

“
I want to **work**,
”
not read manuals.”

Any organisation involved in systems and software development knows the increasingly difficult demands of today's customers. They want tools that are easy to learn and understand. And they insist that the Help and training documentation accompanying these solutions be more engaging. They don't want to read. They want to be productive.

Which is what makes VisualHelp so valuable to companies involved in systems and software development. It leverages the engaging appeal of multimedia content and structures its delivery according to best-practice technical documentation conventions. VisualHelp provides Help information more efficiently, more effectively and more productively than ever before.

Animated instruction

A common problem with text-based Help documentation is that its efficacy depends wholly on the user's word power and language comprehension skills. If they do not possess the necessary education to understand the document, they are unable to use it. Nothing overcomes communication barriers like this better than visual aid, especially when delivering products to customers that are both geographically and culturally different.

VisualHelp excels at this. It provides the instructions your customers need to use your product in short, step-by-step video clips instead of text document. It's ubiquity means that no matter where they come from or what their level of education, your customers can learn to use your system faster and easier than ever before. Customers will realise the benefits of your product sooner and more completely, giving you improved customer satisfaction.

VisualHelp transforms your Help documentation into a veritable selling point for your company. It delivers a value-add benefit to your product or service that makes it really stand out from the competition.

By implementing VisualHelp across your all Help documentation, you gain invaluable customer loyalty and simultaneously bolster your organisation's reputation for caring about your customers.

Don't make your customers read. Make them productive.



Navigation buttons
Toggles task pane between the table of contents, index and search results.

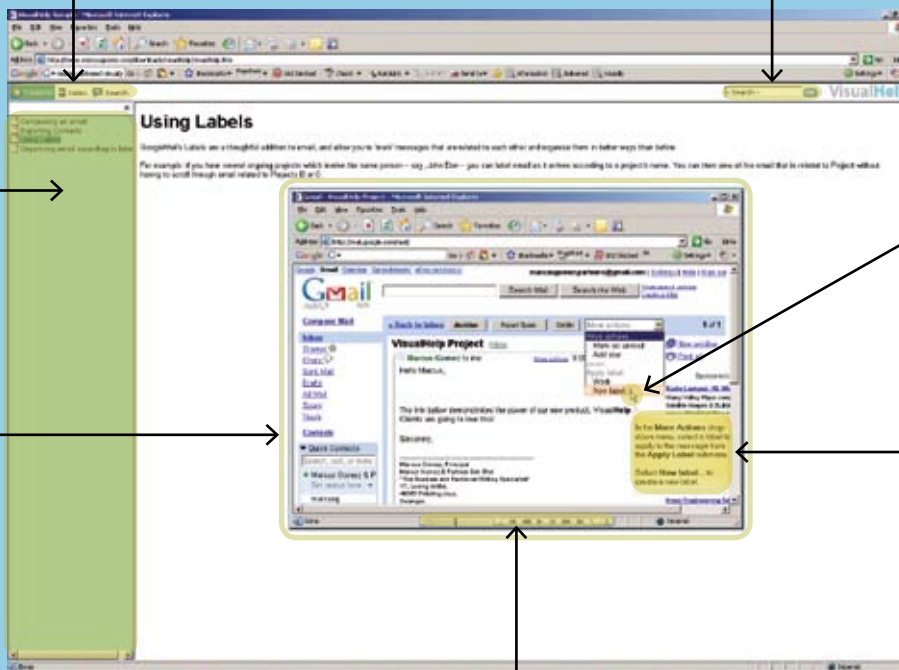
Search
Smart search functionality.

Task Pane
Displays table of contents, related topics, search results and index.

Animation Space
Clips may be scaled to be used at any resolution.

Mouse Tracking
Mouse movements simulate real processes.

Clarity Bubbles
Animated bubbles that explain each step as it takes place and reminds users of alternative choices.



Playback Control
Users can pause, rewind or forward every clip for quick reference.

This VisualHelp sample may be viewed live at <http://www.marcusgomez.com/downloads/visualhelp/visualhelp.htm>

VISUALHELP AT A GLANCE

For more information:

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- **Differentiates your product** or service instantaneously and becomes a unique selling proposition.
- **Eliminates communication barriers** by minimizing the emphasis on text/language and maximising the value of visual, animated instructions.
- **Cross-platform delivery** over the WWW, intranet or distributed by CD-ROM.
- **Compatible** with all popular browsers and operating systems, including older platforms.
- **No additional infrastructure** is required to deliver VisualHelp to users.
- **Reduces costs** by eliminating the need for most types of print manuals and training material.
- **Encourages repeat business** from customers who appreciate the simplicity of learning your system's tools.
- **Scalable and versatile** as an electronic multimedia document that is easily updated and maintained through the product's life-cycle.
- **Low investment cost** when using Marcus Gomez & Partners by saving on employee overheads and capital expense.