BOLDFlash – Product Documentation Artifact

Customer instructions are produced by R&D as part of the product development process. They are delivered to Manufacturing as part of the final design package, along with a product description, component specifications, required manufacturing conditions and special processes, and a quality assurance verification procedure.

During the production process, Manufacturing reproduces the installation document and packages in with the actual product. Following completion of the manufacturing and individual product packaging process, completed products are batched and packaged for shipping to distributors and retailers for eventual sale to end customers.

In a memo to the head of Sales, Jack Thompson, manager of the Technical Support Team (a sub-group of Sales), expresses his concerns with the quality, effectiveness, and impacts of documentation coming from R&D. He includes the installation/configuration instructions document for the new BOLDFlash model A23-B flash drive as an example.

As you review the installation instructions document, consider how a customer would utilize it as he or she proceeds to install and use the product. How might a customer respond should he or she encounter problems? Also consider the concerns raised by Jack, how Technical Support might use the document in preparation for customer requests for support, and how well the team might be able to provide such support based on the documentation they are receiving from R&D.

BOLD⚡

From: Jack Thompson - Manager, Technical Support Team
To: Chip Bryant - Director, Sales
Subject: New A23-B installation instructions

Hi Chip,

We've spoken several times about the quality of our product documentation, and in my opinion that problem is getting worse. Case in point, the install instructions we just received (attached) for the new A23-B flash drive.

My team is supposed to be able to assist customers with any problems they encounter, and you know it's a small team to begin with. Instructions like this just make it worse for everyone on the team. It's getting very frustrating because the only other information we get from R&D is the produce description, and now they've even gone and changed that!

I understand the pressure that R&D is under, but we're all under a lot of pressure. Just because they don't have enough people in their group or they run into problems with a new product doesn't mean the rest of us should pay for it.

We really need you to speak up for us on this, since we're not getting anywhere with Karl's team.

Jack

BOLDFlash Flash Drive Product #A23-B
Installation Instructions

1. Prerequisites
   - Create a base directory (let's call it 'FlashDrive')
   - Create a subdirectory in 'FlashDriver' (you have to call it 'Driver')
   - Download all files (and dirs) from the repository
   - Put them in the 'Driver' dir
   - Download Irrlicht 1.8 (http://irrlicht.techtoys.net/downloads.html)
   - Extract it in your main dir (in the example it would be '/FlashDrive/')
   - Download Irrklang 1.4.0 Mac driver (http://www.techtoys.com/irrklang/downloads.html)
   - Extract it in your main dir (in the example it would be '/FlashDrive/')

2. Then you should have something like this:
   - FlashDrive
   - Driver (some cpp and h files)
   - Irrlicht (some more cpp and h files
   - lib (some libs)
   - irrKlang-1.3.0 (the irrKlang files)
   - irrlicht-1.8 (the curl files)

3. To use your new BOLDFlash Flash Drive Product #A23-B:
   - Insert the BOLDFlash Flash Drive Product #A23-B into a USB port
   - When you see the message that says something like OK to install new device driver? Click on OK. (Macs are different.)
   - to finish – it will go through a couple of more screens and you might need to click OK a few times
   - Once you get a message that says it's finished you can begin using your new BOLDFlash Flash Drive Product #A23-B!

If you have problems, contact Technical Support.