



## Creating Show Me Demos with Macromedia Captivate

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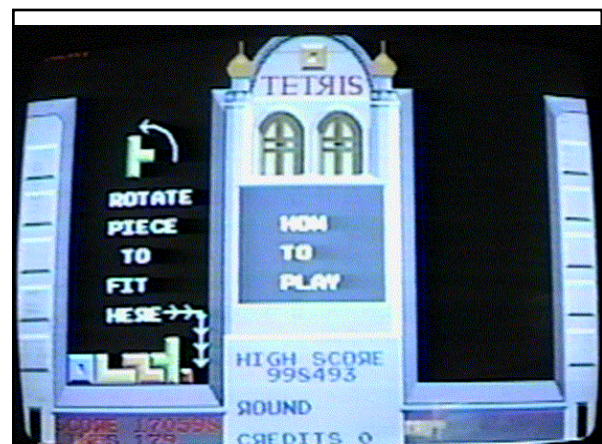
## Over-the-Shoulder Training

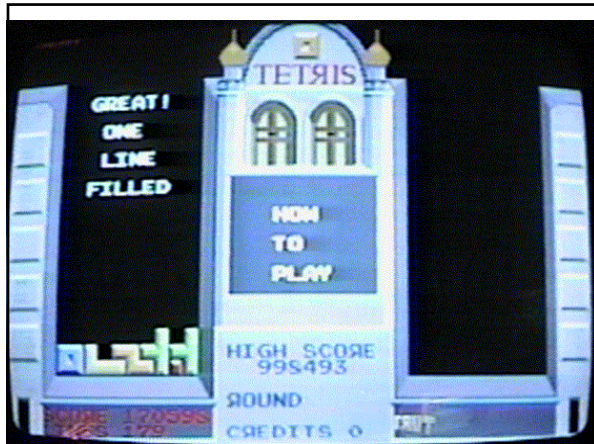
- User has question and walks across hall
- Knowledgeable neighbor: “Let me show you”
  - Demonstrates the procedure in context (scenario)
  - Comments on what appears along the way
  - Explains what to do at decision points
  - Provides advice about best practices
  - May prepare the user to solve potential problems by explaining what’s going on under-the-hood



## What Is a Show Me Demo?

- Shows “how” to perform a task
- Focused on single topic
- Minimally interactive
  - Users control pace
  - No simulations
  - No practice and review
- Standalone training component



## Why Use Show Me Demos?

- Suggests goals and tasks
- Motivates users to explore (confidence)
- Keeps training events brief and in context
- Reinforces best practices
- Sells the product (adds splash)

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## When Should You Use Them?

- Unfamiliar techniques or environments
- Procedures that are complex or span multiple locations in the user interface
- Concepts or procedures that are vital to using the system effectively
- Known problem areas for users
- Help is primary source of user training

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## The Process

- Create Storyboard or Script
- Capture Demonstrations
- Edit Captions
- Add Multimedia
- Adjust Timing
- Add Navigation
- Create Movies
- Make Movies Accessible

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## Storyboards and Scripts

- May want to start with quick application capture and then add script and additional "slides"
- Use videotaped site visits, classroom training, and expert walkthroughs to gather content
- Use a real story to provide context
- Get reviewed and approved before creation

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## Capture Demonstrations

- Practice before capturing
- Keep movies under 5 minutes (better target is actually 1-2 minutes)
- Capture screen action at 790x545
- Use Print Screen to capture additional frames
- Don't try to show everything/everyway

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## Edit Captions

- Go beyond the default action captions
  - Provide introductions and transitions (in the voice of the expert instructor)
  - "Tell the story"
  - Explain the reason behind the procedures
  - Add best practices and tips and tricks
- Use voice so users don't have to read while also looking closely at the user interface

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## Add Multimedia

- Import existing content from PowerPoint
- Import Flash files for more splash
- Insert digital photos and video
- Coordinate voiceover with screen actions

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## Adjust Timing

- Use timing to direct the user's attention
- Don't put too much on one slide
- Give the user control of the timing
- Let the user know when it's time to advance

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## Add Navigation

- Resize movies to provide a consistent area for the navigation
- Be consistent with placement of buttons
- Use branching to support different stages of use

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## Create Movies

- Create SWF files with the HTML
- Combine the movies using MenuBuilder
- Use Word output for technical reviews

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## Make Movies Accessible

- Place at the point of need in the application
- Add to the help
- Post on web site
- Organize in the LMS

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## Pros and Cons

- **Cons**
  - May not be used by most users
  - Expensive to create and maintain
- **Pros**
  - Uses fewer words than detailed procedures
  - Increases perceived quality of your product
  - Develops expertise in users

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## Conclusion

- Don't overdo the production of Show Me demonstrations
  - Keep them simple
  - Keep them short
- Get them as close to the point of use as possible
- Re-use them as often as possible

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## Thank You!

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