Agenda

- Impact of eCommerce and Social Media Websites
- Documentation Solutions: Structured vs Unstructured
- Google and its Impact on Unstructured Documentation
- Analyzing the Target Audience
- Organizing the Content
- FAQs: A Successful Approach
- Leveraging User Feedback
- Keywords and Web Page Retention Strategies
- Examples of Unstructured Documentation Solutions
- Expectation from Writers
Impact of eCommerce and Social Media Websites
Documentation Solutions: Structured vs Unstructured
<table>
<thead>
<tr>
<th>Structured Documentation</th>
<th>Unstructured Documentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table of Contents (TOC) is essential.</td>
<td>Table of Contents (TOC) is not essential.</td>
</tr>
<tr>
<td>The topic is placed in the TOC as per the flow of information.</td>
<td>There is no organization of topic. Each topic is placed within a folder.</td>
</tr>
<tr>
<td>Each topic is segregated based on the type of information it provides.</td>
<td>No segregation of topics.</td>
</tr>
<tr>
<td>Information in most topics requires knowledge of dependent topics.</td>
<td>Each topic is a solution and is not dependent on other topics.</td>
</tr>
<tr>
<td>All features of the product need to be documented.</td>
<td>Only the frequently used features need to be documented.</td>
</tr>
<tr>
<td>The language is formal.</td>
<td>The language can be formal or informal.</td>
</tr>
</tbody>
</table>
Google and its Impact on Unstructured Documentation
Impact of Google on Unstructured Documentation

Google search results for "problems signing in amazon".

Amazon.com Help: About Problems Signing In
www.amazon.com/gp/help/customer/display.html?nodeId=515722
If you're having trouble signing in, you may be entering in an incorrect e-mail address or password. If you're having trouble signing in, here are some things to...

Amazon.com. Customer Discussions: Problem with signing in...
www.amazon.com/gp/forum/customerforum.htm?cForumId=2dPage...
July 31, 2011. Has anyone else had this problem with signing in to Amazon? I sign in [have been doing so for years] and no matter what I click on I'm...

Amazon.com.au Help: About Problems Signing In
https://www.amazon.com.au/gp/help/customer/display.html?nodeId=...-Problems Signing In. If you're having trouble signing in, you may be entering in an incorrect e-mail address or password. If you're having trouble signing in...

Amazon.com - Is Amazon Down Right Now?
I have no problems signing into Amazon Prime Music today but the streaming is certainly not "smooth". Keeps starting and stopping. I had no problems listening...

Amazon down? Current status and problems | Down Detector
https://downdetector.com/status/amazon
Real-time overview of problems with Amazon. ... Amazon problems last 24 hours ... @kostomlyak @abashard13 sure if you sign up something for me it's called...

Amazon UK down? Current status and problems | Down...
https://downdetector.co.uk/problems/amazon
Real-time overview of problems with Amazon UK. ... Amazon is an online store which...
Impact of Google on Unstructured Documentation

Google search results for "privacy settings on facebook" showing:
- Basic Privacy Settings & Tools | Facebook Help Center
- Where are my privacy settings? | Facebook Help Center
- Advanced Privacy Controls | Facebook Help Center
- How do I adjust the privacy and settings for my ... - Facebook
- How do I edit the privacy settings for my photo ... - Facebook
- Choose Who You Share With | Facebook Help Center
- Facebook tests Buy button, tweaks basic privacy settings

© Copyright 2000-2014 TIBCO Software Inc.
Impact of Google on Unstructured Documentation
Analyzing the Target Audience
Primary Target Audience

Buyers

Secondary Target Audience

Sellers
Primary Target Audience

Users aged 10 and above

Secondary Target Audience

Developers – API Users
Organizing the Content
Organizing Content in Unstructured Documentation

- All Topics in One Folder
- Document Relevant Topics
- Use Analytics Tools
- Link Related and Similar Topics
- Provide Options for Feedback
FAQs: A Successful Approach
Why FAQs Work

Human Touch

Informal Communication

Problem-Solution Model

Users See Effort

Request User Feedback

© Copyright 2000-2014 TIBCO Software Inc.
Leveraging User Feedback
Utilizing User Feedback to your Benefit

Solution was effective or not

Modify the provided solution

Forums to discuss solutions

Polish and leverage content

No legal hassles if leveraging content
Keywords and Web Page Retention Strategies
Keywords and Strategies

 Relevant Keywords

 Worship Originality

 Familiarize Yourselves with Strategies

 Accept Good, Reject Bad

 © Copyright 2000-2014 TIBCO Software Inc.
Assists User to Information

Useful for Websites with Repeated Information

Involves Linking Similar and Dependent Content

Implements User Feedback

Involves Proper Collaboration
Welcome to your wall. It has a new look and feel for optimal productivity and an effortless experience. The content of your wall centers on the people, subjects and applications you follow.
Help Solution for tibbr
Include people or subjects as links within your post by using @mentions for quick navigation.
Navigating through tibbr

Just hover over elements in the sidebar for quick access to people, content, subjects, filters and applications. You can even set up an online meeting right from your wall.
Welcome!

How can we help you?

Popular Answers

LinkedIn Public Profile - Overview and Settings
Personalizing Invitations to Connect
LinkedIn Professional Community Guidelines
Applications Data Use
Compatibility Issues with Internet Explorer
More →
Help Centre for LinkedIn
Welcome to the Safety Center

Family Center

Get helpful tips on how to use LinkedIn safely and successfully.

Teens →
Parents & educators →
Law enforcement →
Tell us how we're doing!

We'd love to hear your feedback. Click here to take a quick survey.

Submit Your Question

First Name *
Last Name *
Email Address *
Alternate Email
Issue Type *
On What Device? *
Subject *
Your Question *

In order to answer your question or troubleshoot a problem, a LinkedIn representative may need to access your account, including, as needed, your messages and settings.

Choose file: No file chosen

Continue
Customer Care

Need assistance with existing order:

1. What seems to be the issue?

   - Order Delivery
   - Order Refund
   - Offer Redemption
   - Order Payment/refund
   - Problem with item received/return
   - eBooks related
   - Change Order
   - Other

   I want to know my order status
   - My order is delayed
   - I have only received some items in my order
   - Is it possible to deliver my Order on a given date
   - I am unable to track my shipment
   - I require a copy of my invoice
   - Other

2. Select an item you need assistance with

3. Get assistance

FREQUENTLY ASKED QUESTIONS

Q. How do I check the current status of My orders?
   You can review the status of your orders and other related information in the My Account section.
   In the My Account page, click on the My orders link to view the status of all your orders. To view the status of a specific order, click on the Order Number link.

Q. What do the different order status mean?
   Payment Pending Authorization: Your order has been logged and we are waiting for authorization from the payment gateway.
   Payment Authorized: Order under Processing: Authorization has been received from the payment gateway and your order is being processed by the seller.
   Order Shipped: Your order has been shipped by the seller and is on its way to the location.
Expectation from Writers
Table of Contents is a Myth

Formal Language is for Zombies

Solution only for Relevant Topics

Functional Specification is for Nerds

Information Flow ≠ Success
Create Effective FAQs

Identify Relevant Keywords

Search Engine Optimization Techniques

Page Retention Strategies

The Product you are Documenting
In Closing

To STRUCTURE is HUMAN,
But UNSTRUCTURED is DIVINE.
Thank you!

Mayur Madhav Bhandarkar
mbhandar@tibco.com
+91 932 421 1347
10. All other images obtained and used by Search Results of Google Search. The sources are mentioned in the forthcoming slides. If I have missed any link then it wasn’t intentional.
Appendix II – Additional Images

Human Touch

How to Speak Zombie

API Developer
http://traininglink.ca/?page_id=52

Assisted Choice
http://www.blurrent.com/article/19-amazingly-fantastic-hints-jesus-was-doing-the-right-thing-

Buyer

Collaboration

Create FAQs
http://driverlayer.com/img/problem%20solving%20is%20about/148/image?tab=1

Information Flow

Keywords
http://www.webuildyourblog.com/finding-keywords-looking-here/

Know Your Product

Linking

Myths Debunked
http://rsp.berkeley.edu/green-tips/water-2/top-5-myths-about-bottled-water-debunked/

No Legal Hassles

One Folder
http://www.graphicsfuel.com/2012/03/folder-icon-psd/

Option For Feedback
http://wplift.com/wordpress-feedback-plugins

Web Page Retention
http://marketingwizdom.com/strategies/retention-strategies

People of all Ages
http://www.chiropractorcapetown.co.za/chiropractic-care/

Problem Solution Success

Related Links
https://wikispaces.psu.edu/display/PSYCH484/FALL+2014+Equity+Theory+Case

Sellers
http://language.globaltimes.cn/online-shopping/#.VHXUJfmUe-Y

SEO Techniques
http://seotipsethical.blogspot.in/2013/02/bestseooptimizationtechniques-to.html

© Copyright 2000-2014 TIBCO Software Inc.
SEO Cheat Sheet

Shows Effort
https://chatwithgod.wordpress.com/2011/01/11/give-your-100-percent-effort/

Similar Content
http://community.zimbra.com/documentation/telligentcommunity/w/community7/35459.configur
e-the-7-5-similar-content-widget-7-07-1-recommended-content-widget

Use Analytics
http://clearinsight.ca/business-analytics-where-to-start/

User Content Leveraging

Admin Moderated User Forums
http://www.jaydelovell.com/your-say/

User Feedback
blamed/

Yes or No
http://www.sheerid.com/what-we-do/

Diverse Audience
http://www.enciclopediapr.org/ing/article.cfm?ref=11062104

Enhancement
http://macsstuff.net/photobov/mistakes-clip-art

Functional Specifications
http://nerdreactor.com/2014/05/27/13-ridiculous-uses-of-the-hashtag-nerd-on-instagram/

Good SEO Bad SEO
http://www.srisaas.com/717/web-business-and-online-marketing/black-hat-seo-vs-white-hat-
seo-india

Identifying Keywords

Informal Communication
http://socialpronow.com/blog/make-friends-as-an-introvert/