Example of Clear and Effective Communication

Genre	**Guide for using Skype and the Surface Hub**
Target audience	**Staff**
Overall challenge	In the Microsoft guide, it was difficult to find information quickly. Also, it was not always clear when instructions applied to specific version of Windows.

Value added from applying principles of Clear and Effective Communication (9. Accessible not addressed here)

Overall → ↓ **$$** (↓ word count so ↓time)	↑ **Efficiency** (easier to review, edit, translate, update)	↑ **Usability** (easier to read *and* use info)
1. Concise ✔ very brief instructions	**5. Complete** ✔ Included the full user experience (Skype + Hub)	
2. Chunked ✔ by task	**6. Relevant** ✔ added relevant content, clarified *when* user needed Windows 10	
3. Scannable ✔ useful headings and other design items	**7. Coherent** ✔ chronological order or tasks	
4. Accurate ✔ all tested for intended users	**8. Inclusive** ✔ assumed reader was starting at zero, as many were	

Before (from Microsoft online)	**After**