

## Product manuals and user guides

**Do your customers ever say “If only your product could...” when it can?**

You may think your product is easy to use — but is it easy to learn? Sometimes the problem isn't working out how to do things that you know it can do — it's finding out about all the things that you didn't know it could do.



**Do you spend a lot of time helping people to perform basic tasks?**

You may believe that your customers wouldn't read a user guide if you gave one to them — but have you asked them? Some basic instructions may reduce unnecessary support calls — saving you time and money.

**Can't I just get one of my staff to put something together?**

You know your product better than anyone else. But do you know how to explain it to someone else? When you know something really well, it can be difficult to see it from an outsider's perspective.



## How do you feel when the directions don't make sense?



Chances are, your customers feel the same!

Using a professional technical author enables you to concentrate on what you do best: developing your product.

Leave us to do what we do best: explaining it to the people using it.



## We look at your products and services as others see them

Sometimes you can be just too close to something. Information that you don't bother to include because it's 'obvious' to you may not be so obvious to your customers.

Clearly Stated works with you to make sure your documentation says what it needs to say for your customers to be comfortable with your product or service.

We ask the 'why' as well as the 'how' — and from a business perspective, not just a technical one. We find out what your product or service does for people and why they might want to use it. Then we make sure they know.

## We don't just 'write manuals'

When we understand the message ourselves, we craft it into whatever form it needs to take to best suit your customers' needs (and your budget). This can be any number of things:

- Traditional 'printed' manuals and guides - in paper and bundled with your product
- Online manuals and guides — in PDF for download and printing when required
- Help systems — an integrated part of many software applications
- Training materials — for both traditional, classroom-style delivery and or materials to be accessed using a computer
- Web pages — frequently asked questions (FAQ) or online self-help pages

For example, we have:

- Developed simulations so that sales people who are using hand-held computers to place orders can practise
- Created step-by-step instructions for registering individuals on a smart card management system
- Provided guidance on using PowerPoint® as an electronic portfolio in an educational setting.

## What's the first step?

You've already taken it. If you've got this far, you appreciate the need for clear, unambiguous documentation that both reduces the time spent on answering routine queries and helps your customers to achieve their objectives.

For more information and an informal discussion of your requirements, please get in touch.

Clearly Stated  
48 Elm Avenue, Sandiacre  
Nottingham, NG10 5EJ  
  
Telephone: 0115 8492271  
Email: [info@clearly-stated.co.uk](mailto:info@clearly-stated.co.uk)