



What a thousand images will never do...

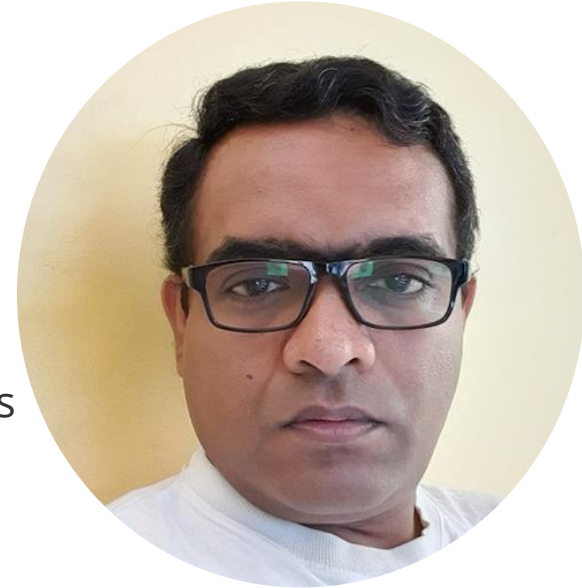
whatfix

What's ahead...

- Introduction
- The senses and how vision trumps them all
- An introduction to DAS
- Why DAS is disrupting information delivery/impact
- Summary
- Q&A

About me

- 20+ years of work experience in product companies
- Currently managing information development for Whatfix.
- Editor on the PMI Bangalore chapter newsletter Board
- Certified PMP, Six sigma black belt, CUA from Human Factors
- <https://www.linkedin.com/in/nibu-thomas/>



What's the origin of the phrase?

- Advertising



Can an image speak more than a 1000 words?

- Yes!
- You may not need a 1000 words
- Genogram

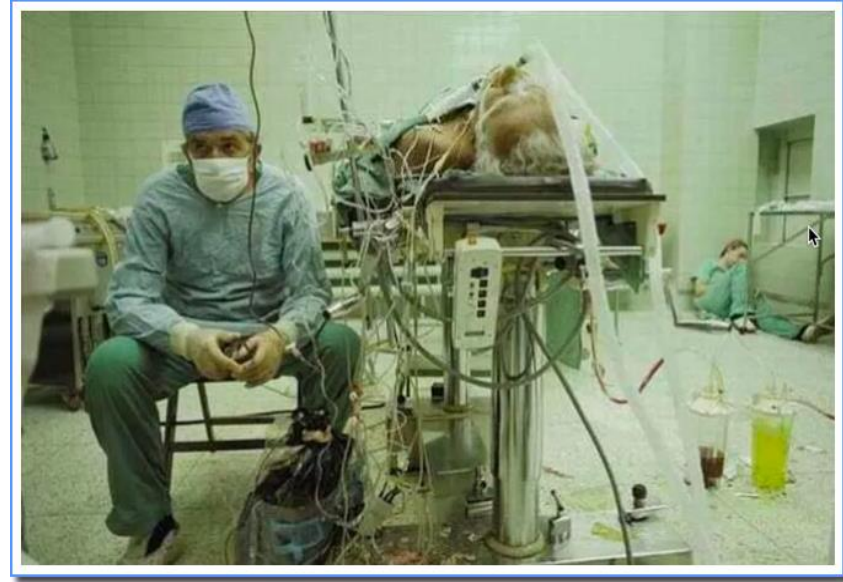
How does the brain process information?

- **80 percent** of all learning comes through the eyes
- Focus on 50 different objects **every second**
- More complex than the brain
- Can detect a candle flame 1.7 miles away
- Can distinguish **~10 million different colors**
- The optic nerve contains more than **one million nerve cells**
- Fastest contracting muscle in the body, less than **1/100th of a second**



Why does it say so much?

- Does not need you to be literate
- A picture is language agnostic
- Needs less imagination to understand
- Visual processing
- Easier to tell a story
- More effective



Why they aren't used a lot more?

- Translation
- Additional effort
- Maintenance
- ~~Cannot be machine read~~



And what's better than a 1000 images?

What are the issues with traditional content?



Disparate



Findability



Overload

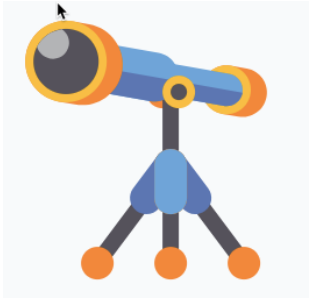


Static

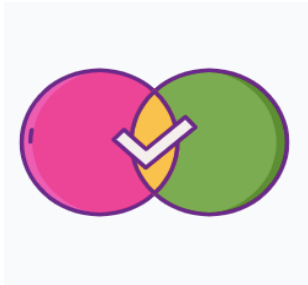


Affordance

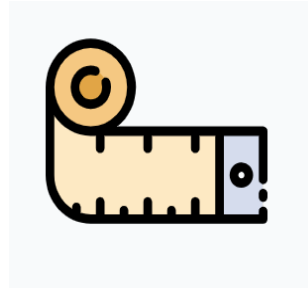
What are the issues with traditional content?



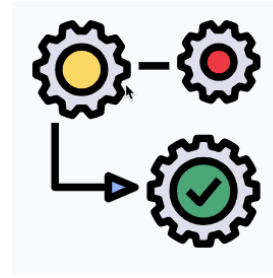
Discoverability



Relevance



One size fits all



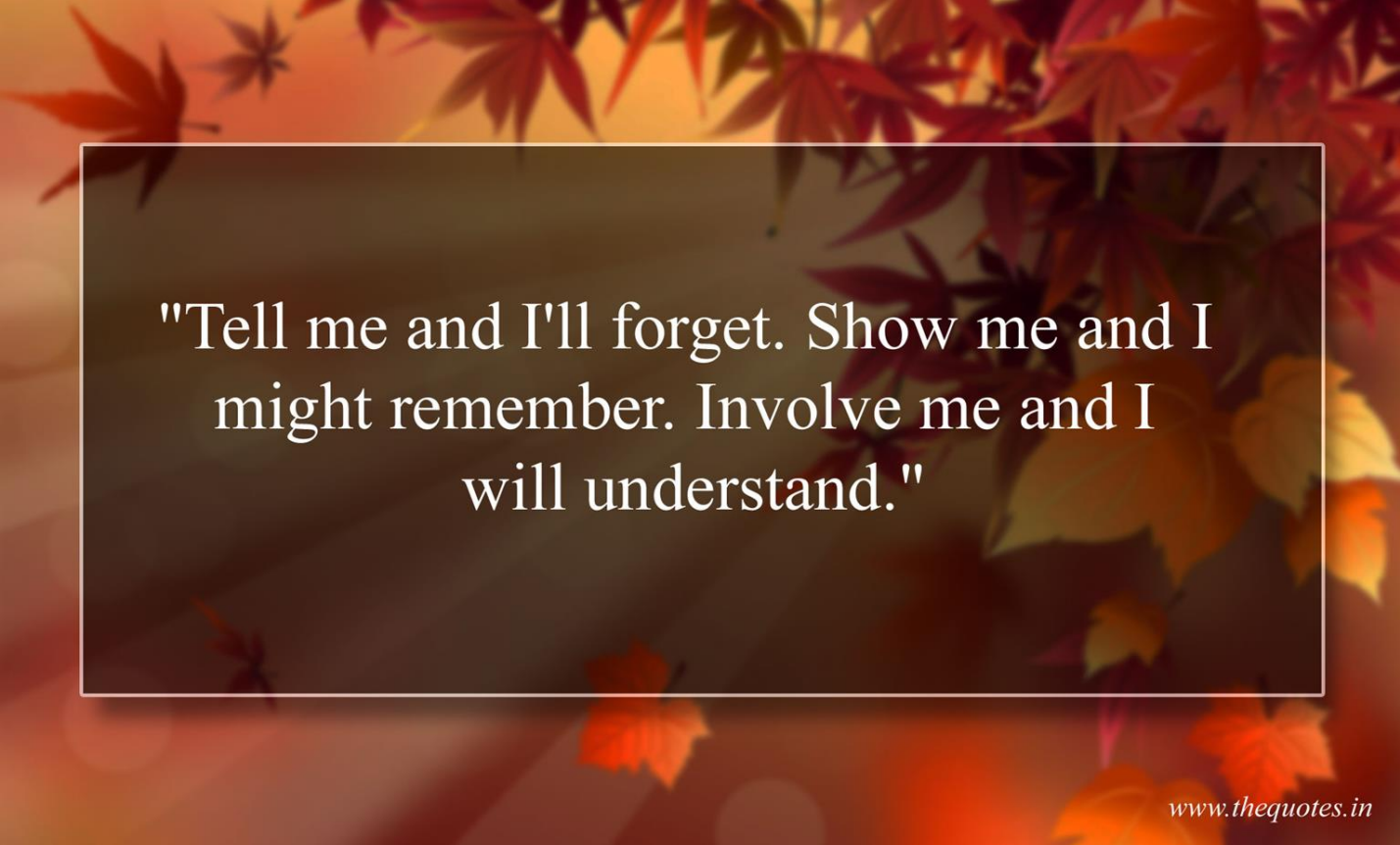
Process



Impact

So what's better than a 1000 images?

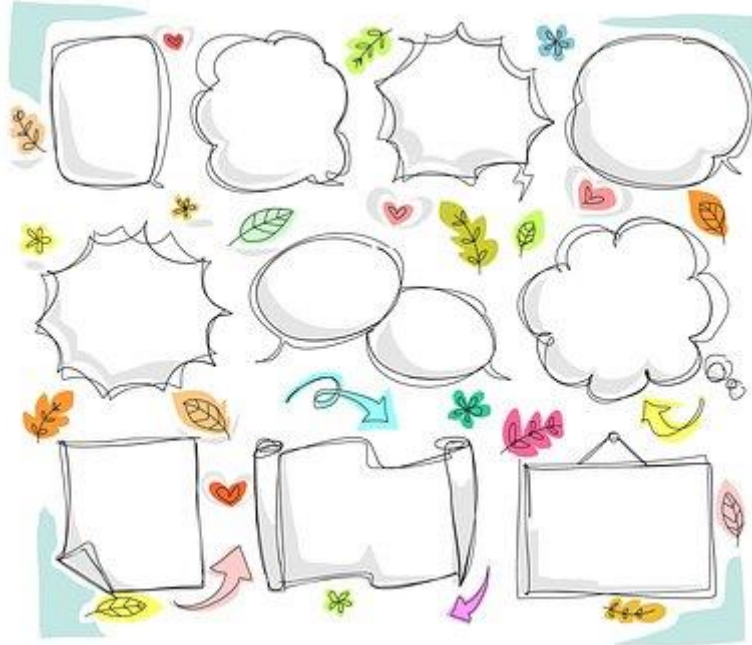
Involvement



"Tell me and I'll forget. Show me and I
might remember. Involve me and I
will understand."

www.thequotes.in

Digital Adoption Solutions



What is a Digital Adoption Solution

- A layer of content over any application
- Deployed using a script or an extension
- Hosted in the cloud or private server



Powerful ability to catch the attention

- Not the tree that falls in the Forest
- Enable feature discoverability



Part of the user's everyday workflow

- Notice Boards



More Engaging

- Not just text
- Engage with the other senses
- Left and Right Brain



Contextual

- Focused on the user
 - ... when help is needed
 - ... where help is needed
- Facilitate feature discovery
 - Amplitude data
 - What the user knows/has done



Bite-sized learning

- Reducing attention spans
- Small pieces of information
- Just in time and just enough content
- Information by role
- Not overwhelming



Easy to Maintain

- Don't recreate the wheel
- Automatically updates
- Integrates well with existing KB



Improve productivity

- Click a link to perform the task!
- Talk to Siri/Alexa for tasks
- See Live - Support use case



De-link content from Product Development

- No coding
- Publish at will



Embraces not Replaces

- Content that is Bi-directional.
- Multi-format outputs
- Multilingual
- The last content migration that you did



Translation

- Provide translated content in app

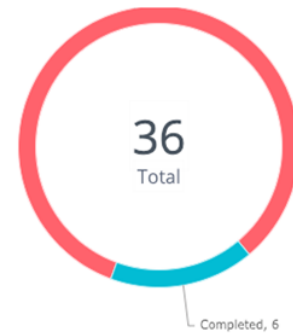
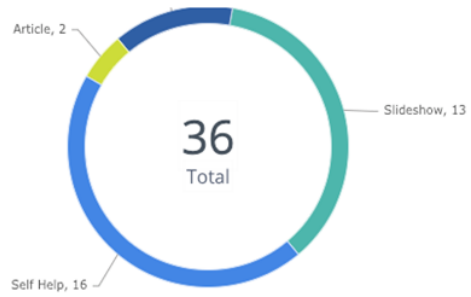


o_o

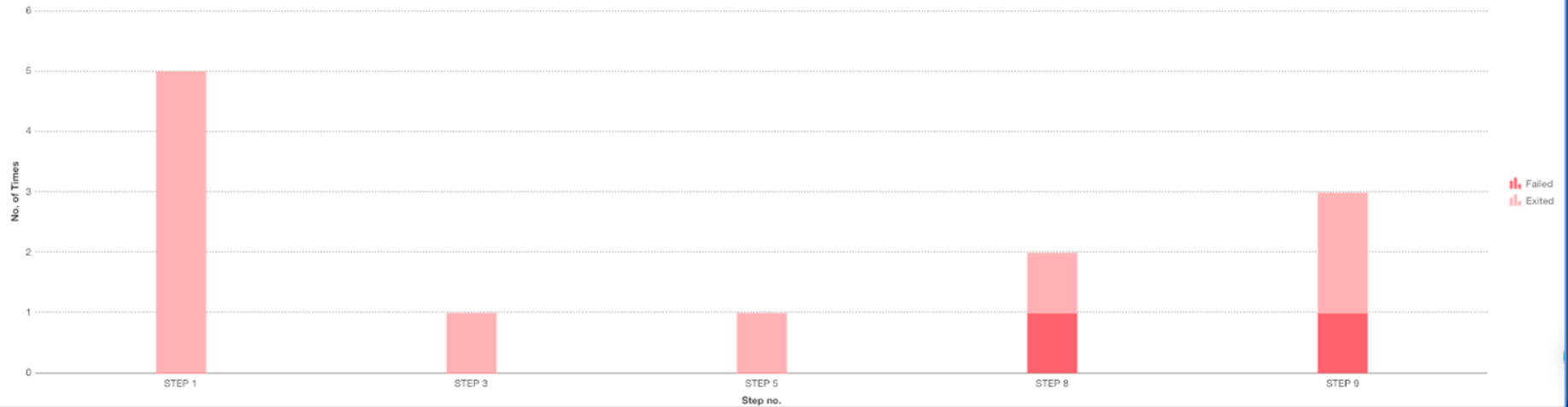
Arabic	أناناس ('ananās)
Armenian	անանաս (ananas)
Danish	ananas
Dutch	ananas
English	pineapple
Esperanto	ananaso
Finnish	ananas
French	ananas
German	Ananas
Georgian	ანანასი (ananas)
Greek	ανάνας (ananas)
Hebrew	אננאס (ananas)
Hindi	अनानास (anānās)
Hungarian	ananasz
Icelandic	ananas
Italian	ananas
Latin	ananas
Macedonian	ананас (ananas)
Norwegian	ananas
Persian	آناناس (ānānās)
Polish	ananas
Portuguese (eu)	ananas
Romanian	Ananas
Russian	ананас (ananas)
Swedish	ananas
Turkish	ananas

Ability to act on insights





Most Exited/Failed Steps Total no. of steps- 9, Flow played - 36

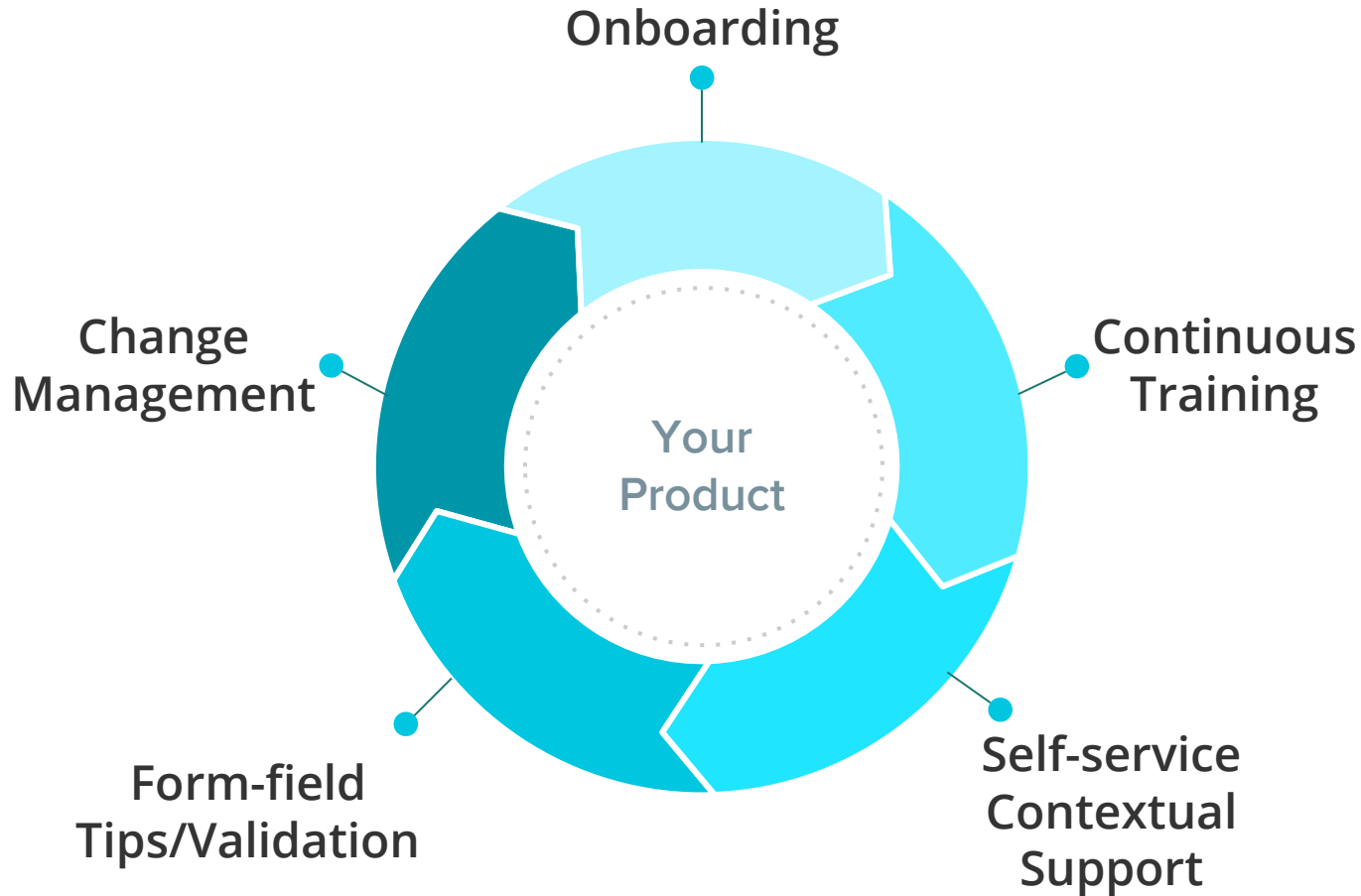


Create Integrated Experiences

- Single Integrated Experience
- Contextual information is not new
 - Delink Help Creation from Development
 - Processes shouldn't take more time than the change itself!
- Content Aggregation



Use Cases



Time to Go-live with (Whatfix)



Time to Deploy

Just about two days to deploy and start using Digital Guidance with Whatfix!



Time to Deliver

Just ten minutes to get the first Digital Guidance content live and available to end users!

Let's Watch DAS in action



Who is already using Digital Adoption Solutions



Impact of Implementing DAS

Reduce
Support Overhead



↓ 45%

Reduction in
Support Queries

Reduce
Training Creation Cost



↓ 35%

Reduction in Training
Content Creation Costs

Drive
Employee Productivity



↓ 25%

Reduction in Time Spent on
Knowledge Discovery

*Based on Customer Data and Feedback

Tell them what you told them :)

- What is DAS?
- What are the benefits of using DAS
- Impact of creating such content
- What's next - Evaluate impact

Resources

<http://www.brainrules.net/vision>

<https://www.youtube.com/watch?v=9X4LD5fR43U>

<https://www.youtube.com/watch?v=F1tcrVdIYpw>

<https://www.prnewswire.com/news-releases/digital-adoption-solutions-is-recognized-by-gartner-as-a-new-category-in-increase-sales-productivity-with-digital-adoption-solutions1-300917661.html>

<http://thequotes.in/tell-me-and-ill-forget-show-me-and-i-might-remember-involve-me-and-i-will-understand/>



Q/A



@thomasnibu



nibu.thomas@whatfix.com



<https://www.linkedin.com/in/nibu-thomas/>

Whatfix is hiring!