# Documentation for eCommerce and Social Networking Sites

## An Unstructured Approach

Mayur Madhav Bhandarkar

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# 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



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# Impact of eCommerce and Social Media Websites

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# TIBCO | Impact of e-Commerce and Social Media

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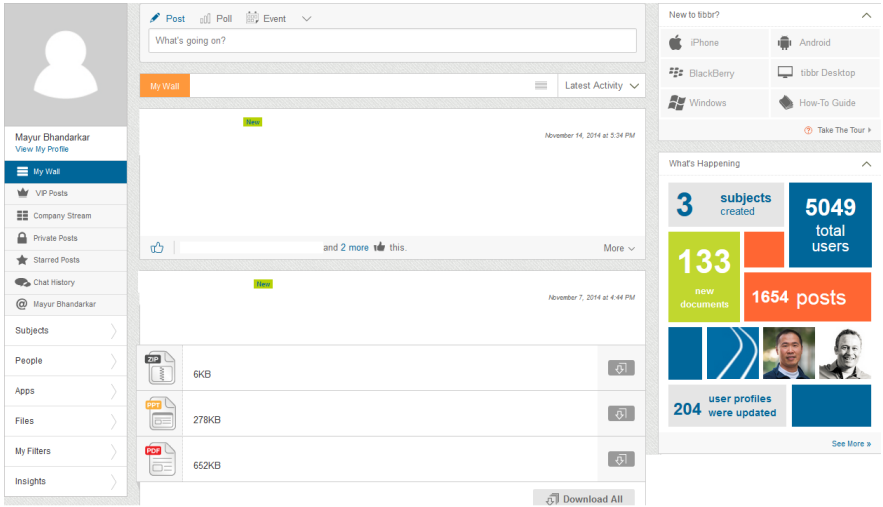
# TIBCO | Why is Documentation needed?

**Diverse Audience**




**Overwhelming UI**

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# Documentation Solutions: Structured vs Unstructured

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| Structured Documentation | Unstructured Documentation |
|---|---|
| Table of Contents (TOC) is essential. | Table of Contents (TOC) is not essential. |
| The topic is placed in the TOC as per the flow of information. | There is no organization of topic. Each topic is placed within a folder. |
| Each topic is segregated based on the type of information it provides. | No segregation of topics. |
| Information in most topics requires knowledge of dependent topics. | Each topic is a solution and is not dependent on other topics. |
| All features of the product need to be documented. | Only the frequently used features need to be documented. |
| The language is formal. | The language can be formal or informal. |



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# Google and its Impact on Unstructured Documentation



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# Impact of Google on Unstructured Documentation

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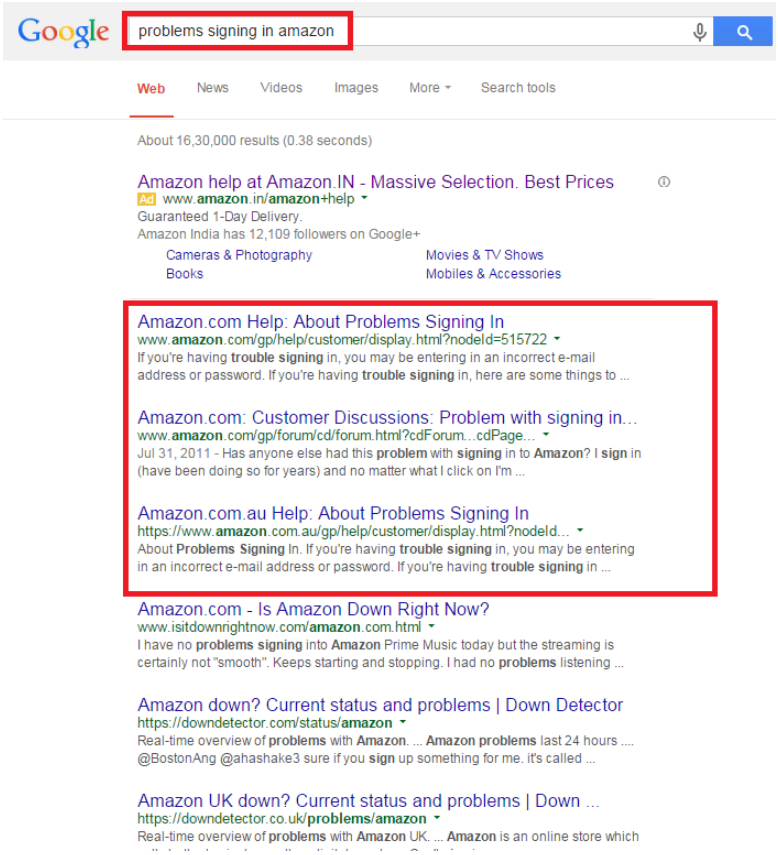
# TIBCO | Impact of Google on Unstructured Documentation

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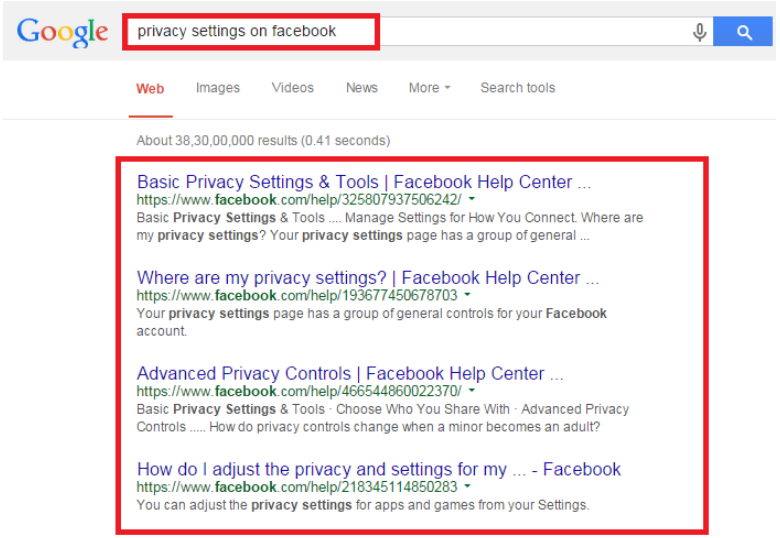
# TIBCO | Impact of Google on Unstructured Documentation

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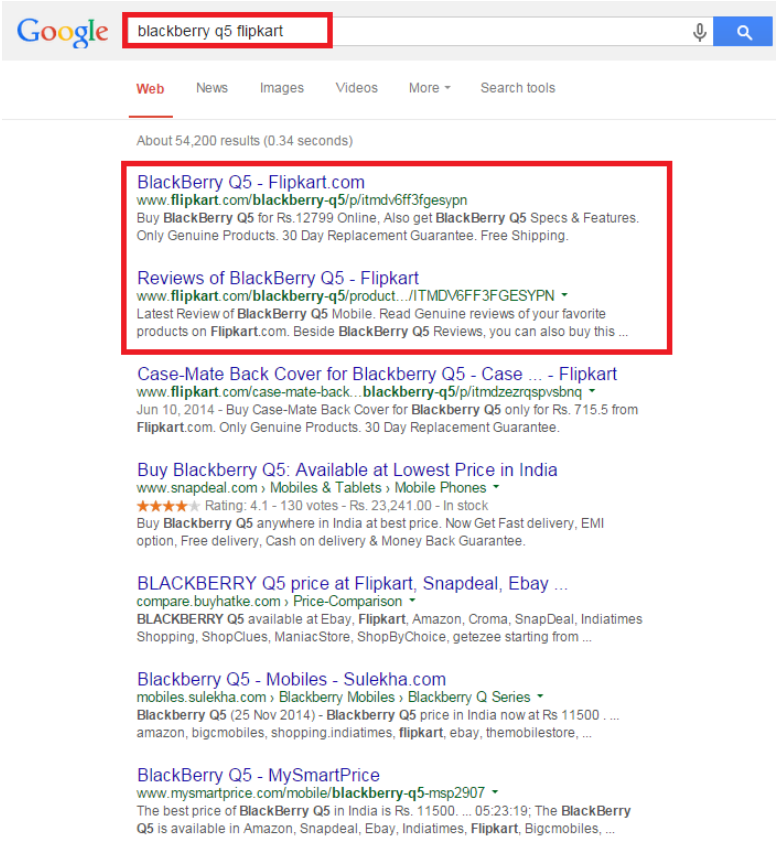
# TIBCO | Impact of Google on Unstructured Documentation

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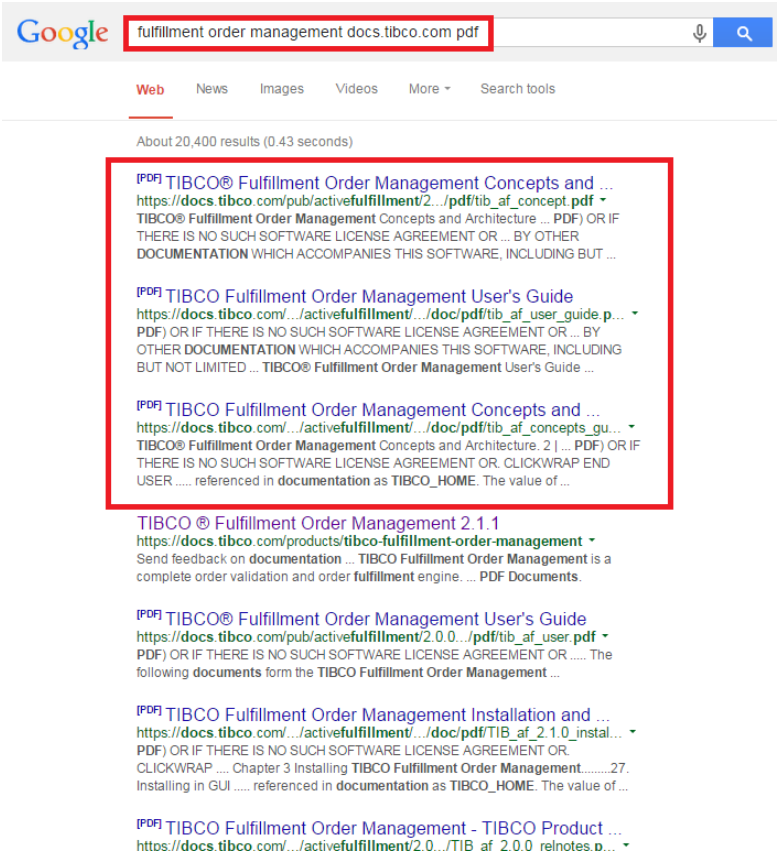
# TIBCO | Impact of Google on Unstructured Documentation

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# Analyzing the Target Audience

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# Target Audience for eCommerce Websites

## Primary Target Audience

**Buyers**

## Secondary Target Audience

**Sellers**

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# TIBCO | Target Audience for Social Media Websites

## Primary Target Audience

**Users aged 10 and above**

## Secondary Target Audience

**Developers – API Users**

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# Organizing the Content

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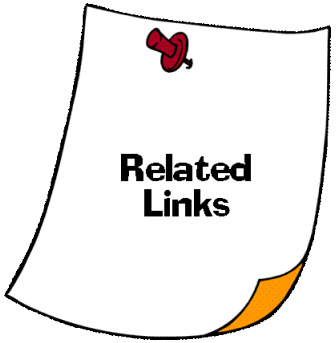
# TIBCO | Organizing Content in Unstructured Documentation

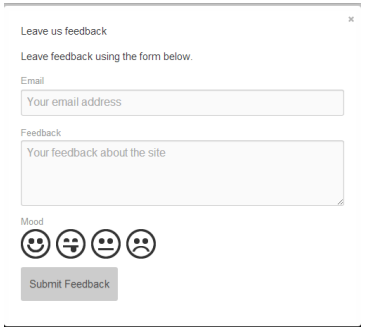
All Topics in One Folder

Document Relevant Topics

Use Analytics Tools




Link Related and Similar Topics




Provide Options for Feedback

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# FAQs: A Successful Approach

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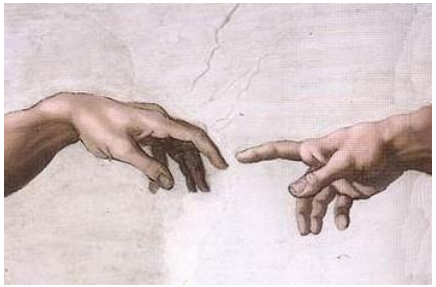
# TIBCO | Why FAQs Work



Human Touch

Informal Communication

Problem-Solution Model

Users See Effort

Request User Feedback

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# Leveraging User Feedback

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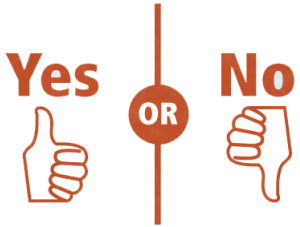
# TIBCO | Utilizing User Feedback to your Benefit




**Solution was effective or not**

**Modify the provided solution**

**Forums to discuss solutions**

**Polish and leverage content**

**No legal hassles if leveraging content**

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# Keywords and Web Page Retention Strategies

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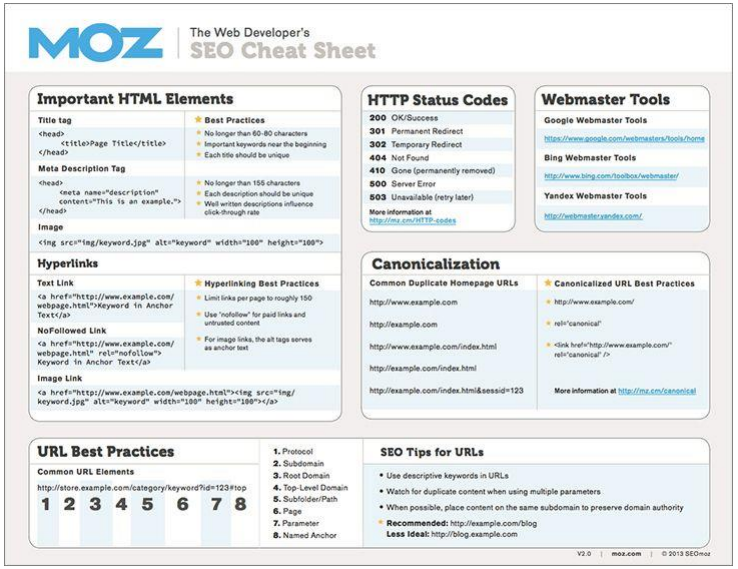
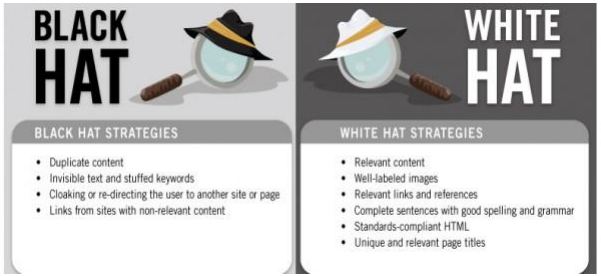
# TIBCO | Keywords and Strategies

**Relevant Keywords**




**Familiarize Yourselves with Strategies**

**Worship Originality**




**Accept Good, Reject Bad**

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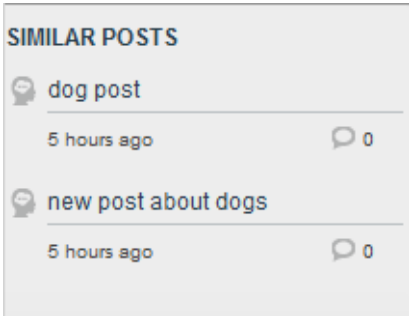
# TIBCO | Web Page Retention and Strategies

**Assists User to Information**




**Useful for Websites with Repeated Information**

**Involves Linking Similar and Dependent Content**

**Implements User Feedback**

**Involves Proper Collaboration**

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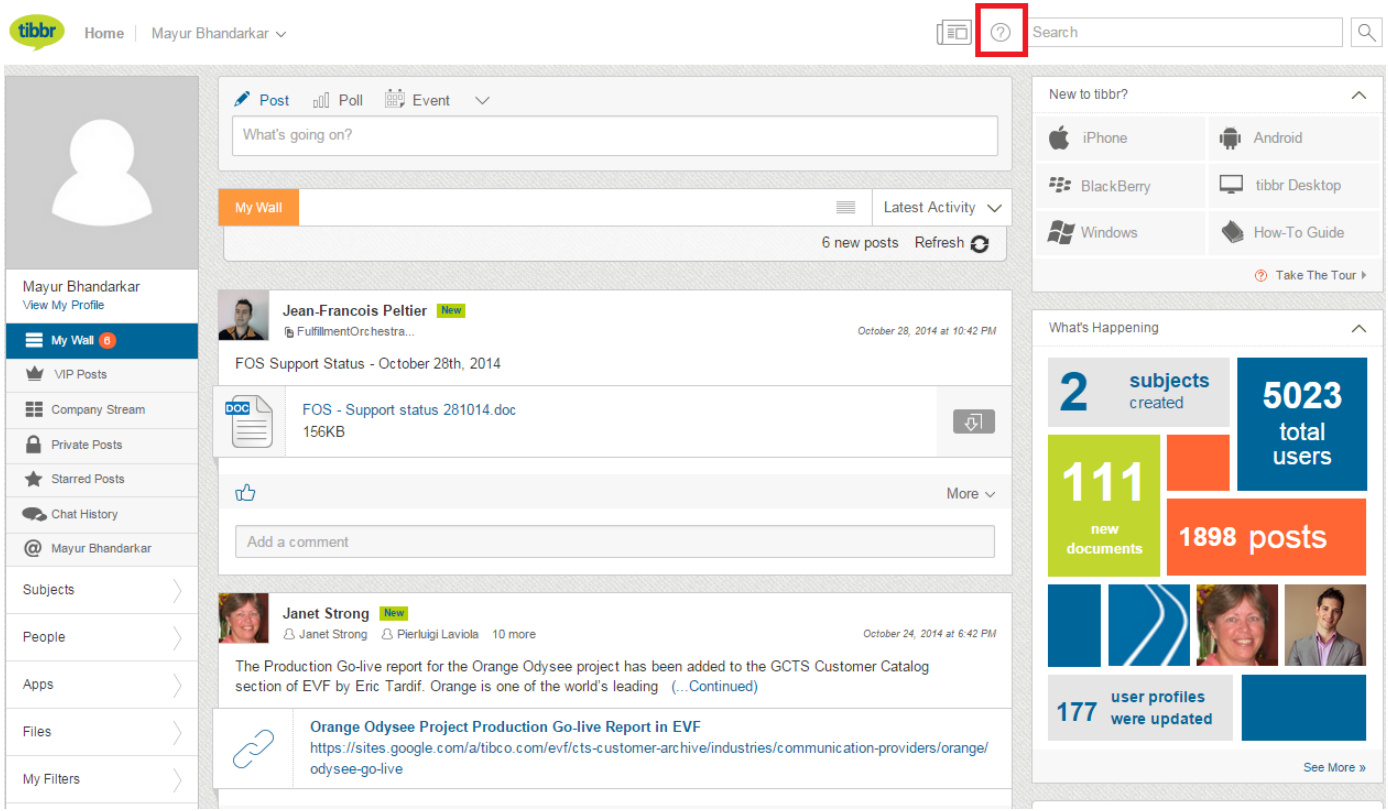
# TIBCO | Examples of Unstructured Documentation

# TIBCO | Help Solution for tibbr

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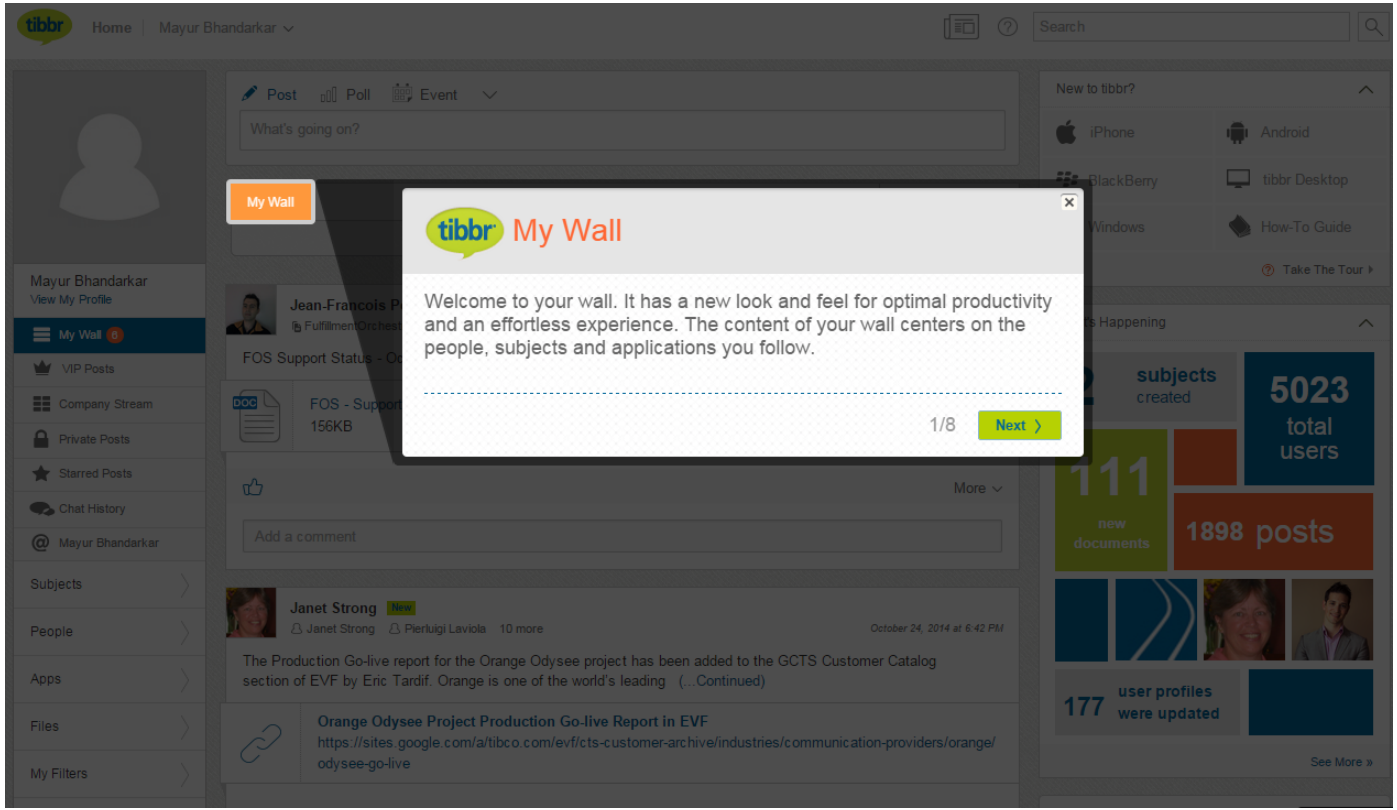
# TIBCO | Help Solution for tibbr

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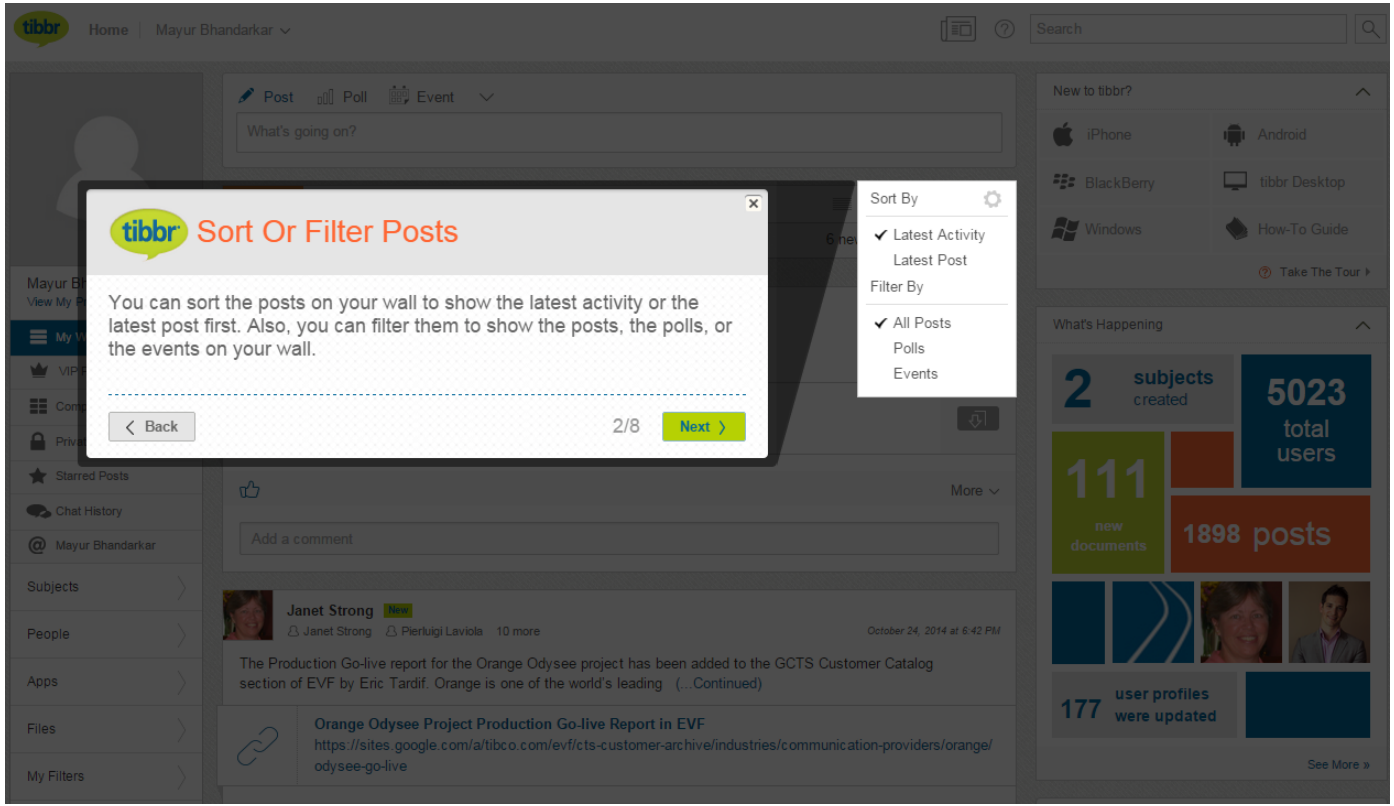
# TIBCO | Help Solution for tibbr

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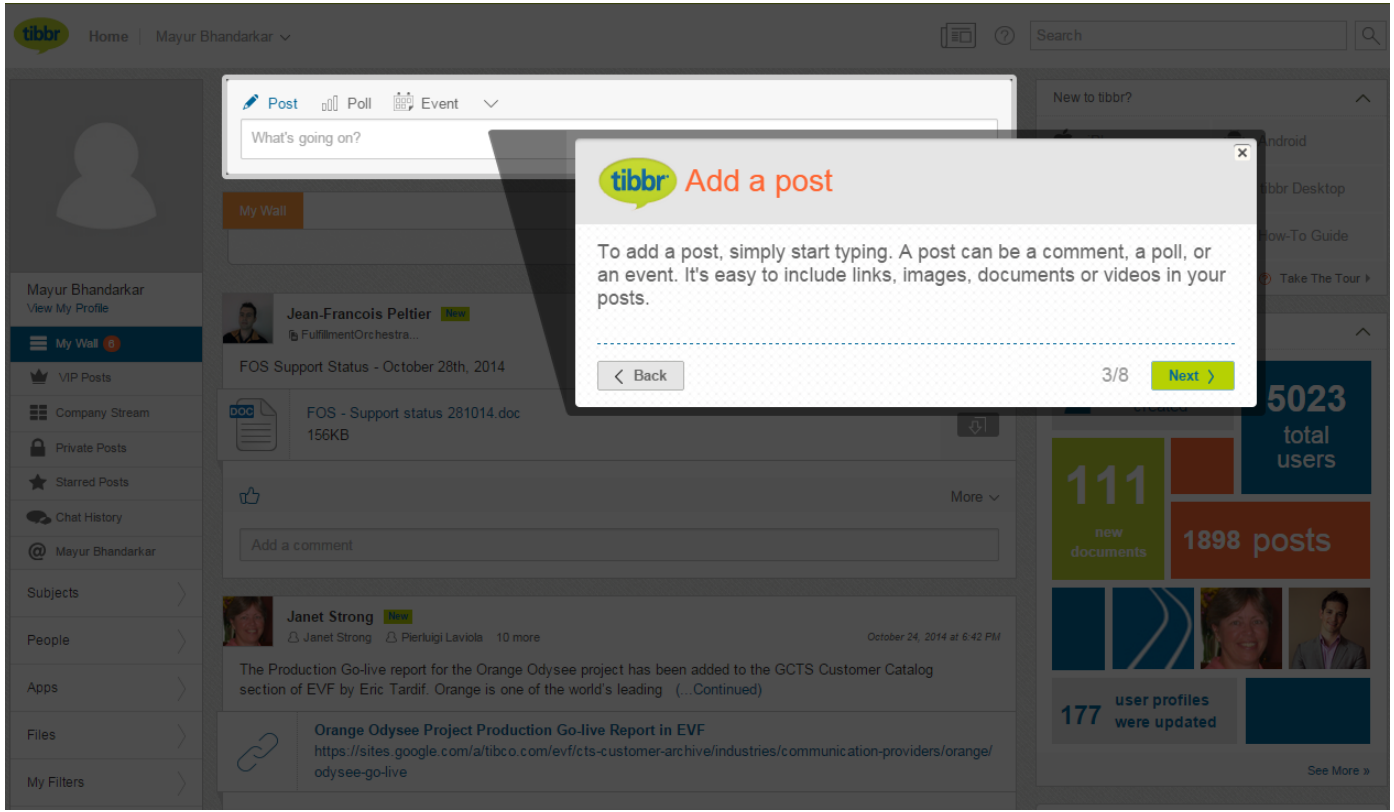
# TIBCO | Help Solution for tibbr

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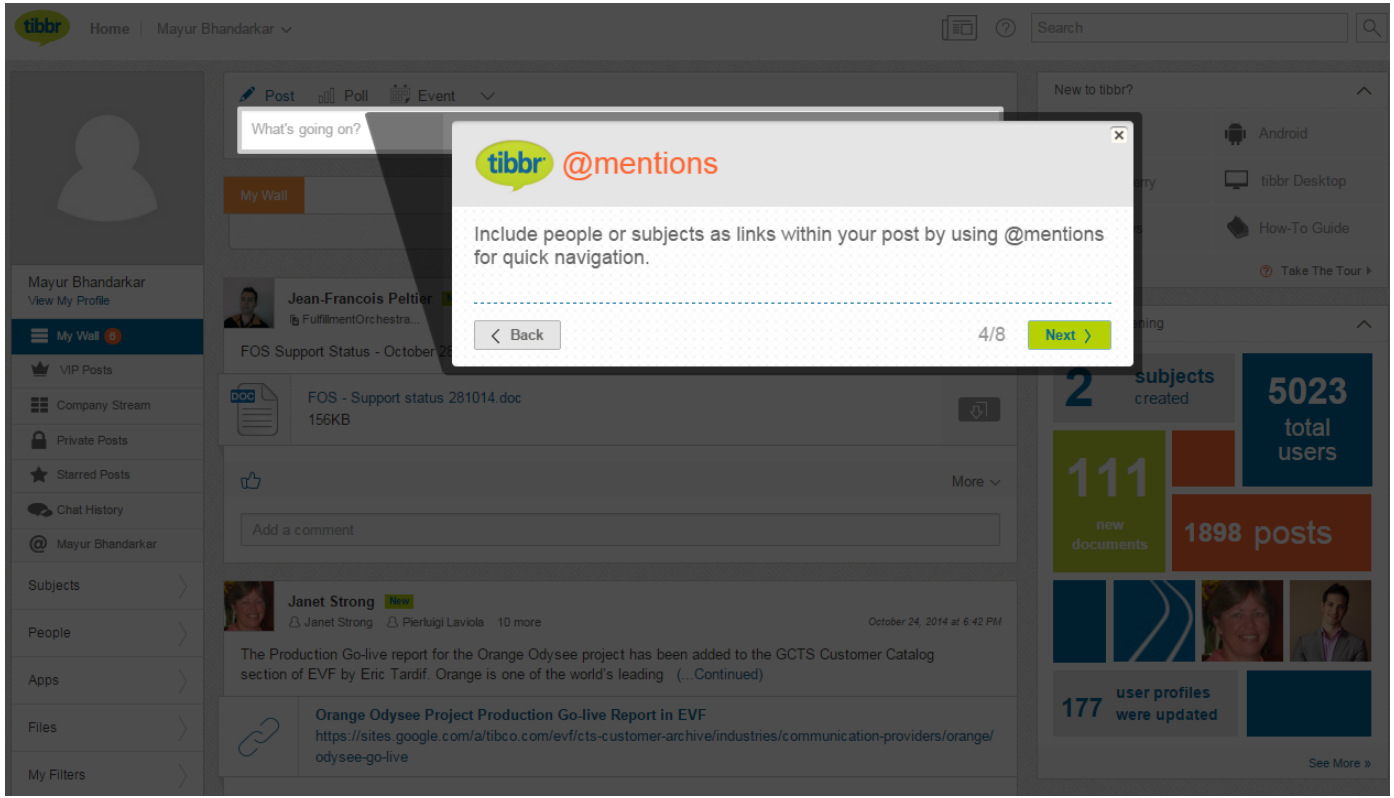


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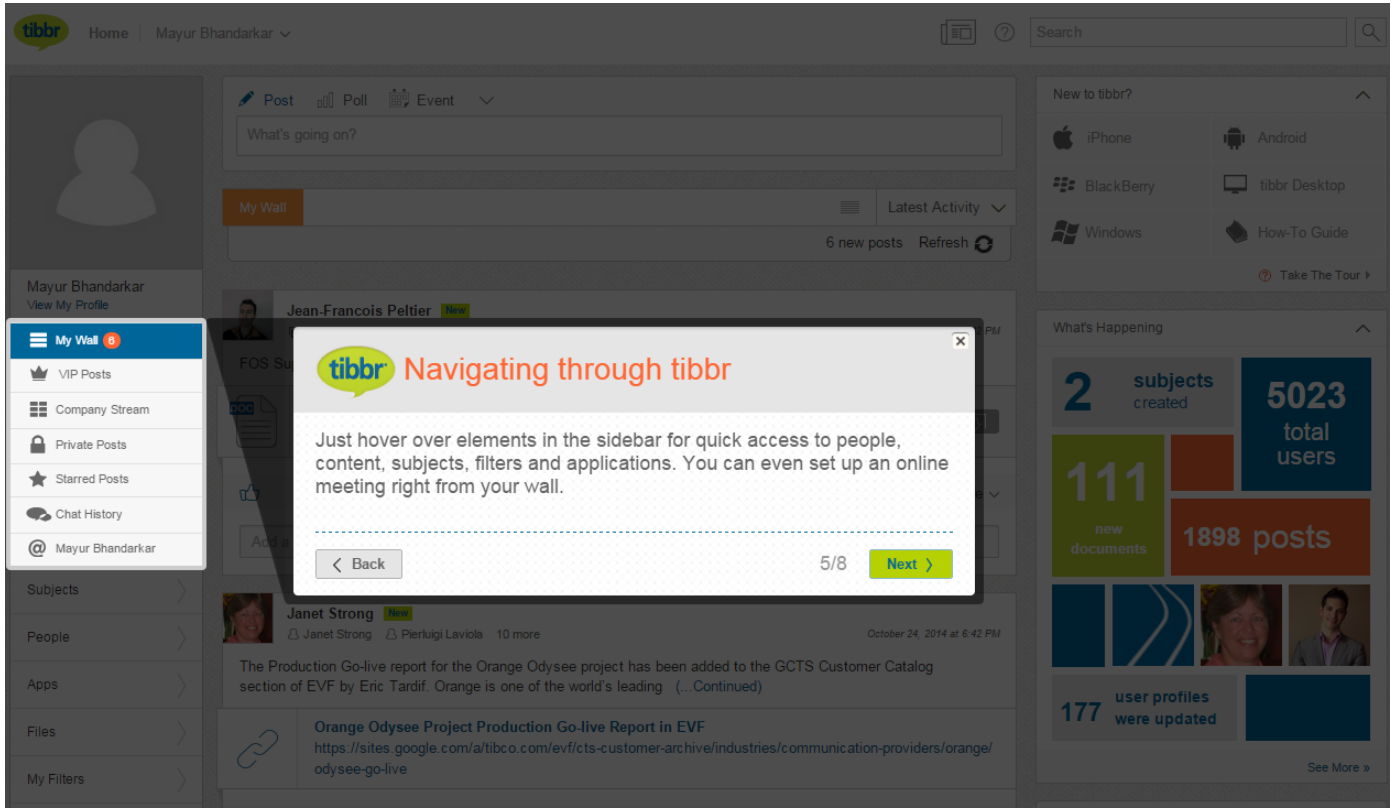
# TIBCO | Help Solution for tibbr

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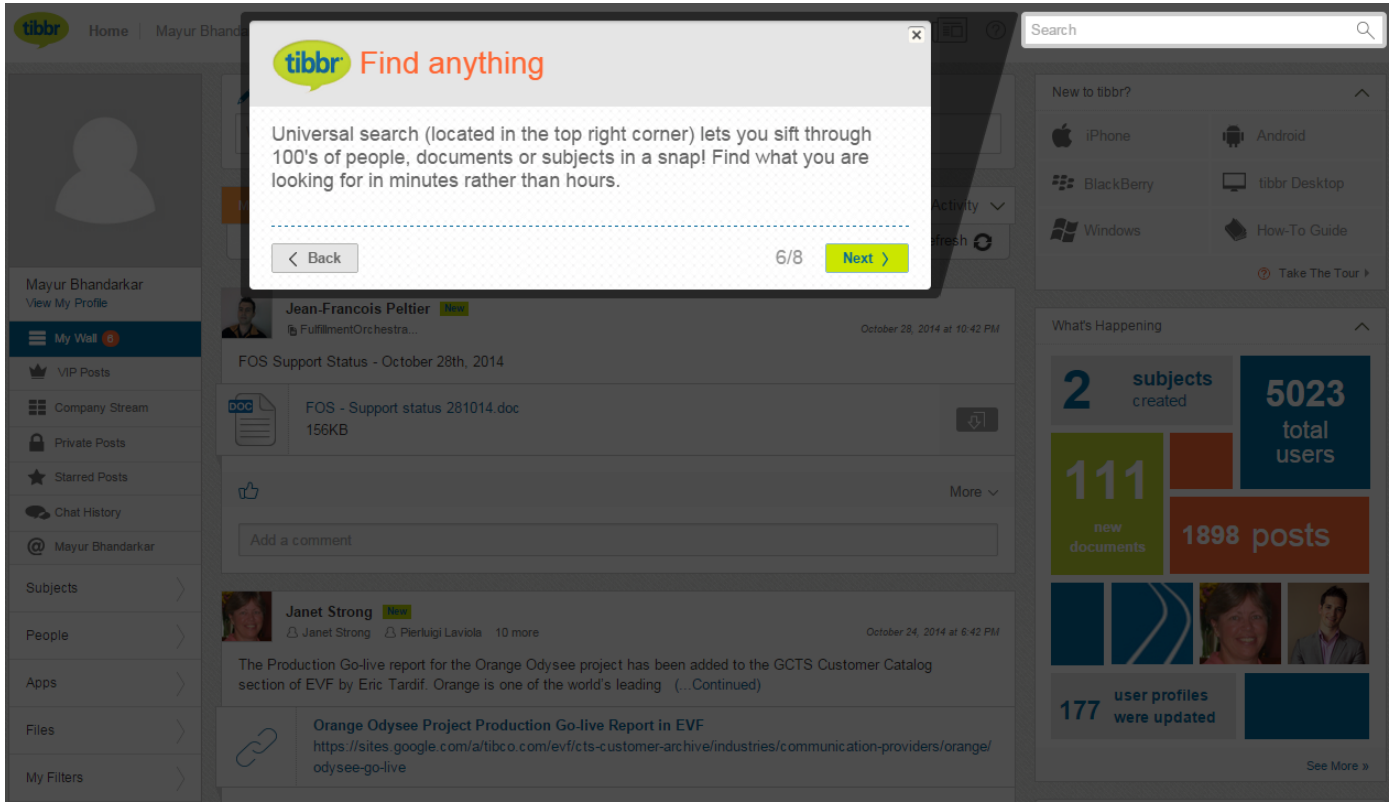


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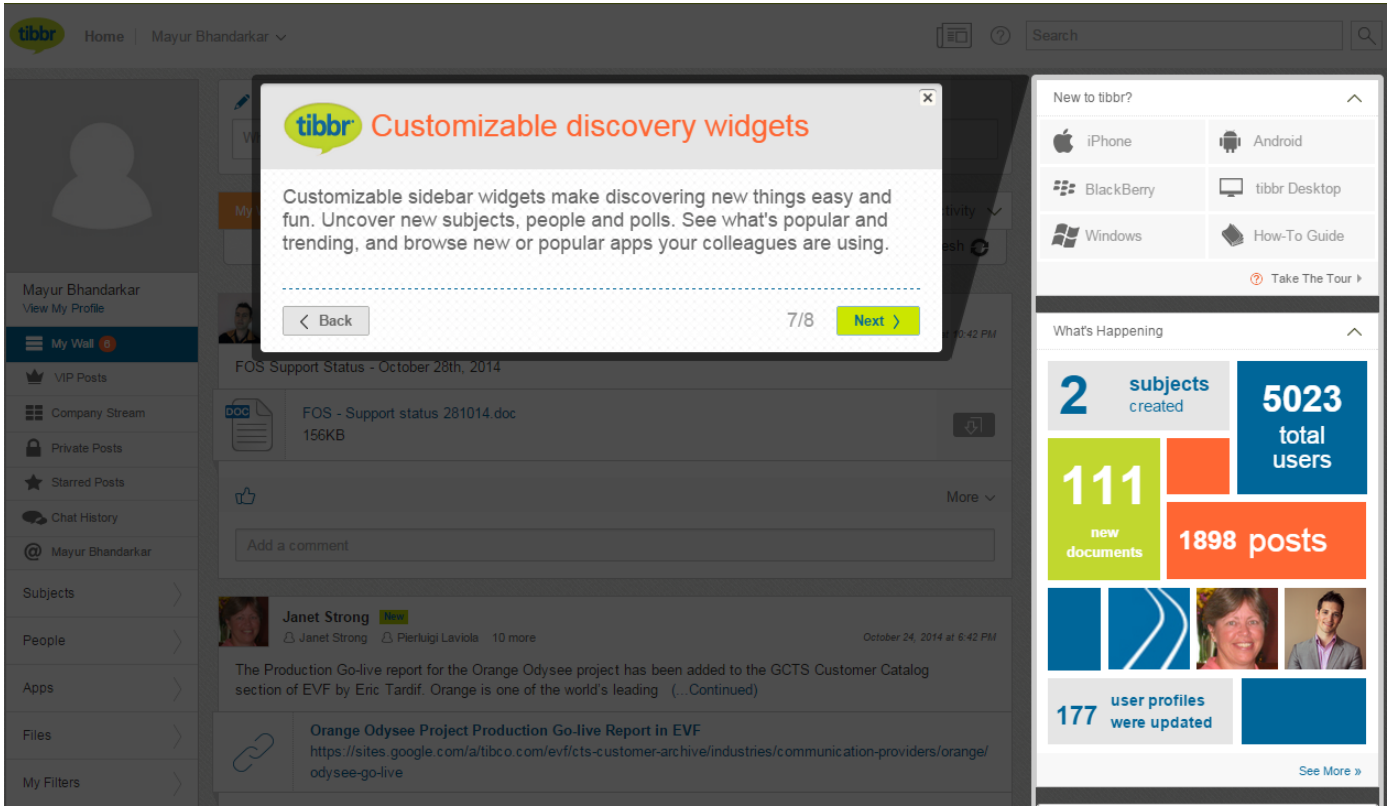


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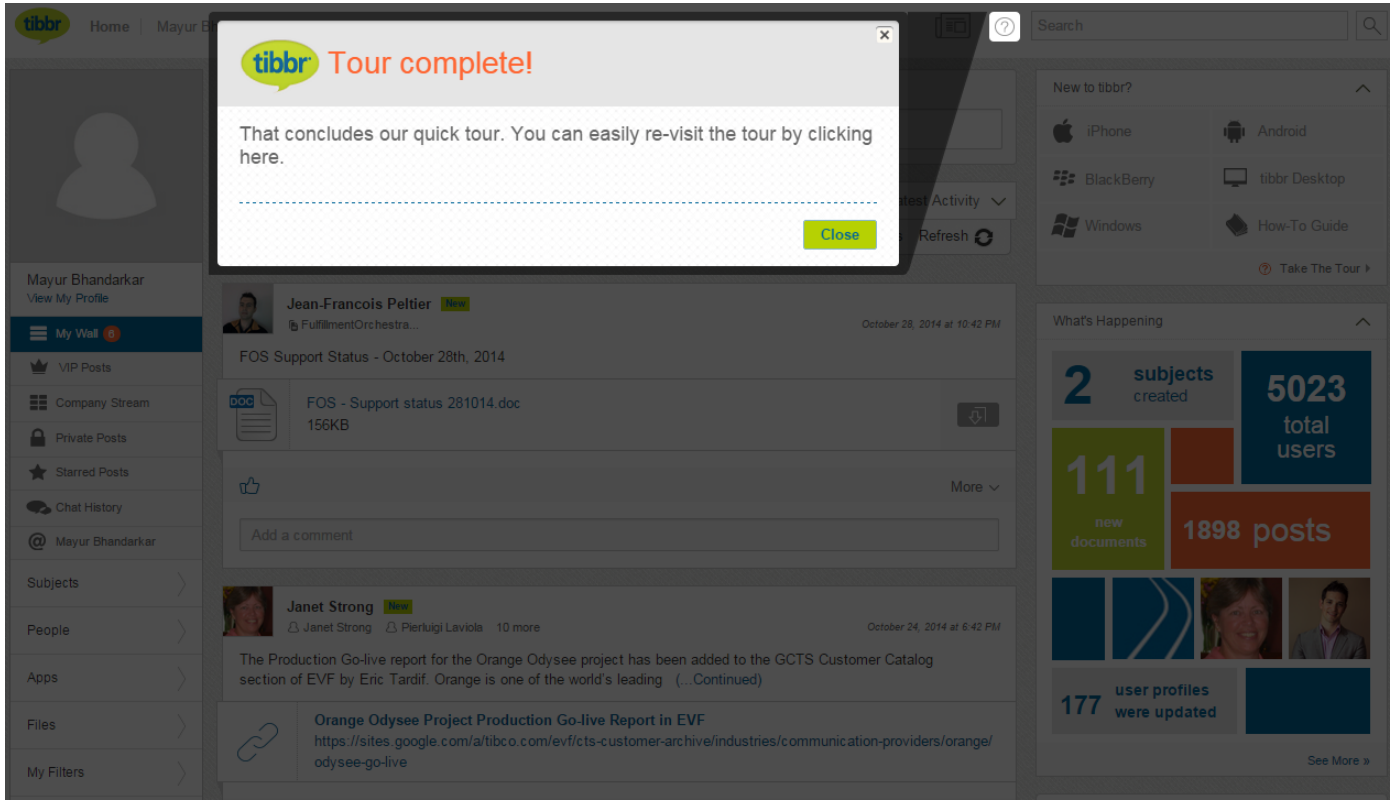


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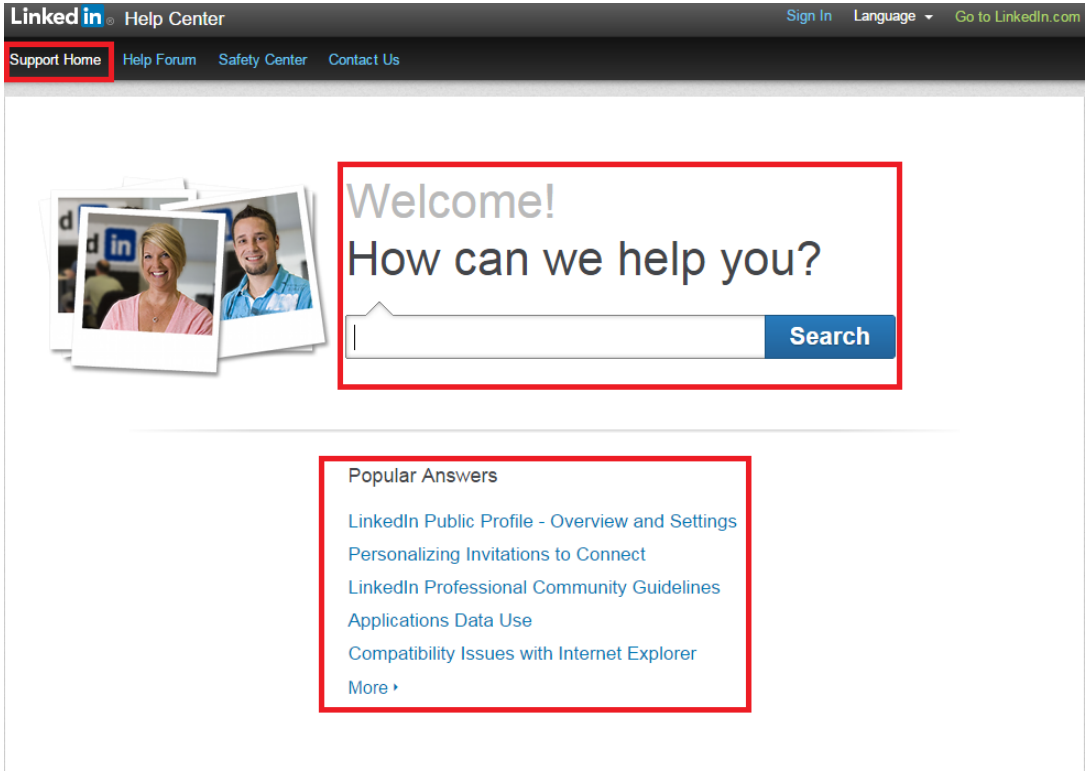
# TIBCO | Help Centre for LinkedIn

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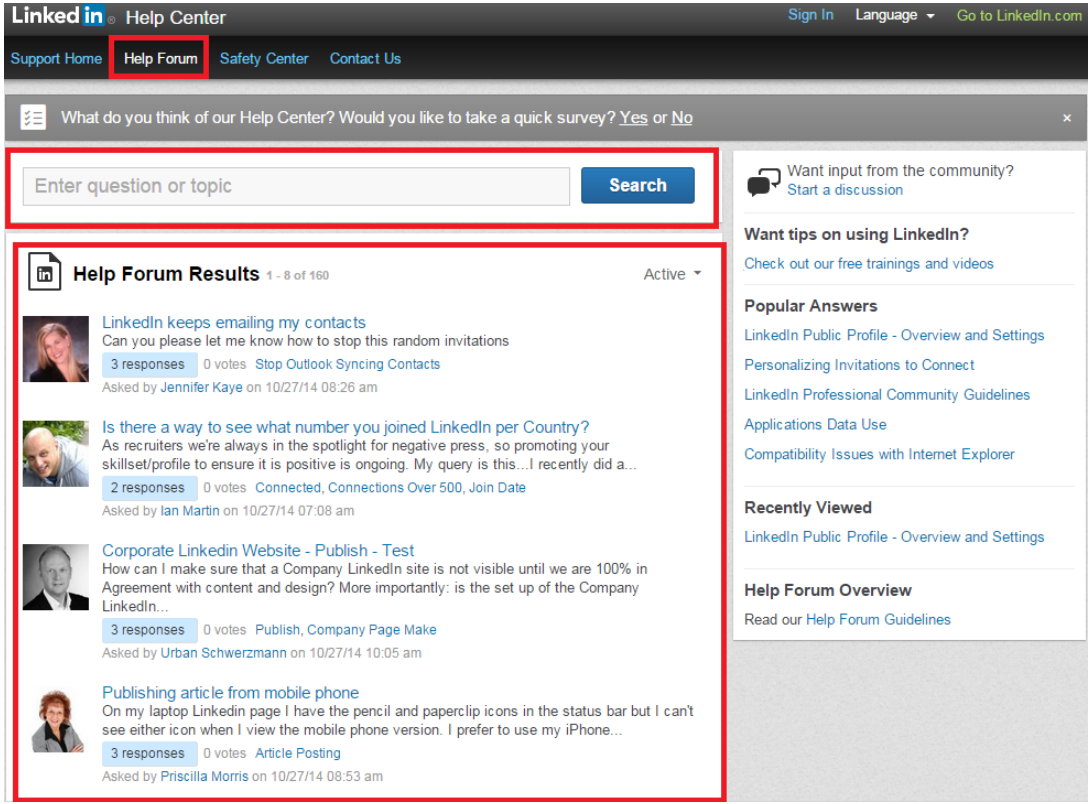


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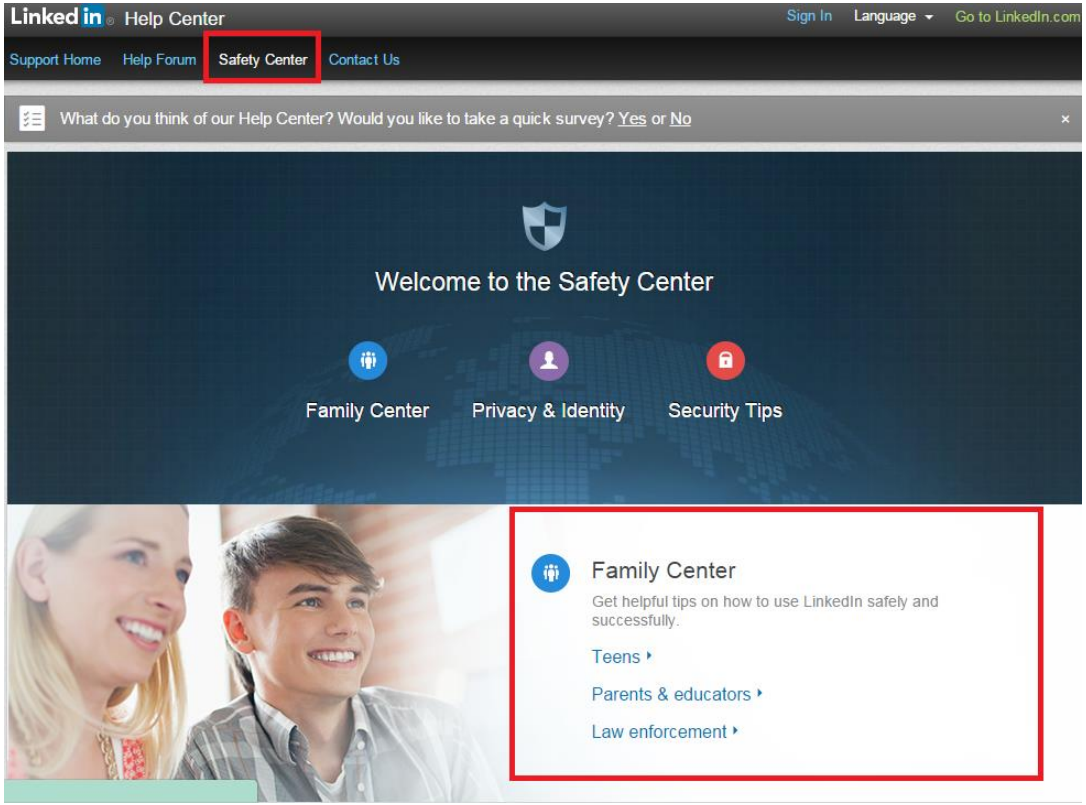


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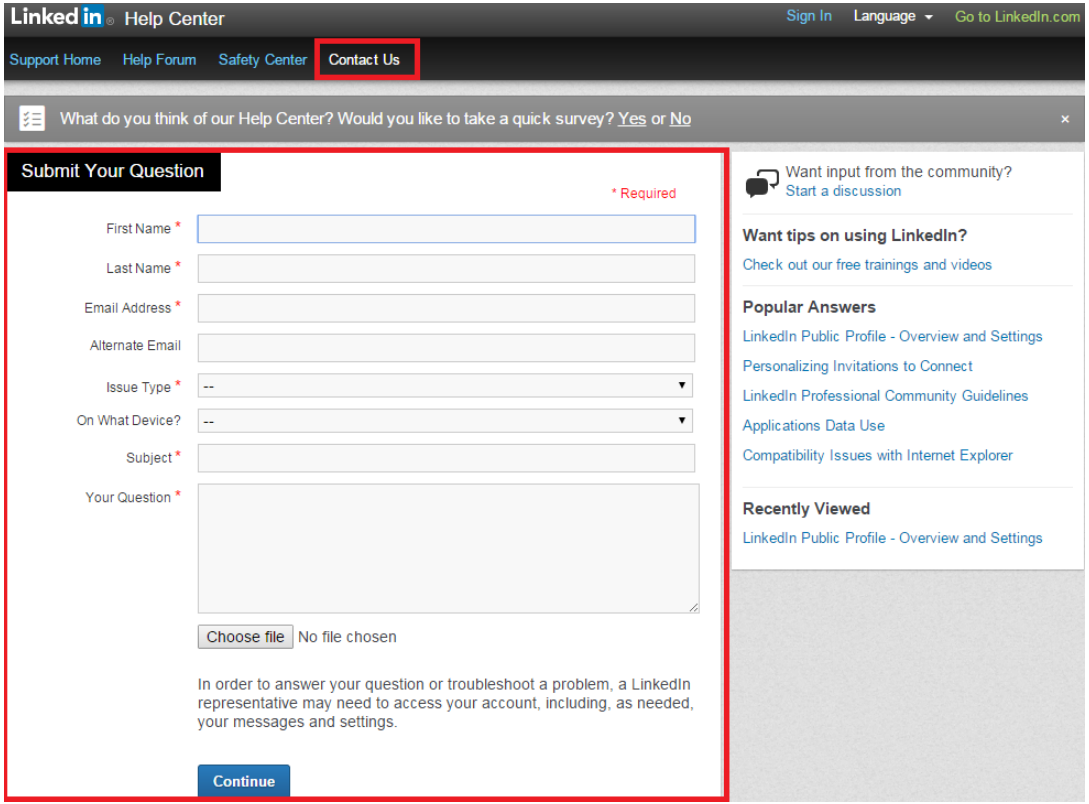


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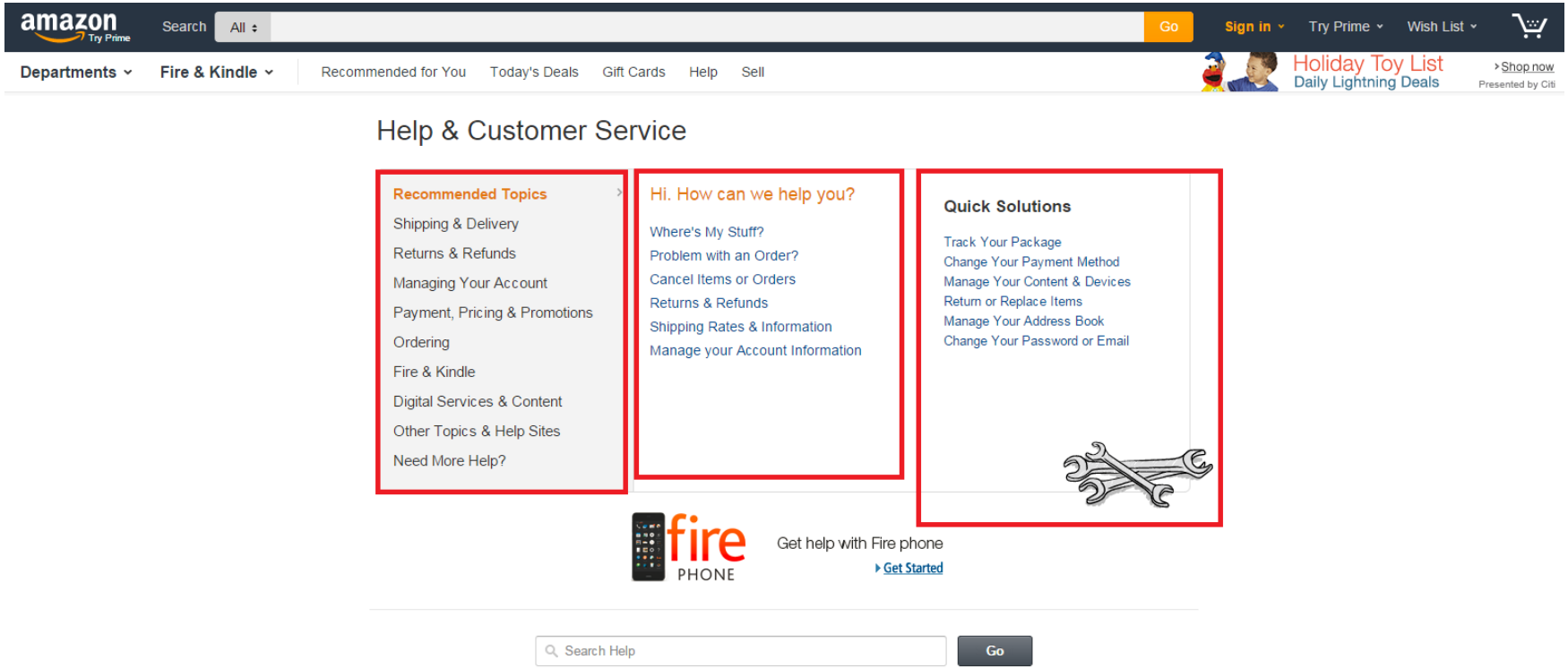
# TIBCO | Help Centre for Amazon

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# TIBCO | Help Centre for Amazon

amazon Try Prime Search All Go Sign in Try Prime Wish List

Departments Fire & Kindle Recommended for You Today's Deals Gift Cards Help Sell

Holiday Toy List Daily Lightning Deals Shop now Presented by Citi

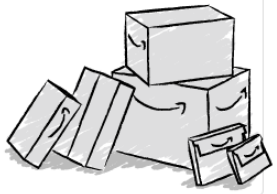
## Help & Customer Service

- Recommended Topics
- **Shipping & Delivery**
- Returns & Refunds
- Managing Your Account
- Payment, Pricing & Promotions
- Ordering
- Fire & Kindle
- Digital Services & Content
- Other Topics & Help Sites
- Need More Help?

### Shipping & Delivery

- Where's My Stuff?
- Shipping Rates & Times
- Amazon Prime
- International Shipping
- General Shipping Information

› More in Shipping & Delivery



fire PHONE Get help with Fire phone

Get Started

Search Help Go

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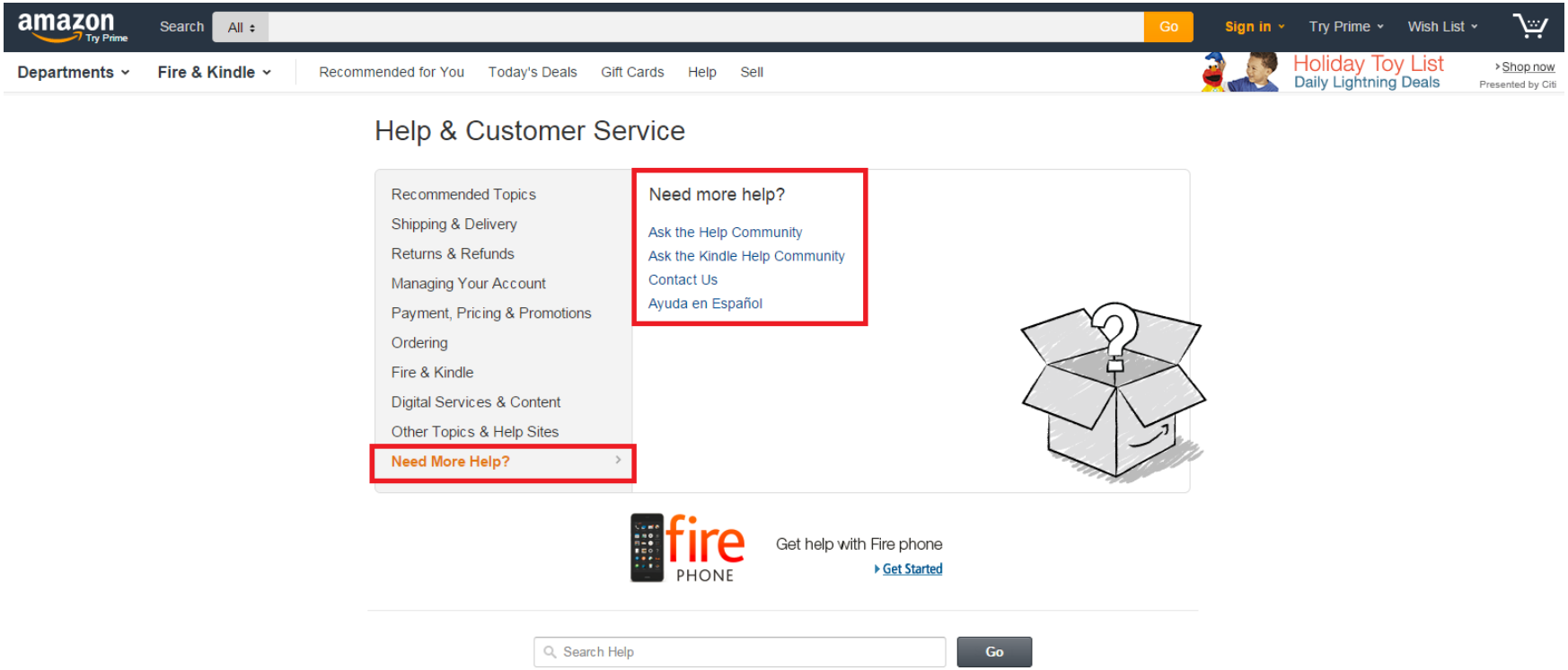


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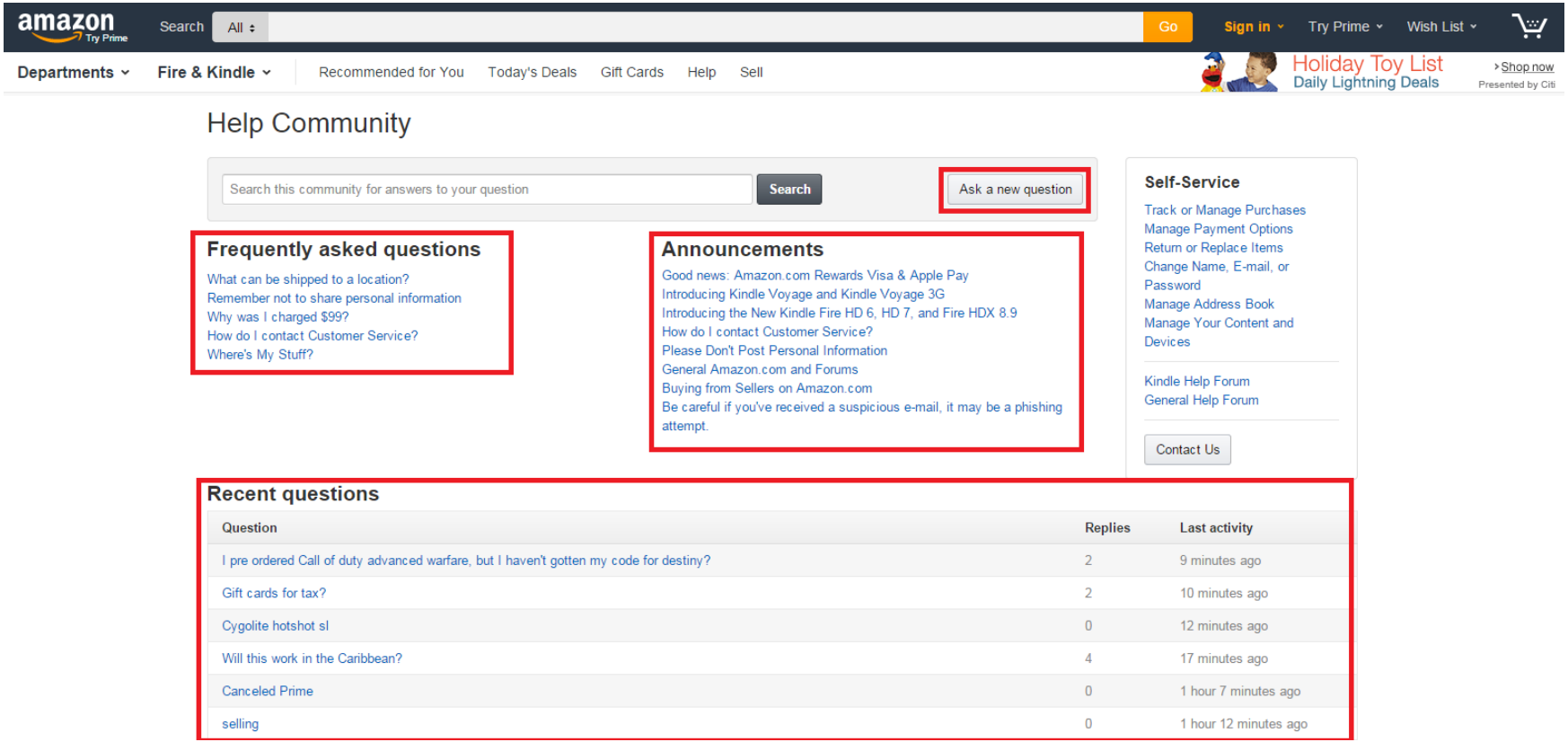


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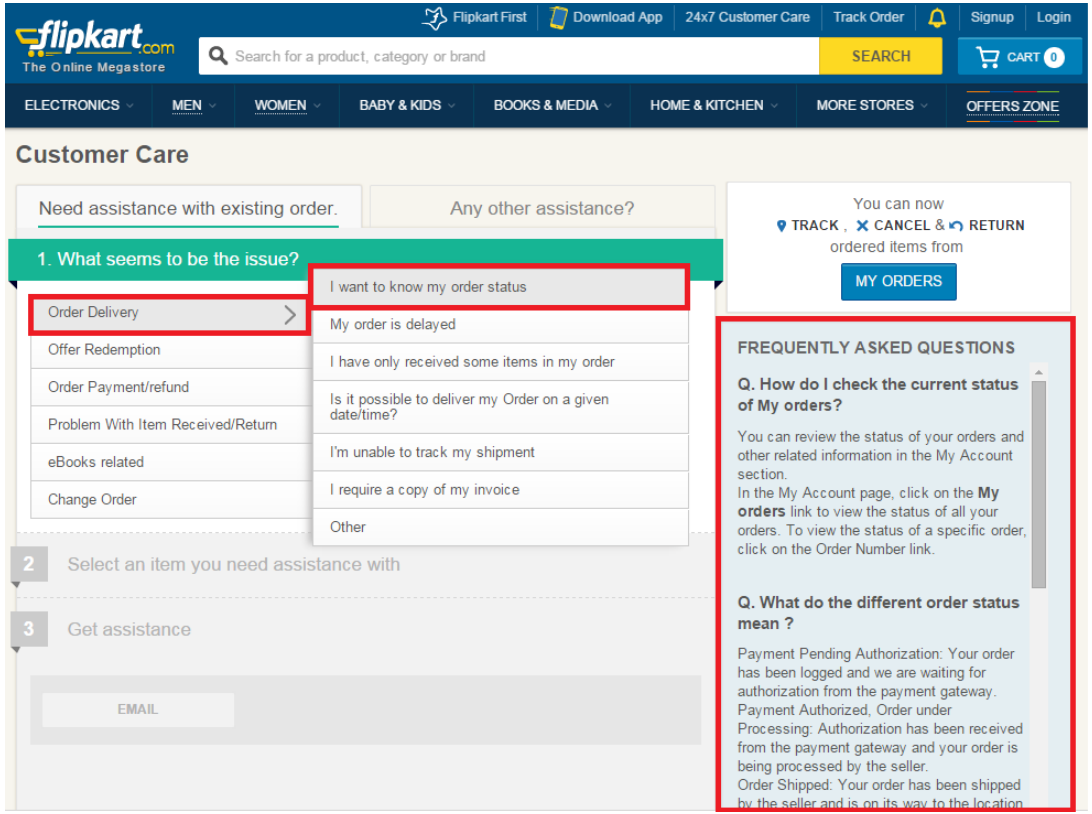
# TIBCO | Help Centre for Flipkart

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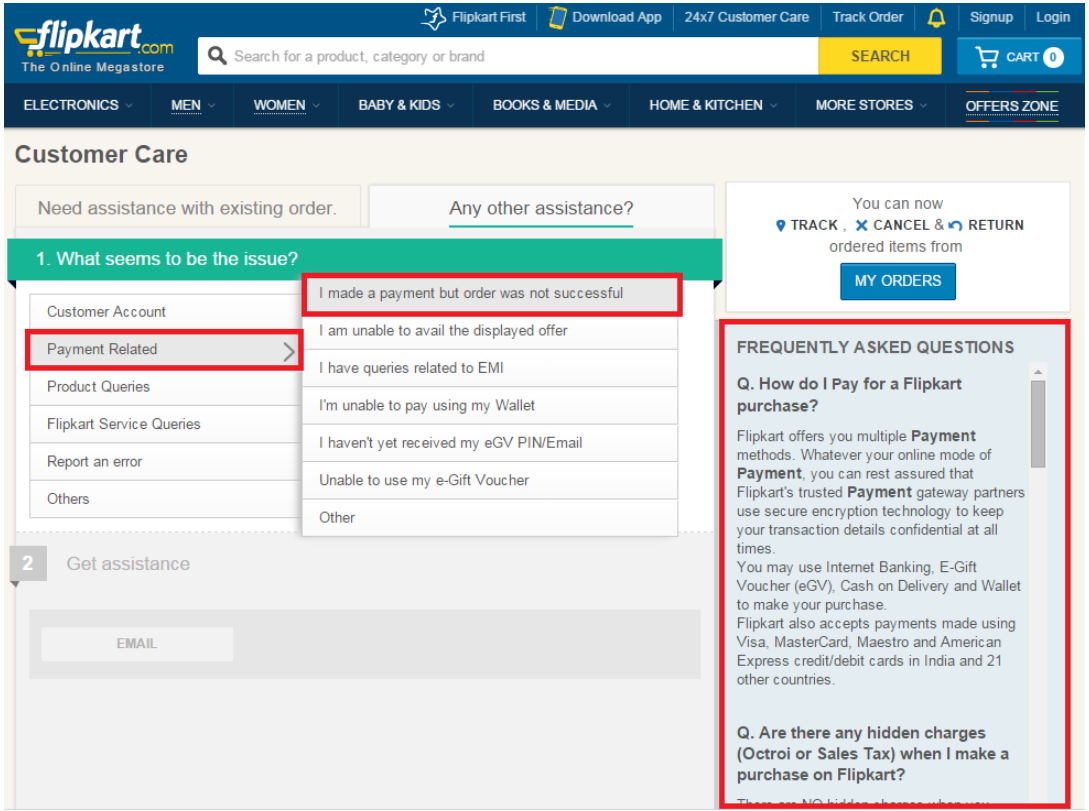
# TIBCO | Help Centre for Flipkart

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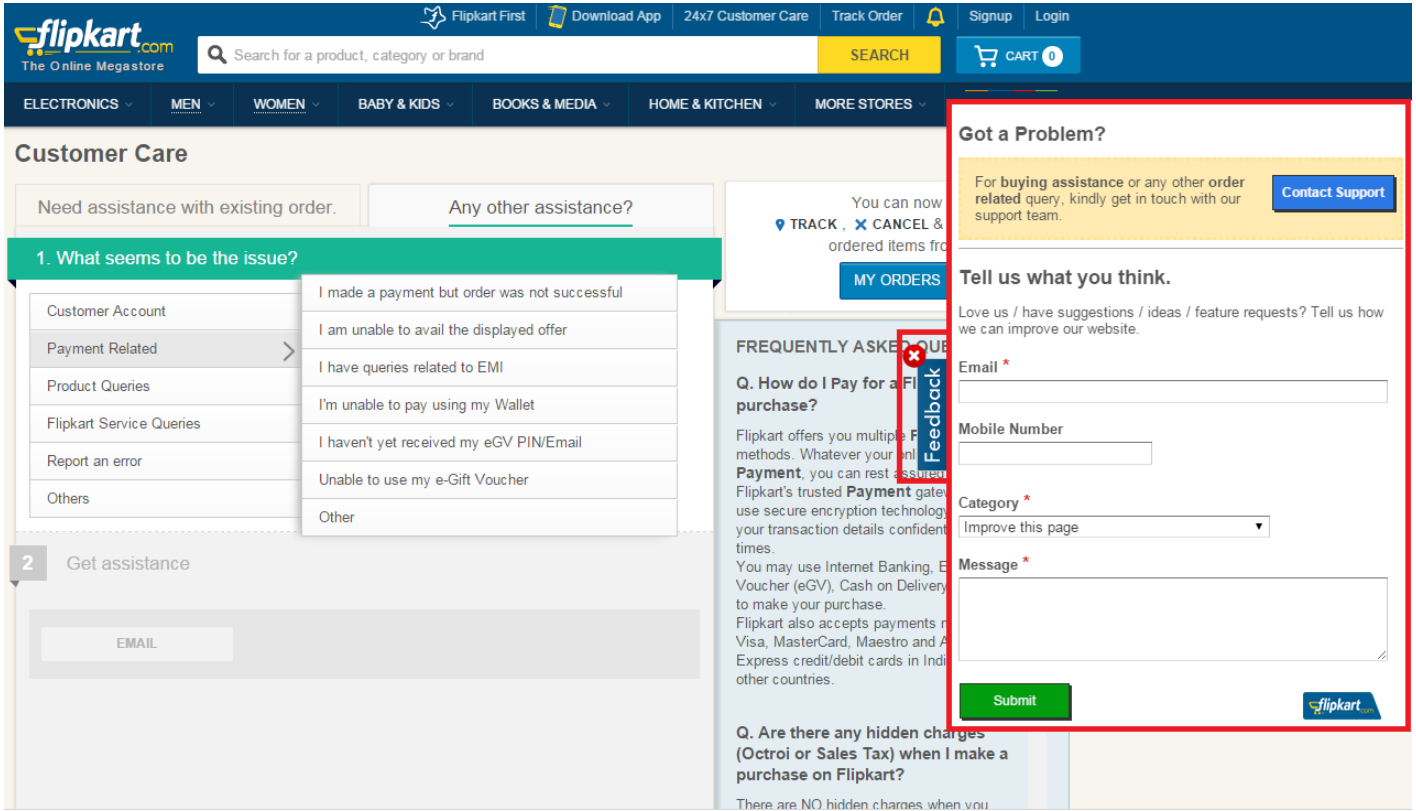


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# Expectation from Writers

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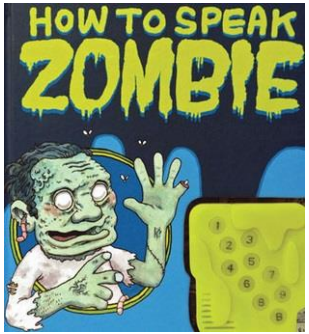
# TIBCO | The Unlearning Mantras

**Table of Contents is a Myth**




**Formal Language is for Zombies**

**Solution only for Relevant Topics**

**Functional Specification is for Nerds**

**Information Flow ≠ Success**

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# TIBCO | The Learning Mantras

Create Effective FAQs

Identify Relevant Keywords

Search Engine Optimization Techniques

Page Retention Strategies

The Product you are Documenting

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## In Closing

To STRUCTURE is HUMAN,

But UNSTRUCTURED is DIVINE.

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# Thank you!

Mayur Madhav Bhandarkar
mbhandar@tibco.com
+91 932 421 1347

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# TIBCO | Appendix - I

1. Amazon Logo and Help Screenshots from http://www.amazon.com.
2. Alibaba Logo from http://www.alibaba.com.
3. Flipkart Logo and Help Screenshots from http://www.flipkart.com.
4. Snapdeal Logo from http://www.snapdeal.com.
5. Tibbr Logo and Help Screenshots from http://tibco.tibbr.com.
6. LinkedIn Logo and Help Screenshots from http://www.linkedin.com.
7. Twitter Logo from http://www.twitter.com.
8. Facebook Logo from https://www.facebookbrand.com.
9. Google Logo, Page, and Search Content sourced from http://www.google.com.
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.

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# Appendix II – Additional Images

Human Touch
http://www.isciencetimes.com/articles/6073/20130917/sensitive-human-touch-new-research-suggests-fingers.htm

How to Speak Zombie
http://www.amazon.com/How-Speak-Zombie-Guide-Living/dp/0811874885

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

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

Buyer
http://www.brickmeetsclick.com/grocery-and-digital-shopper-marketing

Collaboration
https://www.emergenetics.com/wp-content/uploads/2013/08/Strucutural-Collaboration.jpg

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

Information Flow
http://runbook-automation.com/wp-content/uploads/2012/10/IT-Workflow.jpg

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

Know Your Product
http://oldsite.ima.org.au/pages/publishing/books.php

Linking
http://blog.seekdotnet.com/seo-service/how-and-where-to-use-deep-linking/

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

No Legal Hassles
http://www.ringtoindia.com/rindiablog/about-ringtoindia/pc-to-phone-call-india-make-hassle-free-calls/

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
http://www.scottcochrane.com/index.php/2012/08/17/4-keys-for-leading-in-a-crisis/

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/best-seo-optimization-techniques-to.html

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# Appendix III – Additional Images

SEO Cheat Sheet
http://moz.com/blog/the-web-developers-seo-cheat-sheet-2013-edition

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.configure-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
http://www.postano.com/blog/using-consumer-generated-content-to-fuel-marketing-campaigns

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

User Feedback
http://tribune.com.pk/story/463465/consumer-rights-violation-lack-of-awareness-political-will-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
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