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15 MINUTE GUIDE TO INTERACTIVE WALKTHROUGHS

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AN INTRO TO INTERACTIVE CONTENT

In the last few years, interactive content has made unbelievable strides in the content ecosystem. According to Demand Gen Report's 2015 Content Preferences Survey, *"91% of buyers prefer content that is visual and has an element of interactivity."*

Unlike the static content, which is available in plenty, interactive content offers a more engaging experience to its users, while providing detailed buyer information to the marketers. It is a two way street that benefits both and is considered equivalent of a sales "conversation".

A study by DemandMetric found that *"interactive content in general converts two times better than its static counterpart."*

There is little or no doubt, why interactive content works. It's simply, a straightforward method to educate people while attracting and engaging them, either aesthetically or with a practical aim in mind. This is the reason why interactive content has been cutting through the noise of run-of-the-mill content, that floods the internet today.

This ebook is to educate you on one of the most popular type of interactive content, namely **Interactive walkthroughs**. The intention here is to give you the complete understanding of this solution so that you can leverage its capabilities in your business.

STATIC CONTENT V/S INTERACTIVE CONTENT

Simply put, interactive content is a **dialogue**, whereas static content is a **monologue**.

With Interactive content, you can initiate action along with the information. Static content limits your consumers to information alone. Say for example, the interactive content you have created is a Quiz. It includes asking questions, gauging interest, benchmarking knowledge, and assessment of the answers. The factor that plays a huge role in it would be the two-way interaction of the content, which engages and keeps the user's attention.

Let's take a business scenario. Most of the enterprise applications widely used across businesses are complex and have hundreds of functionalities. Users, even after they are onboard, get startled by the number of options they get on these applications. The traditional way to onboard and train these users would be through lengthy static content, tutorial videos, training sessions and/or hand-held demonstrations. But, time to productivity for each of these methods are quite high.

Apart from the excessive man hours and overhead cost of these methodologies, another bottleneck would be measuring its effectiveness. Most of them are a one-time effort and is assumed that after the onboarding and training program, the user should be comfortable with the platform. This may not be equally same for all the users as their learning curve may differ. Because, there might also be users who prefer trying out the features of an application all by themselves.

Both these scenarios can be managed only if the user understands the value proposition of the application.

Interactive content like interactive walkthroughs would be the breakthrough solution that could fix this issue. It is straight-forward, measurable and quantifies user engagement at a detailed level. The data collected would then be helpful in refining the content to make it more appealing to the user.

It also helps users "learn by doing" till they are comfortable and confident with the platform. Irrespective of their know-how of the platform.

" 88% of marketers say interactive content is effective at differentiating their brand. "

WHAT ARE INTERACTIVE WALKTHROUGHS?

There is an age old Chinese proverb, *"I hear and I forget, I see and remember, I do and I understand."*

Interactive walkthroughs is a technology that acts on the lines of this proverb. It helps users learn a platform by working on it in real-time. The methodology is simple. It guides the users through an application, helps them navigate through its multiple touch points and prompts them to take action on them. This is done using tooltips, which hover over the elements on the applications, suggesting the action.

Commo nly used as an add-on to a web application's UI, interactive walkthroughs has by far become the facade of many. It is initiated as soon as users comes to the application, welcoming and showing them in and around the application, much like a personal tour guide.

It also assists in highlighting particular elements on the application and prompts the users to take actions for a given task. The interactive in-app guidance aids users through the tasks, while explaining the business value behind what they are doing.

Although considered as a training and support technology, interactive walkthroughs can be applied in multiple scenarios, wherever the user inputs data and utilizes the available features.

> **In-app interactive walkthroughs help users navigate through the right places in a website or a web-app.**
>
> MAUSAM BHATT
> *Vice President, Product & Business, Flipkart*

INTERACTIVE WALKTHROUGHS - HOW IT WORKS?

Most of the interactive walkthroughs available in the market are in the form of tooltips or balloon pop-ups that attract the user's attention to a particular element on the web platform.

Built to identify the HTML elements on the web platform, these tooltips have an underlying algorithm that identifies the unique set of attributes of the elements on a web page. Depending on the set of attributes, the tooltips suggest the action to be taken. For example, if the chosen element is a button, the tooltip action would be to click, or if the element is a textbox, then the tooltip action would be to type the text.

Search

Get started with the interactive tour

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As for the visual modifications, there are user interface configurations that allow the user set the appearance via CSS. Many companies also provide smart configurations that help you pick and choose the color, text, size and other attributes.
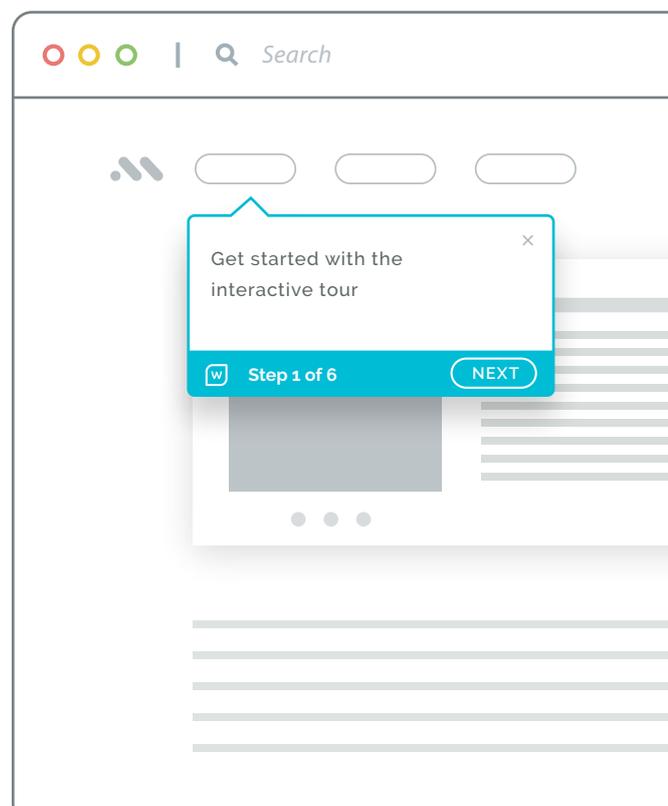
WHERE CAN YOU USE INTERACTIVE WALKTHROUGHS?
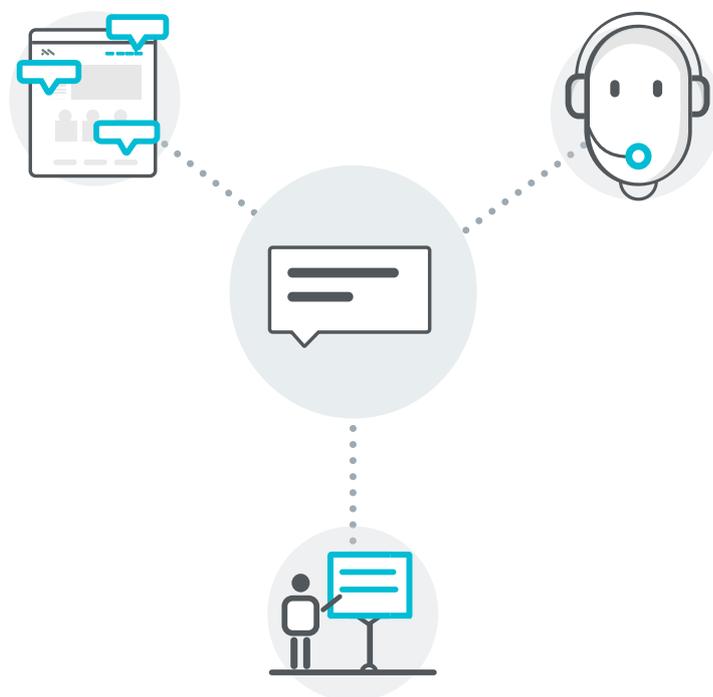
If you believe in making your content interactive on two-sides, that is on the application as well as the user front, then that's exactly where you use interactive walkthroughs.

The following are some of the prominent use cases where interactive walkthroughs can be highly productive.

EMPLOYEE TRAINING

Training employees is an ongoing process. The traditional way for enterprises is to follow a stepped approach that walks the employee through all the options that are available on the platform. Once the training sessions are complete, the user is expected to understand the platform and customize the experience themselves as needed.
The bottleneck of this approach is that novice users would find it difficult to get accustomed quickly. And that would ultimately result in, elevated number of dropouts.

The best way to go about it is to provide them a self-serving system like interactive walkthroughs, that can be used to learn the processes in the application in real-time. This could help the users learn as well as get trained, simultaneously.

EMPLOYEE TRAINING VIA LMS

Integrating interactive walkthroughs with Learning Management Systems (LMS) is another effective way to train. It will help employees learn comprehensively with better understanding of the platform, real-time practice, and self-assessment.

" 70% expect a company's website to include a self-service application "

IN-APP HELP, SUPPORT AND KNOWLEDGE BASE

Help and support costs are soaring high across all the web-based industries. And the only way to keep it on a leash is by automating the process and reducing the manual effort. Interactive walkthroughs can be used to solve this pain point easily.

IN-APP HELP AND SUPPORT

It's highly likely that users will face difficulties and might need help with certain functionalities on web platforms. Traditionally they would prefer reaching out to the support team or reading through the verbose help section or watch videos that explain the same. With in-app interactive help, users can be provided with a list of walkthroughs that could help them with their confusion. This will be self-serving as well as can help in retaining users.

For example, consider the corporate internet banking page of ICICI bank, the largest private sector bank in India. ICICI Bank has a self-help widget embedded to the right-hand side on their corporate banking page, which on click shows the users help articles in the form of walkthroughs.

INTERACTIVE KNOWLEDGE BASE

Another prominent use case of interactive walkthroughs is making Knowledge bases interactive.

User who seek help on Knowledge bases usually have to go through the lengthy instructions available and reciprocate the same on the platform to perform a task successfully. But with interactive walkthroughs on these help sections, they can be taken directly to the task and can be hand-holded in real-time till its successful completion.

American Health-as-a-Service provider, Maxwell Health adopted interactive walkthroughs to help streamline their helpdesk and to solve bulk user queries. For this, they integrated in-app interactive walkthroughs in their help section. Which resulted in better user engagement and lower support queries.

" 89% of customers get frustrated because they need to repeat their issues to multiple representatives "

USER ONBOARDING

Onboarding new users to a web application is analogous to meeting someone for the first time. The priority is to make a good first impression and keep the hope of further conversations, alive. And once, the user is onboard, the priority changes to engaging them and converting them to a habitual user.

Product Managers can create the ideal funnel experience for the users while educating them about how to use the product using interactive walkthroughs. Once the user understands the product well, the likelihood of them converting to a full-time or a upgrade is much higher. It also helps with levelling the user satisfaction for the application. Interactive walkthroughs can hand-hold the users through the initial tasks till they get a good understanding of the product's platform.

INTERACTIVE PRODUCT TOUR

A major subset to User Onboarding via Interactive walkthrough is a Product tour. Adopted widely by many web applications, Product tours is used to explain the capabilities and usability of all the key elements and the distinct features available on a platform to new user. Additionally, Product tours are also used to highlight new features and promotions. If done correctly, interactive Product tours could elevate the user's excitement to use the application.

IMPLEMENTING INTERACTIVE WALKTHROUGHS

One of the prominent uses of interactive walkthroughs is that it can be used on multiple touch points.

Say for example,

1. For in-app guidance on web application - Interactive walkthrough can be embedded on the applications backend

2. To reduce support queries - Interactive walkthroughs can be set up as real-time widgets

3. Onboarding new users - Interactive walkthrough can be incorporated into getting started guides and onboarding tours

4. For real-time customer service - Interactive walkthroughs can be sent across email, IM's and social media

There are many open source alternatives available for developers to implement this solution. But, considering the time to productivity, the safe bet is to get a product that is completely built and serves the purpose quickly and efficiently.

Whatfix is a great example when it comes to providing users with interactive walkthroughs with easy implementation.

Here's how Whatfix integrated interactive walkthroughs on one of the biggest CRM's in the world, Salesforce.
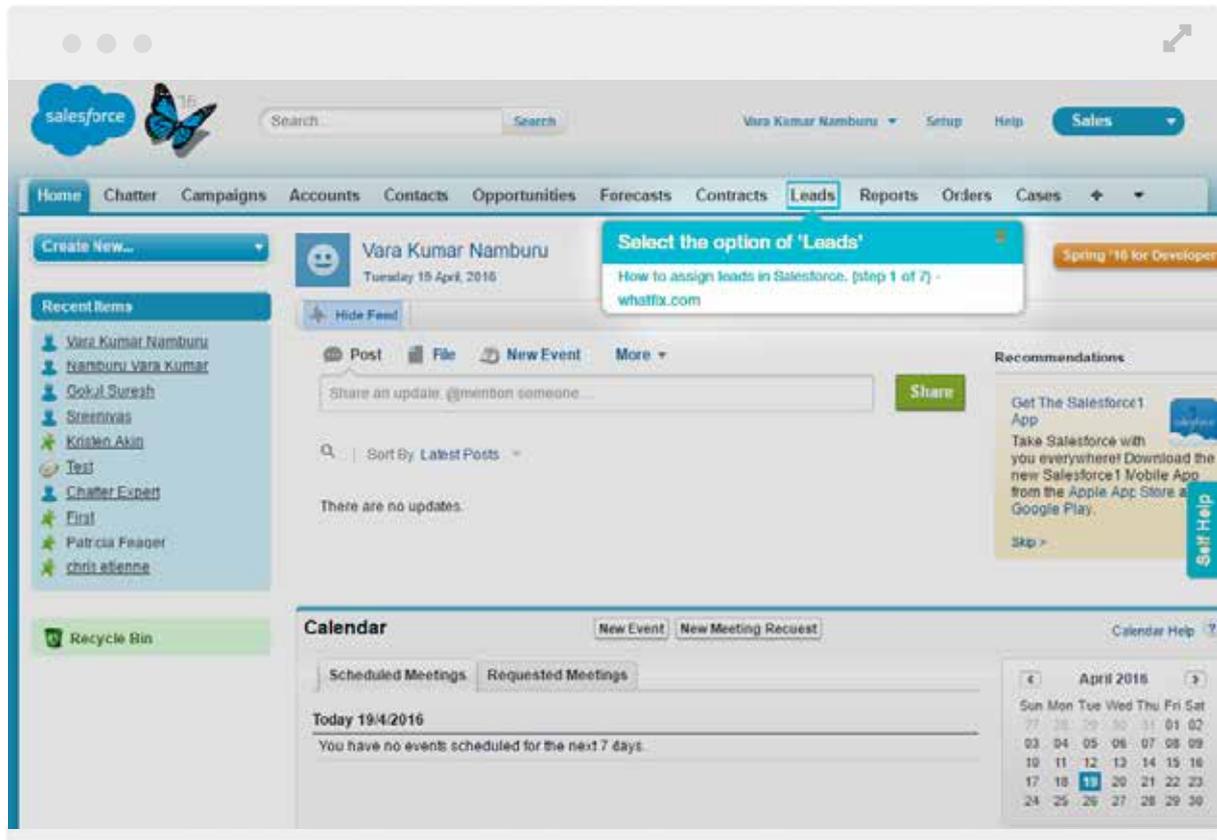
Interactive Walkthrough on Salesforce

Whatfix helps users on web products like Salesforce, to easily navigate the sophisticated platform. It is not only helpful to the users on Salesforce, but also to the companies that package custom CRM's built on Salesforce's Force.com platform.

A good case study of interactive walkthrough on Salesforce would be that of BMC Remedyforce.

BMC Remedy software is a global leader in innovative software solutions that uses Whatfix's in-app guidance to onboard users on their platform built on Salesforce's Force.com. Before integrating the walkthroughs, Remedyforce faced the challenge of engaging and onboarding new users on their platform. The user dropouts during the initial setup was escalating, and this became a reason for them to change the existing strategy and to try out new methodologies.

To tackle the problem, BMC Remedyforce decided to revamp their traditional help with Whatfix's interactive walkthroughs. This helped them in simplifying the initial user engagement, helping the users understand the platform's functionalities quickly and automating their training tasks.

BMC Remedyforce has testified that they have solved more than 10,000 queries since the time they integrated interactive walkthroughs on their platform. And all of that, by creating 34 nifty walkthroughs.

> *With absolutely no coding or training, our writers are able to create and integrate interactive help wizards within minutes. This help is way better than the traditional text-based documentation.*

PARESH NAIK
Sr. Manager, BMC Software

WHY SHOULD YOU ADOPT INTERACTIVE WALKTHROUGHS?

For companies who invest big on user acquisition, one of the biggest problem is that users drop out even before the discover the true value of the product. The same goes for existing users who don't grasp the potential of a product in its entirety.

An interactive walkthrough is designed to intentionally reveal the functionalities to the user, that could be challenging. Which makes it an effective approach to curb user confusion, helping them cope with the complexities of web applications.

A vast majority of users say that interactive walkthroughs makes discovering web applications easy, efficient and enjoyable.

With its ability to help companies for user onboarding, training and support, interactive walkthroughs has already proven that it can be value add to any organization. It is expected that with the boom in interactive content we see today, the scope of this technology will rise immensely in the near future.

ABOUT WHATFIX

Whatfix is a SaaS-based interactive guidance and engagement platform that helps businesses guide and engage users, customers, employees and partners across any web application or website.

At Whatfix, we believe in empowering our customers to self-serve. With our in-app guidance we have been helping businesses across different verticals ease user onboarding, improve training and reduce support. Our main objective is to curb the user confusion on the web through step-by-step guided instructions, raising their efficiency, reducing the time to train and improving the overall productivity.

If you are looking for an interactive walkthrough solution to streamline your User Onboarding, Employee Training and/or Support, then we urge you to try out our solution.

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Gokul Suresh, is the content and social media specialist at Whatfix. He's an avid storyteller and a techie who crafts articles, documentations and content for websites. He has a keen likeness towards SaaS products and believes in solving the clutter and confusion in the web with Whatfix.

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