

An Introduction to Mobile User Assistance



**Joe
Welinske**

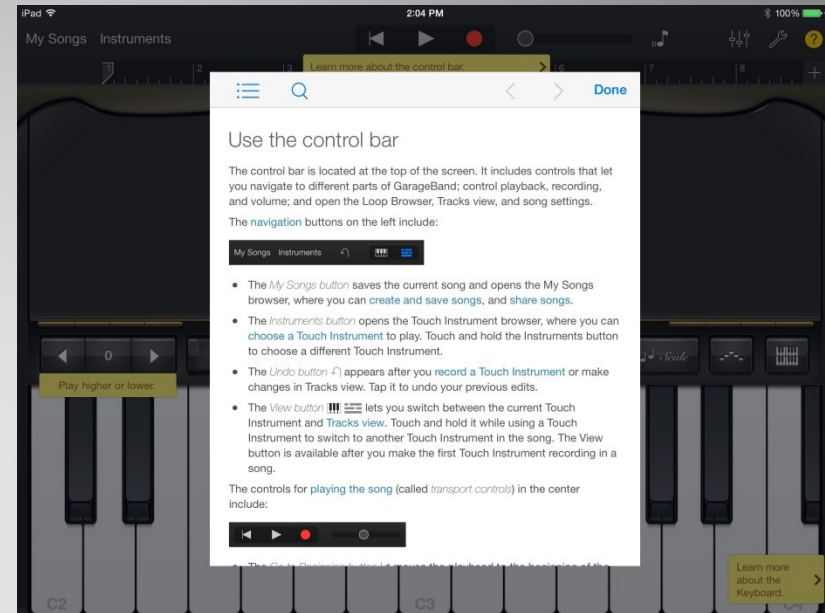
WritersUA.com
joewe@writersua.com

This seminar

- **For those who intend to design and support apps for phones, tablets and yet-to-emerge device types**
- **Exploring what others have done through a pattern library for mobile UA**
- **Vocabulary builds respect and facilitates discussions**
- **Understanding the technical framework exposes opportunities and limitations**

Agenda

- **The Mobile Market**
- **What is Mobile?**
- **Content Strategy**
- **Overview of:**
 - Design Options
 - Language Choices
 - Interaction Types
 - Development Platforms
 - Authoring Strategies



Two 10 min. breaks
Questions anytime
Bonus time: Q&A at end

Download resources

- **Slides:**

- http://www.writersua.com/mobile_webinar/introduction.pdf

- **Supplemental files:**

- http://www.writersua.com/mobile_webinar/pattern_library.zip
- The slides download is the only piece you need now.
- The supplemental zip is very large. 540 MB

Poll question

- <http://strawpoll.me/2554548>
- **What is your experience with mobile UA?**
 - Completed work on one or more mobile UA solutions
 - Currently implementing first mobile UA solution
 - In early design phase of first mobile UA solution
 - Not yet begun a mobile UA project

Mobile UA Screen Shot Gallery

Mobile UA Screen Shot Gallery

[Show as slideshow]



ABC News

Ada Fruit

Ada Fruit

ADP



ADP

Vision Check

Amazon.com

Ancestrom



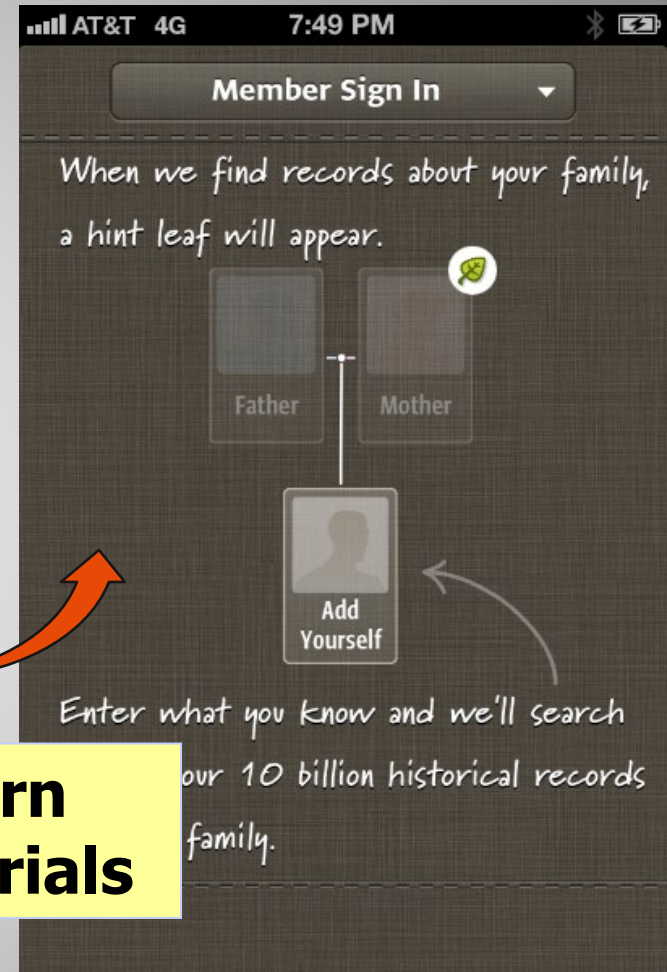
Cut the Rope

Cut the Rope

Cut the Rope

Dick's Sports

600+ screen captures in "Pattern Library" folder of download materials



<http://www.writersua.com/mobile-ua-screen-shot-gallery/>

New edition available now

Completely revised with 400 pages,
22 chapters, and 400 illustrations

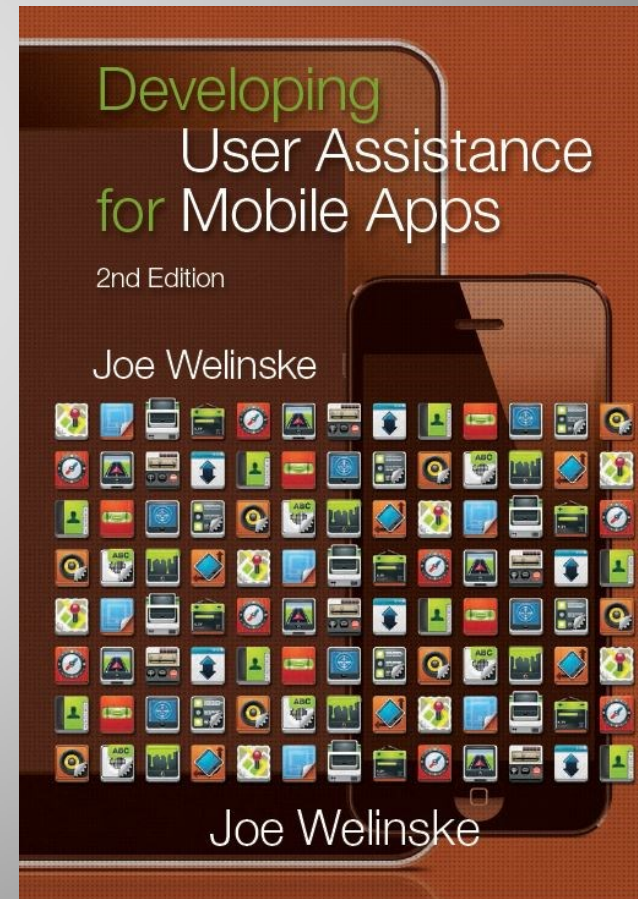
<http://www.welinske.com/duama/>

Image Gallery

<http://www.welinske.com/duama-images/>

Resource Gallery

<http://www.welinske.com/duama-links/>



Exercise

- **Review the Mobile UA Screen Shot Gallery**
 - Select an example of Help you think represents a good user experience
 - Explain why you think it is good.
 - Describe ways you might improve it.
- **Articulating your design thoughts helps to solidify your foundation.**
- **Build a pattern library to refer to.**
 - Example: <http://www.inspireux.com/2011/02/07/top-6-help-design-patterns-for-iphone-apps/>

UA has a place in mobile

- **Apps are becoming more robust**
- **Complexity and minimal screen real estate don't mix**
- **Multi-touch and multi-key controls are not easily discoverable**
- **Conceptual, contextual information is still important**
- **Enterprise-related apps benefit from a consistent UI**

The Mobile Market

**A new array of devices
and software**

Poll question

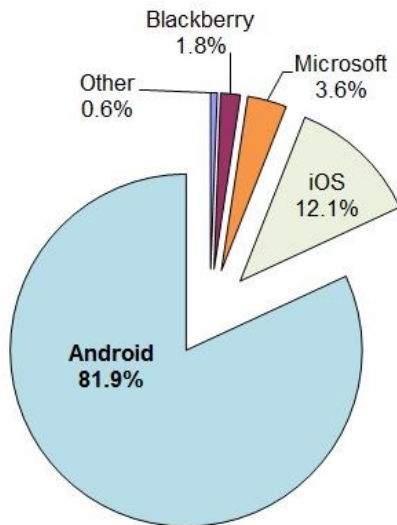
- <http://strawpoll.me/2554587>
- **What mobile platforms do you plan to support?**
 - iOS - iPhone/iPad
 - Android
 - Windows Phone
 - Blackberry
 - Other

Worldwide Platform Support

Smartphone OS Market Share - Kantar Worldpanel

<http://tinyurl.com/mobileua-kantar>

	Android	Blackberry	iOS	Windows	Other
Australia	57.7	0.3	35.1	5.1	1.7
China	80.9	0.2	17.4	0.7	0.8
France	65.2	1.8	22.2	9.6	1.2
Germany	75.1	0.8	16.2	6.8	1.1
Great Britain	55.2	2.4	30.7	11.3	0.3
Italy	67.3	2.1	12.6	17.0	1.0
Japan	30.5	0.0	68.7	0.0	0.8
Spain	86.6	0.0	7.2	5.3	1.0
USA	54.8	0.6	38.9	5.0	0.7



Worldwide Smartphone Sales to End Users by Operating System in 3Q13

<http://www.gartner.com/newsroom/id/2623415>

UA Mobile Support

System	Response Percent
Web apps (HTML/CSS)	44%
iOS	42%
Android	39%
Windows Phone (v.7/8)	16%
Blackberry	10%
Windows Store (Metro-style, Modern, RT)	6%
Symbian	3%

WritersUA Skills & Technologies Survey 2014

<http://www.writersua.com/skills-and-technologies-survey-platforms-14/>

App categories and attributes

- **Forms of delivery**

- Native curated apps (app store)
- Native non-curated
- Web apps
- Hybrid

System	Response
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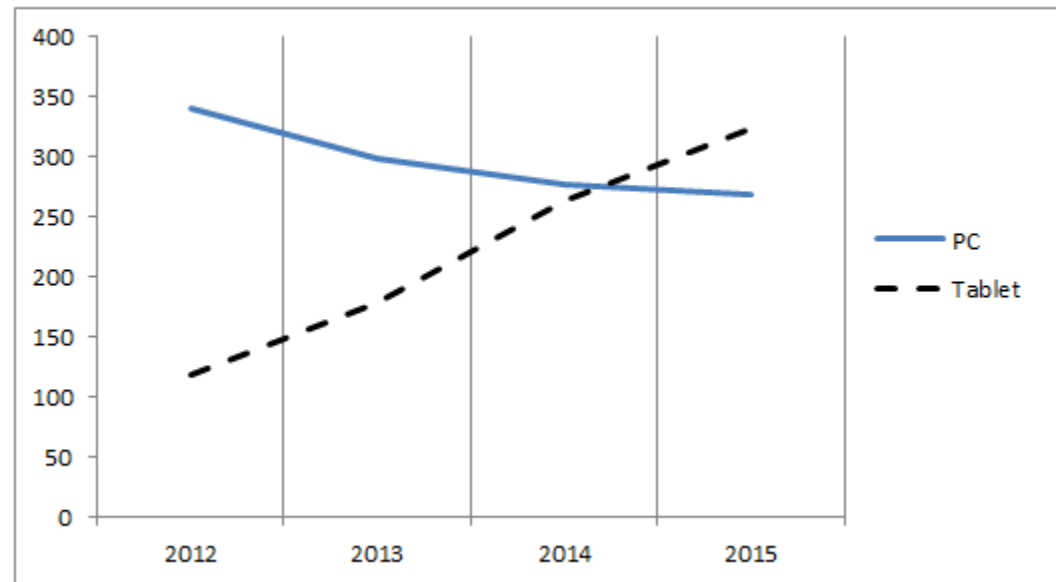
- **Platform issues vary widely**

- Functionality
- Screen resolution
- Security
- Audience profiles
- Code base / tools

Tablets



PCs vs. Tablets Worldwide Sales (Millions of units)



What is Mobile?

The answer is not as obvious as you think

Mobile vs. Small-screen

- **“Mobile” is the mainstream term**
 - Phone, Tablets, ... what about Laptops?
 - Mobile is a label that people recognize
 - Mobile is a category that shows fast growth

System	Response Percent
Windows (1) (v.8, 7, Vista)	83%
Windows (2) (XP, Server 2003/2008)	64%
World Wide Web	64%
intranets/extranets	44%
Mobile	39%
Linux	21%
UNIX	20%
Java	22%
Mac OS X	26%
Windows (3) (2000, NT, and earlier)	21%
IBM mainframe	4%

Platform Support for UA Professionals - WritersUA Survey

Mobile vs. Small-screen

- **More Descriptive terms**
 - Small-screen < 12" diagonal
 - Sim card and wi-fi connected
 - Part of an "app" eco-system vs. traditional applications
- **Emerging alternative formats with similar challenges/designs**
 - Chromebooks
 - Windows 8 Devices
 - Automotive
 - Wearable
 - Home Entertainment



Screen size is a top challenge



- Screen space is relatively small
- Voice is not yet practical
- HD displays can help
- Tablets/Phablets offer more options
- “Mobile first” can help
- Responsive Design and Adaptive Content can help

See “*Mobile Content Is Twice as Difficult*” in Readings folder

Tablets dimensions allow for more content



PhotoCard User Guide

You can tap the **i** button for information about the photo. Bill Atkinson nature photographs are all copyrighted works of art. A limited license to print and send these photos in PhotoCards for non-commercial purposes is included in your purchase of this app.

Chambers of the Nautilus
Portola Valley, California
catalog number 1442
photograph by Bill Atkinson
fine-art prints are available from
www.billatkinson.com

User guide in a Popup

You can tap the **📷** button to use one of your own photos instead of one from the PhotoCard library. This can be any photo that is stored in the iPad's Photo Albums.

Photo Albums

Saved Photos (44)

TAP HERE TO CHOOSE A STAMP

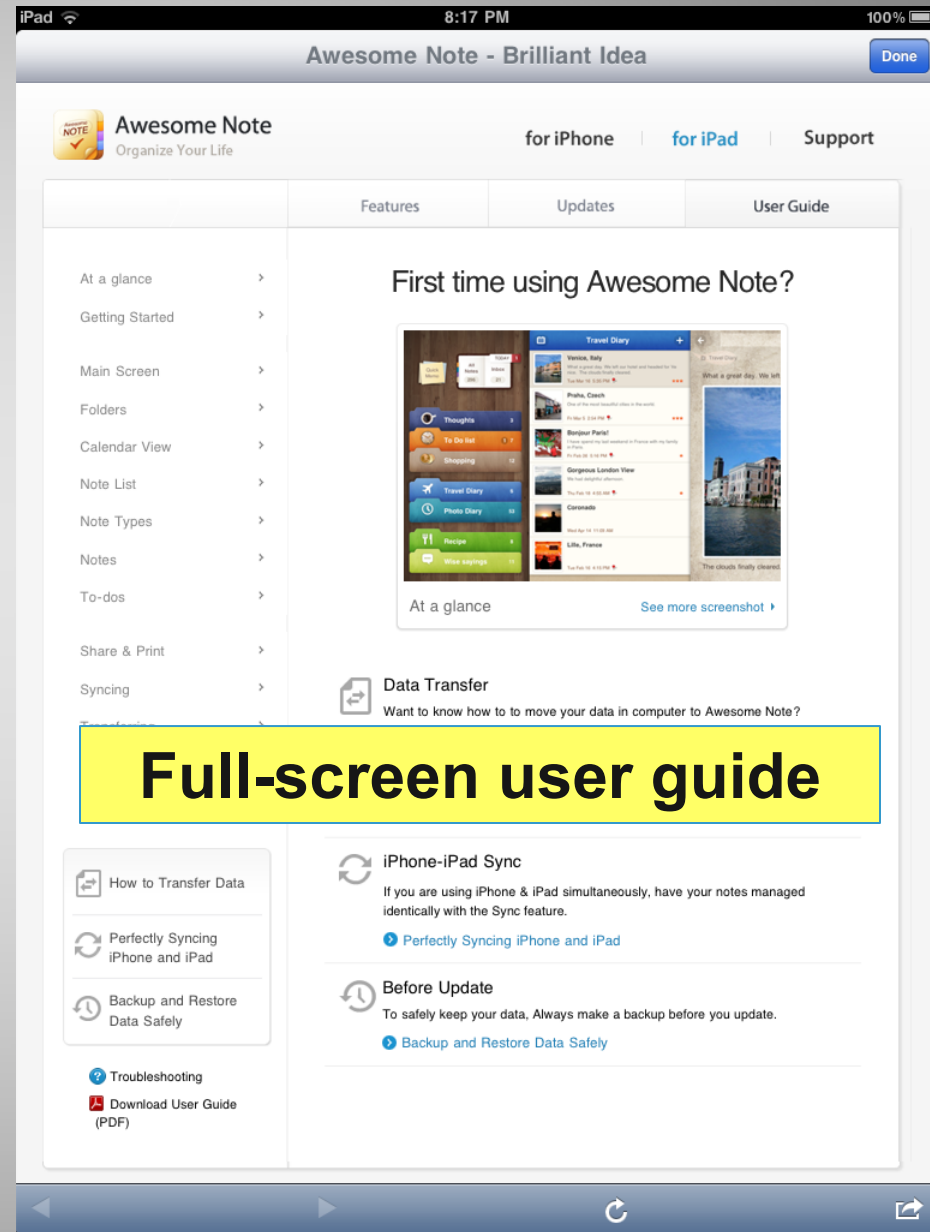
TAP HERE TO ADDRESS THIS CARD

PhotoCard will assist you in resizing, cropping, rotating, and adjusting exposure. Drag the photo to adjust the cropping, pinch to zoom, or use the buttons to lighten, darken, rotate or resize. Tap the caption button to add a line of text. (Hint: Any time after you've accepted your edits, you can press and hold on the photo to bring up a menu with options to copy or make further edits.)

Cancel Done

©1999 Bill Atkinson

Settings Guide Photos Info My Photos Font Stickers Voice Actions



Awesome Note - Brilliant Idea Done

Awesome Note Organize Your Life for iPhone for iPad Support

Features Updates User Guide

At a glance >
Getting Started >
Main Screen >
Folders >
Calendar View >
Note List >
Note Types >
Notes >
To-dos >
Share & Print >
Syncing >

First time using Awesome Note?

At a glance See more screenshot >

Data Transfer
Want to know how to move your data in computer to Awesome Note?

Full-screen user guide

How to Transfer Data

Perfectly Syncing iPhone and iPad

Backup and Restore Data Safely

Troubleshooting

Download User Guide (PDF)

iPhone-iPad Sync
If you are using iPhone & iPad simultaneously, have your notes managed identically with the Sync feature.

Perfectly Syncing iPhone and iPad

Before Update
To safely keep your data, Always make a backup before you update.

Backup and Restore Data Safely

Settings Guide Photos Info My Photos Font Stickers Voice Actions

Office HD example

A1	VX42					
	A	B	C	D	E	F
1	VX42	Hon				
2						
3				JAN	FEB	MAR
4						
5	Income Categories					
6		Take Home Pay				
7		Bonuses				
8		Gifts Received				
9		Tax Refunds				
10		Interest Income				
11		Dividends				
12		Refunds/Reimbursements				
13		Savings Withdrawal				
14		Other Income #1				
15		Other Income #2				
16		Other Income #3				
17						
18		TOTAL INCOME		0.00	0.00	
19						
20	Deductible Expenses					
21		Business Expenses				

Text and background color formatting

You can change the text color or text background color of a portion of your document by [selecting](#) the relevant text and choosing either Text Color or Fill Color from the character formatting menu.

Selecting either Text Color or Fill Color will show a grid of colors, allowing you to choose from one of 16 colors. Select the appropriate color by tapping it.

This is my d... I am selecting

Evolved larger from the phone app ecosystem...

...Not smaller from the desktop application ecosystem

29		Personal Property Tax				
30		Real Estate Tax				
31		Other Deductible Tax				
32		Health				
33		Medical Insurance				
34		Medicine/Drug				
35		Doctor/Dentist/Optometrict				

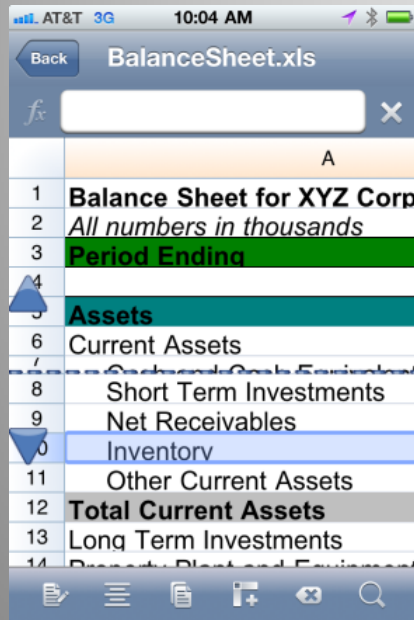
If you wish to use a color that is not available in the grid of colors, then tap on the More Colors button. This will show an extended set of colors.

Choose Color Apply

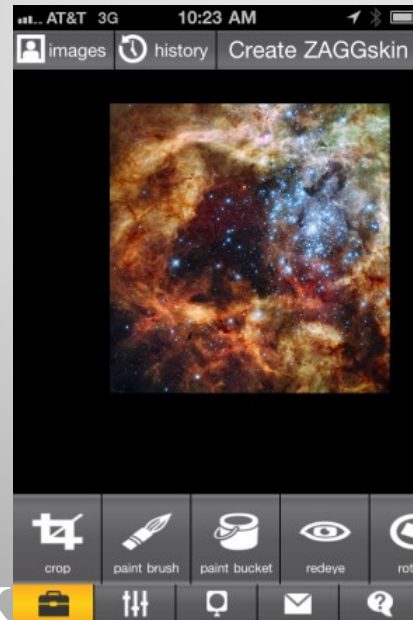
Multi-touch controls

- **Multi-touch controls are not easily discoverable.**
- **Multi-touch gestures to trigger certain features.**

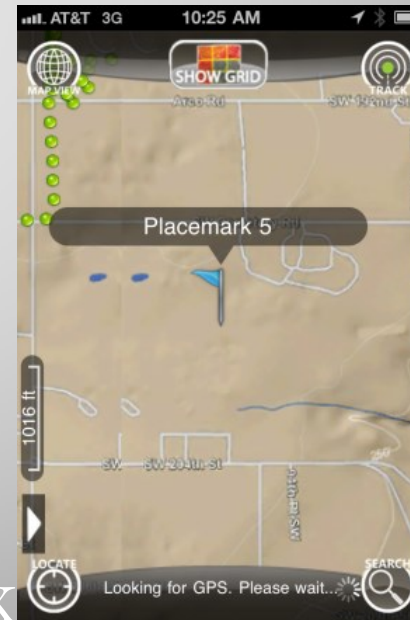
Quickoffice



PhotoPad

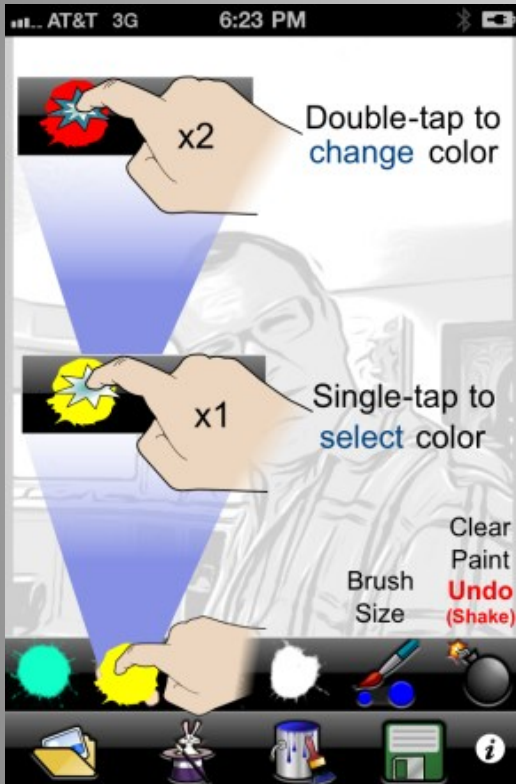


Mophie Outdoor



Custom Interactions May Need Help

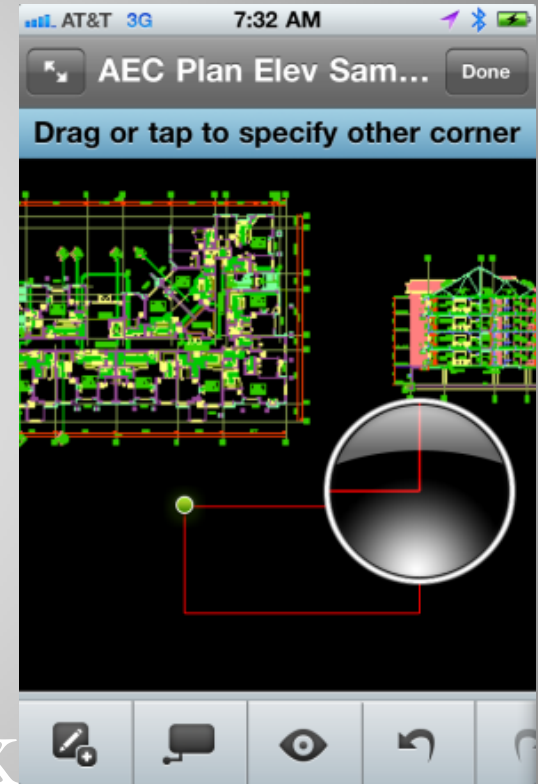
ToonPAINT



Weightbot

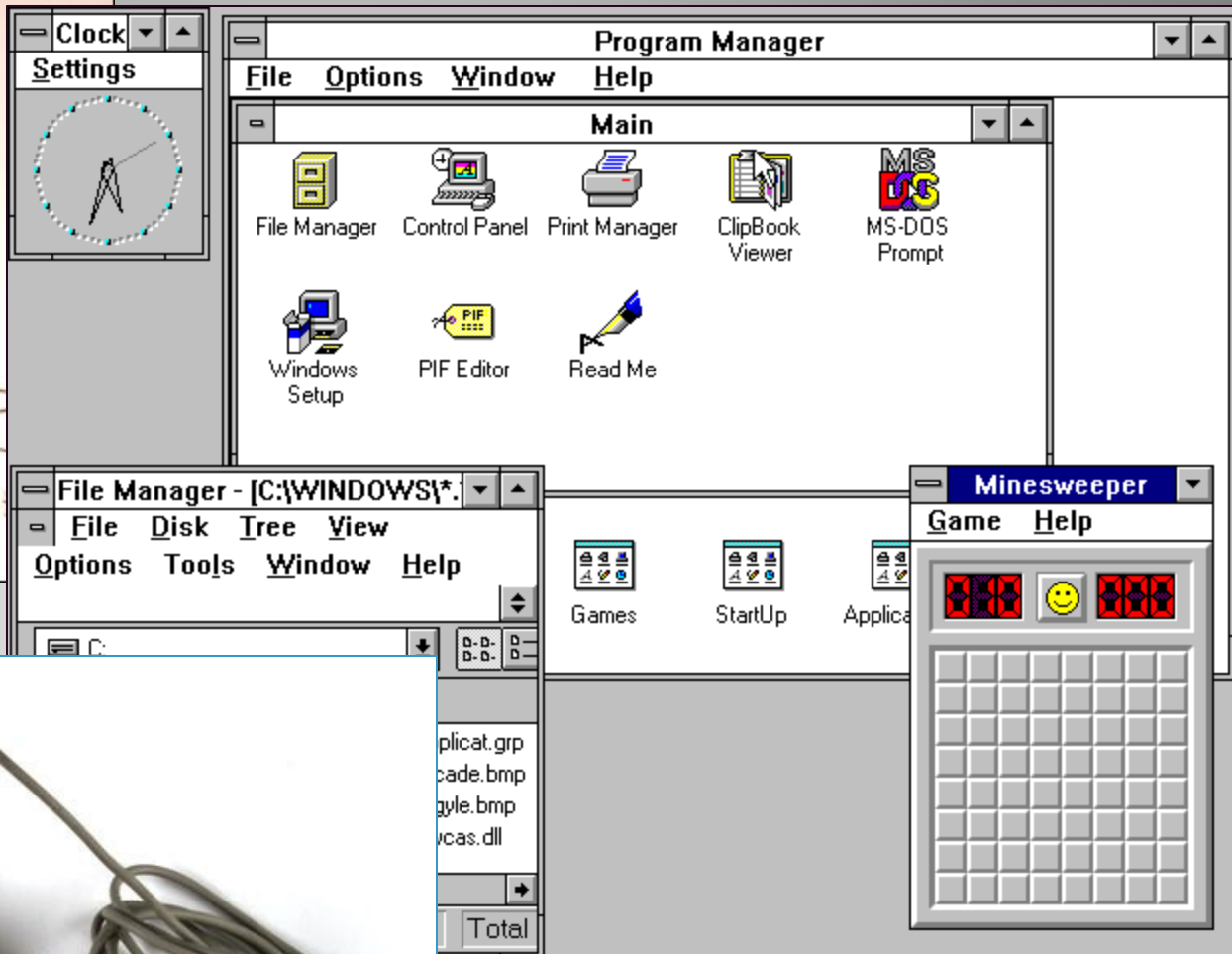
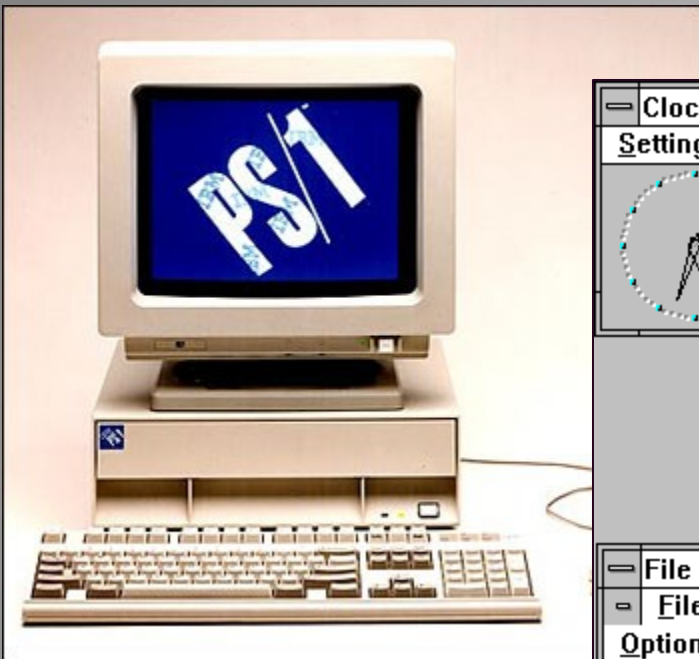


AutoCAD



Content Strategy

**Adapting UA to a
mobile approach**



A Major Inflection Point

- **New interactions with the UI...**
- **...require new techniques and processes**
- **Proprietary interactions...**
- **...make software development harder**
- **Uniquely customized UIs...**
- **...require decisions about language**

Nested Mobile UA Content Strategy



Learning About Your Users



Usability Testing

Personas



Evaluating Your Options

File Name	Title	TOC	Index	Modified Date	See A		
About_GSC.htm	About GSC	Yes	Yes	3/17/2014 1:0...	No		
Adding_a_new_media_type.htm	Adding a new media type	Yes	Yes	3/17/2014 1:0...	No		
Adding_a_new_project.htm	Adding a new project site	Yes	Yes	5/19/2014 9:5...	No		Sent for Review
Adding_collateral_materials.htm	Adding collateral materials	Yes	Yes	3/17/2014 1:0...	No		Sent for Review
Adding_staff.htm	Adding a new client liaison	Yes	Yes	3/17/2014 1:0...	No		Sent for Review
Building_a_Portfolio.htm	Building a Portfolio	Yes	Yes	5/19/2014 9:5...	No		Sent for Review
Changing_project_information.htm	Changing project site information	Yes	Yes	5/19/2014 9:5...	No		Sent for Review
Changing_site_information.htm	Changing client liaison information	Yes	Yes	3/17/2014 1:0...	No		Sent for Review
Creating__modifying_your_user_profile.htm	Creating / modifying your user profile	Yes	Yes	3/17/2014 1:0...	No		Sent for Review
Definition_Client_Liaison.htm	Definition: Client Liaison	Yes	No	5/19/2014 9:5...	No	Device_Desktop	Sent for Review
Definition_Projects.htm	Definition: Project Site	Yes	No	5/19/2014 9:5...	No	Device_Desktop	Sent for Review
DEV_ONLY_Popup_Topics.htm	DEV_ONLY_Popup_Topics	Yes	No	5/19/2014 9:5...	No	Device_Desktop	Sent for Review
Error_Message_Access_Not_Available.htm	Access Not Available	Yes	No	5/19/2014 9:5...	No	Device_Desktop	Sent for Review
Global_Site_Consult_home.htm	Global Site Consult	Yes	No	5/19/2014 9:5...	No		In Progress
GSC_Central.htm	GSC Central	Yes	Yes	5/19/2014 9:5...	No	Device_Desktop	Sent for Review
IT.htm	IT	Yes	No	5/19/2014 9:5...	No	Device_Desktop	Sent for Review
Links_to_External_Support.htm	Links to External Support	Yes	Yes				
Managing_Other_Information.htm	Managing Other Information	Yes	No				
Managing_Project_Information.htm	Managing Project Site Information	Yes	Yes				
Managing_Site_Information.htm	Managing Client Liaison Information	Yes	Yes				
Mobile_app_support.htm	Mobile app support	Yes	Yes				
Portfolio_Packager_small_screen.htm	Portfolio Packager	Yes	Yes				
Printing_a_list_of_projects.htm	Printing a list of project sites	Yes	Yes				

Content Audit

Comprehensive UA

Integrated with UI

- Feature Tour
- Overlay
- Coach Marks
- Guided Help
- Embedded Help
- UI Text
- Message Text
- Notifications

Self-contained Content

- Dedicated Help
- Stand-alone Help
- Encapsulated Content
- Videos
- Infographic
- Context-sensitive Help
- Table of contents
- Screen captures

Poll question

- <http://strawpoll.me/2830689>
- **What is the relationship of your mobile app with a desktop app?**
 - Mobile app performs most of the desktop functions.
 - Mobile app performs a subset of desktop functions.
 - The mobile and desktop apps have little in common.
 - There is no associated desktop app.

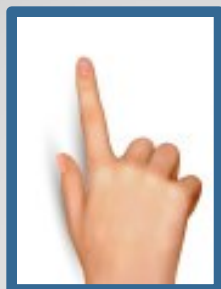
Interaction Types

**You need a strategy for
supporting multiple types
of interfaces**

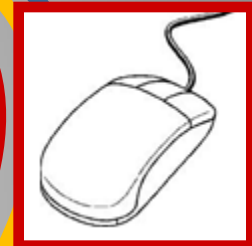


Phone

Tablet



Desktop



Car Dash



Home Ent.



Interaction language

To open PC settings

- Swipe in from the right edge of the screen, tap **Settings**, and then tap **Change PC settings**.
(If you're using a mouse, point to the upper-right corner of the screen, move the mouse pointer down, click **Settings**, and then click **Change PC settings**.)

PC settings

Activate Windows

Personalize

Users

Notifications

Search

Share

General

Privacy

Devices

Notifications

Show app notifications

On

Show app notifications on the lock screen

On

Play notification sounds

On

Show notifications from these apps


 Calendar	On	<input type="checkbox"/>
 Mail	On	<input type="checkbox"/>
 Messaging	On	<input type="checkbox"/>
 News	On	<input type="checkbox"/>


Start



What is different about the points of view?

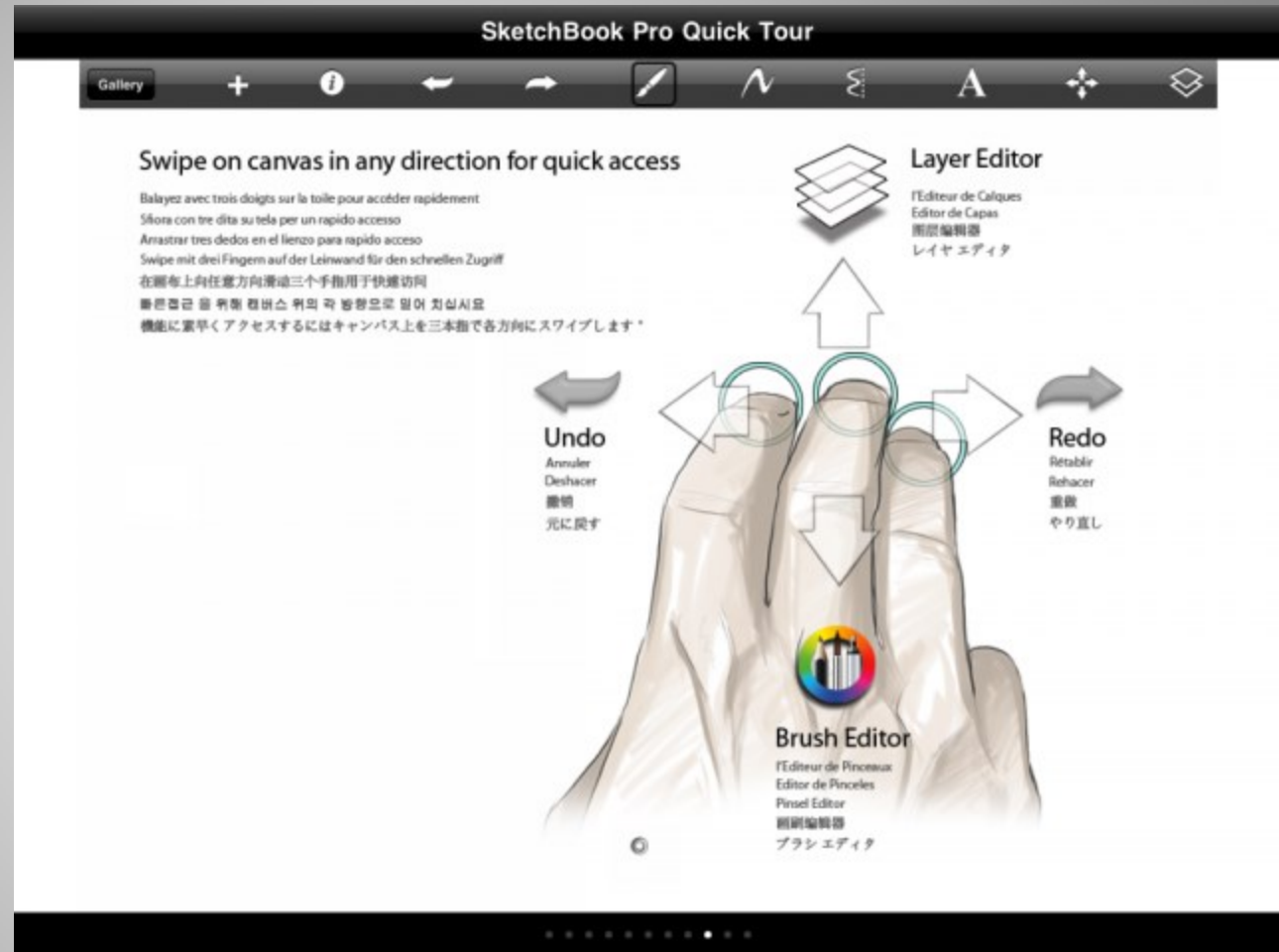
To check Windows Update for drivers

1.  Tap or click to open Windows Update.
2. In the left pane, tap or click **Check for updates**, and then wait while Windows looks for the latest updates for your PC.
3. If updates are found, tap or click **Install updates**.

Read and accept the license terms, and then tap or click **Finish** if the update requires it. 
You might be asked for an admin password or to confirm your choice.

Literal representations of hands/devices

Layar

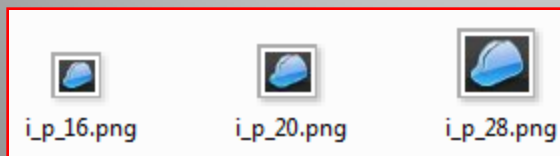
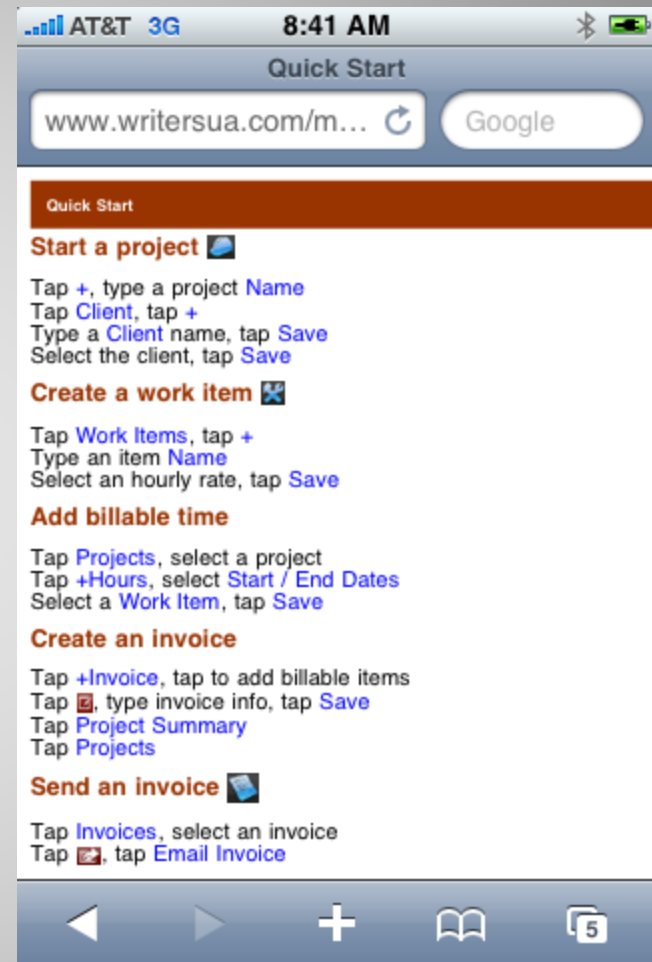
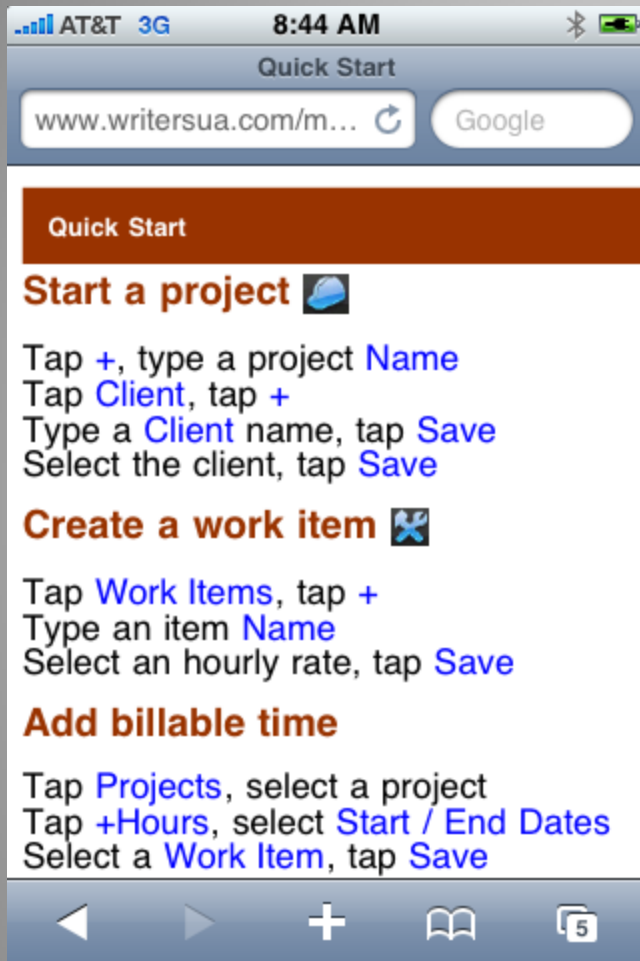


Sketchbook Pro

Development Platforms

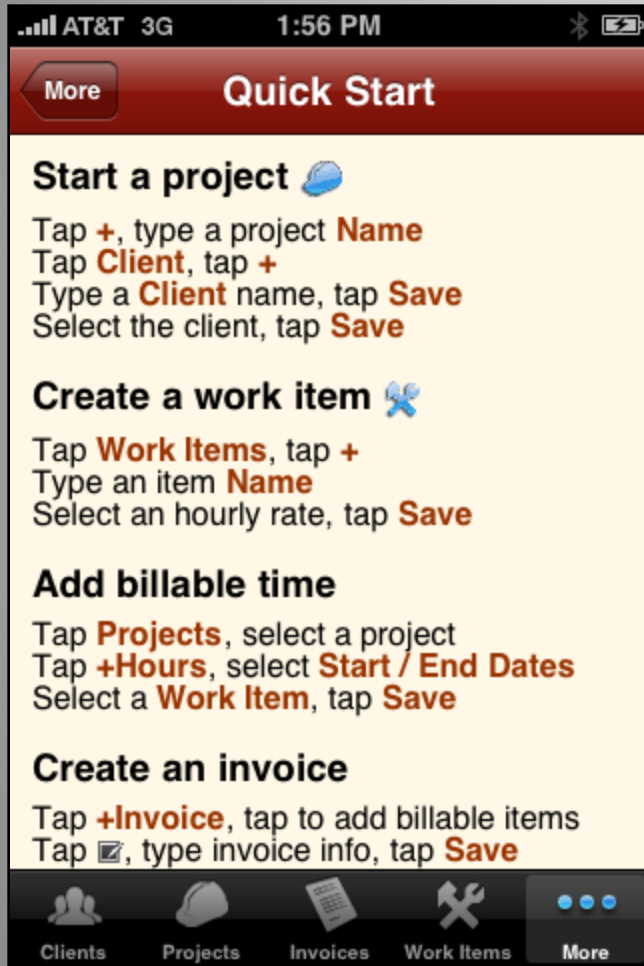
**Knowing how mobile tools
work keeps you in the loop**

Prototypes in iPhone Safari



PNG preferred image format

Integrating Help into the app



Navigation bar

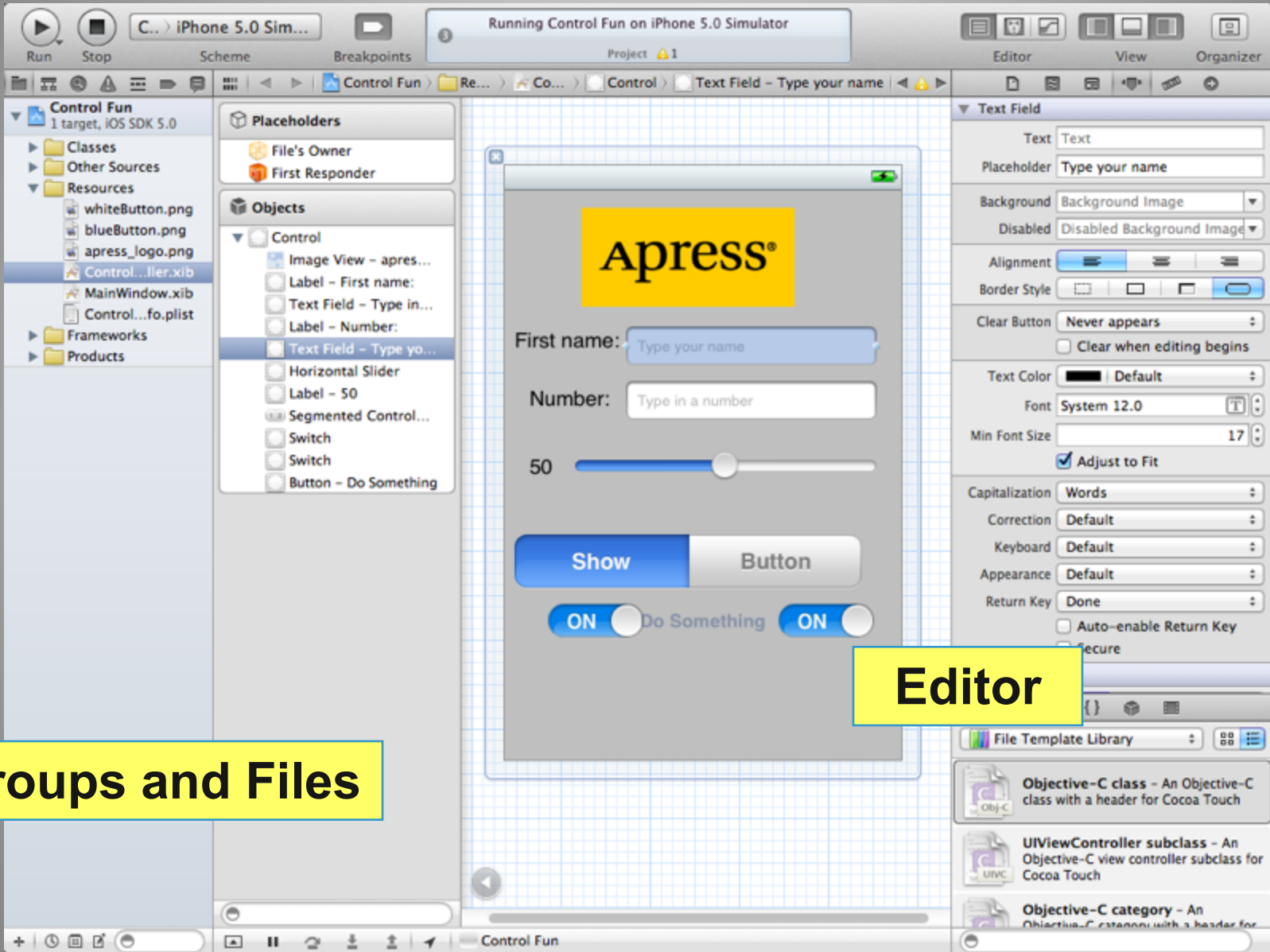
Content Area

Web View

*Pulling in HTML/CSS
from a server*

Tab bar

Xcode for iOS



Groups and Files

Editor

Android

- **UA capabilities are similar to iOS ...**
- **...but more complicated**
- **Java Programming**
- **Android Studio**
- **Multiple AVDs**
- **UI text in XML files and text strings**



<http://developer.android.com/sdk/index.html/>

<http://developer.android.com/sdk/installing/studio.html>

Visual Studio Express for Windows Phone

The image shows the Visual Studio Express for Windows Phone interface. The top menu bar includes Edit, View, Project, Debug, Tools, Window, and Help. The toolbar contains various icons for file operations and development tools. The main workspace is divided into three panes:

- Design View (Left):** Displays a mobile phone emulator. A settings page is visible with the title "SETTINGS, region & language". A red oval highlights the "application bar opacity" property, which is set to 1.0. Below the emulator is a "show application bar" button.
- Code View (Middle):** Displays XAML code for the settings page. A red oval highlights the following code snippet:

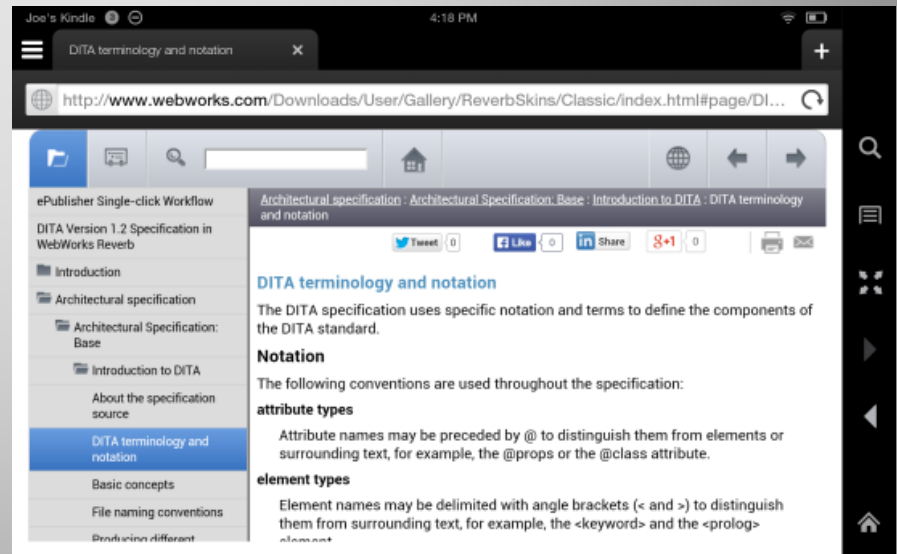
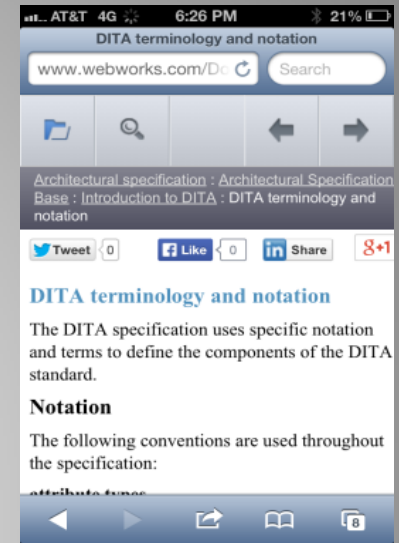
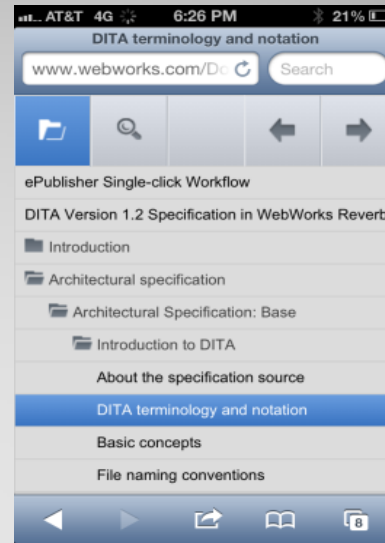
```
<TextBlock Text="yes" Style="{StaticResource PhoneTextBlock1}" Name="showButton" Height="71" VerticalAlignment="Top" Width="150" Margin="0,0,0,0" />
```
- Properties View (Right):** Shows the properties of the selected element, which is a TextBlock (VisibleLabel). The properties include Name, Text, Style, and Height.

The status bar at the bottom of the design view shows "TextBlock (VisibleLabel) PhoneApplicationPage/Grid/Canvas/TextBlock".

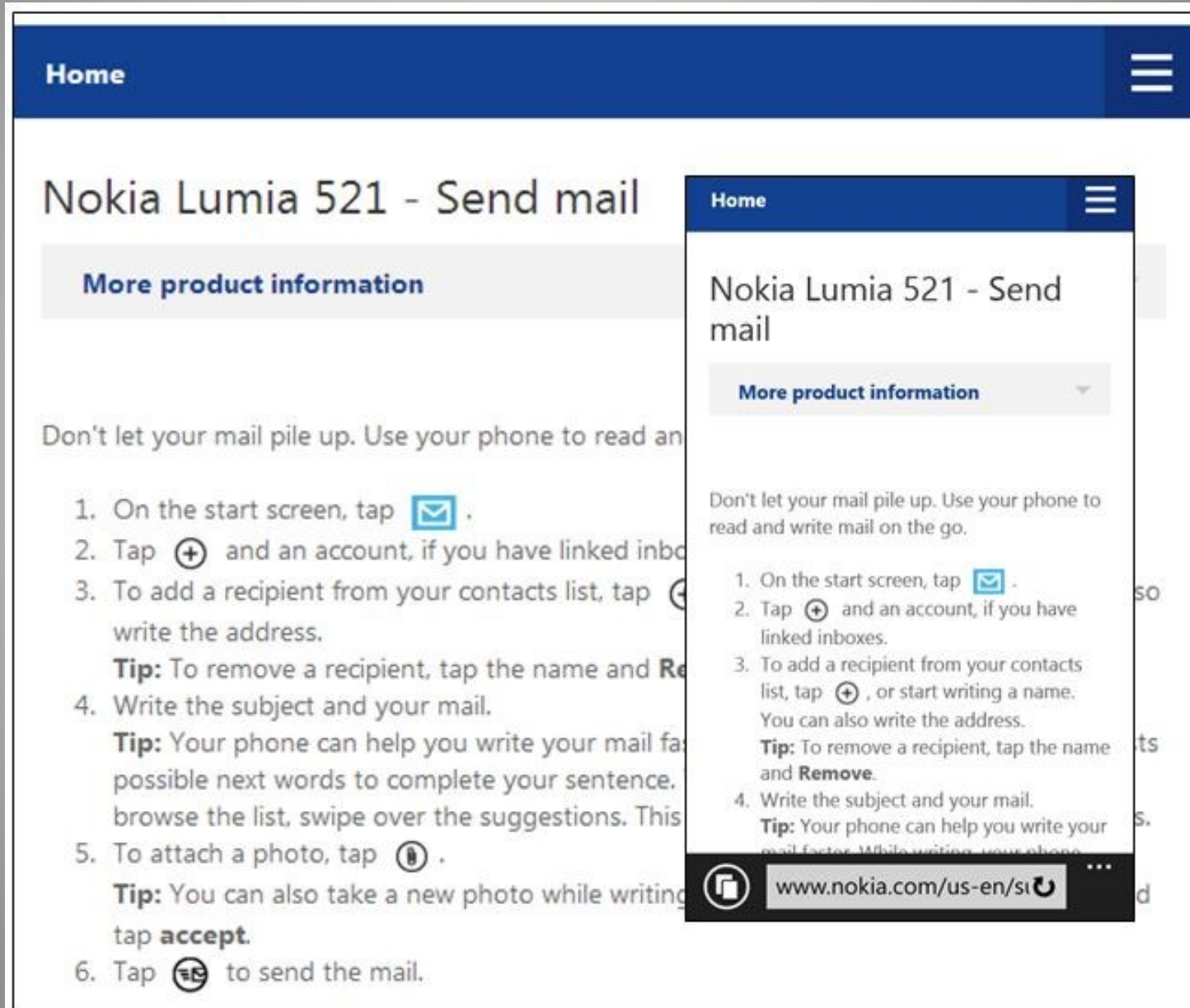
Mobile output from authoring tools

Varied approaches from different vendors

- Flare
- RoboHelp
- Doc-to-Help
- Author-it
- oxygen
- ePublisher



Responsive design



Windows 8.1 – Evernote Modern App Help



Create



Shortcuts 6 



Settings

Evernote Touch
By Evernote

Account Info

Customer Service

Privacy Policy

Legal

Permissions

Rate and review



Network



No speakers or
headphones



Unavailable



Notifications



Power



Keyboard

[Change PC settings](#)

Wearable opportunities?



pebble

If you're looking for great Android and Pebble apps and watchfaces to get started with, check out

<http://blog.getpebble.com/2014/03/07/>

- **Glance** lets you customize your Pebble with weather, calendar, and stocks and send pre-configured SMS messages.
- **Canvas** lets you design watchfaces on your smartphone and publish them instantly to your Pebble.
- **PebbleCam** turns your Pebble into a remote viewfinder and control for your smartphone camera.
- **Music Boss** lets you to launch and control any music app on your smartphone from your wrist, with volume control included.
- **Sleep as Android** is a smart alarm clock and sleep-cycle tracker that integrates with Pebble and wakes you up gently.



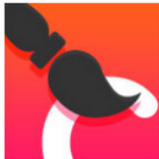
Glance
Daily



Sleep as Android
Fitness



PebbleCam
Remotes



Canvas for Pebble
Daily



Music Boss
Remotes

Canvas for Pebble

Design dynamic watchfaces for Pebble on your Android phone

User Guide

Canvas watch-app

Before you can use Canvas in anger, you have to install the watch-app (.pbw) to your Pebble. This will run on the watch, and translate the screens that you design onto your Pebble screen - once it's installed! You will be prompted to install when you start Canvas for the first time, and again if Canvas hasn't heard back from the watch-app that it was installed successfully!

You might also want to install Canvas, to a

<http://pebblecanvas.blogspot.co.uk/p/user-guide.html>

There are two ways to install (only one of them can be installed at a time):

- **Watch-app:** New to Canvas v2.0, this appears in the Pebble menu (i.e. it is an app, not a watch-face), and allows interaction from button presses. Currently, the up/down buttons switch between your Canvas screens
- **Watch-face:** Canvas classic. This is a watch-face which appears in your rotation of faces. No interaction is possible.

Screens


When you open Canvas, you are presented with a list of screens. Each shows a preview of what it will look like on your Pebble.



**Samsung
Galaxy Gear**

Delivery of UA through social / mobile

AT&T 12:19 PM



10 Likes 13 Comments

Like Comment Share

Camtasia Studio
Thursday at 3:03 PM

From zero to hero and chump to champ! Well, not quite. But if you want some advice on your screencast videos, submit them here: <http://bit.ly/1cH3uAa>

15 Likes

Like Comment Share

AT&T 4G 2:46 PM

Like Comment Share

Camtasia Studio
8 hours ago

New tutorial: How to create a "choose your own adventure" video with clickable hotspots in Camtasia Studio (Windows)
<http://bit.ly/148UvR9>

9 Likes 1 Comment

Like Comment Share

Camtasia Studio
55 minutes ago via Sprout Social

Fan of #ArrestedDevelopment? Make your own #insertmeanywhere video with Camtasia for Mac! #ad2013 <http://bit.ly/10Dn5W8>


2 Likes

AT&T 4G 2:47 PM

Share

Camtasia Studio 8: How We Use Hotspots

Posted on **May 16, 2013** by **Leanne Gee**



If you've watched any of our video tutorials, you may have noticed that we usually include a clickable link to surveys or other tutorials. Well, as long as your videos are delivered through the TechSmith Smart Player, you can do the exact same thing! You can do even more with a little creativity – like use hotspots to break a video into sections or create a custom table of contents. In the

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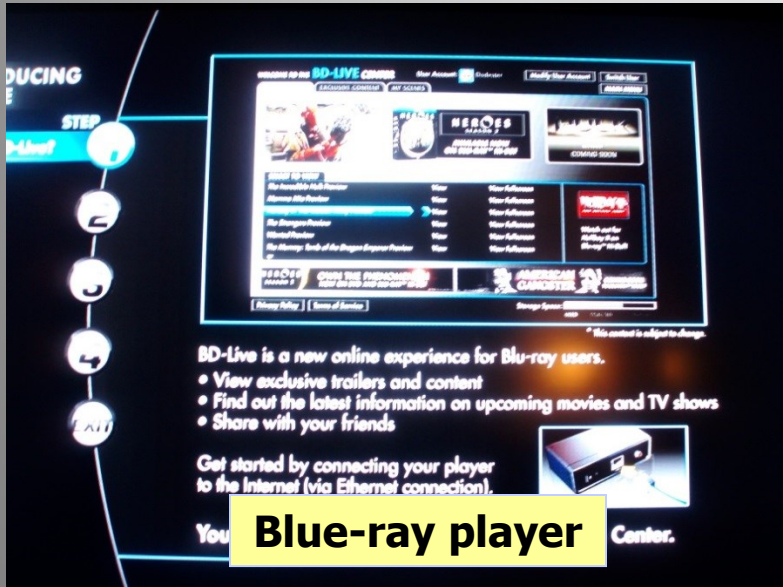
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An Introduction to Mobile User Assistance



**Joe
Welinske**

WritersUA.com
joewe@writersua.com