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**Writing Assessment**

Take an existing support article and re-write it using minimalist standards and topic-based authoring. Keep in mind the content should be easy to find, easy to understand, easy to navigate, and build trust.

**Content Strategy:** The original help article is confusing and missing context. There is “Premium Business” (for personal use) and “Business” (for businesses) which are two separate products but are similarly named. First step is to rename “Business” (for businesses) to “Enterprise.” It conveys the same meaning without being confused with “Premium Business.”

Second step, primary features from Basic are missing such as favoriting, tagging, and filtering products. We cannot assume the user knows the primary benefits of Product A. Always write with the thought process if this was the first time a user was using Product A, what would they need or want to know? They know nothing about the service and our job is to anticipate pain points. Empathy is crucial!

**Note:** Checked content currency on existing linked articles and the content has been updated within the last few months.

**Old title:** Differences between Basic and Premium Accounts

**New title:** Product A Basic and Premium Accounts

Product A provides two types of accounts for personal use: Basic (free) and Premium (paid subscription).

You can try Premium for free for 30 days. You can upgrade to Premium in your user management page. Visit <https://enterprise.producta.com> for enterprise solutions and pricing for your team.

	Basic	Premium
Search and favorite items	Included	Included
Search and connect with users	Included	Included
Send and receive 250 messages a month	Included	N/A
Save up to three searches and get weekly alerts on those searches	Included	N/A
Join up to five groups of interest	Included	N/A
Follow and engage with companies, hashtags, and groups	Included	Included
Post and filter your social feed	Included	Included
Email and chat support	Included	N/A
Send and receive unlimited messages	N/A	Included

See who has viewed your profile	N/A	Included
Give and receive unlimited recommendations	N/A	Included
Unlimited daily and weekly alerts	N/A	Included
Join unlimited groups of interest	N/A	Included
Premium email, chat, and telephone support	N/A	Included
Product A Learning Library to improve your skills	N/A	Included
Referral credits towards your subscription	N/A	Included

**Note:**

- Product A’s learning library is also available for free through participating public libraries.
- The Premium Essentials subscription is no longer available.

**RIGHT SIDE NAVIGATION**

The **Related links** and **Learn more** sections below the table are too far down on the page. **Learn more** has similar list under **Related articles** in the right-side navigation. **Learn more** and **Related articles** are two different names serving up the same thing. Pick one and use it consistently across the site and consolidate the two lists with relevant links. I choose **Related articles** because it indicates additional information. It also separates it from **Related links** which is something completely different.

**Related links** should be renamed **Learn more**. We are giving end users the option to learn more about the services available to the end user for them to explore.

Right-side navigation should be set up as thus:

- Tagged in (currently too vague)
  - Premium
  - Basic
  - Enterprise
  - Subscription Billing
  - Product A Learning
  - Product A
- Learn more
  - Try Premium for free for 30 days
  - Upgrade to Premium
  - Improve your existing skills and learn new ones with Product A Learning (Too wordy. Rename to “Product A Learning.”)
  - Manage your Product A profile visibility (moved up from **Related articles** now **Related links**; remove “visibility”)
  - Product Premium ~~subscription~~ referral program FAQ (moved up from **Related articles** now **Related links**; remove “subscription” and “FAQ”)

- Related links
  - ⊖ Searching Product A for items, users, groups, and companies
  - ⊖ Earning referral credits
  - ⊖ Contact Support
  - ⊖ Creating new groups and hashtags

#### **Additional thoughts on current article**

- I don't think the stated alert configuration is current. I have four searches saved and I'm getting alerts for each search several times a day. I am not a Premium user;
- What does Product A call the social feed people can post and read? There is no name for it and if there is, it's not easy to find in the support documents;
- Product A users can access Learning via their public library. This is not mentioned in the original article. Is there any way to hook my library account and Product A account together for ease of use?