developing visual analytics and strategics for complex public policy projects and social messes

Perhaps I might introduce myself with a brief resume. You'll find more at my Stanford site...
www.stanford.edu/~rhorn



Social Messes

Representing Wicked, Ill-Structured Problems

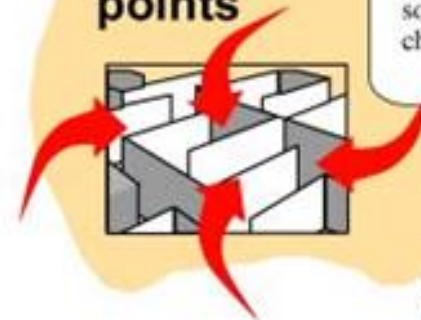
No unique "correct" view of the problem



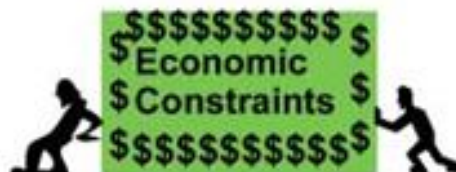
Ideological constraints



Many possible intervention points



What is perhaps more important than the formal definition of messes is getting acquainted with some of their characteristics..



Often a-logical or illogical or multi-valued

$$1 + 2 = 7$$

Great Resistance to change



THE INFORMATION MAPPING METHOD

Information Mapping® (IMAP) is an international and research-based information standard.

More than 600.000 students have learned the method

Using Information Mapping® results in information that is:

- easier to write
- easier to read
- more accurate and
- more to the point

The image shows a comparison between a document 'Before' and 'After' using Information Mapping. The 'Before' version is a yellow document titled 'Records Management Process' with a paragraph of text. The 'After' version is a white document with the same title, but the content is structured into sections: 'Introduction' and 'Process'. The 'Process' section contains a table with 4 columns: 'Stage', 'Who is Responsible', and 'Description'. The table lists 4 stages of the records management process.

Stage	Who is Responsible	Description
1	Quality Manager	Record need identification
2	Quality Supervisor	Collection Method determination
3	Operator	Data Collection
4	Document Control	To

EXAMPLE

Example of a 'traditional document'

Date : 3 January 2007
To : All employees
From : Oliver Castle, President

Subject: Reorganisation of the company

As you will know, our company has had considerable difficulty this year with the collapse of the barutanium market, with inflation hitting 12% and going up, with the labour difficulties we have had at several plants, and with the development of our new products, especially in the home products system. This situation has forced the management to assess our entire company and its operations with a view to finding a better way to organise it for improved profits and long-term efficiency. Some of our departments have been growing and shrinking without much rhyme or reason, and before this occasion we had not made the effort to really look at what we were doing. Instead, we were patching things that were here and there with the aim of eliminating duplication when we could and pulling together groups that belong together functionally.

Now we are announcing a major reorganisation to take effect on 18 January. We will announce the details on 12 January, such as when the desks will be moved and when new managers will hold meetings with various employees to whom the information is pertinent. We will also, at that time, distribute a complete schedule setting forth who will be working for whom. In the meantime, we are announcing the following changes to the managers in charge of the affected divisions and departments who can prepare for the reorganisation.

Charles Jones will assume duties as Director of the new Office Products Division, leaving his present post of Manager of Typewriter and Office Equipment Supplies. Janice Moreland will move from Vice President for Research to Vice President for Operations. Jack Spottar will be the new head of the Research Department, moving from his position as Assistant Vice President for Operations. Marvelli Richardson is leaving his post as Assistant to the President to fill the position of Assistant Vice President of Operations. Marilyn Bell will become Director of the new Home Products Division, which used to have only project status. These changes in department managerial positions will take place on 5 January. Current Assistant Directors will remain in their positions at that time unless otherwise notified.

Thus, on 12 January, changes at the level of Assistant Directors will go into effect. Joel Franklin and Marsha Zettonelli will become Assistant Director of Office Products and Assistant Director of Home Products, respectively, from their current positions as Assistant Director of Finance and Director of Budgeting. The staffs of these departments will be informed by special memorandum from their managers about whether they will be moving with their current managers or staying in their current departments. In most cases there will be no change, as we are trying to keep as many departments intact, with experienced staff, as possible.

The same document, written using the Information Mapping® method

Reorganisation of the company

Date : 3 January 2007
To : All employees
From : Oliver Castle, President
Subject : Reorganisation of the company

Background

As you will know, our company has had considerable difficulty this year with:

- the collapse of the barutanium market
- inflation hitting 12% and going up
- labour difficulties at several plants, and
- development of our new products, especially in the home products systems.

This situation has forced the management to assess our entire company and its operations with a view to finding a better way to organise it for improved profits and long-term efficiency.

Management changes

The following table includes recent management changes.

Name	Will move from...	To...
Charles Jones	Manager, Typewriter and Office Equipment Supplies	Director, Office Products Division
Janice Moreland	V.P., Research	V.P., Operations
Jack Spottar	Assistant V.P., Operations	Director, Research
Marvelli Richardson	Assistant to the President	Assistant V.P., Operations
Marilyn Bell	Assistant to the Plant Manager	Director, Home Products Division
Joel Franklin	Assistant Director, Finance	Assistant Director, Office Products
Marsha Zettonelli	Director of Budgeting	Assistant Director, Home Products

Memorandum: The managers of these departments will inform the staff by special memorandum on 12 January of whether they will be moving with their current managers or staying in their current departments. In most cases there will be no change, as we are trying to

- 5 January: Changes in Company Policies and Division Chiefs
- 12 January: Announcements of Details of Reorganisation, Assistant Directors move to new jobs
- 18 January: Reorganisation takes effect.

A typical policy

“Before Mapping”

Spills and release, continued

All PCB releases must be reported immediately to Environmental Compliance in headquarters. PCB releases also include transformer leaks.

The contact number for reporting a spill is 1-800-555-1212. This number is used to report a spill as well as for asking questions about spills or releases.

You must place a second phone call to Environmental Compliance within 12 hours of the spill or release to provide complete details. This is not required if you are otherwise instructed by Environmental Compliance.

Report by telephone any of the chemical substance of concern spills or releases listed below if the release quantity is equal to or larger than the amounts listed.

—any solid chemical substance in any form that weighs one pound or greater. If the spill is immediately and totally cleaned up, it needs to be reported.

—liquid chemicals that are greater than approximately five gallons. If the substance is mercury, then report releases of approximately one pound.

—any hazardous waste, particularly from a hazardous waste storage tank that weighs one pound or greater.

—oil of any kind to surface water that creates a sheen upon the water.

—any substance in excess of permit conditions.

—any spill or release from any underground storage tank in any amount.

You must provide the following information when you call to report a spill or release: Your name and return phone number, the type of substance and volume involved in the spill, the State and location of the spill, any other information that is available, and the activation of the site spill prevention control and countermeasures plan.

Continued on next page

The same policy “after Mapping”

Notification of Spills or Releases

Purpose Follow the guidelines below to determine when to notify Environmental Compliance at headquarters about spills or releases.

PCB releases Report all PCB releases, including transformer leaks, immediately to Environmental Compliance in headquarters.

Chemical spills and releases Report spills or releases into the environment of any chemical substance of concern in quantities equal to or larger than those shown in the table below.

Type of Spill/Release	Quantity of Spill/Release
Any solid chemical substance in any form	Weights one pound or greater. <i>Note: If the spill is immediately and totally cleaned up, it must still be reported.</i>
Liquid chemicals	Greater than five gallons. <i>Exception: If the substance is mercury, then report releases of approximately one pound.</i>
Any hazardous waste, particularly from a hazardous waste storage tank	Weights one pound or greater.
Oil of any kind to surface water	Creates a sheen upon the water.
Any substance	In excess of permit conditions.
From any underground storage tank	Any amount.

How to report Report spills or releases by phone. Phones are staffed 24 hours a day.

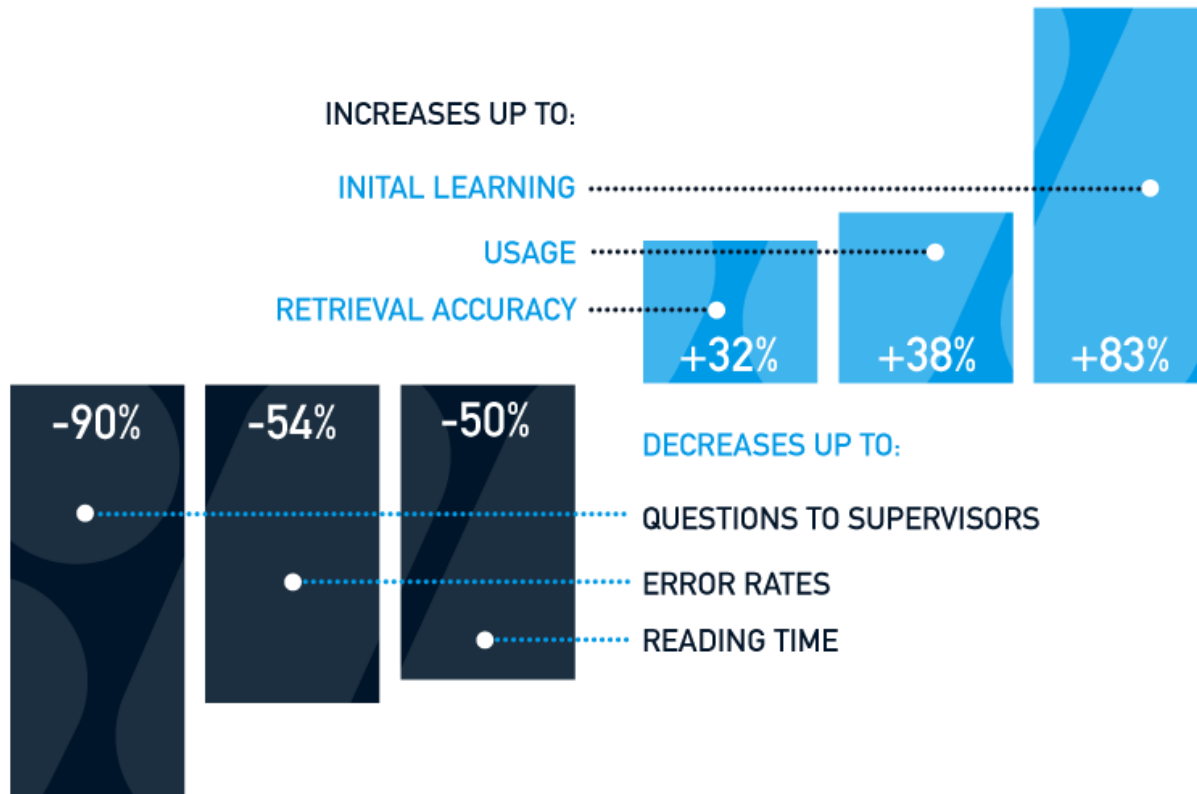
Phone number: Call 1-800-555-1212.

Information to report When calling to report a spill or release, provide the following information:

- your name and return phone number
- the type of substance and volume involved
- the State and location of the spill
- any other information that is available, and
- activation of site spill prevention control and countermeasures plan.

Second phone call You must complete a second telephone call providing complete details within 12 hours, unless otherwise instructed by Environmental Compliance.

PROVEN RESULTS



INTERNATIONAL CUSTOMERS



BEFORE AND AFTER EXAMPLES

Before

Records Management Process

The records management process is critical for maintaining Level 4 documentation, quality records. This process is like the document management process. There are 7 stages in the process. Stages 1 and 2 are Record Need Identification and Collection Method Determination. Record needs are identified by the Quality Manager when there is a need for a record to prove that the quality system is working effectively. The Quality Supervisor is responsible for Stages 3 and 4, and the Operator is responsible for Stages 5 and 6. The Operator is responsible for the disposal of records. The Operator is responsible for the disposal of records. The Operator is responsible for the disposal of records.

Other information is provided in the Records Management Process. The Operator is responsible for the disposal of records. The Operator is responsible for the disposal of records. The Operator is responsible for the disposal of records.

If

After

Records Management Process

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4	Document Control	Document Control

THE FORMAT...



Presentation

Records Management Process

The records management process is critical for maintaining Level 4 documentation, quality records. This process is like the document management process. There are 7 stages in the process. Stages 1 and 2 are Record Need Identification and Collection Method Determination. Record needs are identified by the Quality Manager when there is a need for a record to prove that the quality system is working effectively. The Quality Supervisor is responsible for SI and I resp. The Quality Supervisor is responsible for SI and I resp. The Quality Supervisor is responsible for SI and I resp.

Before

Records Management Process

Introduction The records management process is critical for maintaining Level 4 documentation, quality records.

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3	Operator	Data Collection
4	Document Control	Document Control

After

THE FORMAT... AND BEYOND



Presentation

Analysis

Organization

Records Management Process

The records management process is critical for maintaining Level 4 documentation, quality records. This process is like the document management process. There are 7 stages in the process. Stages 1 and 2 are Record Need Identification and Collection Method Determination. Record needs are identified by the Quality Manager when there is a need for a record to prove that the quality system is working effectively. The Quality Supervisor is responsible for SI and I resp. The Quality Supervisor is responsible for SI and I resp. The Quality Supervisor is responsible for SI and I resp.

Records Management Process

Introduction

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Process

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4	Document Control	Document Control

Before

After

THE THEORY OF INFORMATION TYPES



Procedure

How do I do it?



Process

How does it work?



Principle

What must be done?



Process

How does it work?



Structure

What does it look like?




Fact

What is true?

7 INFORMATION TYPES

- Procedure
 - Process
 - Structure
 - Concept
 - Principle
 - Fact
 - Classification
- 

7 INFORMATION TYPES


- Procedure...
...is a task or number of steps leading to a result (operational “how-to” level).
 - Process
 - Structure
 - Concept
 - Principle
 - Fact
 - Classification
- 

7 INFORMATION TYPES

- Procedure
- Process
 - ...describes why a task/process is done (on a management level).
- Structure
- Concept
- Principle
- Fact
- Classification



7 INFORMATION TYPES

- Procedure
 - Process
 - Structure
 - ...describes the structure of a physical, material object (printer, form, machine, ...)
 - Concept
 - Principle
 - Fact
 - Classification
- 

7 INFORMATION TYPES

- Procedure
- Process
- Structure
- Concept
 - ...describes an idea, a concept.
- Principle
- Fact
- Classification



7 INFORMATION TYPES

- Procedure
- Process
- Structure
- Concept
- Principle
 - ...is a policy, rule telling what is allowed and what not.
- Fact
- Classification

7 INFORMATION TYPES

- Procedure
- Process
- Structure
- Concept
- Principle
- Fact
- ...is a proposition without proof/argumentation.
- Classification

7 INFORMATION TYPES

- Procedure
- Process
- Structure
- Concept
- Principle
- Fact
- Classification

...is about sorting of chunks/units into classes.



PRESENTATION MODES FOR INFORMATION TYPES

Below some presentation modes for procedure:

- Step/action table

Step	Action
1	Locate the recipient's mailing address.
2	Has the recipient's address changed? If <i>yes</i> , go to Step 3. If <i>no</i> , go to Step 5.

- If/then table

If you are serving...	Then serve...
fish	white wine
steak	red wine
vegetarian dish	tea, fruit juice

THE RESEARCH-BASED PRINCIPLES



Chunking



Relevance



Labeling



Consistency




Integrated Graphics




Relevant Detail

7 PRINCIPLES FOR STRUCTURING INFORMATION

- Chunking
 - Relevance
 - Labeling
 - Consistency
 - Integrated Graphics
 - Accessible Detail
 - Hierarchy of Chunking and Labeling
- 

7 PRINCIPLES FOR STRUCTURING INFORMATION

- Chunking...
...grouping content into small manageable units; make information digestible, either for memorization or comprehension
 - Relevance
 - Labeling
 - Consistency
 - Integrated Graphics
 - Accessible Detail
 - Hierarchy of Chunking and Labeling
- 

7 PRINCIPLES FOR STRUCTURING INFORMATION

- Chunking
- Relevance...
 - ...putting together what belongs together, omit irrelevant information
- Labeling
- Consistency
- Integrated Graphics
- Accessible Detail
- Hierarchy of Chunking and Labeling



7 PRINCIPLES FOR STRUCTURING INFORMATION

- Chunking
- Relevance
- Labeling...
 - ...giving a meaningful label (title) to each chunk; labels show organization
- Consistency
- Integrated Graphics
- Accessible Detail
- Hierarchy of Chunking and Labeling



7 PRINCIPLES FOR STRUCTURING INFORMATION

- Chunking
- Relevance
- Labeling
- Consistency...
 - ...using the same labels, titles, formats and/or structures for the same subjects
- Integrated Graphics
- Accessible Detail
- Hierarchy of Chunking and Labeling



7 PRINCIPLES FOR STRUCTURING INFORMATION

- Chunking
- Relevance
- Labeling
- Consistency
- Integrated Graphics...
 - ...using illustrations, figures and tables as integrated part of the text
- Accessible Detail
- Hierarchy of Chunking and Labeling



7 PRINCIPLES FOR STRUCTURING INFORMATION

- Chunking
- Relevance
- Labeling
- Consistency
- Integrated Graphics
- Accessible Detail...
 - ...using details/illustrations/clarifications where needed; complete abstract presentations with concrete examples; these must be easily accessed
- Hierarchy of Chunking and Labeling




7 PRINCIPLES FOR STRUCTURING INFORMATION

- Chunking
- Relevance
- Labeling
- Consistency
- Integrated Graphics
- Accessible Detail
- Hierarchy of Chunking and Labeling...
 - ...organizing an accessible structure for content chunks by grouping them into larger chunks and labeling them



APPLYING THE RESEARCH-BASED PRINCIPLES

“We received your completed Disclosure Statement which is required by New York Regulation 60. A copy is enclosed. However, we noticed that your company checked the box on the first page, which indicates that approximations were used since we failed to provide information in the prescribed time. Your Authorization was received in Customer Service on <insert date discl stmt>. Your client signed the completed New York Regulation 60 Disclosure Statement on <insert date discl stmt signed>, which was the same date the client signed the New York Regulation 60 Authorization. This indicates that your agent did not wait for our company to send the existing values to you. We have always provided policy information when requested well within the designated timeframe, which would have allowed sufficient time for you to respond appropriately. Please correct and return the revised Disclosure Statement. If you have any questions, I welcome your call to my direct line, 1-800-555-1234 Opt 3, Ext. X-XXXX. You may also contact your financial services representative, <Insert Name Here>. “



APPLYING THE CHUNKING PRINCIPLE

We received your completed Disclosure Statement which is required by New York Regulation 60. A copy is enclosed. However, we noticed that your company checked the box on the first page, which indicates that approximations were used since we failed to provide information in the prescribed time. Your Authorization was received in Customer Service on <insert date discl stmt>.



Your client signed the completed New York Regulation 60 Disclosure Statement on <insert date discl stmt signed>, which was the same date the client signed the New York Regulation 60 Authorization. This indicates that your agent did not wait for our company to send the existing values to you.

We have always provided policy information when requested well within the designated timeframe, which would have allowed sufficient time for you to respond appropriately. Please correct and return the revised Disclosure Statement. If you have any questions, I welcome your call to my direct line,

APPLYING THE RELEVANCE PRINCIPLE

We received your completed Disclosure Statement ~~which is required by New York Regulation 60~~. A copy is enclosed.

~~However, we noticed that your company checked the box on the first page, which indicates that approximations were used since we failed to provide information in the prescribed time.~~

Your Authorization was received in Customer Service on <insert date discl stmt>. Your client signed the completed New York Regulation 60 Disclosure Statement on <insert date discl stmt signed>, ~~which was the same date the client signed the New York Regulation 60 Authorization.~~

~~This indicates that your agent did not wait for our company to send the existing values to you.~~

We have always provided policy information when requested well within the designated timeframe, which would have allowed sufficient time for you to respond appropriately.



APPLYING THE LABELING PRINCIPLE

Receipt of Disclosure Statement

We received your completed Disclosure Statement which is required by New York Regulation 60. A copy is enclosed.

Use of Approximation: On the form, your company checked the box on the first page, indicating that approximations were used because we failed to provide information in the prescribed timeframe.

Dates Provided: Your Authorization was received in Customer Service on <insert date disclosure statement>. Your client signed the completed New York Regulation 60 Disclosure Statement on <insert date disclosure statement signed>.

Receipt of Existing Values: We regularly provide requested policy information well within the required timeframes. The dates on the disclosure statement indicate that your agent did not wait for our company to send the existing values to you.

Action Required

Please correct and return the revised Disclosure Statement.

Contact for Questions: If you have any questions, I welcome your call to my direct line, 1 800-555-1234 Opt 3, Ext. X-XXXX. You may also contact your financial services representative, <Insert Name Here>.



APPLYING THE CONSISTENCY PRINCIPLE

Receipt of Disclosure Statement

We received your completed Disclosure Statement which is required by New York Regulation 60. A copy is enclosed.

Use of Approximation

On the form **Disclosure Statement**, your company checked the box on the first page, indicating that approximations were used because we failed to provide information in the prescribed timeframe.

Dates Provided

Your Authorization was received in Customer Service on <insert date discl stmt>. Your client signed the complete New York Regulation 60 Disclosure Statement on <insert date discl stmt signed>.

Receipt of Existing Values

We regularly provide requested policy information well within the required timeframes. The dates on the disclosure statement indicates that your agent did not wait for our company to send the existing values to you.

Action Required

Please correct and return the revised Disclosure Statement.

Contact for Questions

If you have any questions, I welcome your call to my direct line, 1-800-555-1234 Opt 3, Ext. X-XXXX. You may also contact your financial services representative, <Insert Name Here>.



APPLYING THE INTEGRATED GRAPHICS PRINCIPLE



The Disclosure Statement indicates that it was

- received in Quality Business on <insert date discl stmt>, and
- signed by your client on <insert date discl stmt signed>.

Policy #	<Insert Number Here>
Insured / Annuitant	<Insert Name Here>
Date of Birth	<Insert DOB>
Contract State	<insert contract state>
Issued by	<Insert Full Legal Issuing Company Here>, (referred to herein as “MassMutual”)
Other Company’s Policy Number	<Insert O/C Pol#>

APPLYING THE INTEGRATED GRAPHICS PRINCIPLE



Using links, labels, and references makes information accessible

April 28, 2009	Policy Number	5467002
Mr. John Jones	Insured / Annuitant	John Jones
Your Insurance Company	Date of Birth	01-01-1960
100 West 53rd Street	Contract State	New York
Anytown, NY 01000	Issued by	Favorite Insurance, Inc.
USA	Your Company's Policy Number	35678-009

Regarding: Request for Corrected Disclosure Statement

Dear Mr. Jones

Receipt of Disclosure Statement We received your completed Disclosure Statement. A copy is enclosed.

Use of Approximations: On the Disclosure Statement, your company has checked the box on the first page indicating that you used approximations because we failed to provide information in the prescribed timeframe.

Dates Provided The Disclosure Statement indicates that it was

- received in Quality Business on April 14, 2009, and
- signed by your client on April 15, 2009.

Receipt of Existing Values: We regularly provide requested policy information well within the prescribed timeframe. The dates on the Disclosure Statement indicate that your agent did not wait for us to send the existing values to you.

Action Required Please correct and return the Disclosure Statement with the existing values.

Contact for Questions: If you have any questions, please

- call my direct line, 1-800-555-5555 Opt 8, Ext. X-XXXX, or
- contact your financial services representative, Cindy Smith.

Sincerely,

Elizabeth Allen
Claims Specialist
Processing Department

WHY PARAGRAPHS DON'T WORK

No standards for:

- Chunking
- Relevance
- Labeling
- Consistency

Several departments will be responsible for implementing a Hearing Conservation Program, including the Medical Department, Process Engineering Department, Production Section, Safety and Environmental Affairs Section, and the Occupational Health Committee. The objective of the program is to prevent hearing loss caused by exposure to noise in the workplace, and all staff will be impacted. The program consists of systematic noise-hazard evaluation, noise-hazardous areas and equipment labeling, requirements for hearing protection devices, audiometric testing and evaluation, and employee health education, supervision, and discipline.

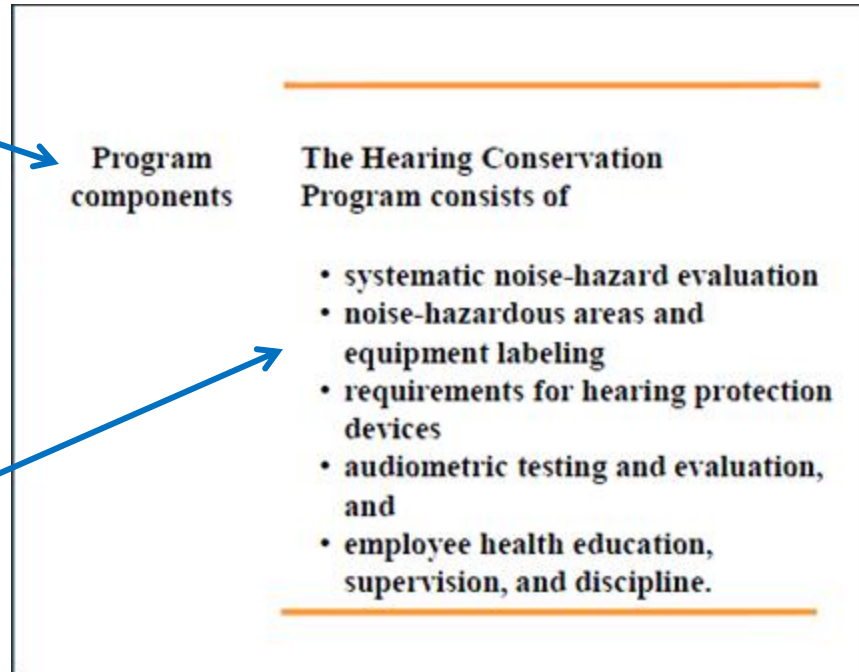
THE INFORMATION BLOCK

A manageable chunk of related information

Label

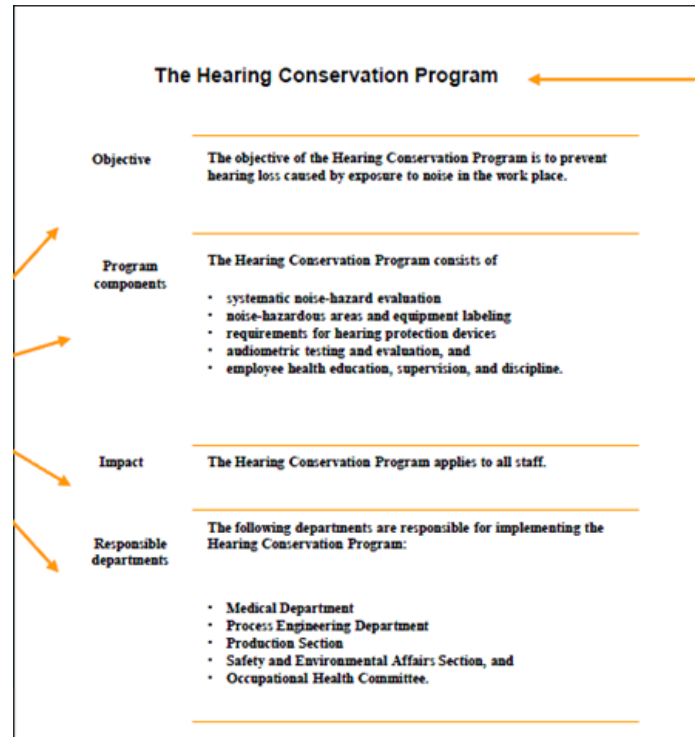
*One main
idea*

*Sentence(s), list,
table,
graphic or
multimedia*

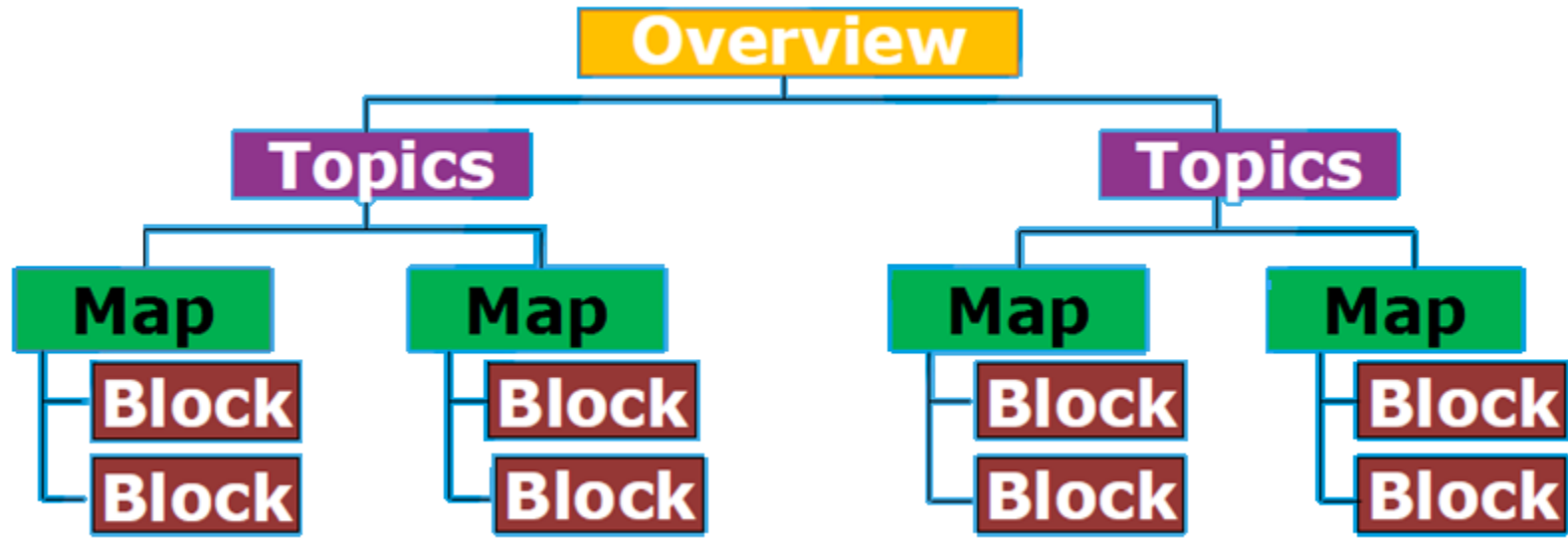


THE INFORMATION MAP

A collection of related
Blocks with a title



THE TOPICS



CASE STUDIES

- Comcast
- Men's Warehouse
- US Army



CASE STUDY



comcast.

comcast.

HOME

- quit -

Active

OLRT

Hot Topics

- ▶ Billing and General
 - ▶ Comcast Zip Codes
 - ▶ Pmnt Locations / Office
- ▶ Customer Comm
 - ▶ Talking Points
- ▶ Departments
 - ▶ Comcast University
 - ▶ Contrac
 - ▶ Information Services
- ▶ Employee Comm
 - ▶ Jobs
- ▶ Forms
- ▶ Hidden View
- ▶ Policies & Procedures
- ▶ Rebuild/Outage
 - ▶ Status Updates
- ▶ Repair
 - ▶ Equipment
 - ▶ Troubleshooting Tips
 - ▶ Cable
 - ▶ CHSI
 - ▶ Telephony
 - ▶ VoIP

Mangano, Bernie
Contractor

New Search Favorites Forms Channel Lineups Channel Compare Pay Centers

Talking Points

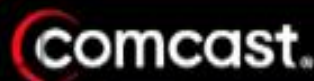
Refresh

Security

1 2 3 4 5 6 7 8 9 10 Next

"	Menus	2004-10-14
-----	Sales Tool Menu	2004-01-30
..	Channel Changes Menu	2004-11-03
. CHL	9517 Bucks Co - The Word Channel not available	2004-05-12
. CHL	CHANGE . SPORTS Dallas Cowboys Channel NOT Offered in Eastern Region	2004-09-09
. CHL	Charleston Market adds WGN and Turner South June 1, 2004	2004-05-03
. CHL	Download PDF Channel Lineups from Comcast.com	2004-04-15
. CHL	Hispanic Programming Launch - CableLatino	2004-04-22
. CHL	PROGRAMMERS - Contact Information	2004-04-06
. CHL	TALKING SELECTO - Selecto Talking Points	2004-10-01
	.Menu - Service Protection Plan (SPP)	2003-12-29
	.Talking Points Archive	2004-10-01
Z		2004-10-14
	2005 PRICE CHANGE GRID	04-11-09
	ALLE-KISKI AUDIT SWEEP	04-11-12
ANLG	Digital Service Rate Codes - Richmond	04-11-09
ANLG	NEW CHANNEL CHANGES eff 12-15-04	04-11-08
ANLG	PARENTAL CONTROLS	04-05-25
ANLG	PARENTAL CONTROLS	04-05-26
ANLG	Quincy Analog Showtime Going Away	04-04-25
	AT&T CallVantage	2004-10-25
	Bulk Properties Rate Codes	2004-10-05
	CableCARDs Now Available	2004-07-02
	CAE Talking Points - ESPN Sports	2004-10-07
	CAE Talking Points - HDTV ON DEMAND	2004-10-27
	CAE Talking Points - The Real Gilligan's Island - Cast the Castaways Sweepstakes	2004-10-28

Information is very flat,
difficult to find and
navigate



HOME

- quit -

Active:

OLRT

Hot Topics:

- ▼ Billing and General
 - Comcast Zip Codes
 - Print Locations / Offices
- ▼ Customer Comm
 - Talking Points
- ▼ Departments
 - Comcast University
 - Comtrac
 - Information Services
- ▼ Employee Comm
 - Jobs
 - Forms
 - Hidden View
 - Policies & Procedures
- ▼ Rebuild/Outage
 - Status Updates
- ▼ Repair
 - Equipment
- ▼ Troubleshooting Tips
 - Cable
 - CHSI
 - Telephony
 - VoIP

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ALL, ALL, ALL, ALL

New Search Favorites Forms Channel Lineups Channel Compare Pay Centers

Print Edit Copy Publish UnPublish Detach

Charleston Market adds WGN and Turner South June 1, 2004

.CHL

Marketing memo announcing channel additions and explaining the sneak preview in May

This document applies to:

Charleston, ALL, ALL, ALL

We are pleased to announce the following channel additions:

Turner South and WGN

They will be officially launched on June 1st but we will offer a special Sneak Preview of both channels beginning Saturday May 1st. WGN will be added to our B1 level of service (Limited Basic customers and higher) and Turner South will be added to our B2 level of service (Preferred Basic customers and higher). So all Cable TV customers will receive the sneak preview and official launch of WGN but not all customers will receive Turner South. Customers on Limited Basic or Limited Value service will not receive Turner South.

For the Sneak Preview, Turner South will be 28 and WGN will be 71. In addition, C28 our local original movie channel will move from channel 71 to channel 96 to make room for the new channels. Please refer to the current channel line up for quick reference. Also, because the local NBC affiliate WCBD broadcasts their signal over the air on Channel 2, some customers may experience some interference and ghosting on WGN during the sneak preview. This is only a temporary channel location but normal service call procedures should be followed.

In addition, C28 our local original movie channel will move from channel 71 to channel 96 to make room for the new channels. Please refer to the current channel line up for quick reference. Also, because the local NBC affiliate WCBD broadcasts their signal over the air on Channel 2, some customers may experience some interference and ghosting on WGN during the sneak preview. This is only a temporary channel location but normal service call procedures should be followed.

Current Channel Line Up:

Channel 2 TV Guide Channel (simulcast)

Channel 28 C28 Comcast Channel

Channel 71 HBO Family

Channel 96 not used

Channel 2 TV Guide Channel (simulcast)

Channel 28 C28 Comcast Channel

Channel 71 HBO Family

Channel 96 not used

Channel 2 TV Guide Channel (simulcast)

Channel 28 C28 Comcast Channel

Channel 71 HBO Family

Channel 96 not used

Channel 2 TV Guide Channel (simulcast)

Channel 28 C28 Comcast Channel

Channel 71 HBO Family

Channel 96 not used

"Wall of Words" makes
text hard to read

Channel Line Up May 1-30:

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Active:

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Hot Topics

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 - Digital Voice

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PA-DE Call Centers, Delaware County (09527), Middletown Township (140), 10063

New Search Favorites Forms Channel Lineups Channel Compare Pay Centers

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PA - DE - Video Troubleshooting Job Aid

PRO

This document applies to:

PA-DE Call Centers, ALL, ALL, ALL

Before You Go Any Further...

1. Does the TV have an image or is there no image?
2. Does problem appear on all TV's or 1 TV?
3. Does problem appear on all channels or one?
4. Is TV on the correct channel?
5. Is converter equipment on?

[Table of Contents](#)[How does the cable work?](#)[Common Cables and Conds](#)[No Picture](#)[Reception Problem](#)[Channel Problems](#)[Digital Channel Problem](#)Layouts are
inconsistent

NO PICTURE (T/C OUT OF SERVICE)

[Blank Screen](#)[Blue Screen](#)[Total Snow](#)

RECEPTION PROBLEM (T/C AFFECTED SERVICE)

comcast.

comcast.

HOME

- quit -

Active:

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Hot Topics

- › Billing and General
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 - › Print Locations / Offices
- › Customer Comm
 - › Talking Points
- › Departments
 - › Comcast University
 - › Contract
 - › Information Services
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 - › Cable
 - › CHSI
 - › Digital Phone
 - › Digital Voice

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New England, MASSACHUSETTS (87731000), AVON (1990), 02322

New | Search | Favorites | Forms | Channel Lineups | Channel Compare | Pay Centers

Town At-A-Glance: AVON (1990)

Active Customer Forms

Not Applicable

Product Availability

Unable to find Product Information for this town

Payment Centers

expand all

collapse all

- Bridgewater (800-288-2278)

Bridgewater
180 Winter Street - Unit C
Bridgewater MA 02324

M-F 9:00 AM-5:30 PM, closed daily 1-2

Route 104 east - Exit 15 toward Bridgewater/ Halifax. Turn slight right
onto Pleasant St/MA 104. Continue to follow MA-104. Turn right onto
Maple Ave and travel 0.1 miles. Turn right onto Bedford St/MA-18/MA-28.

Channel Lineups

Package Type All

Channel	Call Sign & Programming
1	ON DEMAND
2	WGBH-2 (PBS)
3	CBS
4	WBZ-4 (CBS)
5	WCVB-5 (ABC)
7	WHDH-7 (NBC)

16	WGBX-34 (PBS)
17	WUNI-27 (UNI)
18	WNDS-50 (ND)
19	W5BE-36 (PBS)
20	WMFP-62 (ND)
21	WUTB-66 (Telefutura)

Screen space is not
used efficiently

Regional Support Information for New England



HOME

- quit -

Active:

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Hot Topics

- ▶ Billing and General
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 - ▶ CHSI
 - ▶ Digital Phone
 - ▶ Digital Voice

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New England, NEW HAMPSHIRE (87732000), DOVER (1280), 03821

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..Troubleshooting Index

Troubleshooting Index for All Products

This document applies to:
New England, ALL, ALL, ALL

NEW ENGLAND

Feedback | Billing | Price | Contacts | Campaigns | Trouble | HDTV | Commercial | M&P's | Templates

VIDEO TROUBLESHOOTING

Analog/Digital	HDTV/PPV/In Demand	Remotes	DCT/TV Simulators
Troubleshooting Res Codes	DVR Error Codes NEW	Atlas Universal Remote	
Hook-up	DVR User Guide		
Converters	DVR Tips		
Analog Troubleshooting	HDTV Troubleshooting		
Analog Tip	On Demand		
Digital Troubleshooting	PPV/In Demand		
	iNDemand	Scout Remote	New England - CAG Services

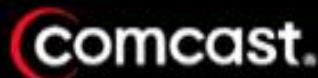
COMCAST DIGITAL PHONE TROUBLESHOOTING

CDP Troubleshooting Help Guide

Resource Links

Line in Use	Cordless Telephone	Congestion Tone	Call Test	Problem Codes
-----------------------------	------------------------------------	---------------------------------	---------------------------	-------------------------------

Different navigation
schemes confuse users



HOME

- quit -

OLRT

Hot Topics

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 - ▶ Talking Points
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- ▶ Troubleshooting Tips
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 - ▶ CHSI
 - ▶ Digital Phone
 - ▶ Digital Voice

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Greater Chicago Region, CITY OF CHICAGO (87983000), CHICAGO (AREA 4) NORTH, IL (0020), 60629

New Search Favorites Forms Channel Lineups Channel Compare Pay Centers

Top 50 Items
Overall

[Comcast Digital Ph](#)
[Features Product](#)
[Description](#)
[Call Routing List](#)
[International Callin](#)
[Rates](#)
[International Callin](#)
[Rates \(All Plans\)](#)
[In Person Payment](#)
[Centers by Market](#)
[Chicago Service Or](#)
[Intervals](#)
[Payment Options](#)
[In person Payment](#)

Top 50 Items Today

[Account Locator](#)
[PA Table of conten](#)
[Call Routing List](#)
[International Callin](#)
[Rates \(All Plans\)](#)
[Comcast Digital](#)

Tools

- [Agent Call Routing List](#)
- [Code Locator](#)
- [CMRT Tool](#)
- [LCAT Tool](#)
- [Statement Image View Tool](#)
- [Service Process Assistant](#)

Features

- [Calling Features \(LA\)](#)
- [Convenience](#)
- [Privacy P](#)
- [Voice Ma](#)

General Inform

- [Billing Is](#)
- [Calling Area Information \(LA\)](#)
- [Calling Area Maps \(Chicago\)](#)
- [Comcast.com Information](#)
- [Do Not Call Requests](#)

Job Aids

• Billing Job Aids

- [Cosmo Pricing \(Chicago\)](#)
- [Credit Screening](#)
- [Denial of Credit Scripting](#)
- [G-Code Descriptions](#)
- [How to Read Customer's Ledger \(ICOMS GUI\)](#)
- [How To Read Your Bill](#)
- [ID Verification & Credit Screening](#)

• Repair Job Aids

- [Identifying Blocks on Accounts](#)

Groupings of Information
Improve Access

Document Properties

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comcast.

HOME

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Active:

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Hot Topics

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 - Digital Voice

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New Search Favorites Forms Channel Lineups Channel Compare Pay Centers

Seattle, Bremerton (84983600), KINGSTON (0060), 98340

Methods and Procedures

Address Change Procedure

Washington Market

comcast.

[Departments Affected](#) [Prerequisites](#) [Overview](#) [General Notes](#) [Procedure\(s\)](#) [Tools/Resources Needed](#)
[Job Aids](#) [Notes](#)

Purpose: The purpose of this M&P is to establish the procedures by where Data Base Integrity Group will change the Address on House Accounts.

Effective Date: April 28, 2004

Approved By: This document has been approved by:
• Cheryl Hochhalter

Created By: This procedure was created by:
• Cheryl Hochhalter • Delwin

Departments Affected: The following departments may participate in this procedure:
• Data Base Integrity Group - Engineering • Customer Service • Retention and Escalations

Prerequisites: It is assumed the following will be completed prior to starting this procedure:
• Customer states that Service Address is Incorrect OR • Customer has been notified by Franchise or Post Office that their address is changing.

No more Wall of Words.
Better accessibility.

Comcast High Definition Television (HDTV) Methods and Procedures

Overview

HDTV is a new product available from Comcast Digital Cable in Jacksonville. By simply adding a Comcast-provided HDTV capable receiver, Comcast Cable customers with a High Definition television can now take advantage of programming in High Definition.

The purpose of this document is to detail the methods and procedures associated with the process flows included in Appendix A.

Section	Page
Sales	1
Ordering	3
Order Routing	10
Equipment	11
Warehousing and Staging of Equipment	12
Installation	13
Troubleshooting Process/Solutions	16
Appendix A: Process Flow Diagrams	18
Appendix B: Retailer References	

Content works for print or
online.

Sales

What is High Definition?

- Crystal Clear Picture-Up to 5 times the picture quality with more lines of resolution than standard TVs
- Movie Style Format-16:9 aspect ratio and rectangular screen mimics the movie theater
- Surround Sound-Dolby™ 5.1 Digital Sound for superior audio

Why Comcast High Definition?


Comcast delivers Jacksonville High-Definition TV owners the best solution for HDTV service. Comcast offers a superior High Definition TV value compared to satellite providers:

CASE STUDY

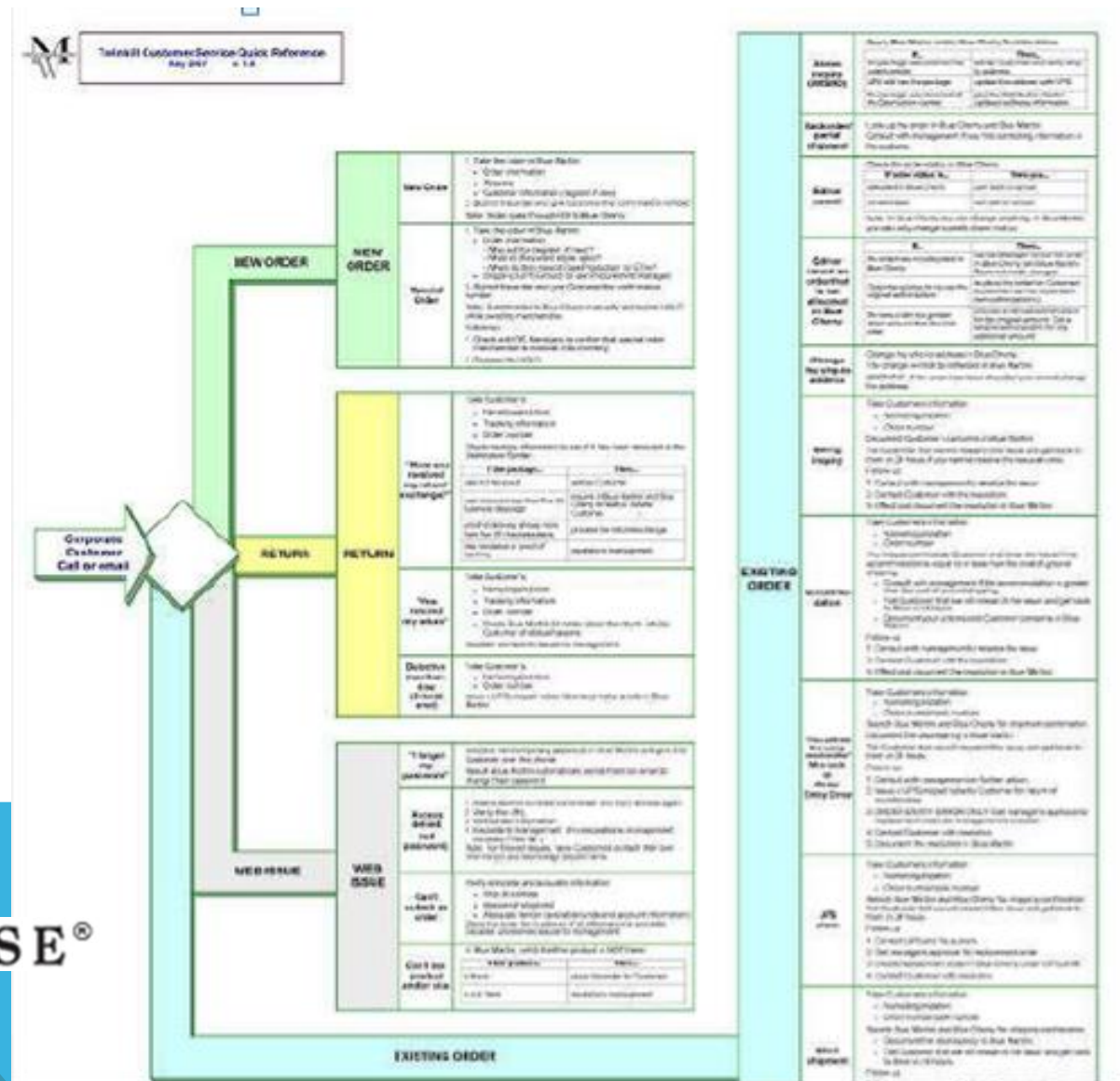
MEN'S WEARHOUSE®



MEN'S WEARHOUSE®

- **Challenge:** *Train new CRS's more quickly, minimize need for follow-up training*
 - **Environment:** *Busy call center, many different policies and procedures to follow, speed and accuracy essential*
 - **Solution:** *CS Quick Reference Chart, used in training and as performance support tool*
 - **Result:** *Greatly reduced time to competence, less need for follow-up training*
- 

MEN'S WEARHOUSE®



CASE STUDY



50760-ppt-5.jpg

U.S. ARMY TRADOC RESULTS

REGULATION 25.34 RECOMMENDS THE USE OF INFORMATION MAPPING
FOR ALL TYPES OF DOCUMENTS.




Document	Format	Number of Words	Readability Level
1	Standard	845	11.44
	IM	363	7.7
2	Standard	382	11.79
	IM	231	9.64

PRO AND CON

- Pros
- Cons

PRO

- **Quality**
 - **Quick results**
 - **Documentation management-friendly**
 - **Makes content re-use standardization**
 - within a document
 - across documents
 - Across teams
 - **Tool-independent**
 - **Language-independent**
 - **Straightforward set of guidelines**
 - **Raises the level of writes**
 - quick-starts new writers
 - ensures an acceptable rate of output
 - provides an assessment and reference framework
 - **Template-driven**
 - **Provides methodology for analysis**
 - **Allows random access points to content**
 - **Allows eye-scanning of content**
- 

CON

- Paper-centric
- Generic
- Static
- Restricts creativity
- Uses tables extensively



LET'S SUM IT UP

- Methodology
- Structure



LET'S SUM IT UP: METHODOLOGY



Analyze

*Analyze and plan
the content*



Organize

*Identify and organize the
content*



Present

*Develop, tag, publish,
and store the content*

LET'S SUM IT UP: STRUCTURE

- **Information Blocks** – single units of information
- **Information Maps** – collection of blocks
- **Information Sections** – collection of maps
- **Information Parts** – collection of sections



QUESTIONS?

