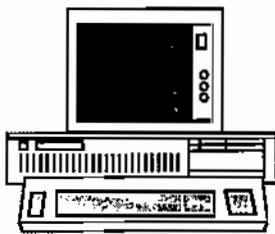


Chapter 6

Relatively Stable Discourse: Documentation & Training



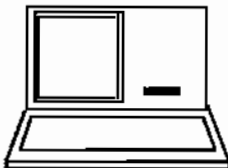
**On-Line
Reference
Based Training**



**On-Line
Product
Knowledge**



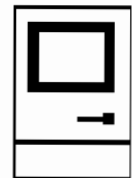
**On-Line
Procedures**



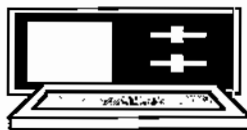
**On-Line
Documentation**

**In this Chapter
...a Series
of Applications
to Relatively
Stable Subject
Matters...**

**On-Line
Personnel
Policies**



**Computer-Based
Training**



**Corporate
Applications**



**Computer-Based
Marketing
Tools**



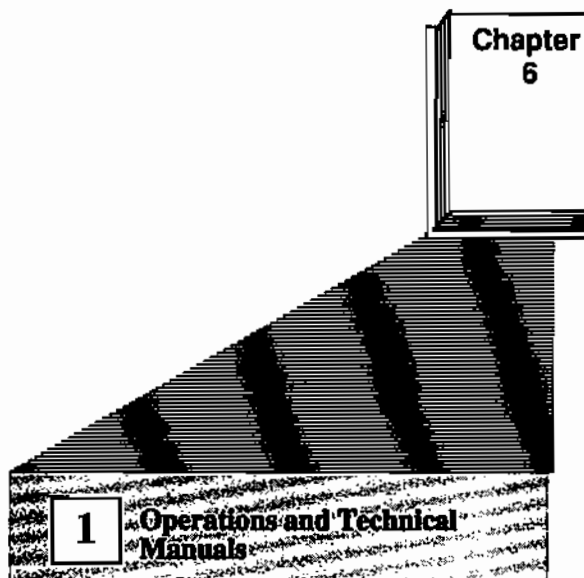
Overview of This Chapter

Introduction

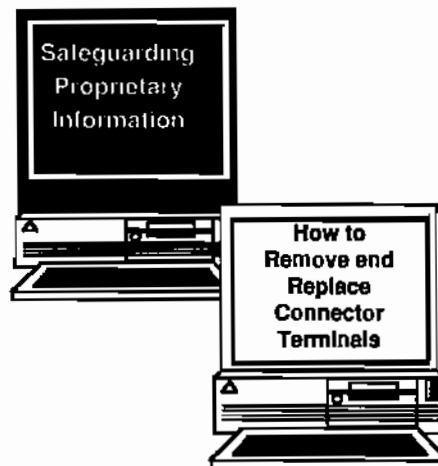
We defined one of the major discourse domains as that of relatively stable subject matter. In business this is where we find procedures, policies, documentation and training materials. When writing about these areas we take the stance that the subject matter is stable – not changeless forever, but not going to change every day. In this chapter our primary aim is to present some case studies and examples of different applications of Information Mapping's method to on-line hypertext information retrieval situations. This will give the reader a more concrete idea of the method and its applications to on-line text.

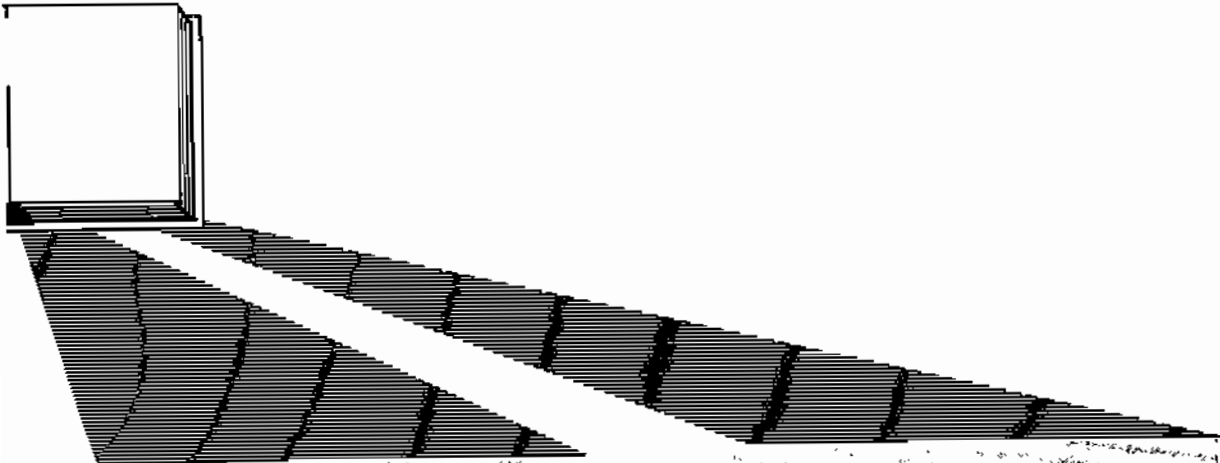
Contrast With Paper

To see examples of paper-based display of the Information Mapping method



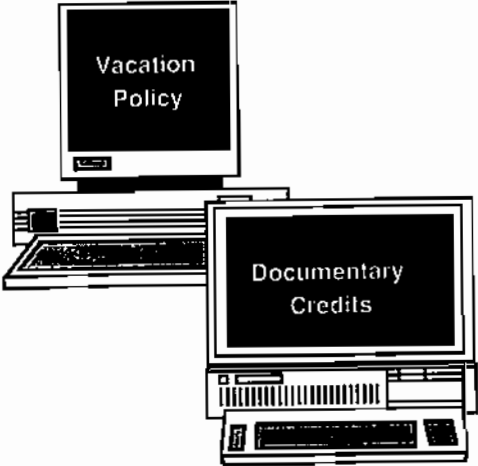
We present two examples of pages from operations and technical manuals:





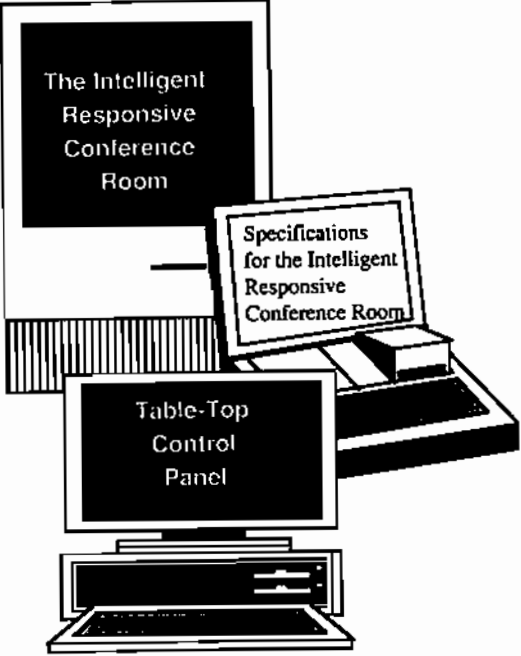
2 Personnel and Policy Manuals

We present two examples of pages from personnel and policy manuals:



3 On-Line Product Knowledge Data Base: Case Study

We present a series of three examples of an on-line data base from an hypothetical company:



Operations and Technical Manuals

Introduction

On the following four pages we present examples of screens from manuals that fall under the classification of relatively

stable subject matter. The manuals from which they are extracted have been prepared with Information Mapping's approach.

from an operations manual

XYZ Company Administrative Systems Screen 9.0 7/1/85

Safeguarding Proprietary Information

Overview:

Introduction: This section covers policies and practices governing proprietary information and restrictive markings. While this section sets forth guidelines for handling proprietary information, it cannot cover all circumstances. There is no substitute for using good judgment on the part of every Company employee.

Employee Responsibilities: XYZ Company employees are obliged to protect proprietary information as a condition of employment. This responsibility extends to proprietary information received from others in the course of work activities.

(Screen 1 of 7)

Please Enter Your Selection:

- Next screen - Previous screen - Related topics menu - Main menu

-CLICK- -CLICK- Proprietary Information
-CLICK-

Movement Via Links

In this illustration, the user can click on any of these four buttons at the bottom of the screen to go to other screens in the system. Sometimes hypertext systems embed such buttons in the running text and highlight them. At other times they are displayed at some other location on the screen.

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from technical documentation

How to Remove and Replace the Connector Terminals

Introduction

Some KRN connectors contain a micro-deck terminal as shown here.

Diagram

The terminal is held in place in the connector cavity by a locking tang. The attached cable allows you to move and position the terminal.



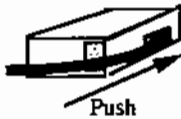
Required Tools

To remove the terminal, use the special tool K8889.

Step 1

Push the cable forward until it will no longer slide.

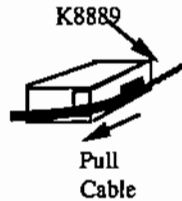
Example:



Step 2

Insert the K8889 tool through the hole on the opposite side and gently pull the cable out.

Example:



Step 3

Inspect the terminal. Replace if necessary and then replace the cable by inserting it into the locking tang.

Example:



Movement Via Links

In this illustration, the user can click on illustrations contained in the screen which act as buttons. The user may also click on specific words that can be highlighted by pushing a function key.

Personnel Manuals and Policy Manuals

from a personnel manual

Movement Via Hypertext Links

On this screen we illustrate how different words or phrases can be highlighted to indicate where buttons are located. Buttons are indicated by boldface type.

Vacation Policy and Schedule for Exempt Employees

Company policy: Employees may take their vacation after their anniversary date of hire.

Example: An employee hired on June 1, 1979 would be eligible for vacation after June 1, 1980.

Rule one: No vacation days will be accumulated from one anniversary to the next.

Rule two: No payment will be made for vacation days not taken.

Amount of vacation:

Years	Exempt Employees	Nonexempt Employees
1-2	2 weeks	1 week
3-9	3 weeks	2 weeks
10-14	4 weeks	3 weeks
15-19	5 weeks	4 weeks
20+	6 weeks	5 weeks

Holidays during vacation: If company paid holidays occur during a vacation period

- nonexempt employees are eligible for an additional vacation day, but
- exempt employees forfeit the holiday.

Example: A nonexempt employee schedules his vacation during the first two weeks of July. The Fourth of July is a company paid holiday. The employee receives an additional day of vacation.

CLICK

CLICK

CLICK

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from a
policy
manual

Documentary Credits

Definition A documentary credit is a conditional bank undertaking of payment for settling international commercial transactions.

How transactions work Briefly stated, in a documentary credit transaction

- the buyer (synonym: applicant) asks
- the bank (synonym: issuing bank) to give a written undertaking to effect a payment
 - up to stated sum of money
 - within a prescribed time limit
 - against stipulated documents, to
- the seller (synonym: beneficiary).

The system of documentary credits provides security for both the buyer and the seller by assuring that

- all documents are in order (certificate of origin, commercial invoice, insurance policy, bill of lading, etc.)
- the seller will receive payment.

Important Payment against a documentary credit does not necessarily ensure that the shipment's contents are in order, only that the papers are in order.

Conditions: buyer Payment is made on behalf of the buyer against documents which give the buyer the rights to the goods.

However, according to arrangements between the buyer and the bank, and/or local laws or regulations, the buyer may have to

- make an advance deposit when it requests the issuance of the credit, or
- place the issuing bank in funds at the time that the documents are presented to the overseas banking correspondent of the issuing bank.

Conditions: seller The issuing bank pays the seller who does not have to rely on the buyer and the buyer's ability and/or willingness to pay.

However, the seller can demand payment only if he/she meets all the requirements of the credit.

Therefore, the seller should not proceed with the shipment until he/she is

- aware of the requirements, and
- satisfied that the requirements can be met.

Introduction to Product Knowledge Case Study

Background

We have introduced the concept of relatively stable discourses Δ elsewhere. It is the province of training manuals, documentation, and reference manuals. It would be well to look at this discourse to see how it is different from other kinds of discourse. The best way to do this is to examine a structured hypertext knowledge base in detail. We will do that in this chapter.

see page

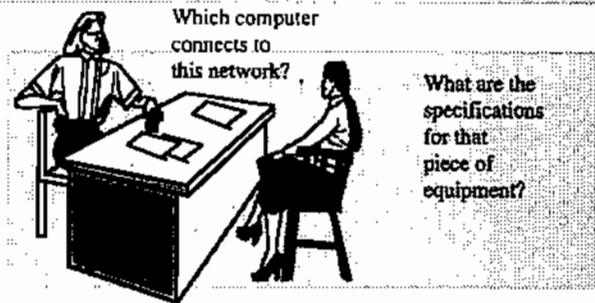
168

Case Study Situation: Need for Product and Services Knowledge

Needs of Users

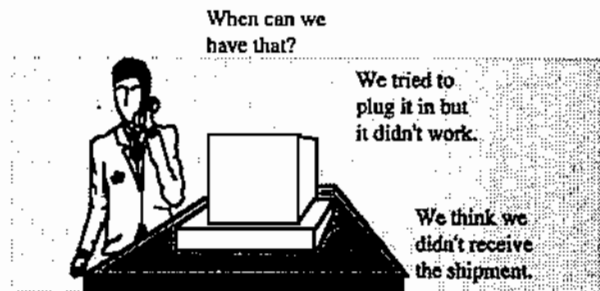
Salespeople

Sales people need to have information on all of a company's products and services at their fingertips so that they can work with customers to plan installations and make sales.



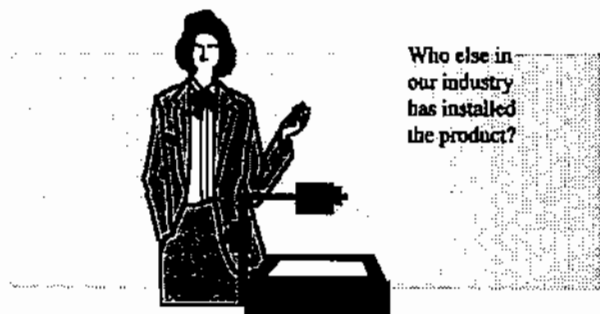
Customer Service

The customer service people need to have all the information of a company's products and services to be able to answer questions and take orders and to provide other services in the implementation phase.



Instructors

Instructors receive a lot of questions from their trainees about how the training affects various aspects of the company's products and services. They need to be able to answer them.

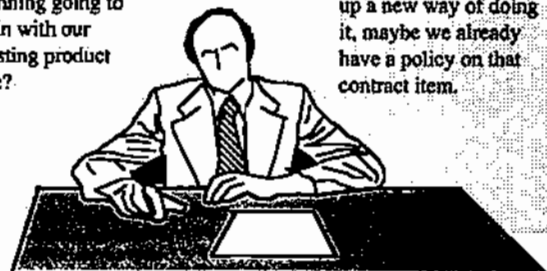


Managers in All Parts of the Company

Managers in other parts of the company need information on all the company's products and services for planning and coordinating. They need to have the biggest picture possible as well as correct detail.

How is what I'm planning going to fit in with our existing product line?

Before we start making up a new way of doing it, maybe we already have a policy on that contract item.



Solution: Hypertext of Company Products and Services

Structured hypertext documents with Information Mapping's approach will provide all of the product and service information and hypertext will provide the framework for linking the information.

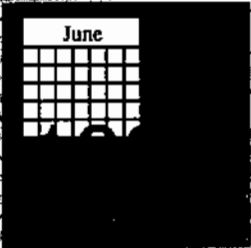


Salesman has a portable computer on which the hypertext can be displayed using an internal CD-ROM or similar large memory storage device.



Customer service and others have access to the knowledge base on their personal workstations.

Time Frame in the Simulated Product Knowledge Base Scenario in this Chapter



The Company in the Simulated Knowledge Base

CEIC --- Computer Environment Interfaces Corporation

Case Study in This Chapter

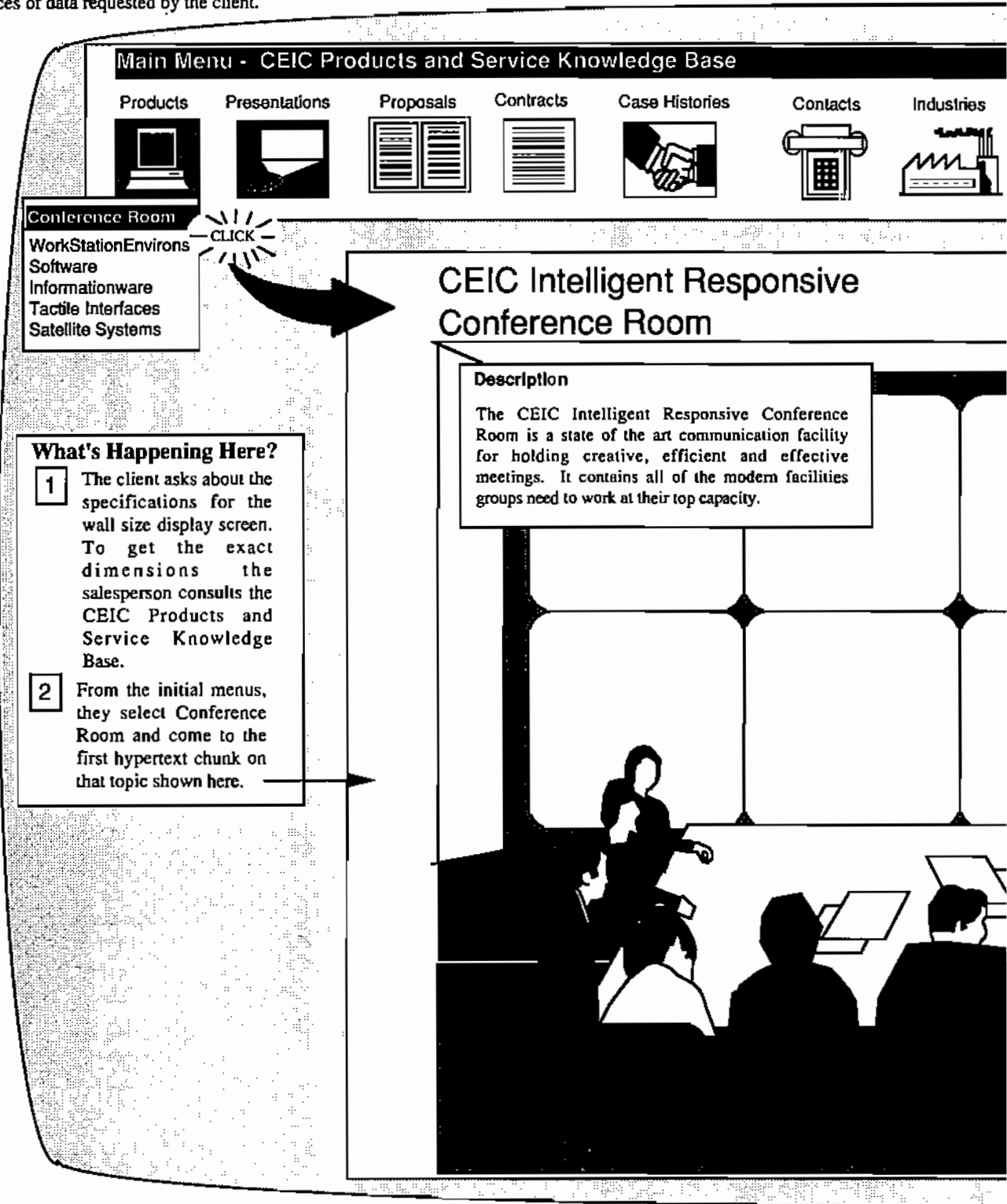
We will provide a simulation in the next few pages. It is a simulation of a few hypertext screens for the hypothetical company, CEIC, salesman working on a sales problem.

...next few pages...

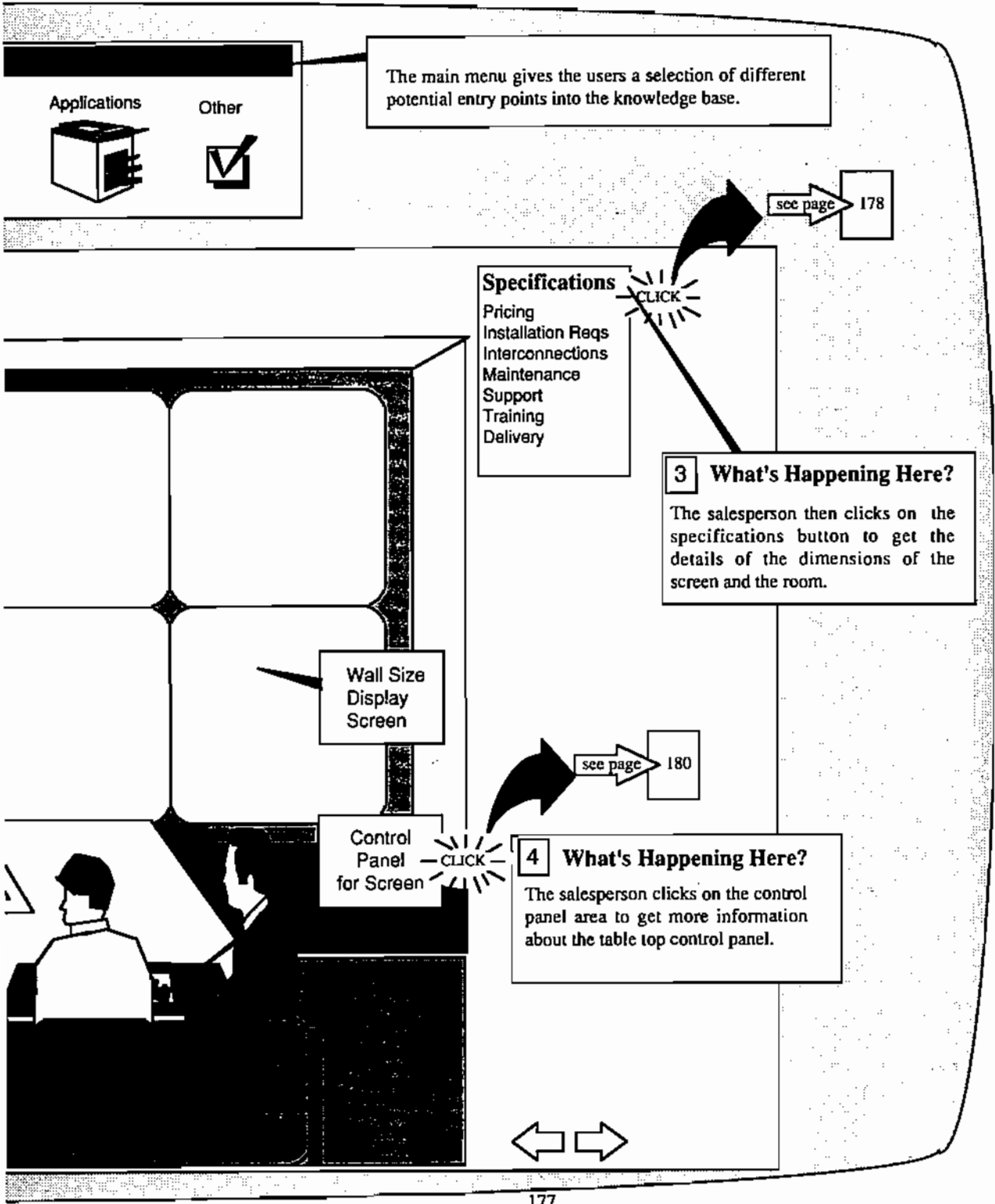
Product Knowledge Case Study: Main Menu

Introduction

Here we begin the case study which we described on the previous page. The salesperson is searching for specific pieces of data requested by the client.



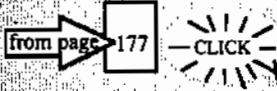
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Product Knowledge Case Study: Specifications

Introduction

This is the second display of the case study we began on the previous page. The salesperson here has found the specific data requested by the client.



What's Happening Here?

- 1 The client had asked about the specifications for the wall size display screen. To get these specifications the salesperson clicked on a menu to go to this display.

Specifications: Intelligent Responsive Conference Room

Undistorted viewing

The screen presents undistorted viewing over a horizontal angle of up to 130 degrees.

Display Modules

5 feet by 5 feet

Module Configurations

Here are the configurations possible with a screen.

4x2



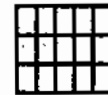
4x3



5x2



5x3



6x2



6x3



Video Effects

- single image
- combined images
- multiple images
- moving images
- frozen images

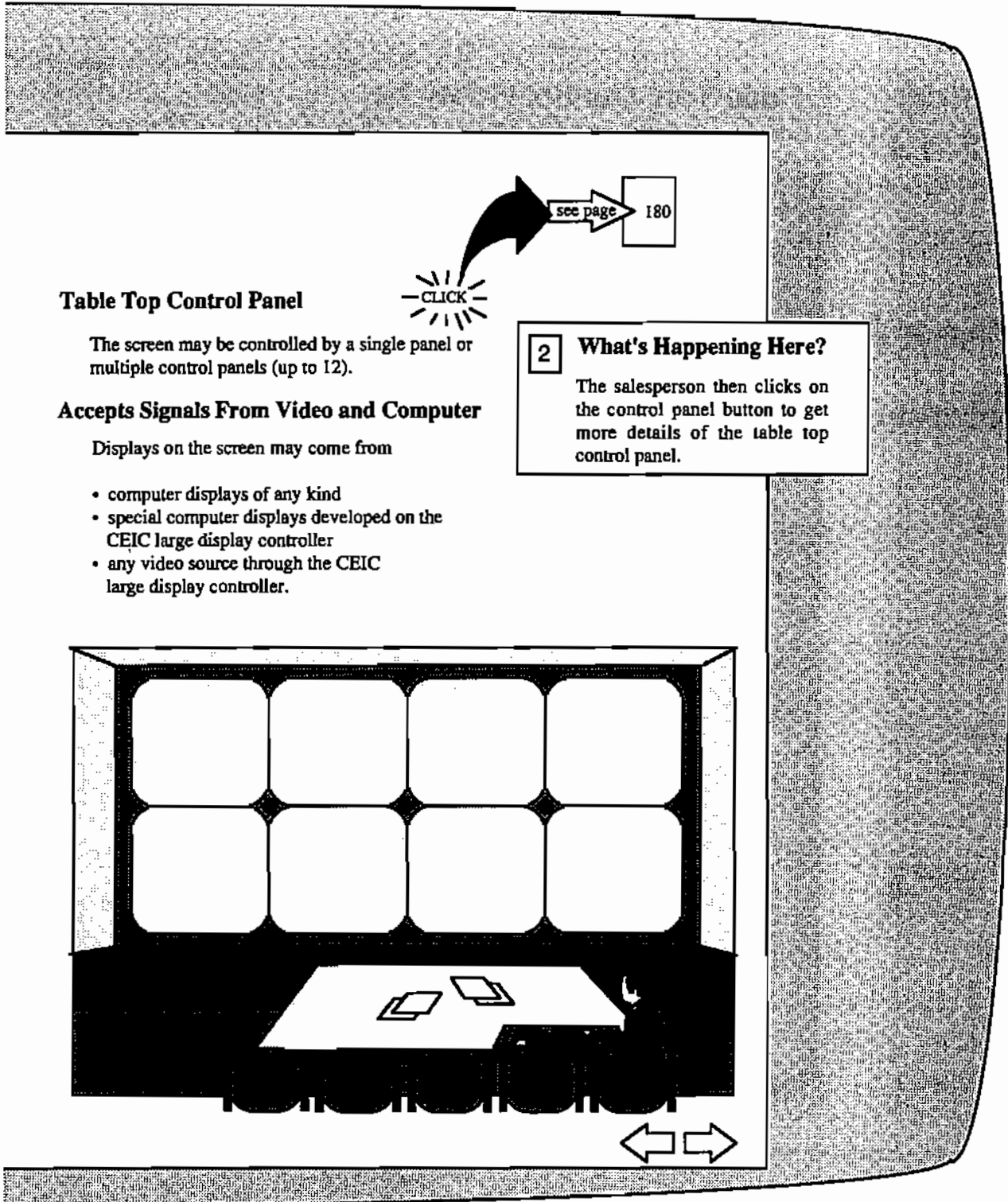


Table Top Control Panel

The screen may be controlled by a single panel or multiple control panels (up to 12).

Accepts Signals From Video and Computer

Displays on the screen may come from

- computer displays of any kind
- special computer displays developed on the CEIC large display controller
- any video source through the CEIC large display controller.

2

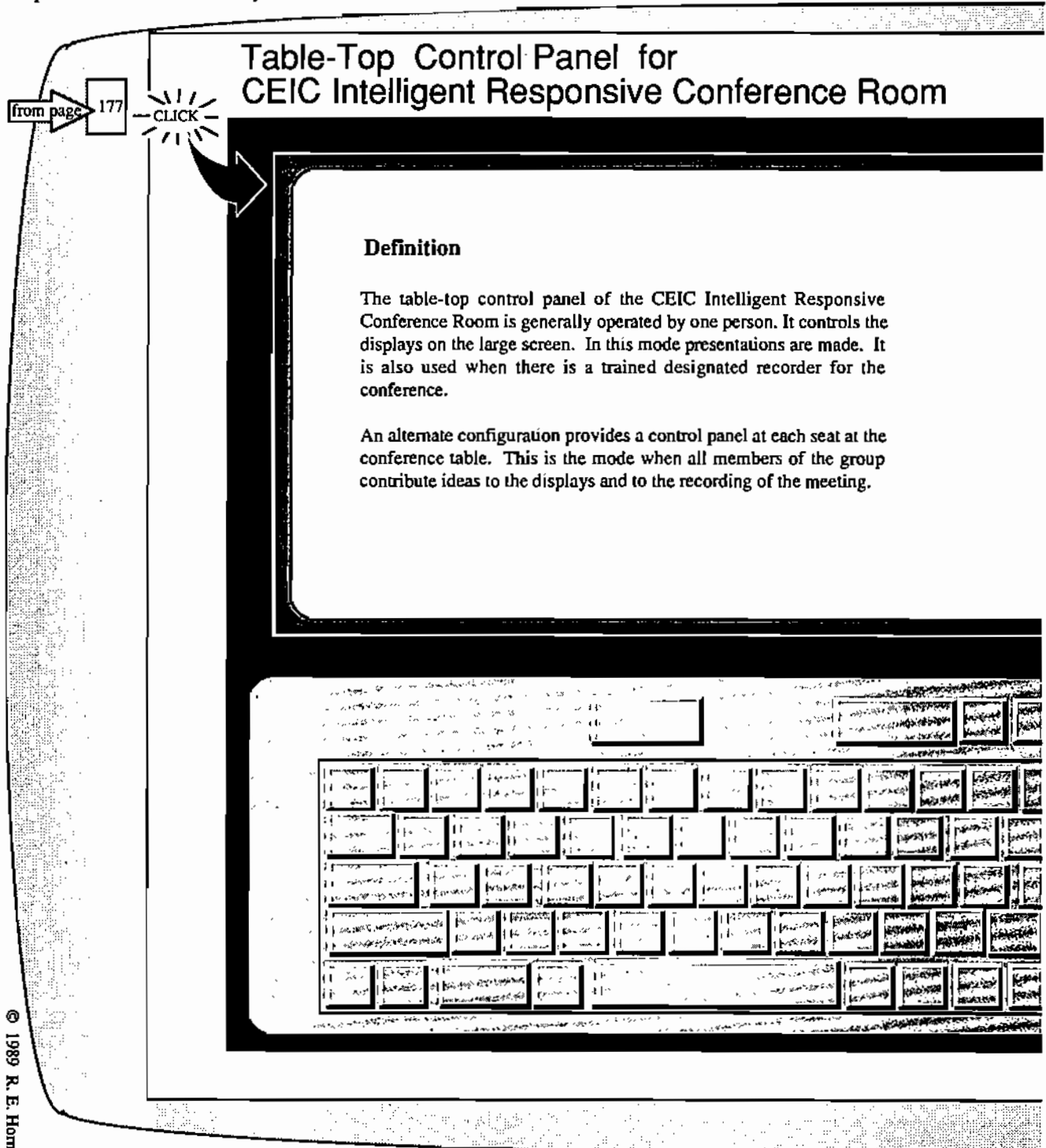
What's Happening Here?

The salesperson then clicks on the control panel button to get more details of the table top control panel.

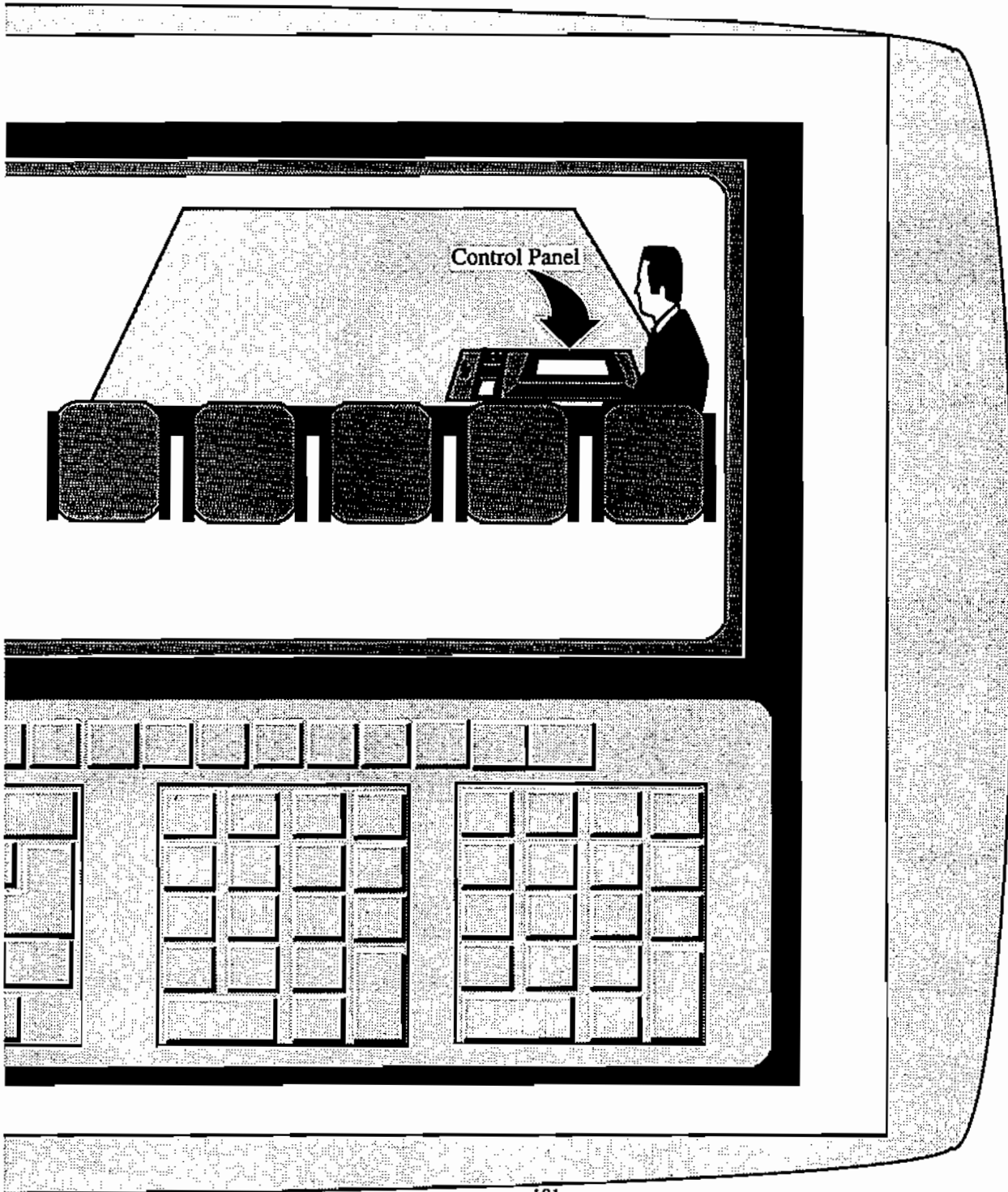
Product Knowledge Case Study: Control Panel

Introduction

This is the third display of the case study we described on previous pages. Here the salesperson has asked to see more information on the control panel of the CEIC Intelligent Responsive Conference Room System.



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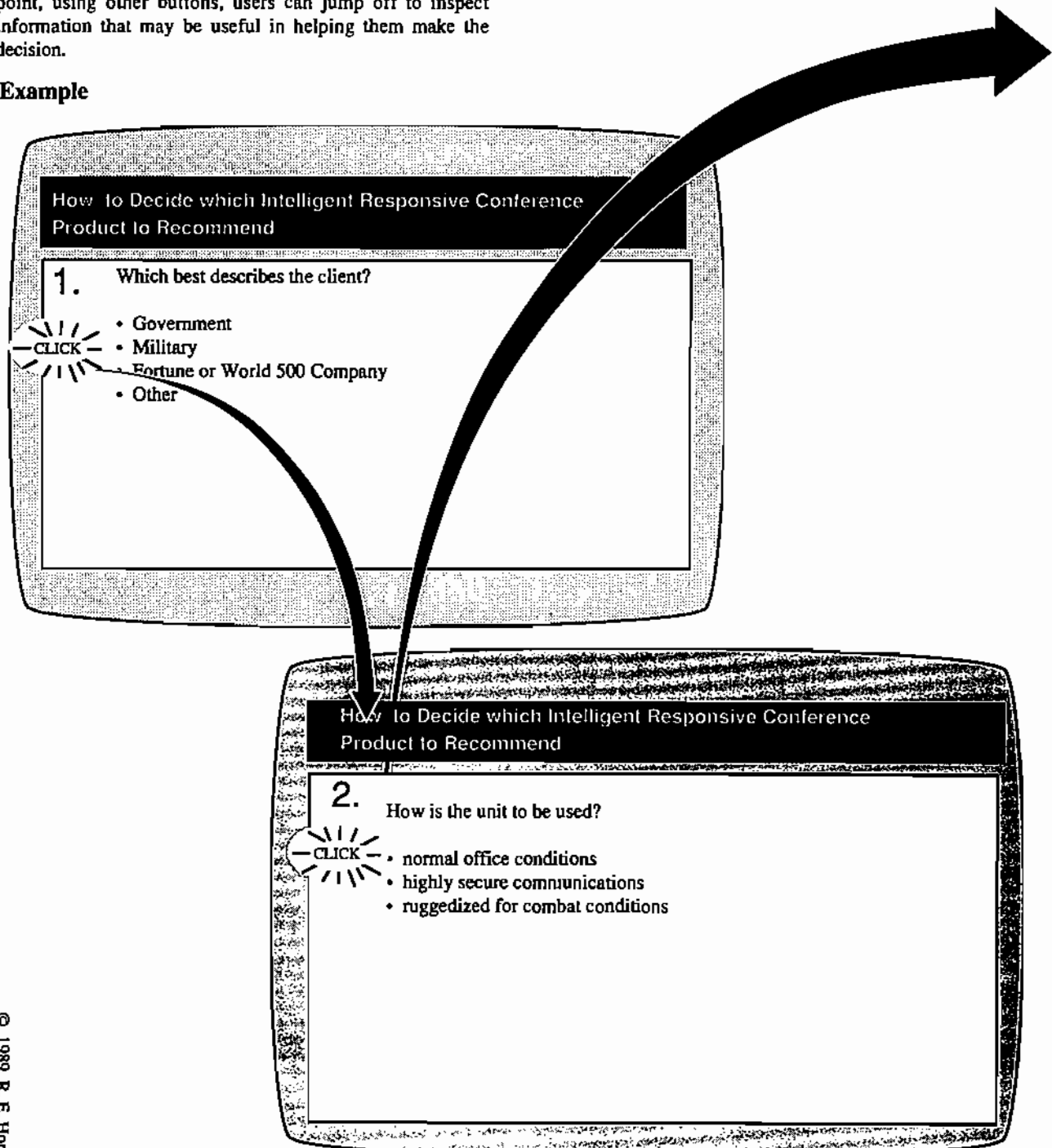


Access by Task-Driven Procedures

Introduction

One of the ways that the user can move around in a knowledge base of relatively stable subject matter is through task-driven procedures. The user has to do something or decide something. The hypertext system acts as a decision aid, stepping users through each part of the decision. At any point, using other buttons, users can jump off to inspect information that may be useful in helping them make the decision.


Example



How to Decide which Intelligent Responsive Conference Product to Recommend

3. What is the size of the largest group that will use the conference room?

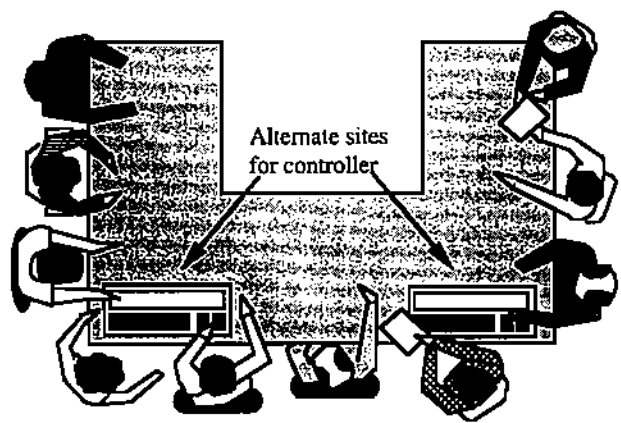
Not larger than...

 10 25 40 500
 15 30 50 2,000
 20 35 100 5,000


Note:
The user can traverse hypertext links to get descriptions of parts of the knowledge base that explain details of the system.

How to Decide which Intelligent Responsive Conference Product to Recommend

4. Recommend the following layout:



Alternate sites for controller



Alternate Off-site Controller for Presentations

To show dimensions on drawing click here

Chapter 7. Disputed Discourse: Argumentation Analysis

Overview of This Chapter 186

- Brief History of Argumentation Analysis 186**
- Claims 188**
- Grounds (Data) 189**
- Warrants 190**
- Backing 191**
- Rebuttal 192**
- Qualifiers 193**

Applications of Argumentation Analysis to Well and Poorly Structured Problems

- Argumentation Analysis for Four Principles 194**
- Argumentation Analysis for Three More Principles 196**
- Useful in Representing Ill-Structured Problems 198**
- Case Study of a Poorly-Structured Problem 200**
- Case Study Brings Together Opposing Viewpoints 202**
- Comparing Ill-Structured and "Tame" Problems 204**
- Conclusions: Argumentation and Hypertext 206**