Embedded UA includes any instructional information inside a user interface. For mobile devices, all of the instructional information is usually embedded in the UI. As mobile devices become our predominant access method, embedded UA is becoming even more important, and more content is moving from external help systems to embedded UA. In this session, we will discuss best practices for writing, designing, opening, and customizing embedded UA. We will also discuss how to balance embedded and non-embedded UA content.

**Writing guidelines**

Provide examples

eloan.com – examples include “My spouse’s name” and “Chris”
**Persuade and predict questions**

**Bank of America WorldPoints® MasterCard® Credit Card**

Complete this quick and secured application and receive a response in 90 seconds. *required

We take our responsibility to protect your personal information very seriously. The information you provide on this application allows us to verify your identity and ensure your personal information remains secure.

**Help Center**

- What do I need to apply?
- Can I apply over the phone?
- Can I add more than one person to my account?
- If my application is approved, when will I receive my new credit card?

www.bankofamerica.com – overview text set expectations and establishes trust, “Help Center” predicts common user questions

**Reinforce company’s marketing and value proposition**

**Slack**

We’re on a mission to make your working life simpler, more pleasant, and more productive.

Teams using Slack report:

**80.4%**

increased team transparency.

We asked 1,168 team owners and admins: “Do you think Slack has increased transparency in your team?”

- I don’t know
- No
- 80.4% Yes

*Weighted average*.

Results based on 1,168 survey responses. ±2.81 margin of error with 95% confidence. See full results.

www.slack.com – highlights key benefits of product (simple, pleasant, productive)
Remember that writing is a conversation

Ordering from Restaurant.com is quick and easy

Enter your e-mail address: scott@clickstart.net

- I am a new customer. (You’ll create a password later)
- I am a returning customer, and my password is:

Sign In Using Our Secure Server

Forgot your password? Click here

Shhhhh! Your secret’s safe with us.

If you don’t remember your password, click on the Forgot Your Password? link.

www.restaurant.com – uses an informal and friendly writing style to match their corporate image

www.tumblr.com – predicts user questions, very informal writing style
Match your company's personality

www.thezebra.com – initial design to match corporate style and amuse potential customers

Set user expectations

www.uBid.com – sets user expectation for time to sign up and updates as steps are completed
Design guidelines

Simplify confusing concepts and tasks

www.americanexpress.com – the design drastically increases task success

Design around steps in a process

www.mite.com – minimalist design clearly identifies steps
Nitty gritty. calculated risk taker

Plan Benefits (In Network)

Office Visits

Pay $0 after you meet your deductible.

PPO Participating providers (doctors and hospitals) who contract with us to provide services to you at discounted negotiated fees.

- How Much You Could Save
- Apply Now
- Compare Plans
- Dr. Finder
- Healthy Bonuses
- FAQ
- About Us
- Privacy+Legal

Plan Summary Dental Summary
Download Acrobat Reader

Apply Now

Blue Cross Blue Shield of Georgia is an independent licensee of the Blue Cross and Blue Shield Association.

Tonik healthcare (BlueCross/Blue Shield) – designed for millenials
**Customization guidelines**

**Allow users to select a language**

![Language selection interface](image)

www.carnival.com – allows user to translate content

**Allow users to ask their own questions**

[Stuttgart on Wikipedia](https://en.wikipedia.org/wiki/Stuttgart) – with wikiwand, users can hover over links for link previews or Ctrl-click for definitions
Allow users to reuse content

```css
#wrap {
    margin: 0 auto;
    width: 800px;
}
```

### Two Column Layout with Header and Footer

Once you have the basic centered layout, you can create a two column design using the same basic markup. All you need to do is add container divs for a header, content area, sidebar and footer. Make sure your main content is above your sidebar in the page hierarchy. The main content is more important and we want users that may have disabled CSS to see that information first. Add the four new divs inside the `wrap` container so that they stay inside the centered column. Here is the updated HTML:

```html
<body>
    <div id="wrap">
        <div id="header">
        </div>
        <div id="content">
        </div>
        <div id="sidebar">
        </div>
        <div id="footer">
        </div>
    </div>
</body>
```

The CSS introduces two new properties: `float` and `clear`. The `content` and `sidebar` divs need to be floated left and right respectively and given fixed widths. Because both divs are now floating a `clear: both` property needs to be added to the `#footer` rule to push it below the content and sidebar.

siarto.com – use prism.js to auto-format code samples and provide a copy button
Allow users to turn off automatic user assistance

www.udemy.com – users easily exit tour

Allow users to rate content

Now he’s finally given the public a clue of just what era he wants to take the U.S. back to. In an interview with the New York Times, the billionaire business mogul pointed to the onset of the 19th century and era during and after World War II as times when the U.S. was truly great.

"If you look back, it really was, there was a period of time when we were developing at the turn of the century which was a pretty wild time for this country and pretty wild in terms of building that machine, that machine was really based on entrepreneurship," Trump told the paper.

"And then I would say, yeah, prior to, I would say during the 1940s and the late ’40s and ’50s we started getting, we were not pushed around, we were respected by everybody, we had just won World War II, it was an incredible time," Trump said.

Was this article worth your time?

www.mic.com – users can rate content with a color-coded scale
User learning guidelines

Encourage success

Create New Password

Create your password for this account below. Do not share this information with other parties. Please note that this password is case sensitive.

* required information

Password * ❗❗❗❗❗❗❗❗❗❗
Confirm Password ❗❗❗❗❗❗❗❗❗❗

Password Rules:
• must be 8-32 characters
• must contain one uppercase letter
• must contain one lowercase letter
• must contain one number
• confirmation must match

Need Help Creating Your New Password?

Continue »

www.scottrade.com – requirements are checked off dynamically as they are met
Encourage exploration

EpicWin iOS app – encourages users to use and explore the app

Recommend efficiency and best practices

Google Mail Android app – recommends new/advanced features
Examples

Apps
EpicWin
Google Mail

Websites
www.americanexpress.com
www.bankofamerica.com
www.carnival.com
www.disney.com
www.mic.com
www.mite.com
www.restaurant.com
www.scottrade.com
www.siarto.com
www.slack.com
www.tonik.com (BlueCross)
www.thezebra.com
www.tumblr.com
www.twitter.com
www.ubid.com
www.udemy.com
www.wikipedia.org

About the presenter

Scott DeLoach is the Founder of ClickStart, where he provides training and consulting for MadCap Flare, embedded user assistance, CSS, and HTML5. He has been developing browser-based help systems since 1997, and he has received four Best in Show awards for his work from STC.

Scott is a certified Flare and Doc-to-Help instructor, and he is the author of MadCap Flare 2017: The Definitive Guide, CSS to the Point, HTML5 to the Point, and Word 2013 to the Point. For more information about Scott's books see www.lulu.com/clickstart.

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