Using Videos To Train Your Clients

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Where we're going...

Introduction

Why
How
When

Discussion

Image from BigStock Photo.

Documentation
Blues

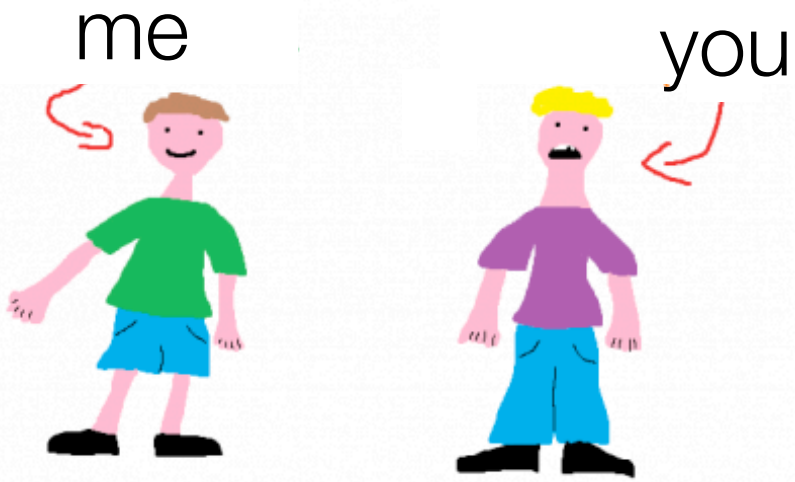
Why

... one thought

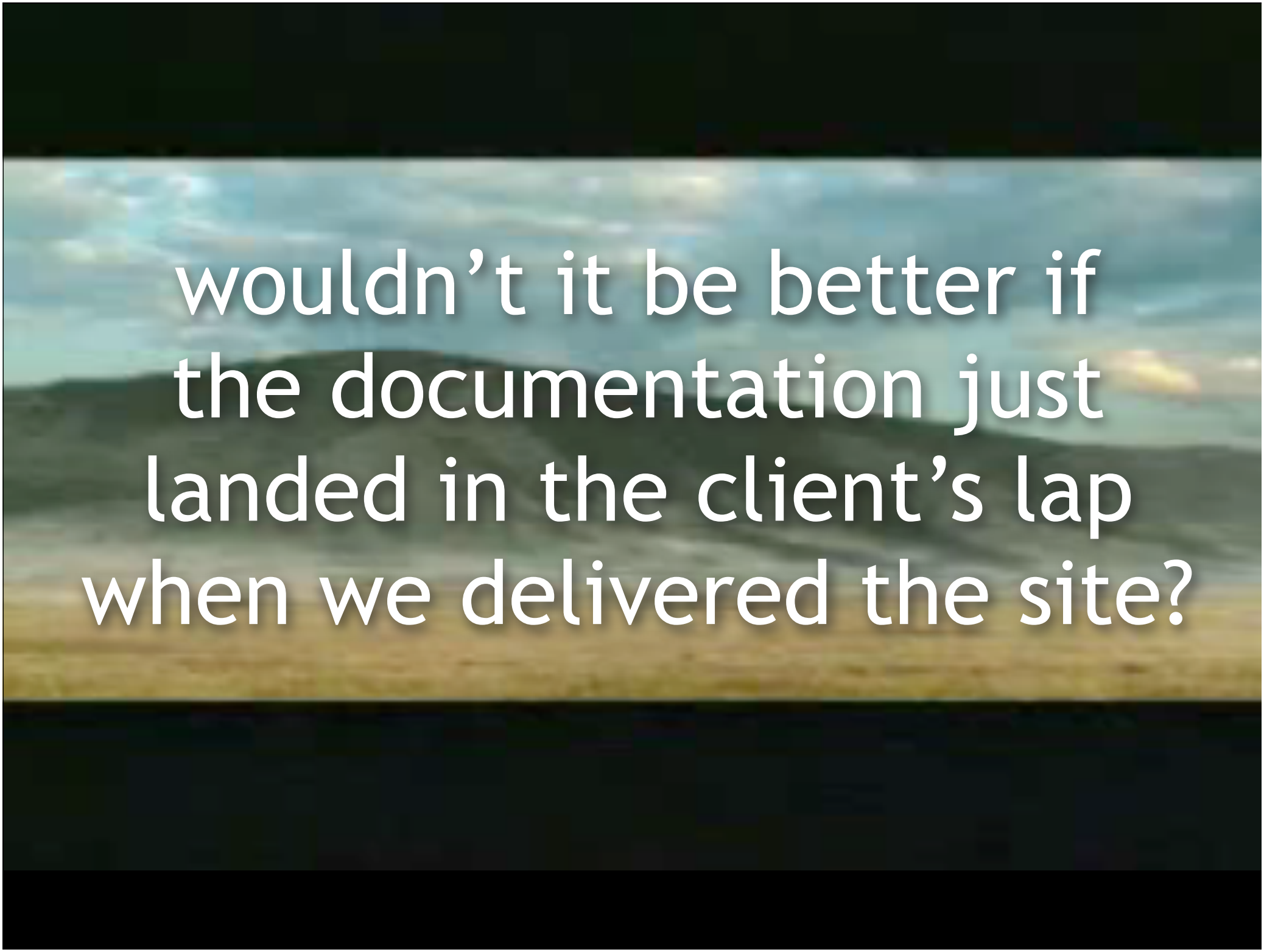
REALLY

v

We Suck At This



http://www.wesuckatthis.com/


wouldn’t it be better if
the documentation just
landed in the client’s lap
when we delivered the site?

How

... 8 thoughts

1. What You Need

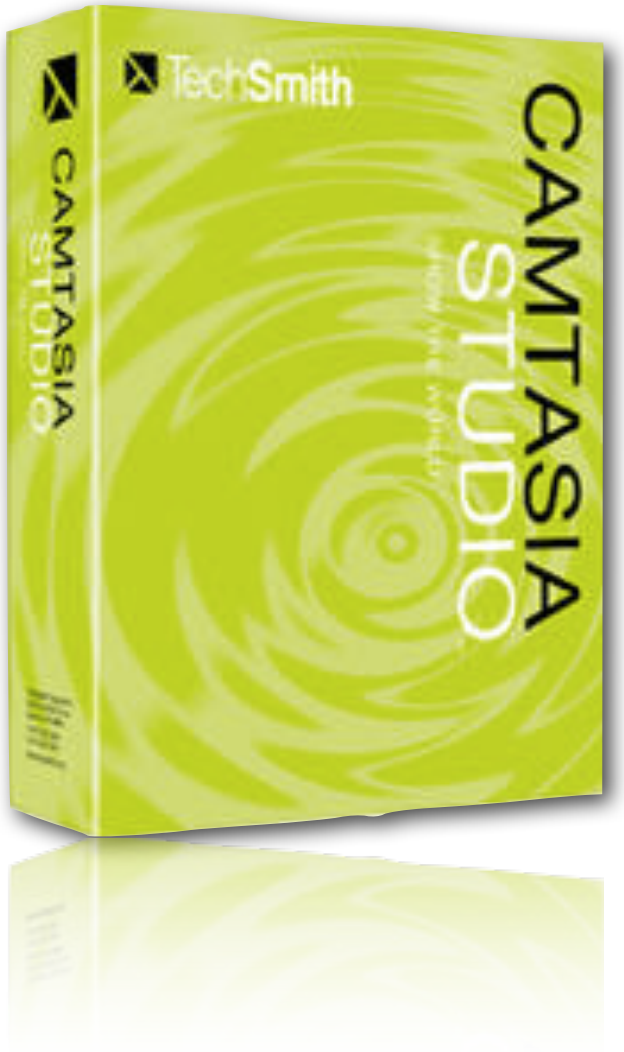
Logitech: $50

Windsocks: $2

No need to spend $100s

Screenflow for Mac: $100

Camtasia for PCs: $300



2. Getting Ready

Prepare

1. Know your audience / client
2. Know your style
3. Know your product / site
4. Know specifically what areas you need to provide tutorials for...
5. Answer THEIR questions

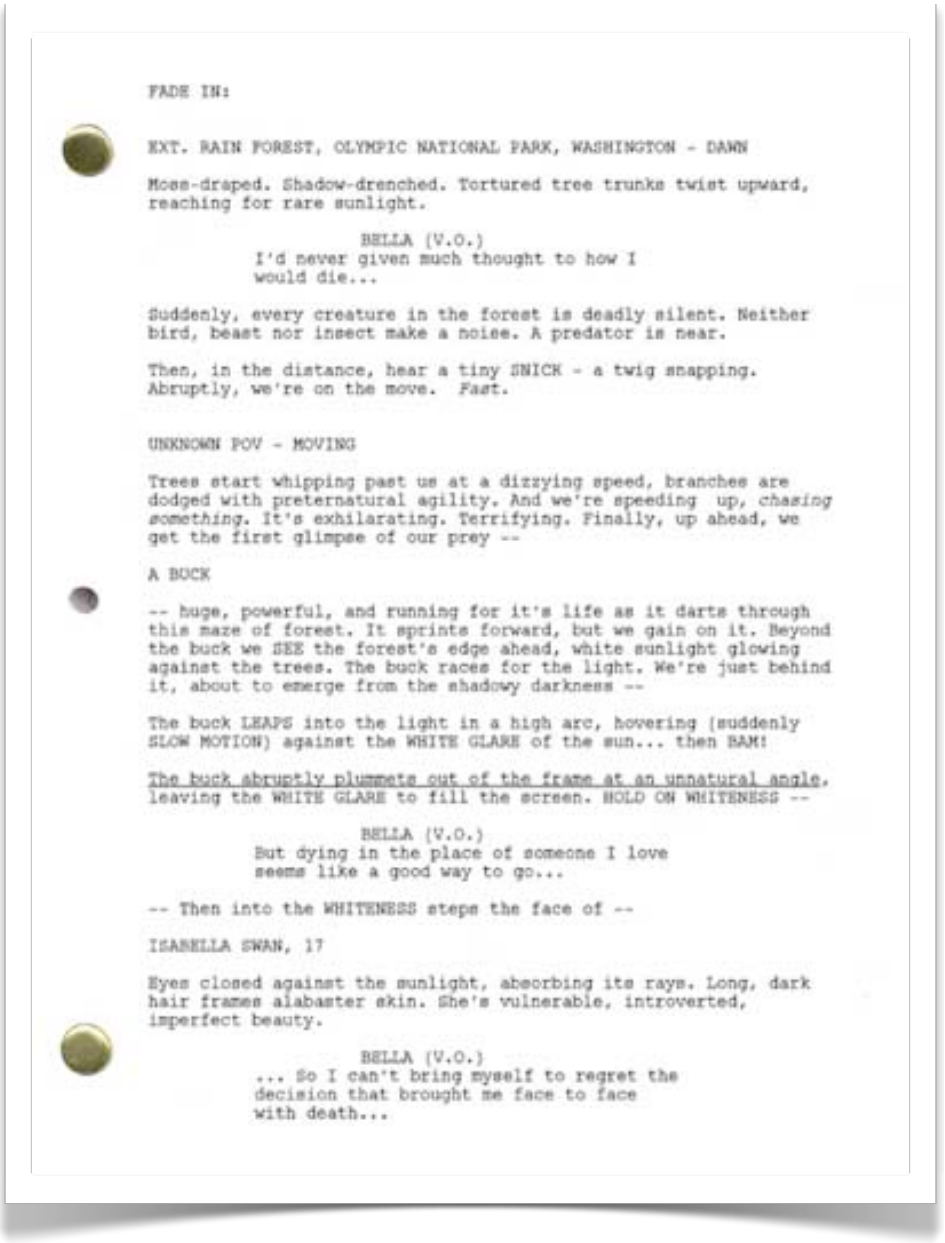
http://www.sxc.hu/photo/513169

Quiet Environment

http://www.ganzomag.com/a-flirting-course-part-2-flirting-with-your-mouth.html

Write a Script?

- in the beginning - maybe
- the more you do - the less you'll need it
- I'll mention more on this later...



FADE IN:

EXT. RAIN FOREST, OLYMPIC NATIONAL PARK, WASHINGTON - DAWN

Moss-draped. Shadow-drenched. Tortured tree trunks twist upward, reaching for rare sunlight.

BELLA (V.O.)
I'd never given much thought to how I would die...

Suddenly, every creature in the forest is deadly silent. Neither bird, beast nor insect make a noise. A predator is near.

Then, in the distance, hear a tiny SNICK - a twig snapping. Abruptly, we're on the move. *Fast.*

UNKNOWN POV - MOVING

Trees start whipping past us at a dizzying speed, branches are dodged with preternatural agility. And we're speeding up, *chasing something.* It's exhilarating. Terrifying. Finally, up ahead, we get the first glimpse of our prey --

A BUCK

-- huge, powerful, and running for it's life as it darts through this maze of forest. It sprints forward, but we gain on it. Beyond the buck we SEE the forest's edge ahead, white sunlight glowing against the trees. The buck races for the light. We're just behind it, about to emerge from the shadowy darkness --

The buck LEAPS into the light in a high arc, hovering (suddenly SLOW MOTION) against the WHITE GLARE of the sun... then BAM!

The buck abruptly plummets out of the frame at an unnatural angle, leaving the WHITE GLARE to fill the screen. HOLD ON WHITENESS --

BELLA (V.O.)
But dying in the place of someone I love seems like a good way to go...

-- Then into the WHITENESS steps the face of --

ISABELLA SWAN, 17

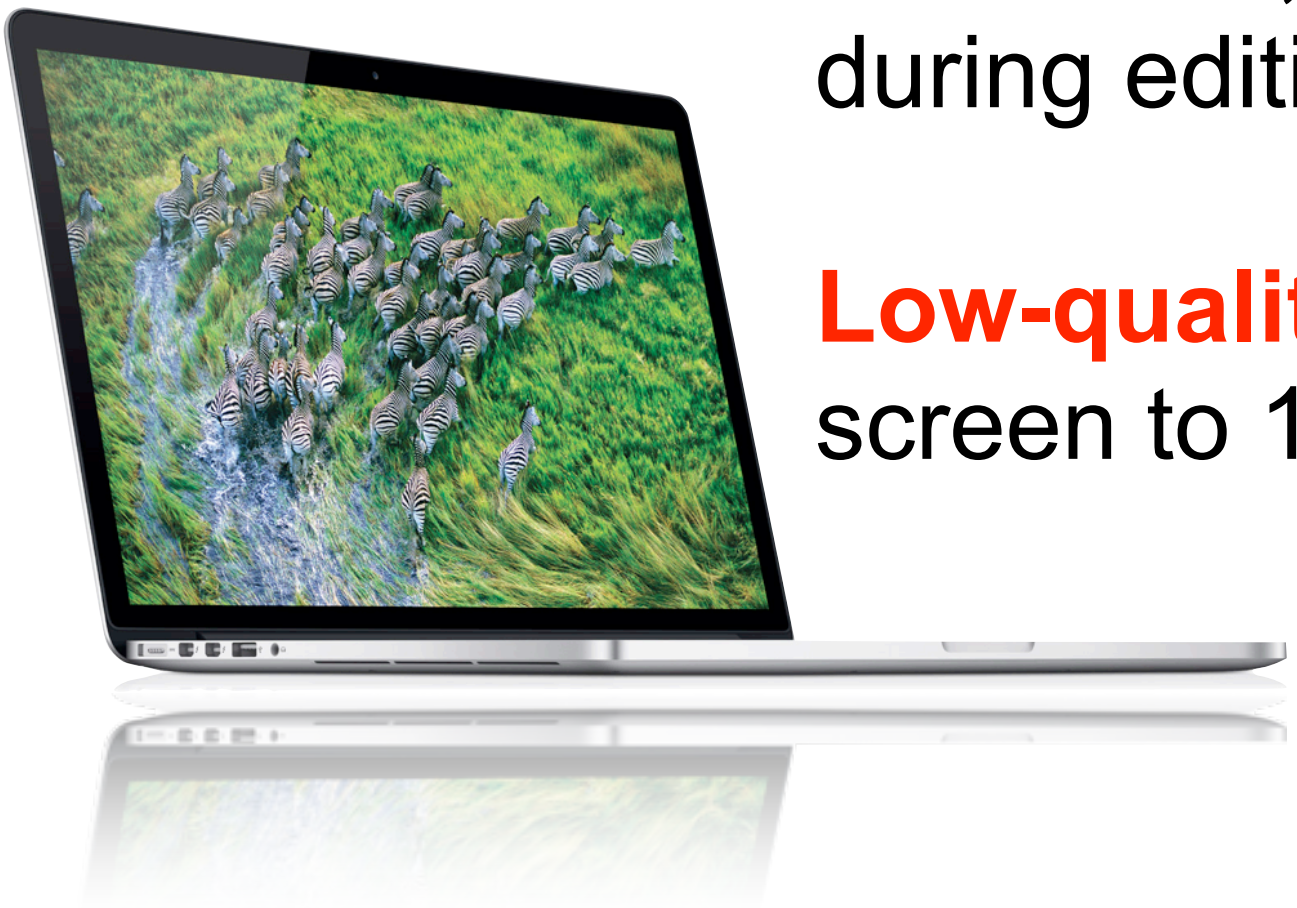
Eyes closed against the sunlight, absorbing its rays. Long, dark hair frames alabaster skin. She's vulnerable, introverted, imperfect beauty.

BELLA (V.O.)
... So I can't bring myself to regret the decision that brought me face to face with death...

3. Recording

ScreenFlow File Edit Insert Font Actions View Window Help
Untitled
Built-in Microphone
Create Incredible P
Screen Recording 5/5/11
Duration: 29 secs

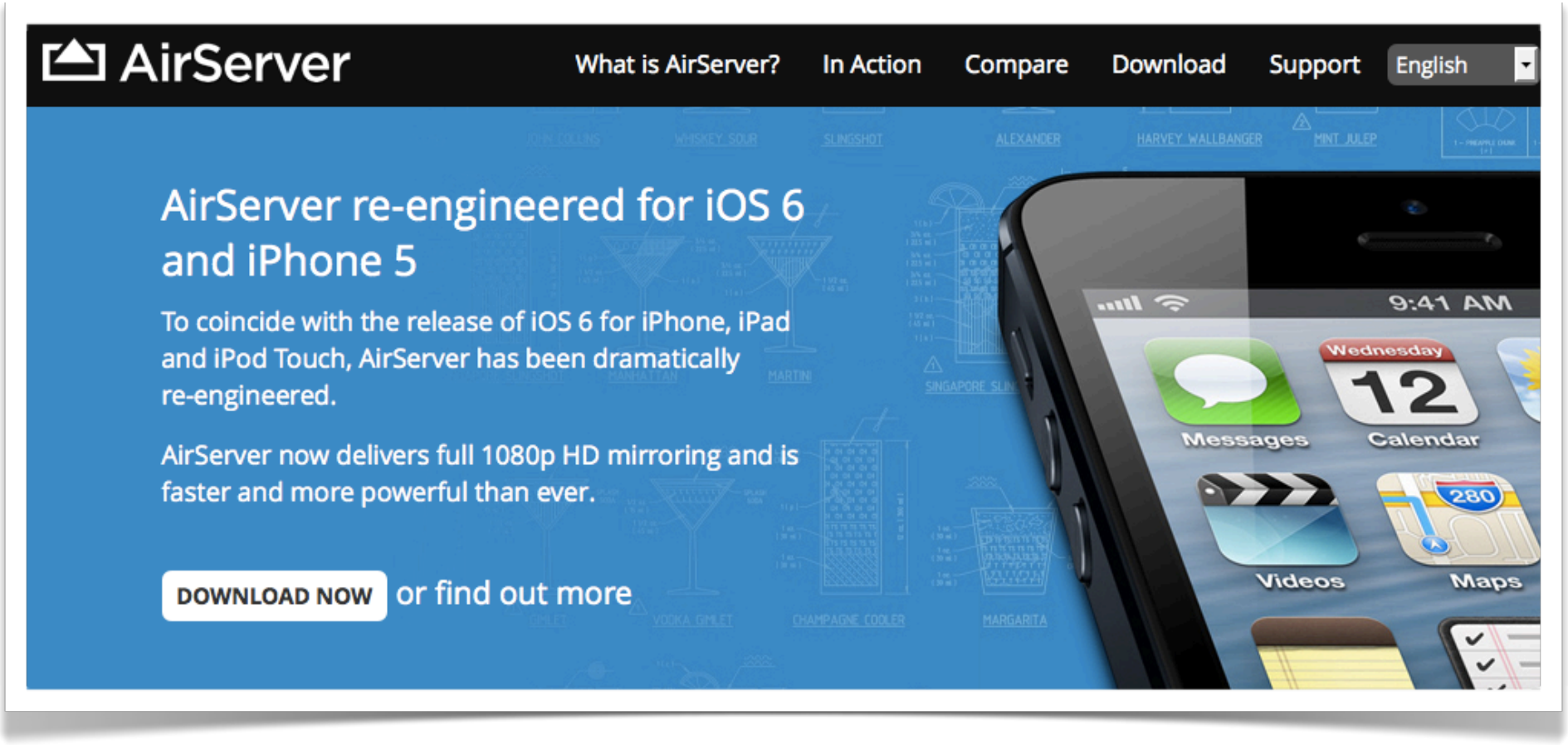
Screen Resolution



High-quality computers:
full screen, then shrink during editing.

Low-quality computers:
screen to 1280 or 1024.

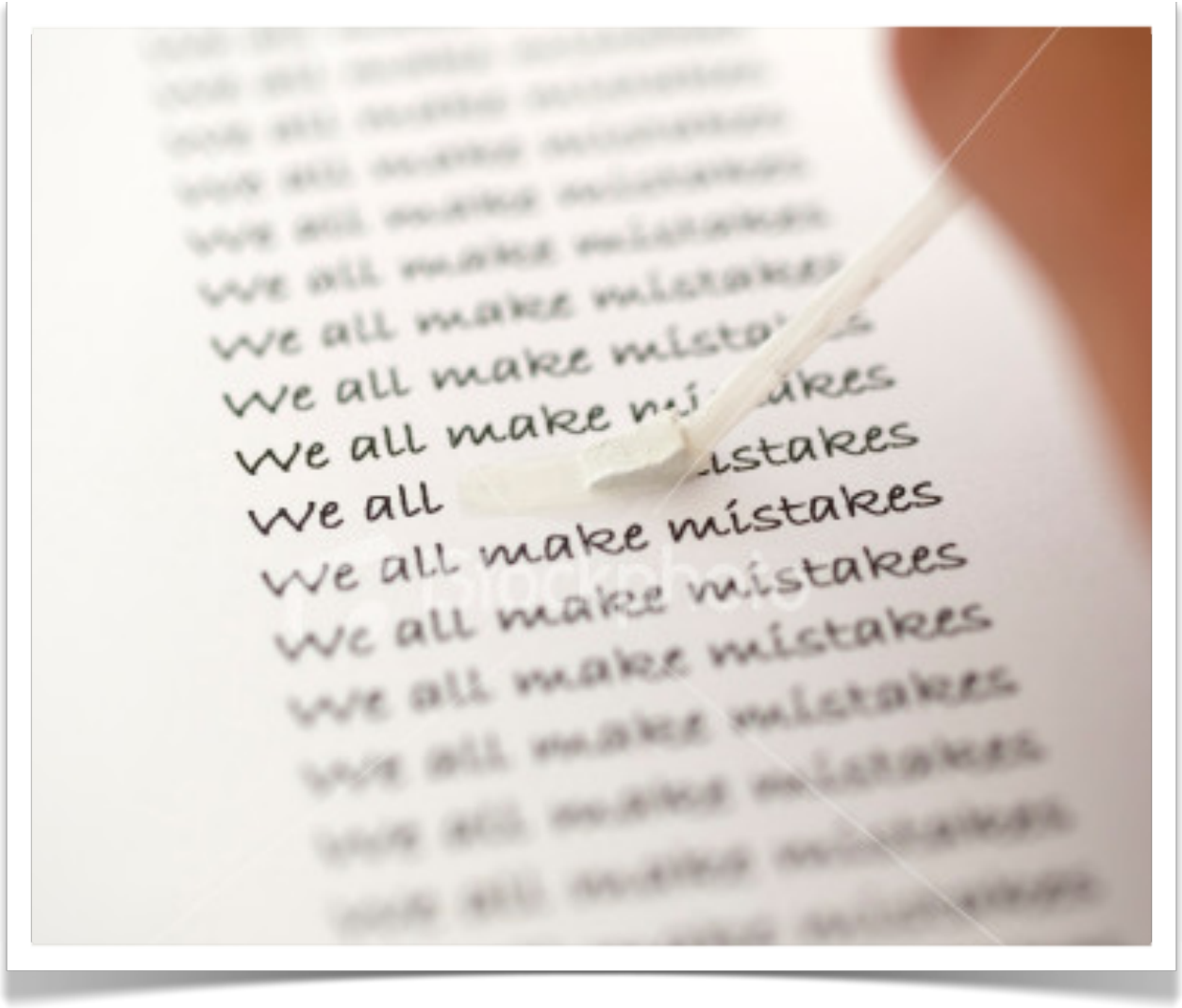
Recording Mobile



airserverapp.com

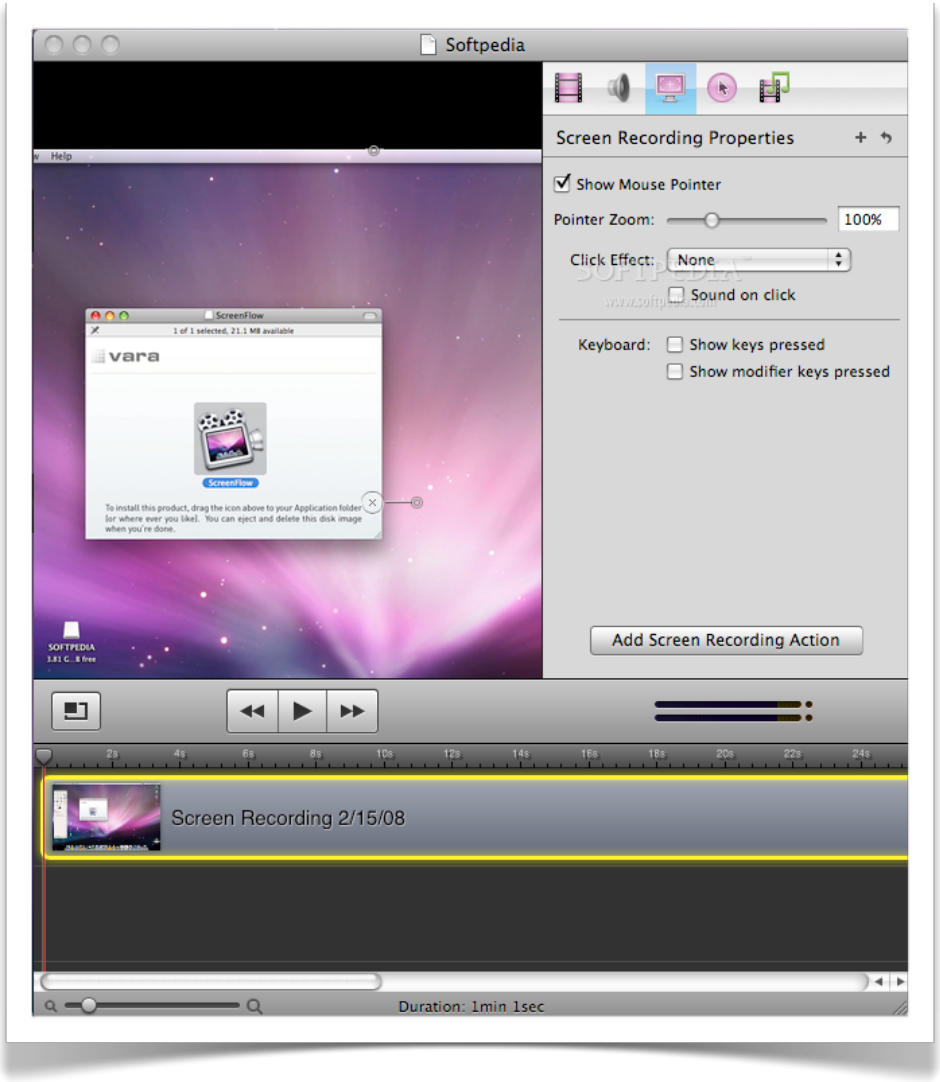
Use Your Natural Voice

Keep going despite mistakes



Nah...

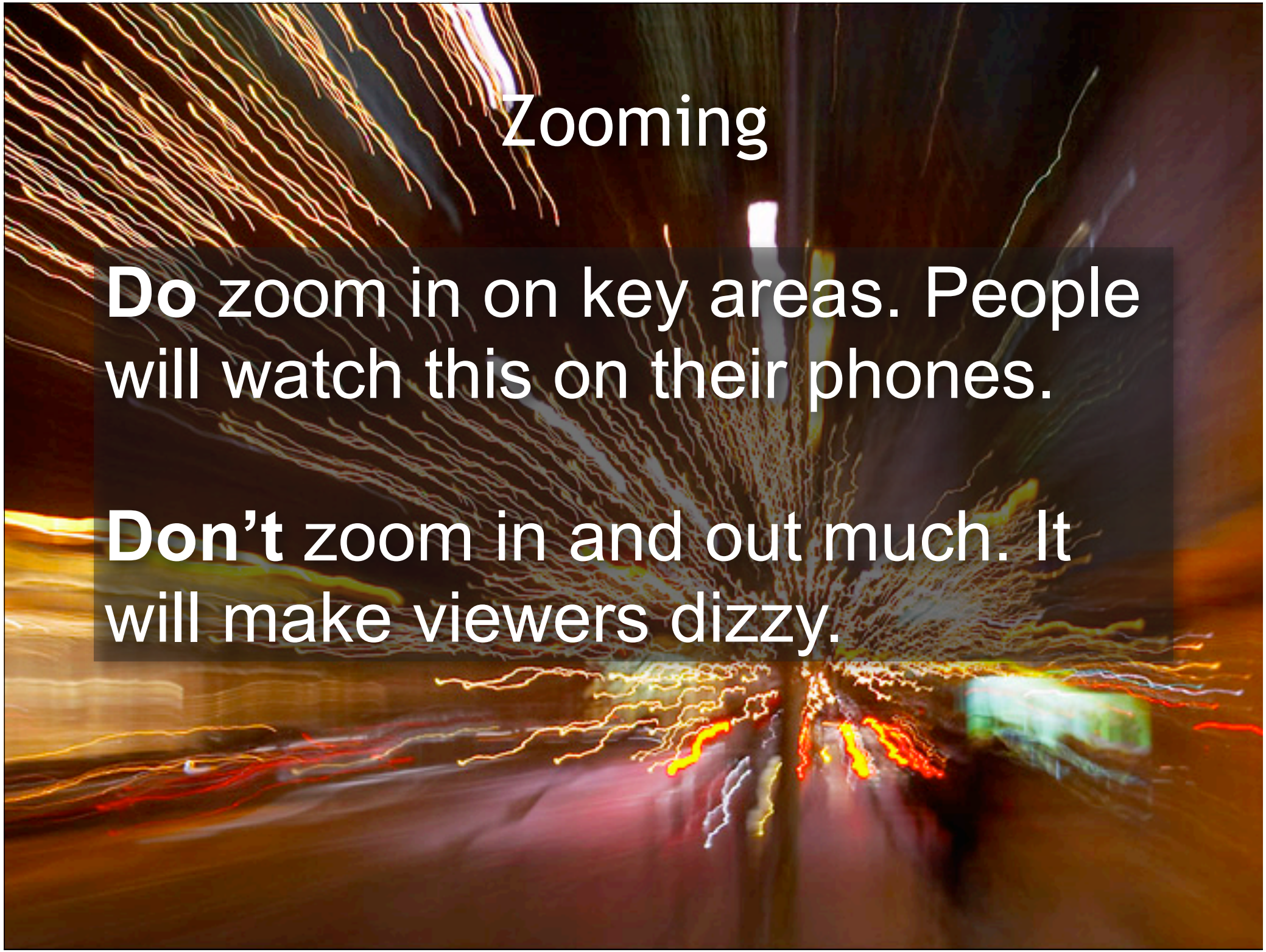
4. Editing


Softpedia
Screen Recording Properties
Show Mouse Pointer
Pointer Zoom:
100%
Click Effect:
None
Sound on click
Keyboard:
Show keys pressed
Show modifier keys pressed
Add Screen Recording Action
Screen Recording 2/15/08
Duration: 1min 1sec

Editing

Voice: Remove “um”s and “ahs”.
Visuals: Remove key mistakes
Images: Insert where useful but keep to a minimum, particularly logos (add them as overlays).
Length: Aim for 3-10 minute segments depending on task

Increase
mouse by at
least 200%



Zooming

Do zoom in on key areas. People will watch this on their phones.

Don’t zoom in and out much. It will make viewers dizzy.

Export Size

Choose the largest screen size you'll use. For us it's

905px

Unless you're planning on DVD - then its

1280px

Export Format

h.264 is best as it's HTML5-friendly. .wmv, .flv and .mov are all proprietary and increasingly old-fashioned.

5. Hosting

6. How long will it take?

Preparation: Depends on product knowledge.

Shooting: 5 mins for 1 min of footage.

Editing: Much longer! Depends on mistakes, graphics, transitions etc.

Overall: A 5 minute video could take well over an hour.

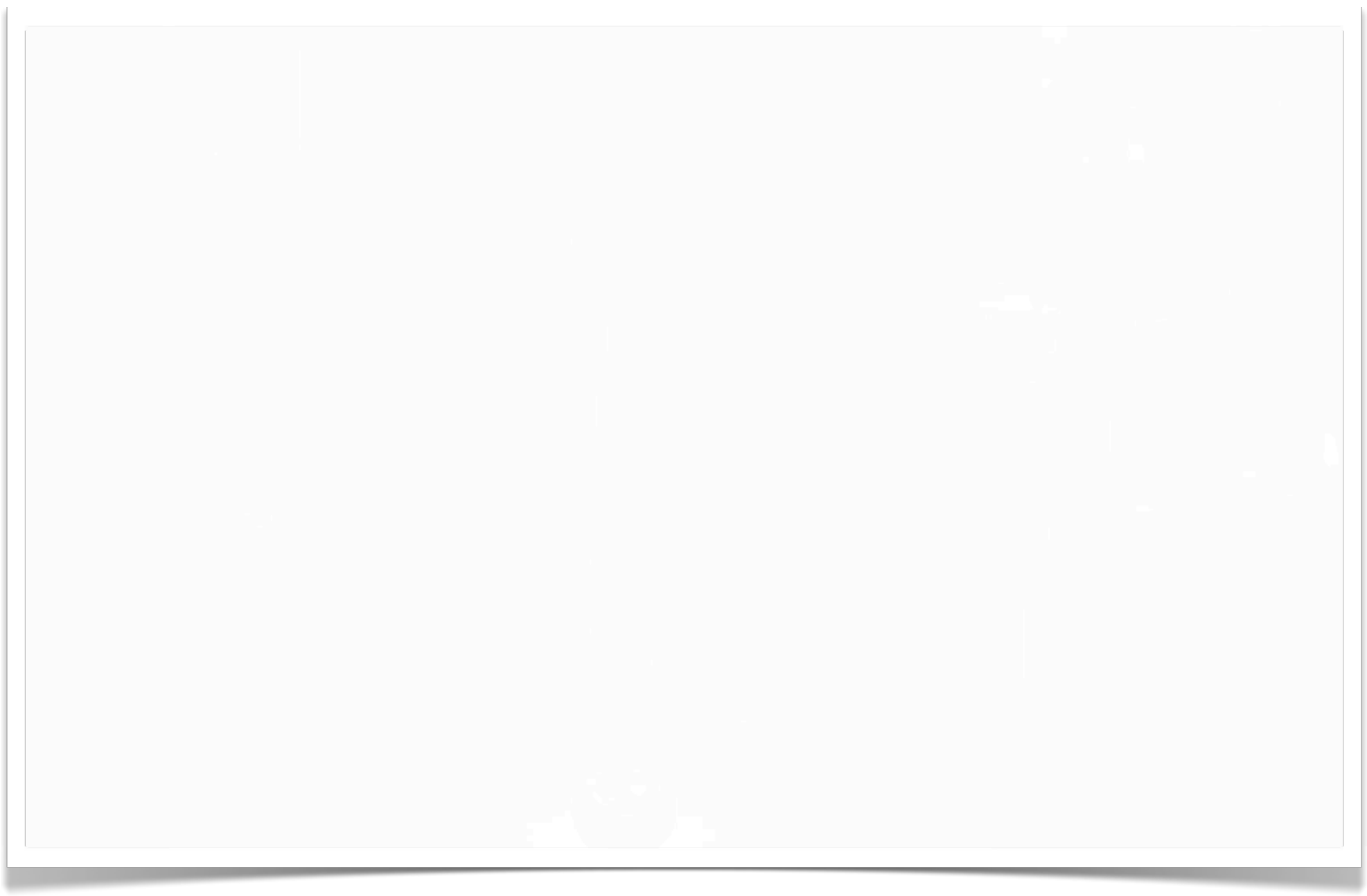
for professional videos

7. How much will it cost?

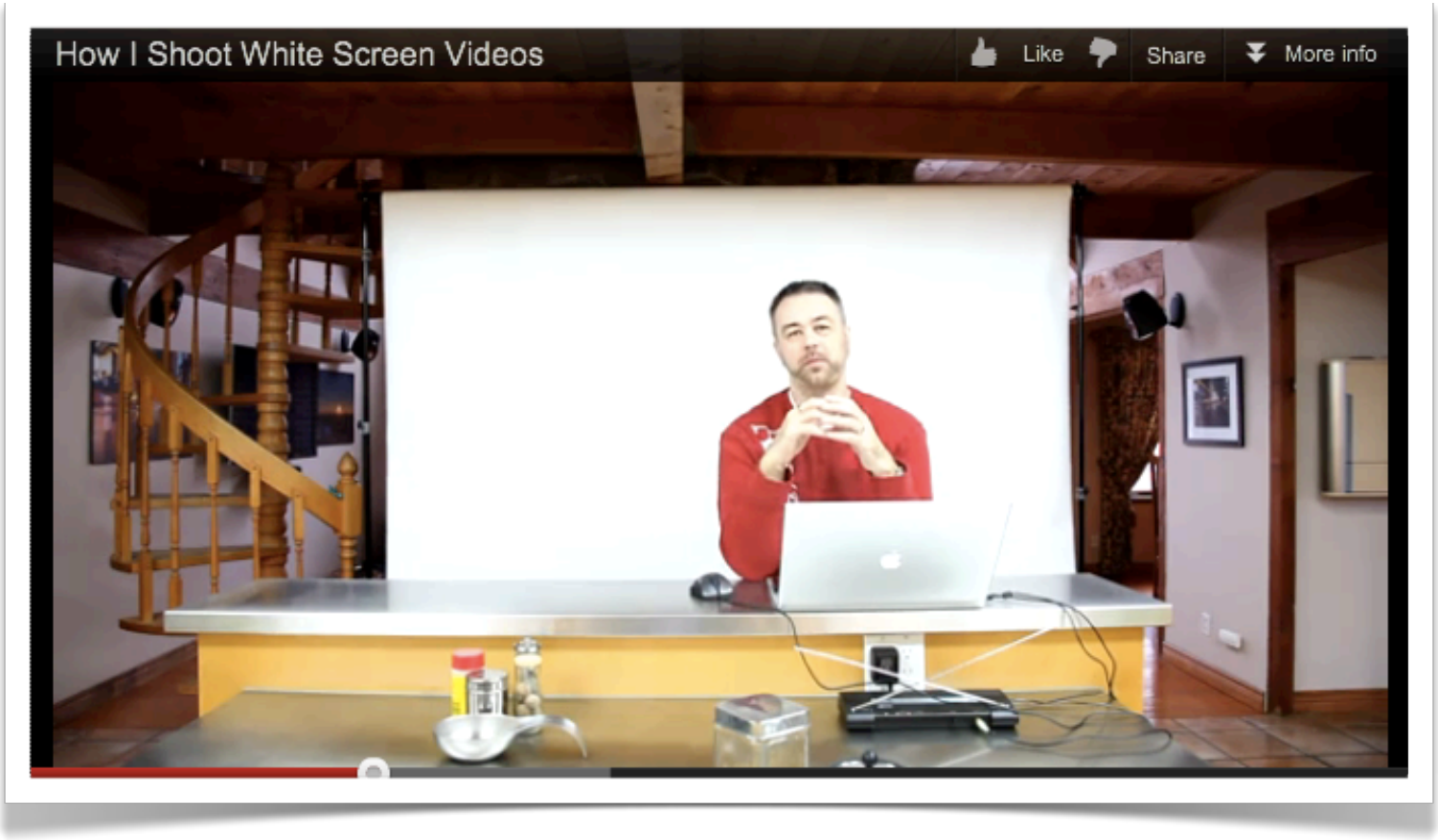
From $150 to $1,500 or more depending on your ambition.

8. White/Blue/Green screen

Equipment: Video camera, tripod and more.
Room: Often a basement or garage.
Teleprompter: iPad or laptop below camera.
Software: Final Cut Express, X or Pro. Export from there to Screenflow.



White screen videos



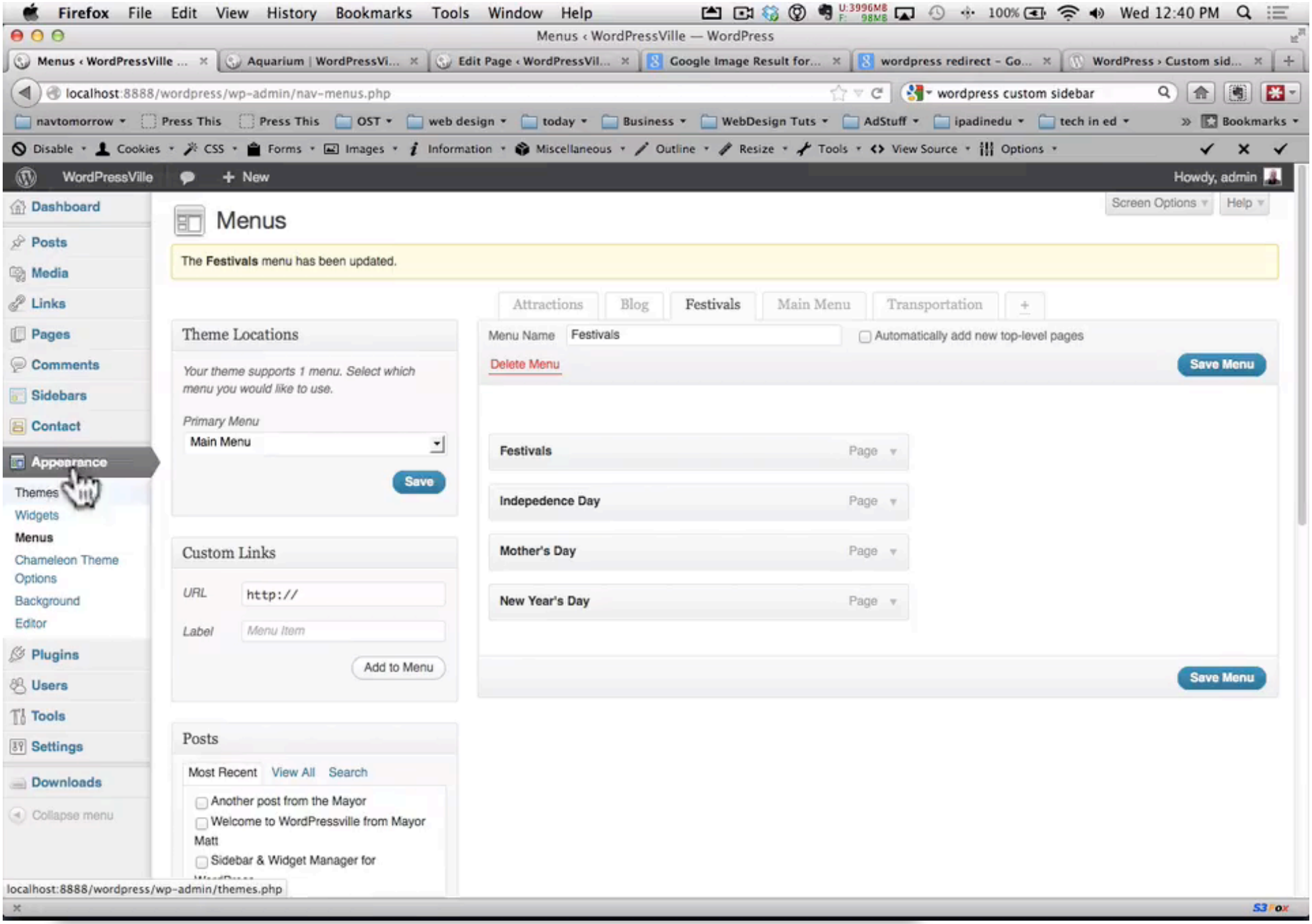
http://www.youtube.com/watch?v=VQMqajOg6G4#!

When

... 3 thoughts

NOW
LATER

Integrate video documentation into your development cycle.


Menus ‹ WordPressVille — WordPress
localhost:8888/wordpress/wp-admin/nav-menus.php
WordPressVille
Howdy, admin
Dashboard
Posts
Media
Links
Pages
Comments
Sidebars
Contact
Appearance
Themes
Widgets
Menus
Chameleon Theme Options
Background
Editor
Plugins
Users
Tools
Settings
Downloads
Collapse menu
Menus
The Festivals menu has been updated.
Attractions
Blog
Festivals
Main Menu
Transportation
Theme Locations
Your theme supports 1 menu. Select which menu you would like to use.
Primary Menu
Main Menu
Save
Custom Links
URL
http://
Label
Menu Item
Add to Menu
Posts
Most Recent
View All
Search
Another post from the Mayor
Welcome to WordPressville from Mayor Matt
Sidebar & Widget Manager for
Menu Name
Festivals
Automatically add new top-level pages
Delete Menu
Save Menu
Festivals
Page
Indepedence Day
Page
Mother's Day
Page
New Year's Day
Page
Save Menu
localhost:8888/wordpress/wp-admin/themes.php

Further Learning

telestream.net/
screen-flow/
demos.htm

Over to you

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