

OVERVIEW

Content Objective:

- Relevant – Topical – Segmented by user persona
- Chunk learning (bite-sized for retention)
- On Demand - Easily Accessible (Search Filter in Pendo – Add to Help Center?)

Content Creation Strategy:

- Degree of experimentation (A/B testing | Champion vs Challenger)
- What we have today will not be memorialized – we will improve as we go and iterate based on guidance from user feedback/engagement/behavior (track w/ analytics and Pendo)
- Currently have small data set and assumptions, so we need to broaden for greater insight

LEARNING CONSIDERATIONS

4 Types of Learning Styles: *Not a one size fits all not everyone fits neatly into one category*

- Visual
- Auditory
- Tactile
- Reading/Writing Learners

Other Learning Factors:

- Learning environment
- Role – User type
- Level of education
- Age
- Gender
- Technology

LAUNCH

Collateral: *We have a foundation to build on of essentials with a variety of learning options*

- **Portal Tutorial** – Will's Deck (Possibly narrating notes section)
- **One-Sheet** – App Download
 - Drivers (Existing Users) How to download app and run a job (Texting- Weekend- Spanish & English)
 - Contractors – current user (Download New App)
 - Dispatchers – to support Driver App Download (Email)
 - New User
- **Vulcan 3rd Party Dispatch Tutorial** (Filling Jobs & Assigning Trucks)– Sent 4.23
- **Pendo** – Resource Center, Hover Bubbles, Gif embeds, and Workflow Walk-Thru's
- **Help Center** – Gifs and Videos

ACTION ITEMS

- **Review of essentials** – Current content and remaining
- **Gifs** – Continue to capture
- **Feedback** - Share content for feedback from team (external after launch)
- **Pendo** - Resource Center, Badges (hover bubbles), Walk-Thru's, embedded Gifs
- **Help Center**- build out page – Video Embeds to Yogi – Gifs formatted with bullets – links to App
- **Tutorial One-Sheets** – creation of handouts deriving from Will's deck
- **Portal Tutorial** – narration of notes section details
- **Sales Deck** – spoken to Ryan so we have a plan there – reskinning, etc.
- Internal Communication – apprise team of available resources

Questions/Thoughts

- Are Gifs included in hover overs for quick representation with videos housed in Help Center
- Mobile App Videos vs. Portal Videos | Mobile stripped-down b/c of access in the field and on the go