Clarify your article types and it might change your life (or at least your help center)

Looking for slides before I get into it?

Find them on my website!
contentbymfe.com

Article types are not new.

You’ve probably seen these before, likely even used them.

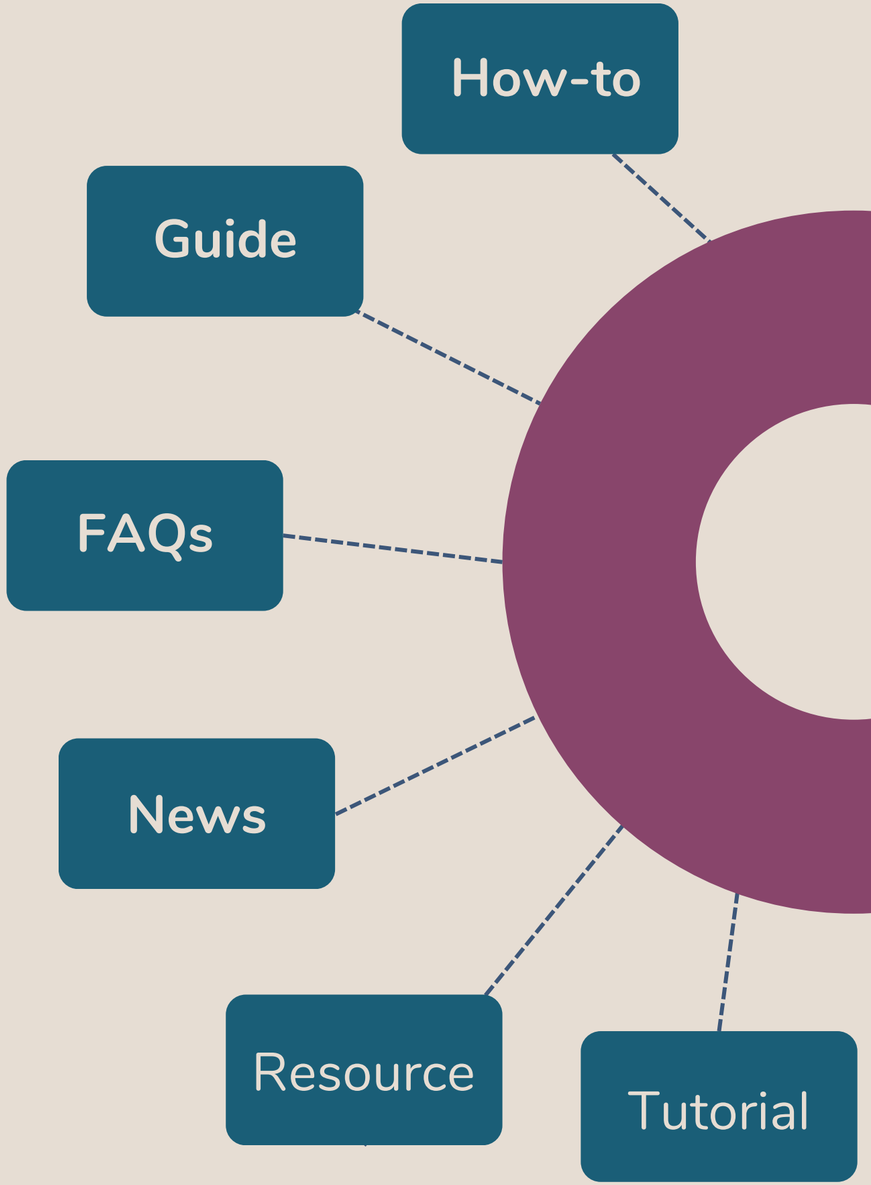
How to **Guide** **FAQ** **News** **Resource** **Tutorial**

But why **these** articles?

So why these articles?

- Why might you choose one over the other?
- Do you need all of them? For every topic?
- How do they interact with each other?
- How do they help machine learning tools make sense of your help center?
- Where should they be published?
- Who should be writing them?

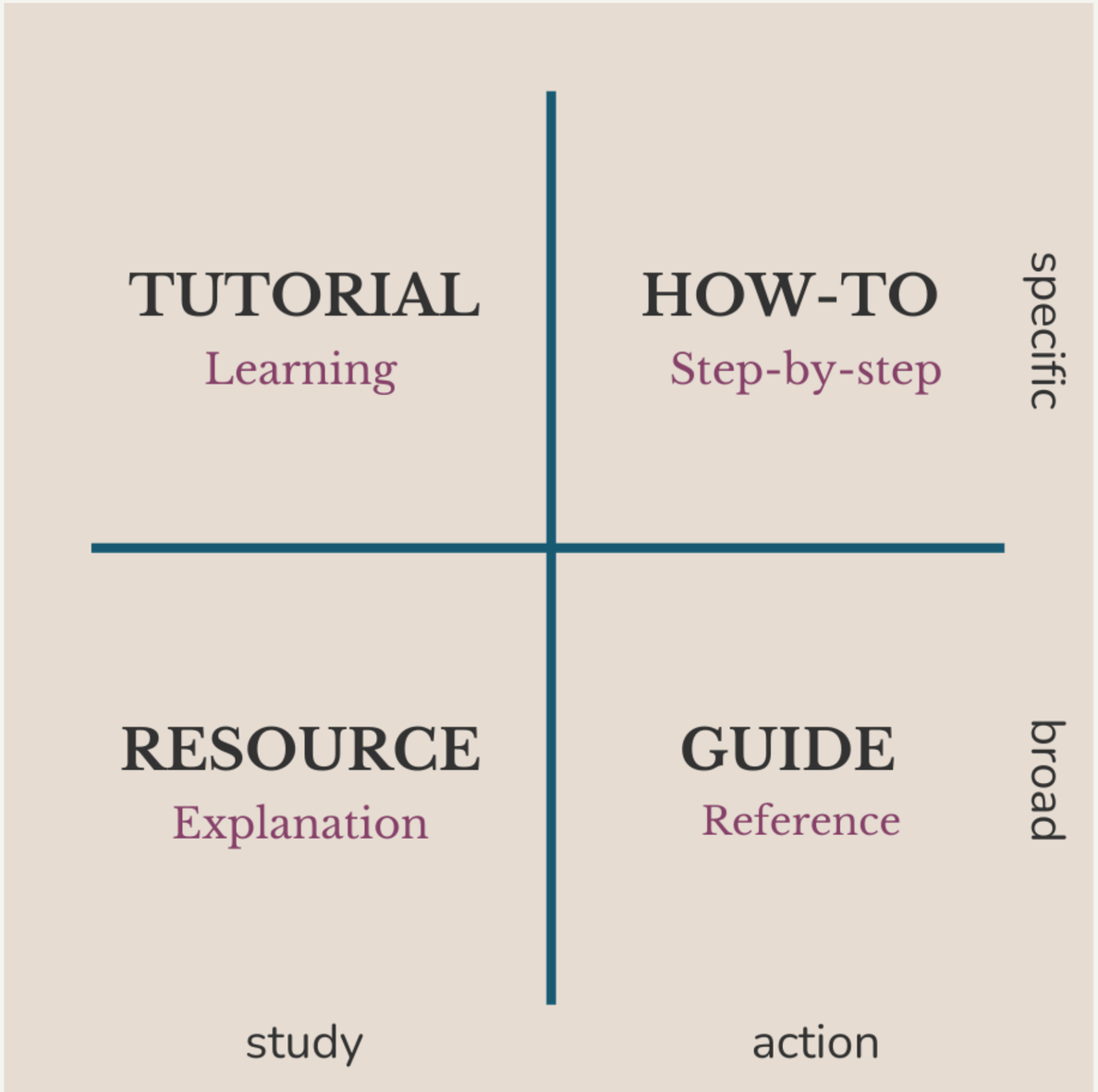
But the most important question...



ARE YOUR ARTICLES MEETING USER NEEDS?

This is the whole point. The best way to determine your article types:

Work backward and frame the purpose of any article around user needs.



Adapted from Diátaxis

Diátaxis comes from technical documentation, whose users are considered practitioners of a skill (like developers).

Most support content should broaden its user base, from technical to non-technical, devs to retired English teachers. That means needs are a bit different, but the same idea applies:

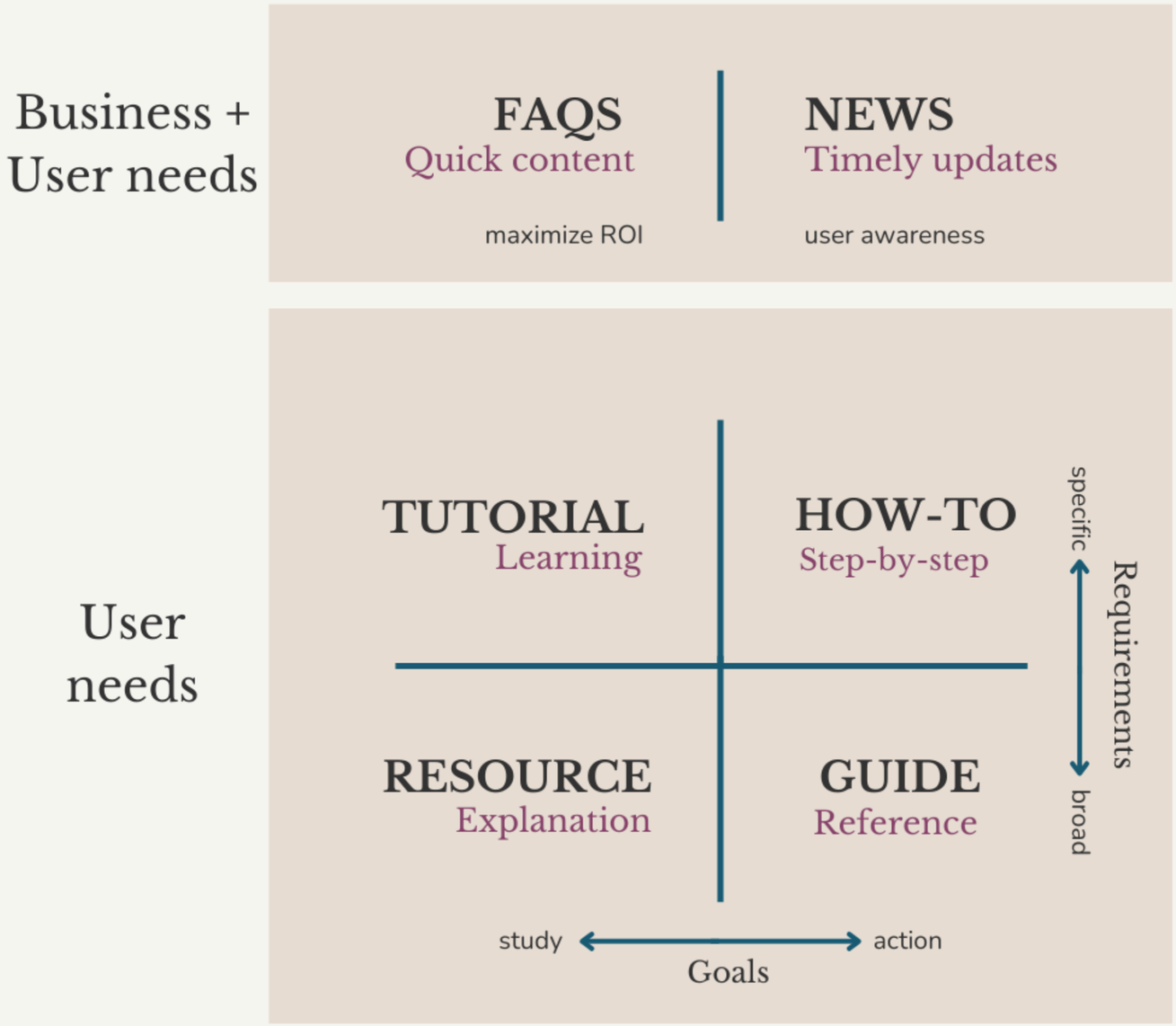
When visiting your help center, users generally look to **learn** or **do** something, and they usually need very **specific** or more **general** information to meet that goal.

Expanded for realities of support content

Support content requires us to think about stakeholders more holistically.

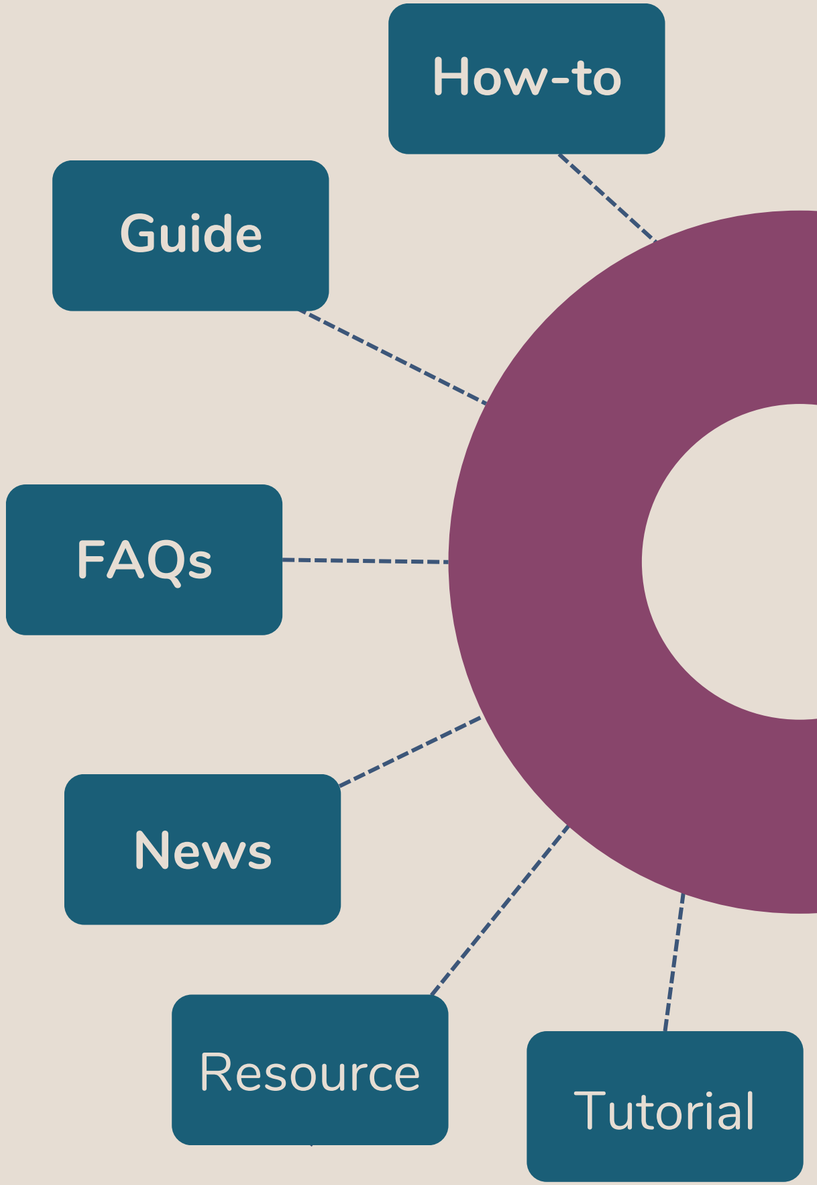
When creating content for a broader user audience, a larger portion of the organization will have input, or even a responsibility, for the content created for those users.

Support content stakeholder needs



When articles are mapped across user needs, you get distinct articles defined by their purpose:

1. **How-to:** direct user action to complete a task
2. **Guide/Reference:** inform user on actions around broader task completion
3. **FAQs:** supplement for how-to/reference articles, often dynamic information
4. **News**: inform on time-based updates
5. Resource (explanation): inform user's knowledge/learning around broader task completion
6. Tutorials: direct user's knowledge/learning on completing a task



Benefits of specific articles

1

FASTER AUTHORING

2

STREAMLINE MAINTENANCE

3

EASE USER RECOGNITION

4

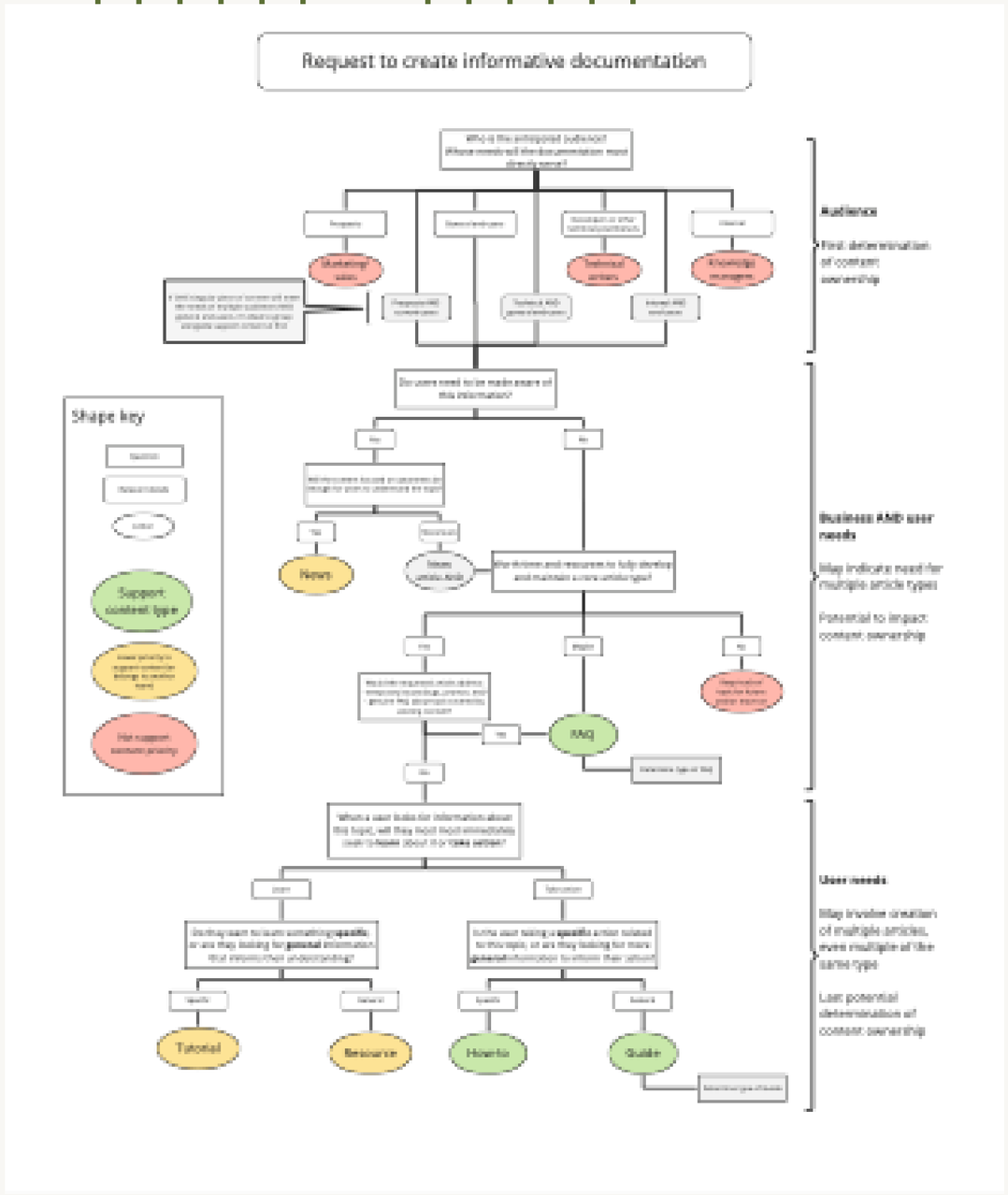
HUMAN & MACHINE FRIENDLY

Mutually exclusive content

Distinct article types force intention and increase the likelihood that information exists in only one place. When topics get really specific, articles can be shorter, and the benefits become more effective as content improves over time.

When you’ve identified a need for new content,

HOW DO YOU DECIDE WHICH ARTICLE TYPE IS RIGHT FOR YOU?



YOU BETTER BELIEVE I HAVE A PROCESS

You can find this as a pdf on my website using that QR code (I'll have it on the last slide). It's pretty self-explanatory, but let's take a closer look into each stage.

There are 3 phases

Confirm audience

Consider business needs

Determine user needs

For larger updates, like a new feature release, it helps to bring other stakeholders into the process.

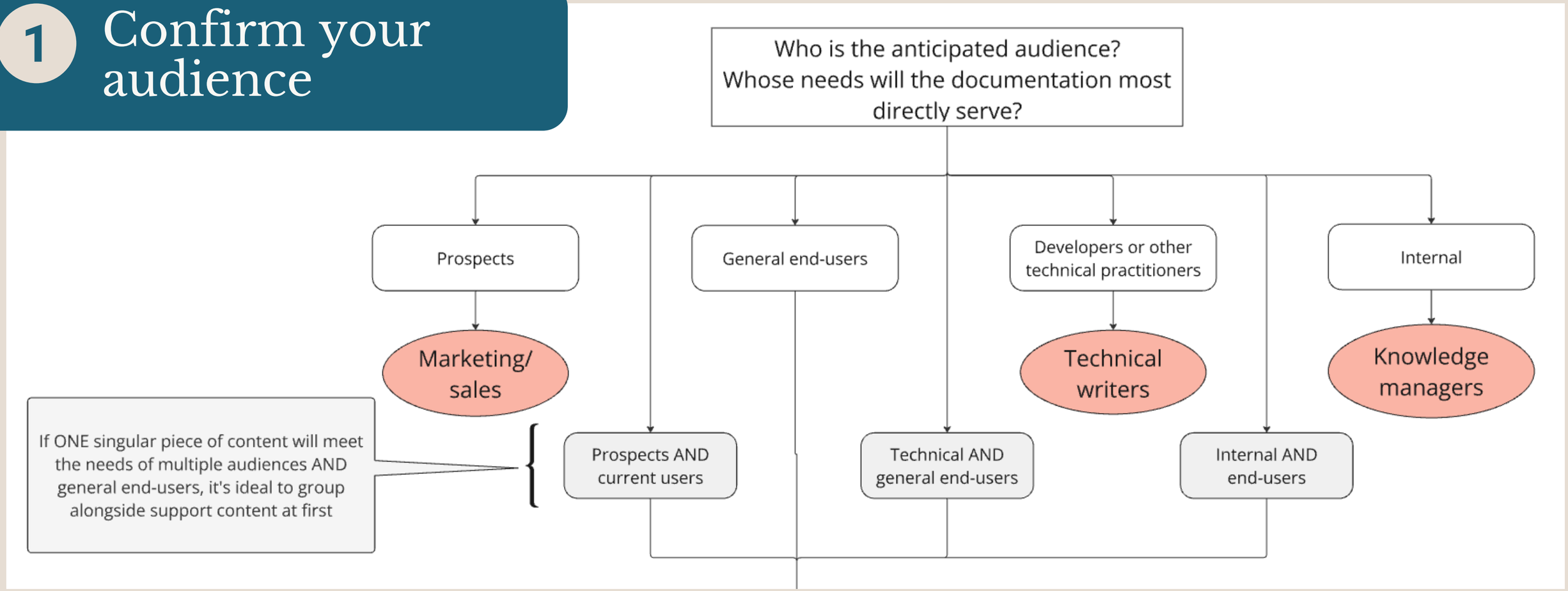
Bringing in other teams

When you get a request for new content, it helps to have relevant stakeholders on board. This gets everyone aligned on who is handling what type of content and avoids duplicate work.

- Determine who at your org will be invested in informing users about these updates:
  - Marketing?
  - Product?
  - Technical writers?
  - Learning & Development?

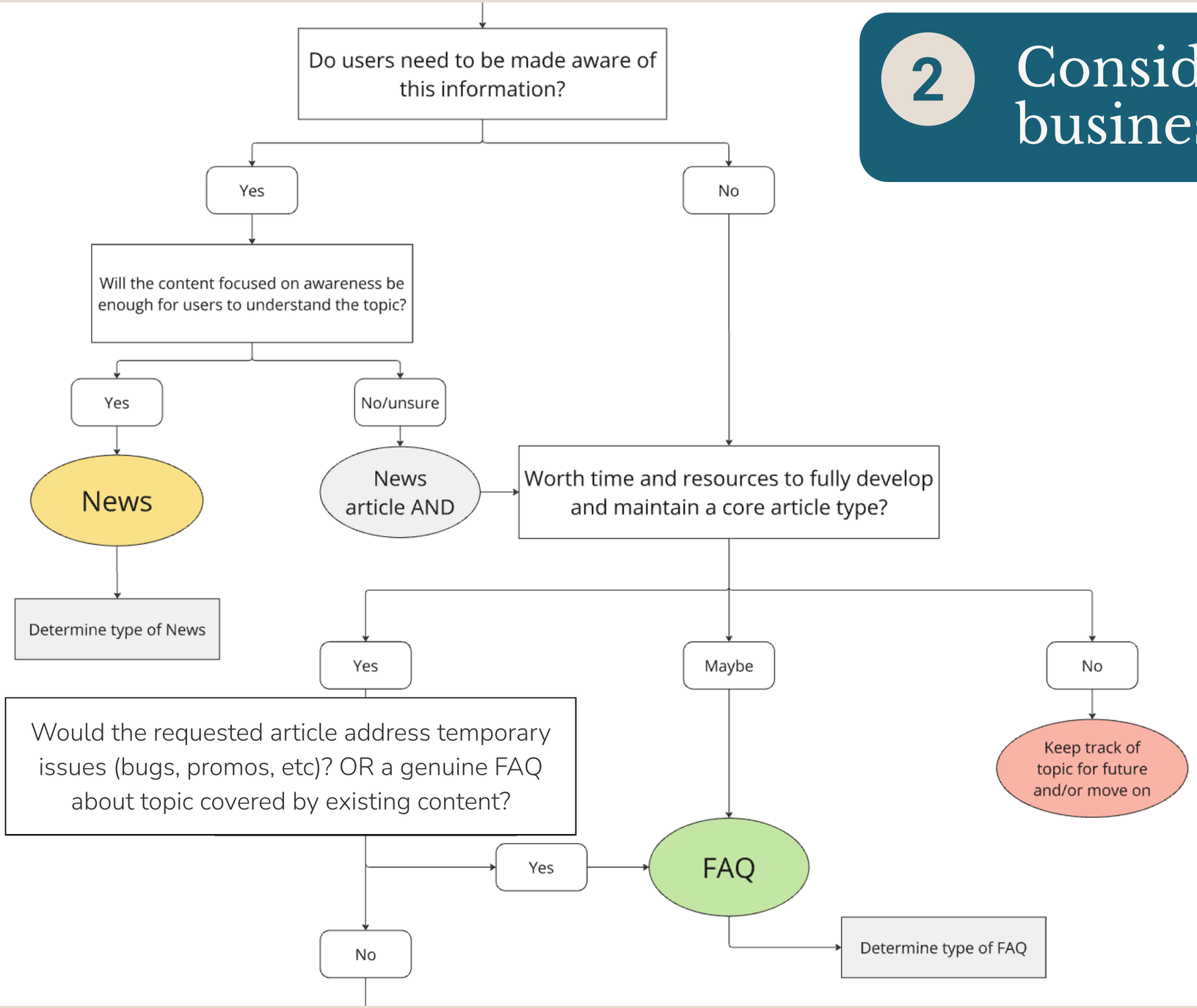
Remember, some teams are better equipped for certain types of content!

1 Confirm your audience



Once you've clarified the topic, make sure you actually need to worry about it. Even if it's a small update or you wear a few hats (maybe you handle general end user content AND internal knowledge), this first step will ensure you are placing the content in the appropriate place.

2 Consider business needs

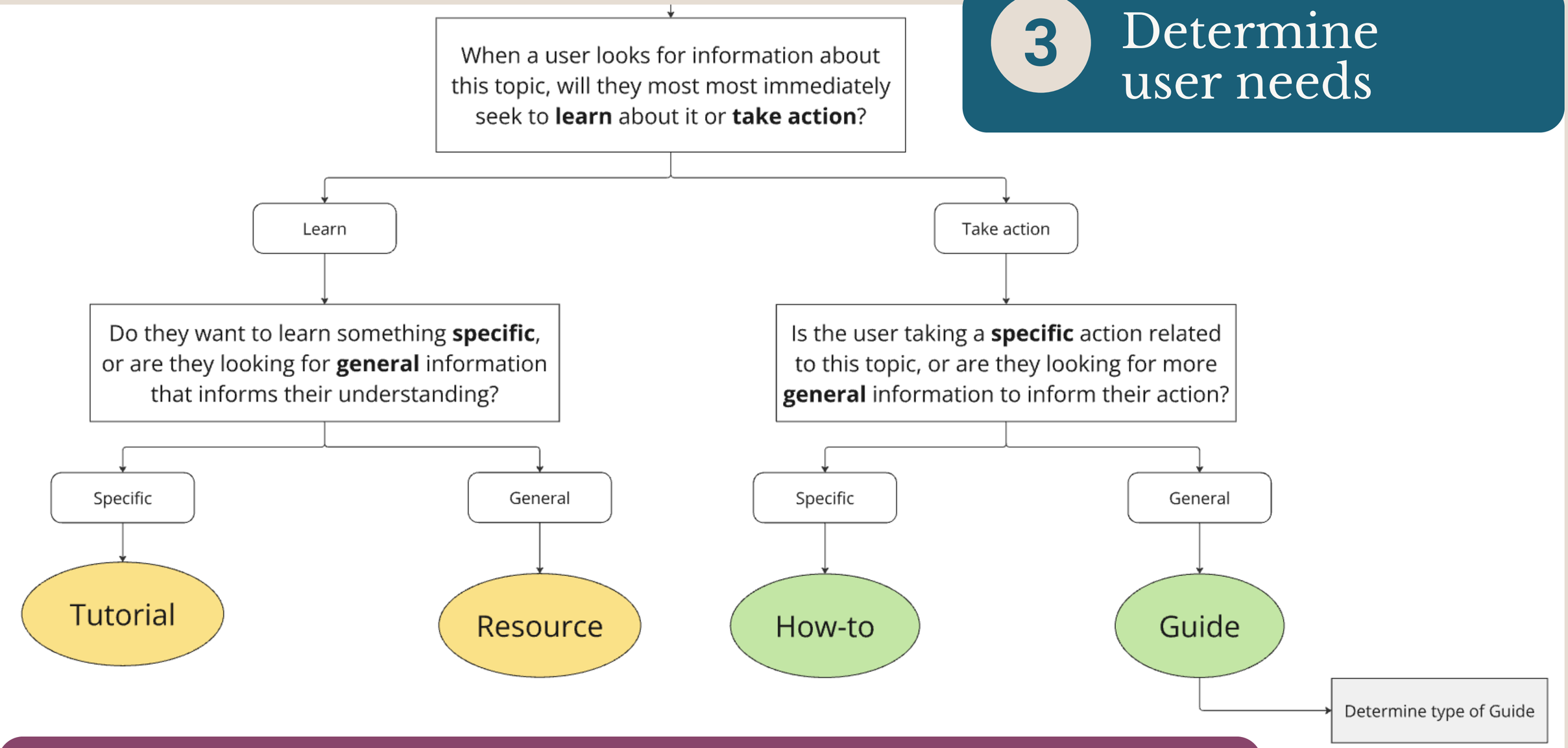


FAQs come in 3 forms, and 3 forms only!
Anything else is what gives FAQs a bad name.

Based on the questions here, you should know if you have:

- Value FAQ
- Dynamic FAQ
- Genuine FAQ

3 Determine user needs



Remember, support content is mostly concerned with helping users complete tasks - learning is secondary!

GOOD NEWS!

It’s finally time to get into the article types themselves.

The specifics of any article type will always vary based on your users, your CMS, your organization, your team, etc....

While this approach works very well universally, you should always apply it to how it will best meet your user needs!

Basically, any examples and graphics are just that - examples!

HOW-TO ARTICLES

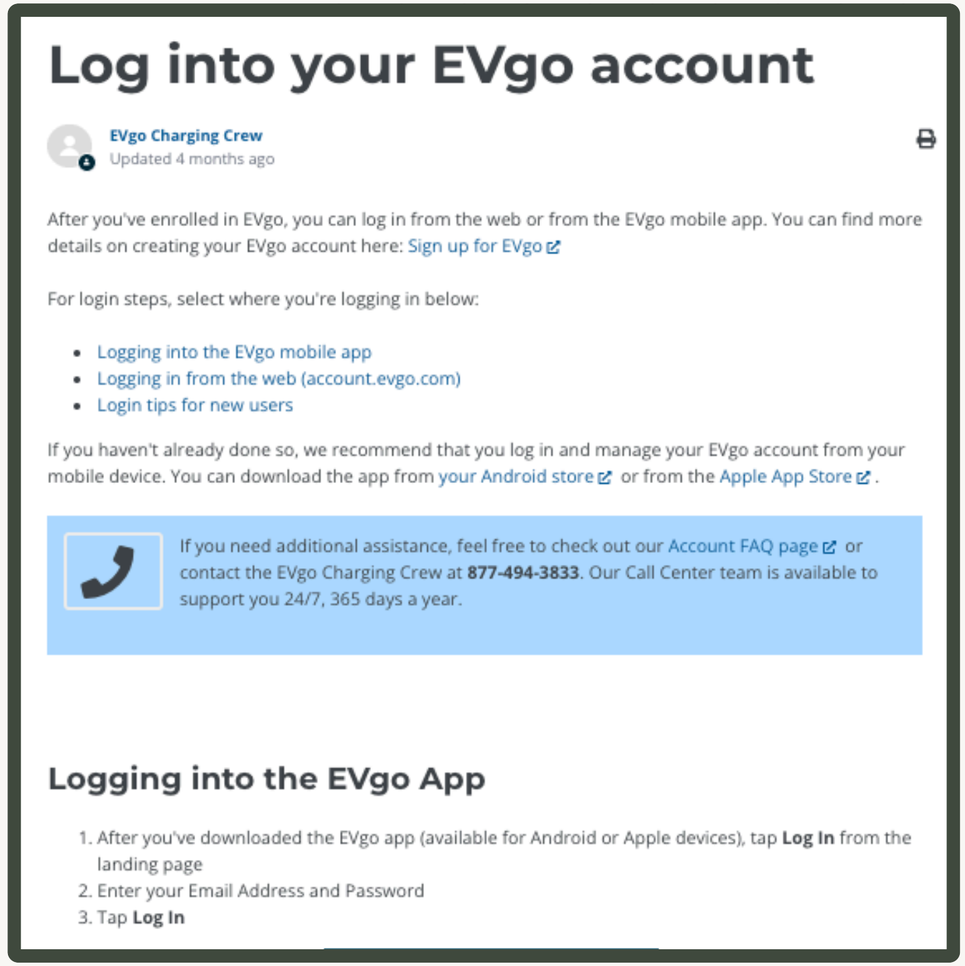
Purpose:
Direct user action to complete a task

Structure:

- Step-by-step guidance on using features in any relevant platform
- Includes a 1-3 sentence intro, may include the 'why' behind a feature or flow

Tips: Most common type!

- Keep it directed to just one task
- Use a template for these, which could include repetitive instructions
- Front-load your steps, meaning put the action/most important things first



Log into your EVgo account

EVgo Charging Crew
Updated 4 months ago

After you've enrolled in EVgo, you can log in from the web or from the EVgo mobile app. You can find more details on creating your EVgo account here: Sign up for EVgo

For login steps, select where you're logging in below:

- Logging into the EVgo mobile app
- Logging in from the web (account.evgo.com)
- Login tips for new users

If you haven't already done so, we recommend that you log in and manage your EVgo account from your mobile device. You can download the app from your Android store or from the Apple App Store.

If you need additional assistance, feel free to check out our Account FAQ page or contact the EVgo Charging Crew at **877-494-3833**. Our Call Center team is available to support you 24/7, 365 days a year.

Logging into the EVgo App

1. After you've downloaded the EVgo app (available for Android or Apple devices), tap **Log In** from the landing page
2. Enter your Email Address and Password
3. Tap **Log In**

How-to vs Tutorial: Look to Salesforce!

SF Trailhead is all tutorial and it's great!

Admin Beginner > Lightning Experience Customization > **Set Up Your Org**

Set Up Your Org

Learning Objectives

After completing this unit, you'll be able to:

- Describe the business value of custom objects and fields.
- Create and edit custom objects and fields.
- Create a custom tab for a custom object.

Time Estimate
About **30** mins

Topics

- Learning Objectives
- Meet Ursa Major Solar
- Create a Custom Object
- Create a Custom Object Tab
- Create Custom Fields
- Create Energy Audit Records
- Enable Feed Tracking

Challenge **+500 points**

SALESFORCE HELP > DOCS > EXTEND SALESFORCE WITH CLICKS, NOT CODE

Create a Custom Object in Lightning Experience

Track and store data that's unique to your organization.

REQUIRED EDITIONS

Available in: Lightning Experience

Available in: **Contact Manager**, **Group**, **Professional**, **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

	USER PERMISSIONS NEEDED
To create and edit custom objects:	Customize Application

If you see the App Launcher icon (⋮⋮⋮) on the left side of the navigation bar at the top of your screen, you're in Lightning Experience. If not, you're in Salesforce Classic.

1. From the top-right corner of any page in Setup, click **Create** | **Custom Object**.
2. Complete the fields for your custom object and configure its features.
3. If you want to create a custom tab for the object immediately after you save it, select **Launch New Custom Tab Wizard after saving this custom object**.

To create the custom object tab later, from Setup in the Quick Find box, enter Tabs, and then click **Tabs**.

…nponents and systems. It's a small company with around 200
…ce to help the company blossom. Maria Jimenez, its admin, is in
…Ursa Major's needs.

Trailhead **DOES NOT** replace their user documentation

GUIDE (REFERENCE) ARTICLES

Purpose:
Inform user on actions around broader task completion

Structure:

- Similar to landing pages or a home base for a larger topic - ‘Get started’ is great example
- Can catalog feature configuration options if not a guide

Tips:

- Always link to more information on specific concepts; guide articles serve as a basic knowledge point with summaries at most, never diving deep into a certain topic
- Think of them as a home-base for the savvy users who can figure out the specifics, but link out to more details for the users who need more support.

TYPES OF GUIDES

Guides and Resources generally take whatever form they need to take; they’re not predictable in structure like a How-to because ‘broad’ can really mean anything. That said, I’ve noticed a few patterns:

- **General Guide:** Step-by-step actions to complete a broader task, like a Get started article (with links to How-to articles for specific tasks)
- **Feature Guide:** Details about a specific feature, product, or service that can inform a user on when or how to use it (with links to How-to articles about specific tasks related to that feature)
- **Reference Guide:** List of quick facts about a given task or object, like tools needs (with links to more detail about each list item)
- **Troubleshooting Guide:** Focus is the problem vs the task; contains details about the problem and any necessary workarounds AND links to any How-to articles related to the task whenever possible

Start a charging session with EVgo

EVgo Charging Crew
Updated 3 months ago

After you have found an available charger that meets your needs, you can start charging right away!

You have a few options to start a charge. The below methods are listed in order of what usually gets our drivers charging the most quickly. You can select any method below to jump to a section with basic steps to get started!

1. **Autocharge+**
   - *Open the full guide to EVgo Autocharge+ here*
2. **Start a charge from the EVgo app** - *#1 recommended!*
   - *Open the full guide to **Start a charge: EVgo app** here*
3. **Tap your EVgo RFID program card on the charging s**
   - *Open the full guide to **Start a charge: RFID program card** here*
4. **Use the credit card reader on the station***
   - *Open the full guide to **Start a charge: Credit card at the station***
5. **Call the EVgo Charging Crew for support**
   - If you decide to call for support, expect to verify your account i and last 4 digits of your credit card. Please also let the team kn you've attempted before you called.

▶ Jump to some general troubleshooting tips from the

Learn more about what happens when you plug your EV into a DC fas

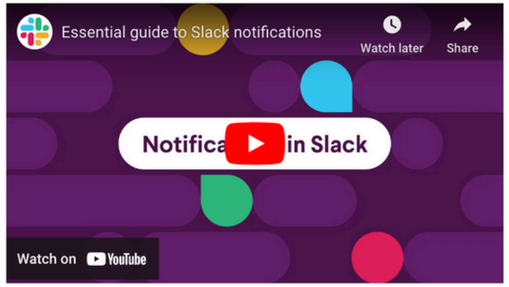
**If you are enrolled in a paid EVgo subscription plan and pay using your credit card at th plan benefits to your charging session and the session information (and receipt) will not b charge from the EVgo app or with your RFID program card, we recommend calling the EV session can be linked to your account.*

If you have any other questions or need ac contact us! The EVgo Charging Crew is ava

General

Guide to Slack notifications

Notifications in Slack are designed to keep you informed, whether you're at your desk or on the go. Read on to learn more about Slack notifications on your desktop and mobile devices and how they work.



IN THIS ARTICLE

- How notifications wor
- Desktop notifications
- Mobile notifications
- Email notifications

Tip: Visit our other articles to learn how to configure your notifications and troubleshoot notifications.

How notifications work

You'll receive desktop notifications when you're using Slack on your computer. When you're away from your desk, you'll receive notifications from your Slack mobile app or by email. Here's when you'll receive desktop and mobile notifications by default:

- Someone sends you a direct message (DM)
- Someone mentions you, notifies a channel you're in, or uses one of your keywords
- Someone replies to a thread you're following

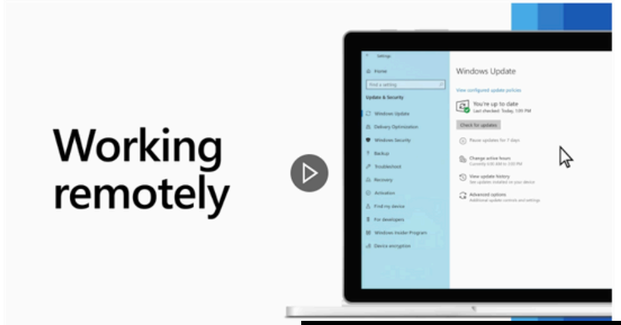
These defaults apply to both desktop and mobile notifications unless you configure your preferences.

Desktop notifications

Feature

Keep your computer secure at home

Keeping your computer secure helps you avoid malware and direct hacking attempts designed to steal your personal information. Here are some ways you can help reduce your online risk when you use your computer at home.



Use a firewall

Firewalls prevent unwanted network traffic from ente
built in and automatically turned on.

Keep all software up to date

Make sure to turn on automatic updates in Windows
Microsoft applications up to date. Turn on automatic
browsers, Adobe Acrobat Reader, and other apps you

Use antivirus software and kee

If you run Windows, you have Microsoft Defender An
installed on your device. Windows Update will downl
Microsoft Defender Antivirus.

One tool that's included in Windows 10 or later (and
Defender Offline. Microsoft Defender Offline runs ou
that hide from the Windows operating system or tha

Learn more about Microsoft Defender Offline

Make sure your passwords are

Passwords should be at least 12 characters long and
movie quote that you en y. Never share your passw
been compromised, you d immediately change

Don't reuse passwords a le sites; if one sit
password for every othe used it.

Troubleshooting

Reference

About events that trigger workflows

Workflow triggers are events that cause a workflow to run. For more information about how to use workflow triggers, see "Triggering a workflow."

Some events have multiple activity types. For these events, you can specify which activity types will trigger a workflow run. For more information about what each activity type means, see "Webhook events and payloads."

> **Note**
> Not all webhook events trigger workflows.

`branch_protection_rule`

Webhook event payload	Activity types	GITHUB_SHA	GITHUB_REF
`branch_protection_rule`	- `created` - `edited` - `deleted`	Last commit on default branch	Default branch

> **Note**
> More than one activity type triggers this event. For information about each activity type, see "Webhook events and payloads." By default, all activity types trigger workflows that run on this event. You can limit your workflow runs to specific activity types using the `types` keyword. For more information, see "Workflow syntax for GitHub Actions."

> **Note**
> This event will only trigger a workflow run if the workflow file is on the default branch.

Runs your workflow when branch protection rules in the workflow repository are changed. For more information about branch protection rules, see "About protected branches." For information about the branch protection rule APIs, see "Objects" in the GraphQL API documentation or "REST API endpoints for branches and their settings."

For example, you can run a workflow when a branch protection rule has been `created` or `deleted`:

```yaml
on:
  branch_protection_rule:
    types: [created, deleted]
```

`check_run`

Webhook event payload	Activity types	GITHUB_SHA	GITHUB_REF

In this article

- About events that trigger workflows
- branch_protection_rule
- check_run
- check_suite
- create
- delete
- deployment
- deployment_status
- discussion
- discussion_comment
- fork
- gollum
- issue_comment
- issues
- label
- merge_group
- milestone
- page_build
- public
- pull_request
- pull_request_comment (use issue_comment)
- pull_request_review
- pull_request_review_comment
- pull_request_target
- push
- registry_package
- release
- repository_dispatch
- schedule
- status
- watch
- workflow_call
- workflow_dispatch
- workflow_run

FAQ ARTICLES

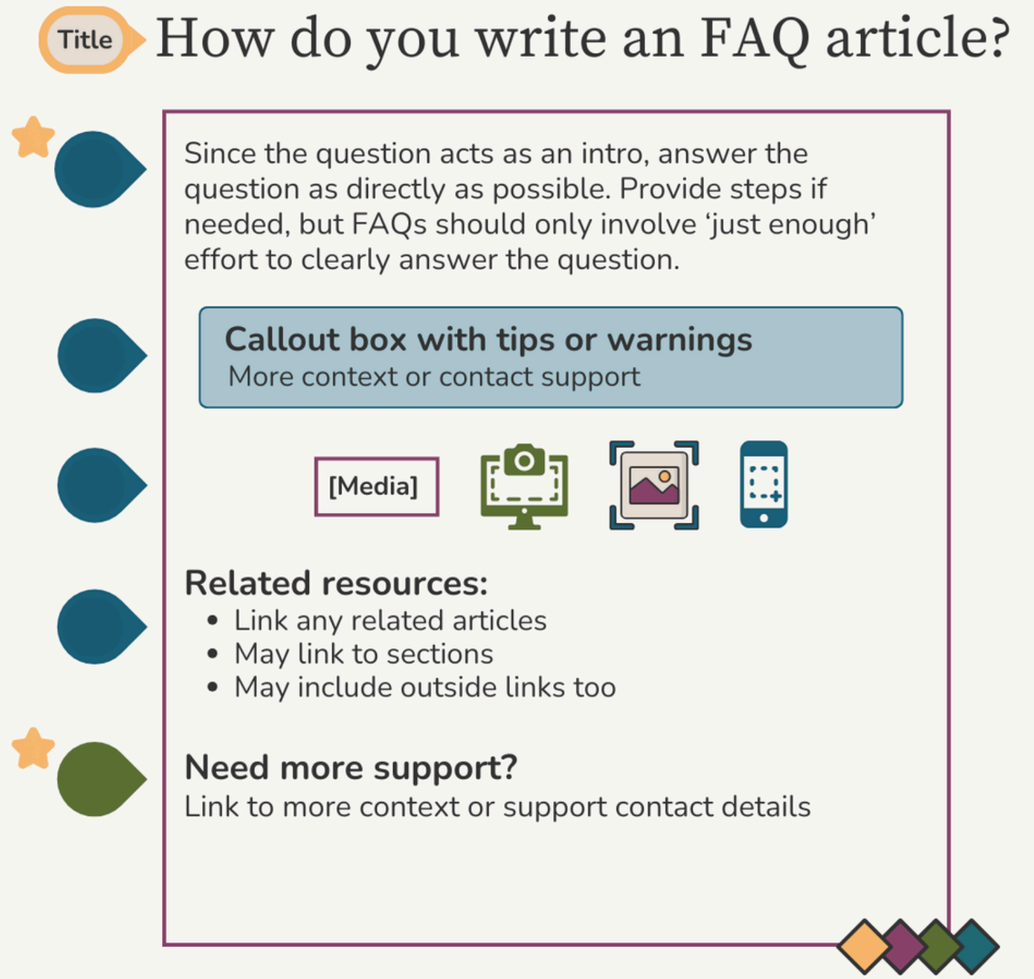
Purpose:
Dynamic complement to supplement core how-to/ guide content

Structure:

- Difficult to apply a template as it depends on the issue, but generally keep them short!
- Should usually point users to full articles with more context
- Many sites will place at end of how-to articles; for bots/search, might be best to create unique articles in subcategories if your CMS allows.

Tips: Generally nice to avoid unless they have a clear purpose!

- **Dynamic FAQs:** Great space for short-term issues, topical questions, etc; easy to add and remove as needed without adjusting ‘core’ content
- **Genuine FAQs:** Actual common questions should be answered with how-to articles that capture key words of a question someone might ask; FAQs can help fill keyword gaps and direct users to the larger article. But don’t duplicate content just to have the question available!
- **Value FAQs:** Great testing ground if you want to create some content without committing to a core article type



NEWS ARTICLES

Purpose:

Inform on timely updates

- Used for release notes, might detail new feature + the why
- Can also include promos, partnerships, or anything where support + marketing need to coordinate

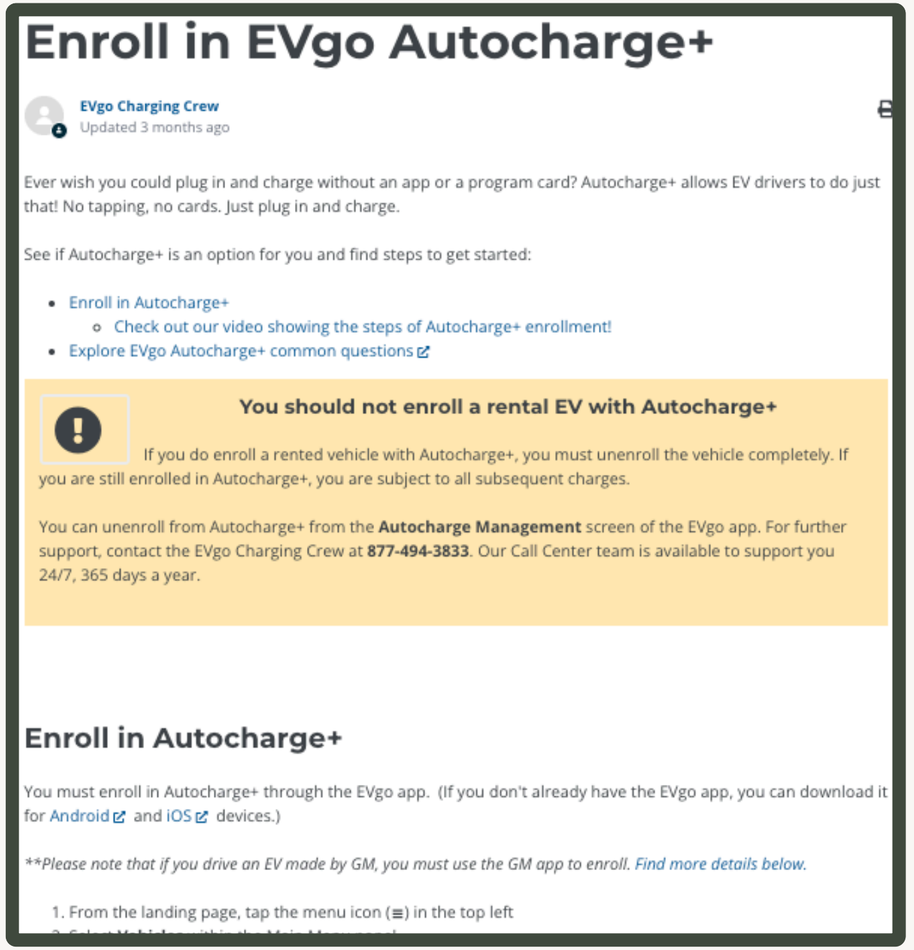
Structure:

- Often a combination of any article type based on needs

Tips: Generally nice to avoid!

- New features: Treat as any other product feature in general how-to or guide structure; have a plan to integrate into regular content if it will live in a specific ‘News’ space of the help center
- Have a process with related teams (usually marketing and/or product) to ensure News content is published in a timely manner (or even sent out with larger campaigns to notify users)

EVgo Autocharge+ Has Arrived!



Enroll in EVgo Autocharge+

EVgo Charging Crew
Updated 3 months ago

Ever wish you could plug in and charge without an app or a program card? Autocharge+ allows EV drivers to do just that! No tapping, no cards. Just plug in and charge.

See if Autocharge+ is an option for you and find steps to get started:

- Enroll in Autocharge+
  - Check out our video showing the steps of Autocharge+ enrollment!
- Explore EVgo Autocharge+ common questions

You should not enroll a rental EV with Autocharge+

If you do enroll a rented vehicle with Autocharge+, you must unenroll the vehicle completely. If you are still enrolled in Autocharge+, you are subject to all subsequent charges.

You can unenroll from Autocharge+ from the **Autocharge Management** screen of the EVgo app. For further support, contact the EVgo Charging Crew at **877-494-3833**. Our Call Center team is available to support you 24/7, 365 days a year.

Enroll in Autocharge+

You must enroll in Autocharge+ through the EVgo app. (If you don't already have the EVgo app, you can download it for Android and iOS devices.)

***Please note that if you drive an EV made by GM, you must use the GM app to enroll. Find more details below.*

1. From the landing page, tap the menu icon (≡) in the top left

TL;DR

So long as you...

- Focus on content that meets user needs
- Ensure you understand an article's purpose
- Work toward mutually exclusive content
- Get to writing!

Confirm audience	Consider business needs	Determine user needs

...you can probably create something pretty great!

THANK YOU

To access my style guide or support site structure templates:
contentbymfe.com

And check out my course, Fundamentals of Support Content, with UX Content Collective!

SD Handle: Maring Eberlein
linkedin.com/in/maringeberlein/
maring@contentbymfe.com