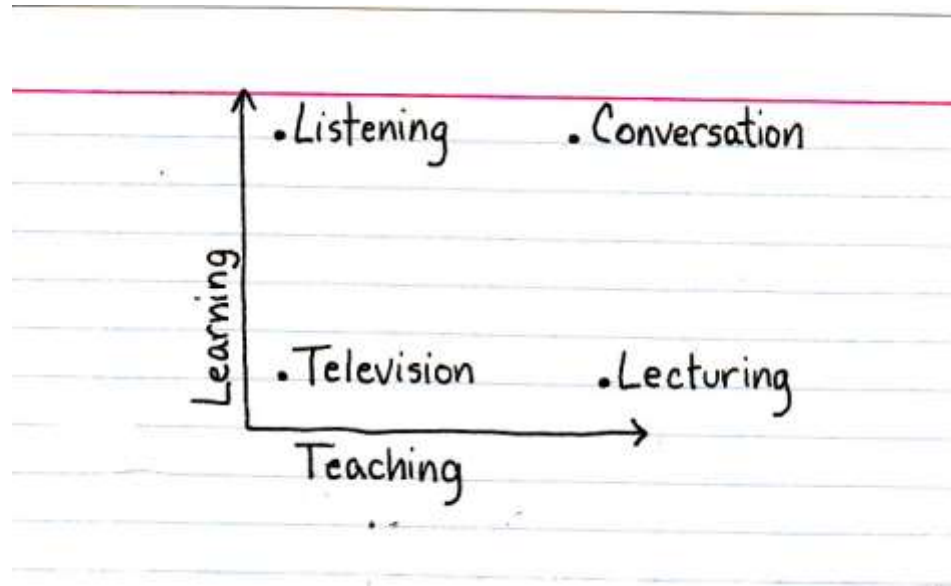


# Context is key



Providing support in a release-break-fix world

# About your presenter





Slides at [queenlake.com/nerd-summit-2015/](https://queenlake.com/nerd-summit-2015/)



# What's the problem?

Context is key: Support in a release-break-fix world





You did something good that caused a problem for your customers

Context is key: Support in a release-break-fix world



Your customers have to learn something new to do the same thing that they did yesterday

Context is key: Support in a release-break-fix world



## Onceability

Those things that you do so infrequently that you have learn them anew each time. -- [@AndrewGent](#)

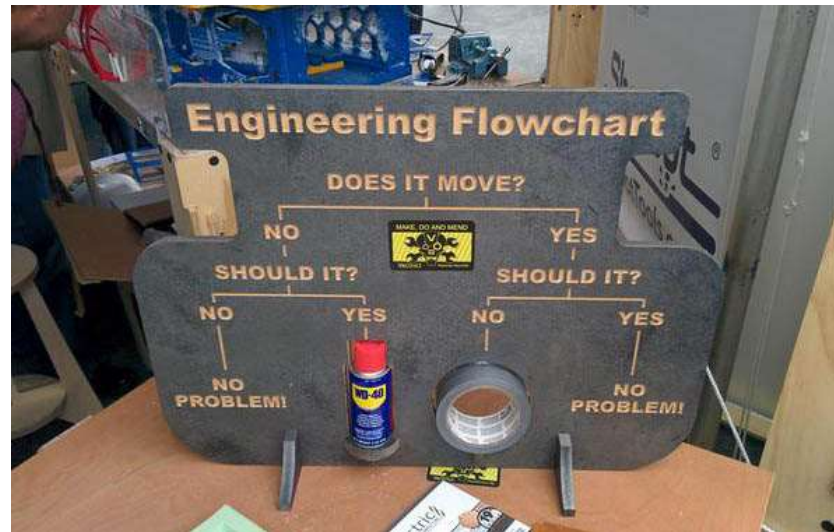
Context is key: Support in a release-break-fix world



You can't derive the organization of the Navy,  
you have to memorize it. – Adm. Grace  
Hopper

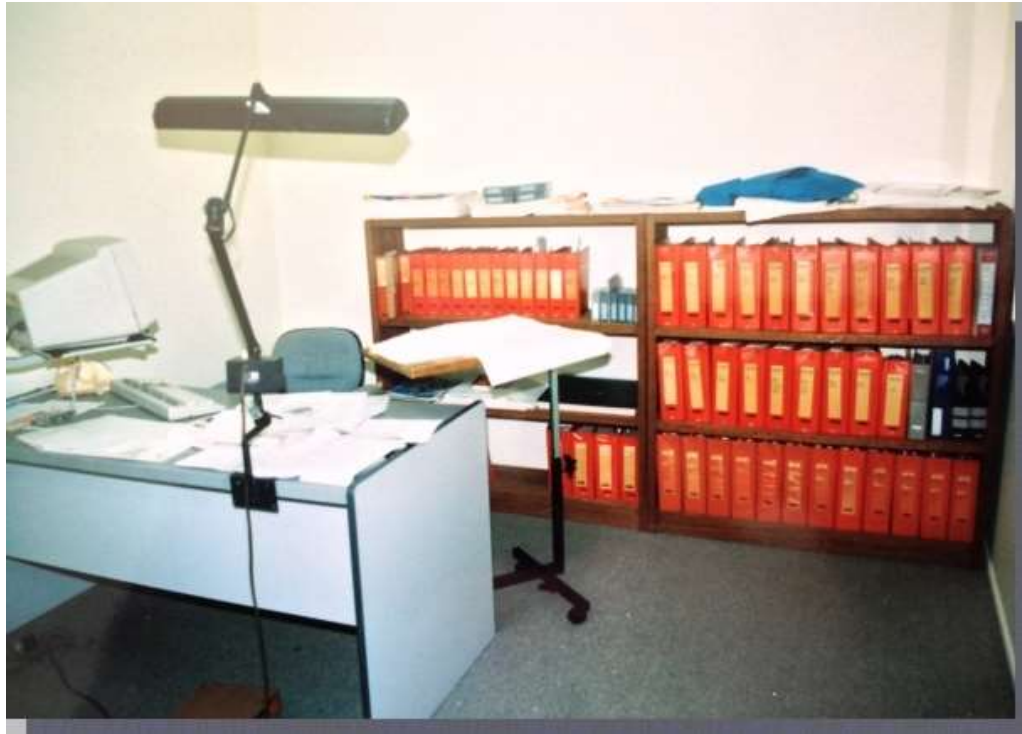
Context is key: Support in a release-break-fix world





# How have we tried to solve the problem?

Context is key: Support in a release-break-fix world



## Big honkin' manuals

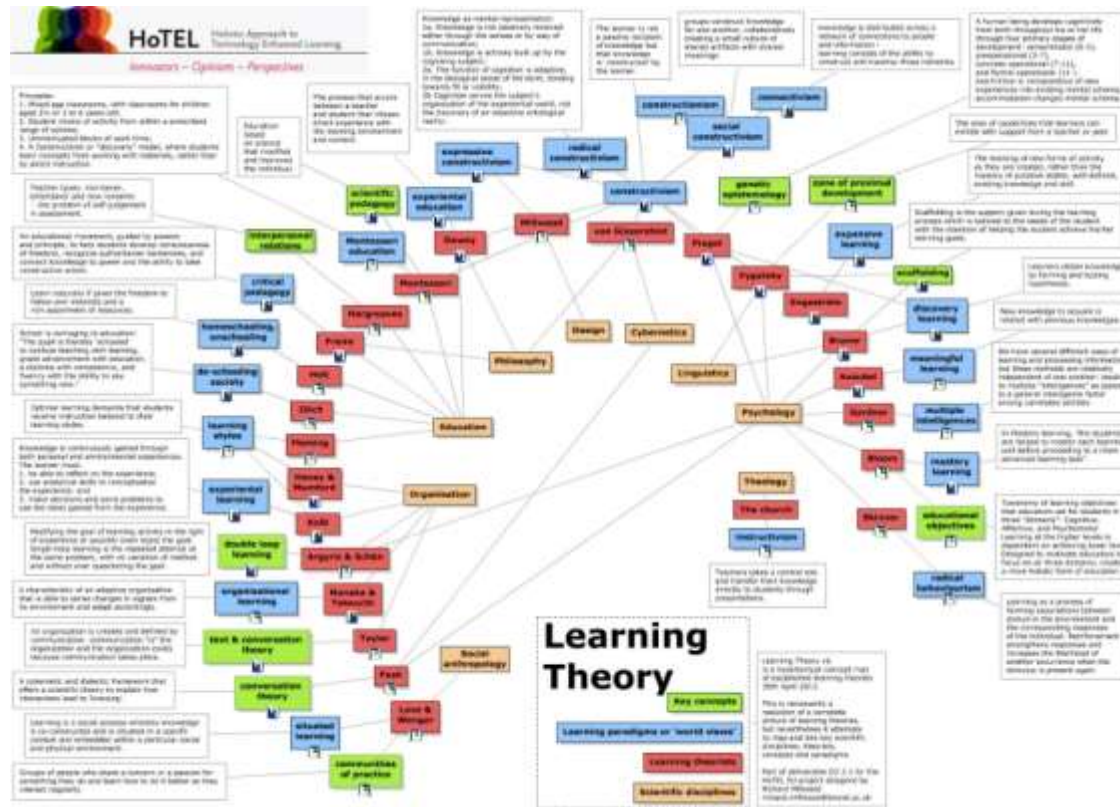
Context is key: Support in a release-break-fix world



## ... For Dummies

The brand we hate to love

Context is key: Support in a release-break-fix world



# Training, if we can figure out the methodology

Context is key: Support in a release-break-fix world





# Why didn't it work?

Context is key: Support in a release-break-fix world

#### 44. **How can I choose a strong password?**

It is important to protect your finances by using a strong password. Strong passwords are at least seven to nine characters in length, alphanumeric, case sensitive, and require the use of at least one special character (e.g. !@\$%&). Please note, to access your accounts using BayFedOnline, your password must be at least six characters long with at least one letter and one number, and not contain any of the following characters:

- Asterisk and semi-colon: \* and ;
- Left and right angle brackets: < and >
- Forward slash and backslash: / and \

## Two-thirds of all customer problems start with or are made worse by password-management issues

Context is key: Support in a release-break-fix world

# Internal Server Error

The server encountered an internal error or misconfiguration and was unable to complete your request.

Please contact the server administrator, `webmaster@localhost` and inform them of the time the error occurred, and anything you might have done that may have caused the error.

More information about this error may be available in the server error log.

Additionally, a 404 Not Found error was encountered while trying to use an ErrorDocument to handle the request.

---

*Apache Server at localhost*

*Port 80*

## Why did you break the server?

Context is key: Support in a release-break-fix world

Windows could not fix the problem. Please contact your network administrator.

But, I, ...

Context is key: Support in a release-break-fix world





Developer Network

Technologies

Downloads

Programs

Community

Documentation

## Unable to Service Request

For the latest headlines and to see what's new, visit the [MSDN home page](#).

Check out the various [MSDN Developer Centers](#) where you can find the latest product information, technical resources, and community offerings.

Visit the [MSDN Library](#) for the latest technical articles, reference documentation, downloads, and more.

## Your customers looked for help and it wasn't there.

**We've trained users, through years of failure, to believe that online help won't.**

Context is key: Support in a release-break-fix world



Contact us - Google

[www.google.com/contact/](http://www.google.com/contact/)

Chrome · YouTube · Google Play · My account · Maps for mobile · **Gmail** · AdSense · AdWords · Search · Drive · Nexus · Hangouts. If you don't see what you're ...

Gmail Customer Service 1-888-318-1004

[emailsupport.dycineglobal.us/](mailto:emailsupport.dycineglobal.us/)

Call 1-888-318-1004 for **Gmail Customer Service**, **Gmail Tech Support** and **Gmail Technical Support** USA and Canada.

Gmail Customer Service Support 1-855-233-7309 Phone Number ...

[www.emailphonenumber.com/](http://www.emailphonenumber.com/)

Contact **Gmail customer Service**, Support and Technical Support Phone Number which is toll free helpline number for USA and Canada users to fix all Gmail ...

## You can't even trust Google for help

Context is key: Support in a release-break-fix world



And, Apple lets us down

Context is key: Support in a release-break-fix world

# Modeling the Longitudinality of User Acceptance of Technology with an Evidence-Adaptive Clinical Decision Support System

“To operationalize the developmental pattern construct, we used a semi-parametric, group-based modeling approach that identifies distinct patterns of trajectories within a population.”

## Academia – you’re not helping

[Source](#)

Context is key: Support in a release-break-fix world





# What works?

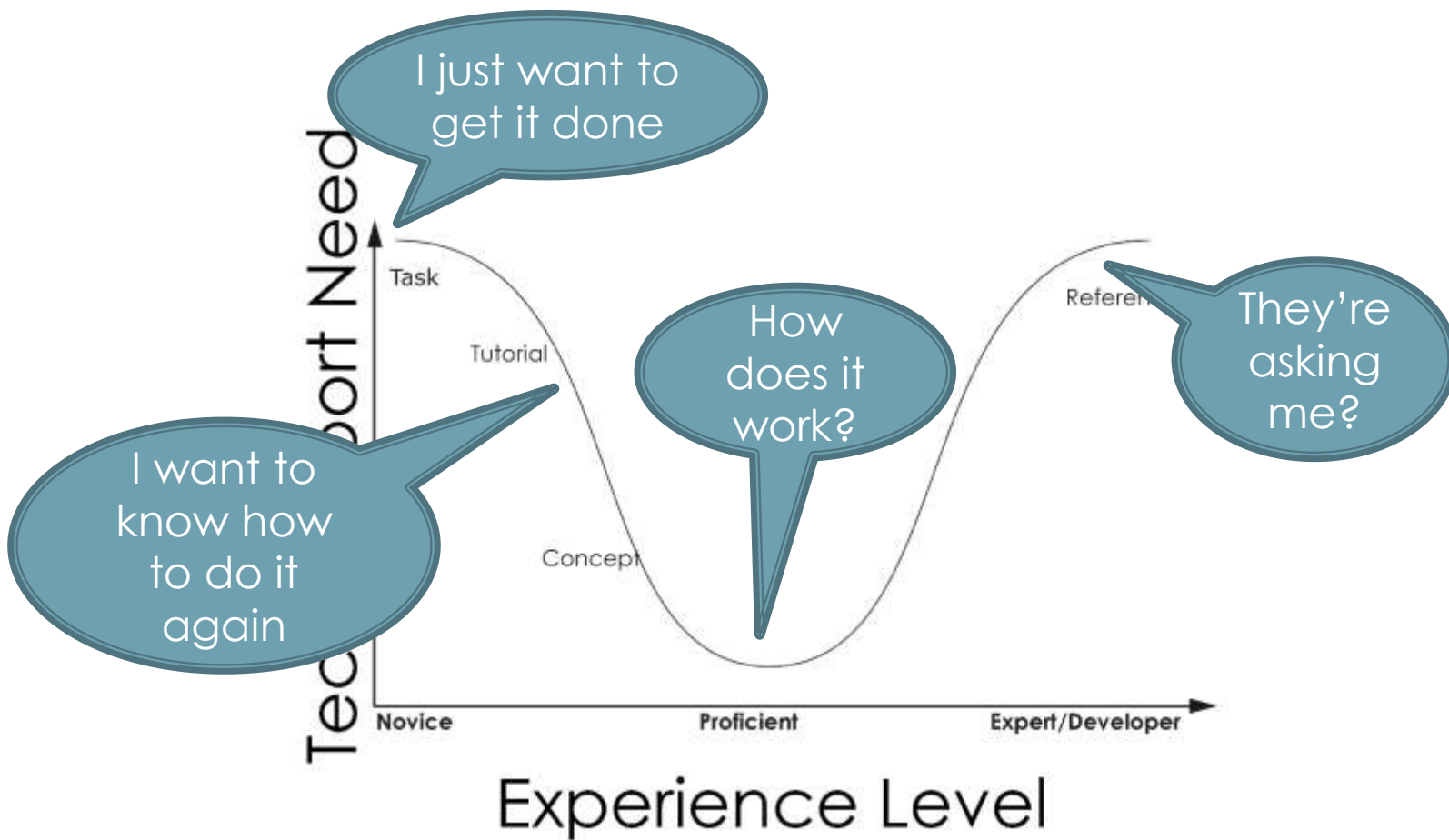
Context is key: Support in a release-break-fix world



## Context is key

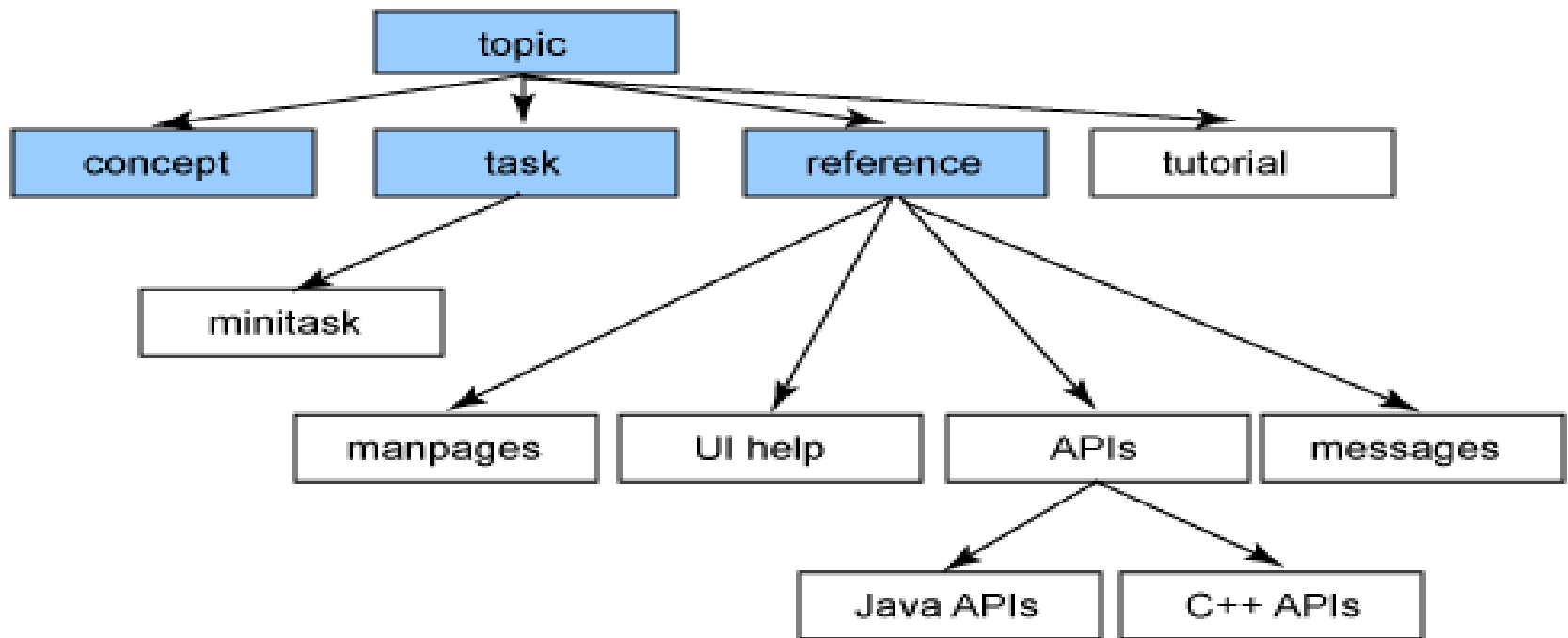
**People buy drill bits so that they can have company**

Context is key: Support in a release-break-fix world



## Who needs what when?

Context is key: Support in a release-break-fix world



## DITA Topic Types

[Darwin Information Typing Architecture \(DITA\)](#): a way to think and write

Context is key: Support in a release-break-fix world

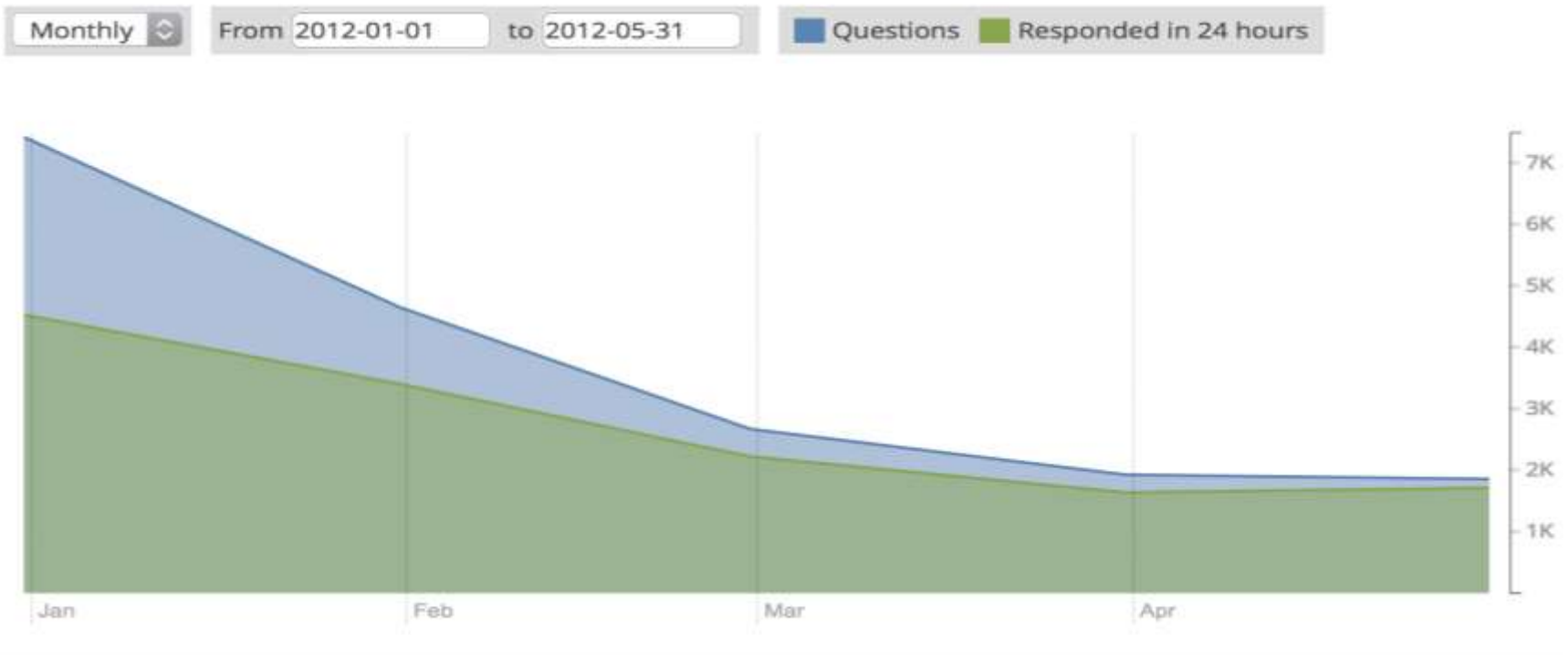




## When groups are better

9to5 Mac: [Apple to retire One to One Apple Store training program Sept. 28th](#)

Context is key: Support in a release-break-fix world



# Incorporate UX in your support processes

[How Iterative Testing Decreased Support Calls By 70% on Mozilla's Support Website](#)

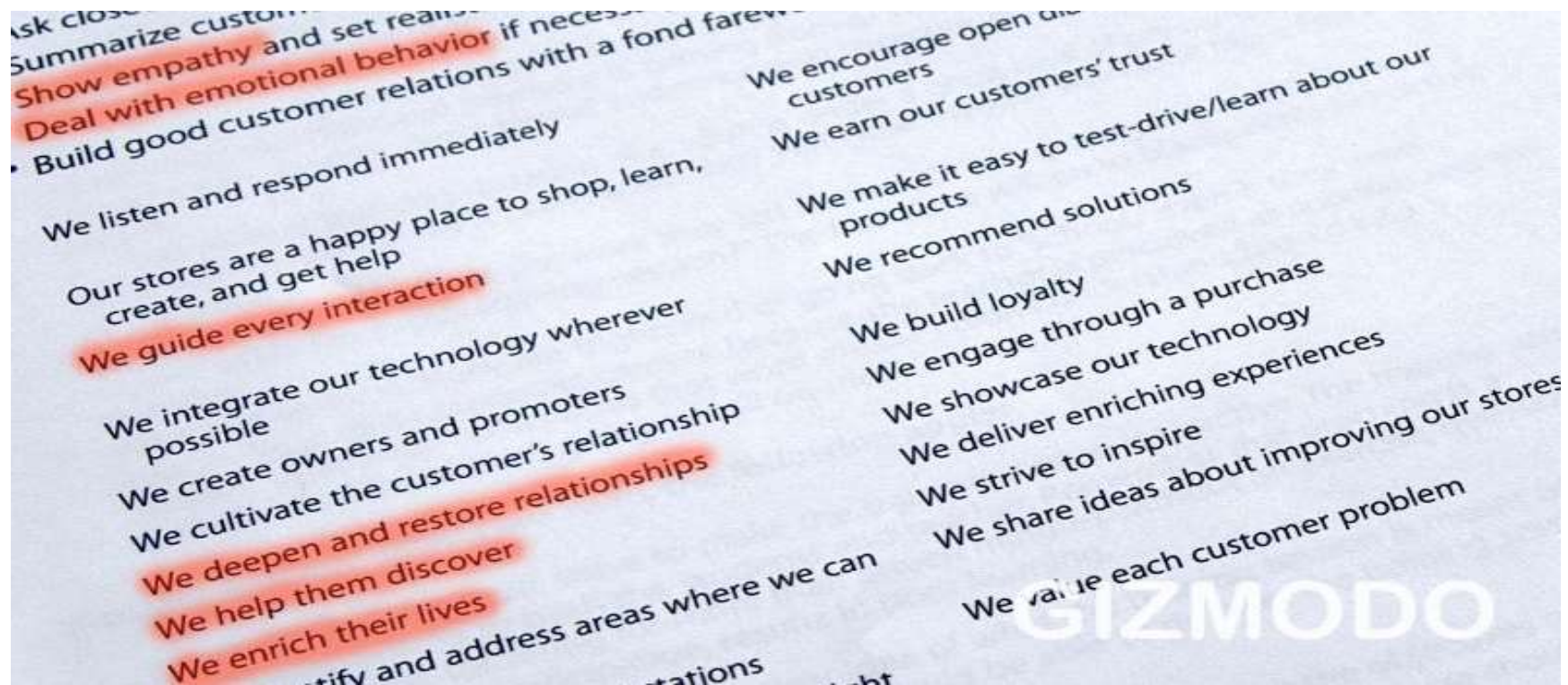
Context is key: Support in a release-break-fix world



## Train your people

**Mathworks college hires go straight to the support desk before getting their development assignments**

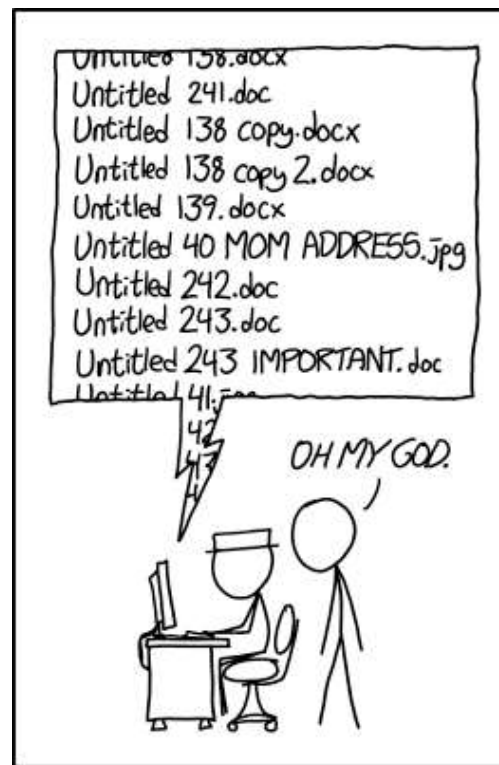
Context is key: Support in a release-break-fix world



## Who is your Chief Empathy Officer?

Gizmodo, August 12, 2012: [How To Be a Genius: This Is Apple's Secret Employee Training Manual](#)

Context is key: Support in a release-break-fix world



PRO TIP: NEVER LOOK IN SOMEONE ELSE'S DOCUMENTS FOLDER.

## Watch your customers

They've solved the problem in their own ways

Context is key: Support in a release-break-fix world



SEE, I'VE GOT A REALLY GOOD SYSTEM:  
IF I WANT TO SEND A YOUTUBE VIDEO  
TO SOMEONE, I GO TO FILE → SAVE, THEN  
IMPORT THE SAVED PAGE INTO WORD. THEN  
I GO TO "SHARE THIS DOCUMENT" AND  
UNDER "RECIPIENT" I PUT THE EMAIL  
OF THIS VIDEO EXTRACTION SERVICE...



I'LL OFTEN ENCOURAGE RELATIVES TO TRY TO SOLVE  
COMPUTER PROBLEMS THEMSELVES BY TRIAL AND ERROR.  
HOWEVER, I'VE LEARNED AN IMPORTANT LESSON: IF THEY  
SAY THEY'VE SOLVED THEIR PROBLEM, *NEVER* ASK HOW.

## Listen, carefully

They'll tell you how they solved their problem and it will scare you

PHONE MEMO	TO	Karl		DATE	7/28/89	TIME	1:15	AM	PM
	FROM			AREA CODE					
	OF			NO.					
	MESSAGE			EXT.					
		Sylvia Vandersleuth							
doesn't need your									
help anymore.									
	SIGNED								
PHONED	<input checked="" type="checkbox"/>	CALL BACK	<input checked="" type="checkbox"/>	RETURNED CALL	<input type="checkbox"/>	WANTS TO SEE YOU	<input type="checkbox"/>	WILL CALL AGAIN	<input type="checkbox"/>
								WAS IN	<input type="checkbox"/>
								URGENT	<input type="checkbox"/>

They will thank you in strange ways

Context is key: Support in a release-break-fix world

**My brain hurts!**

