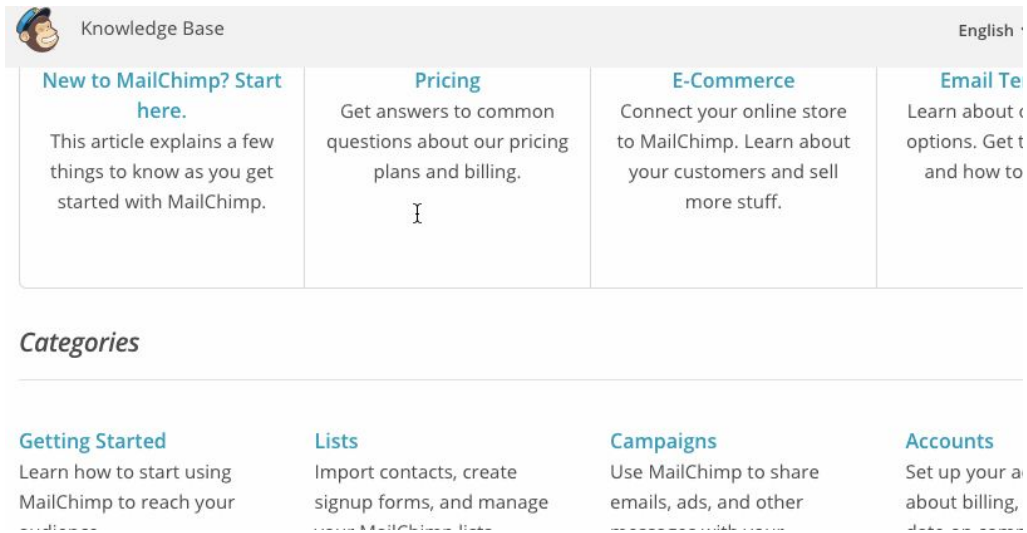
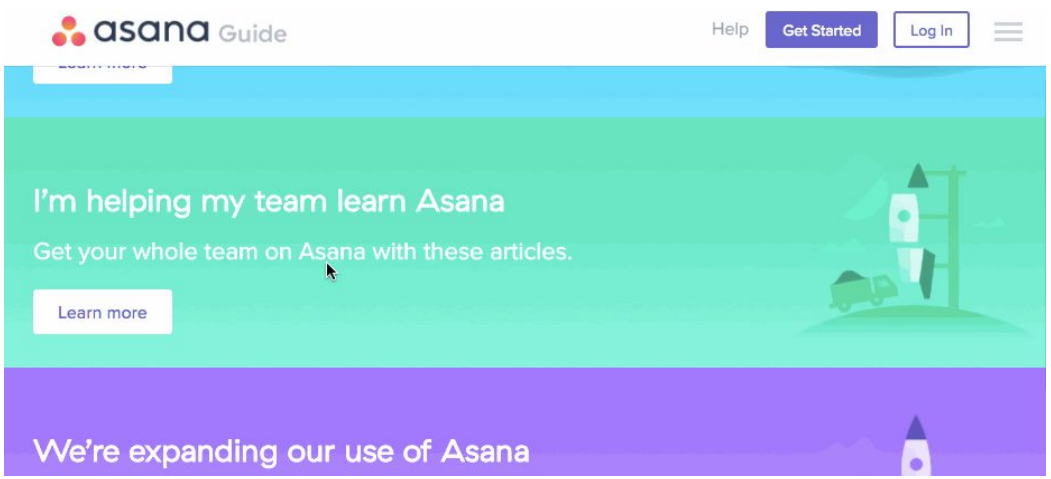
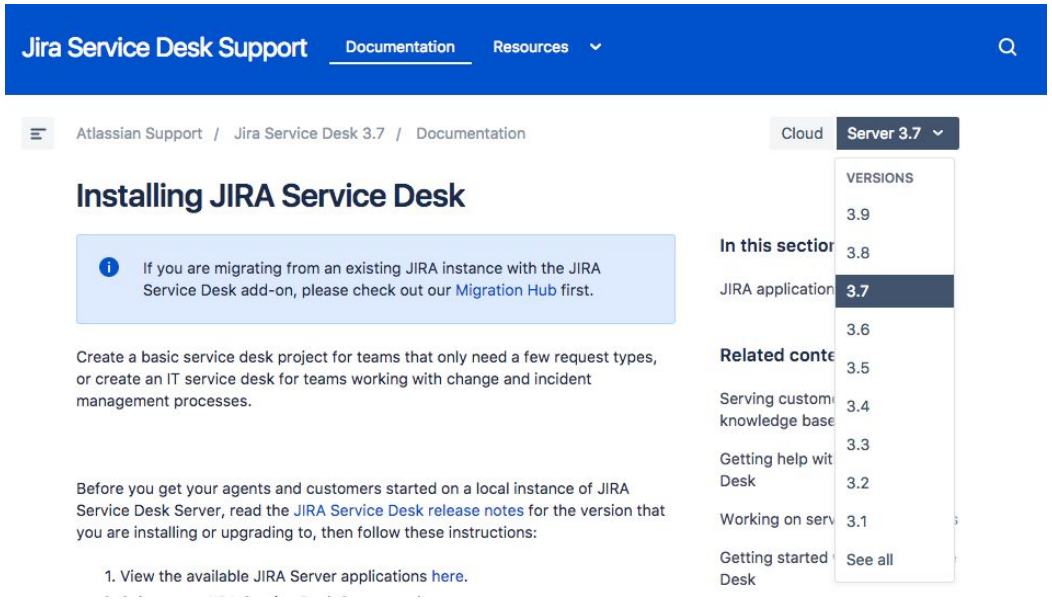
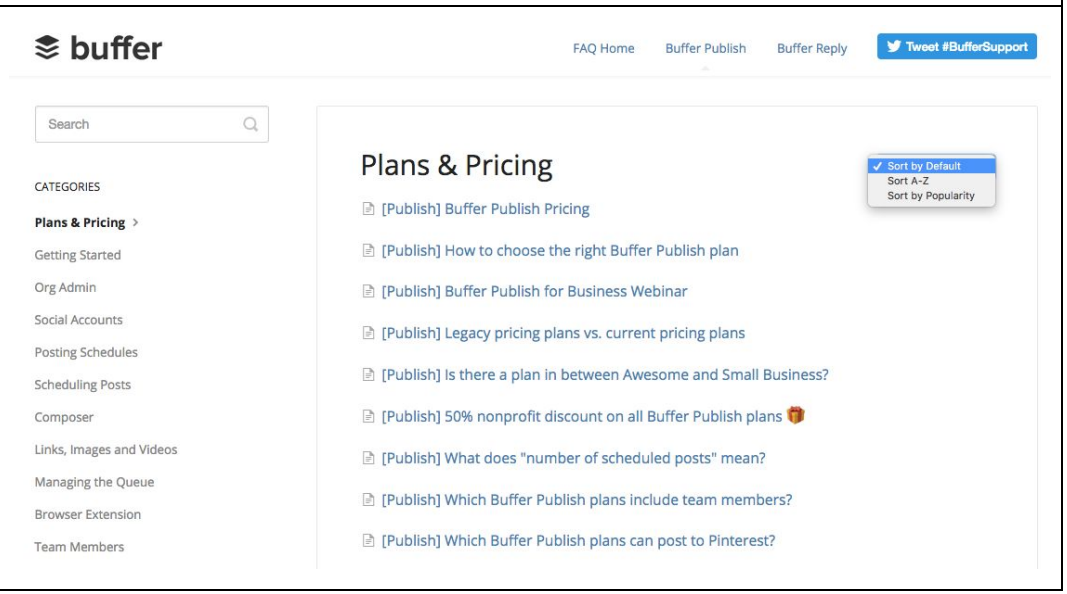
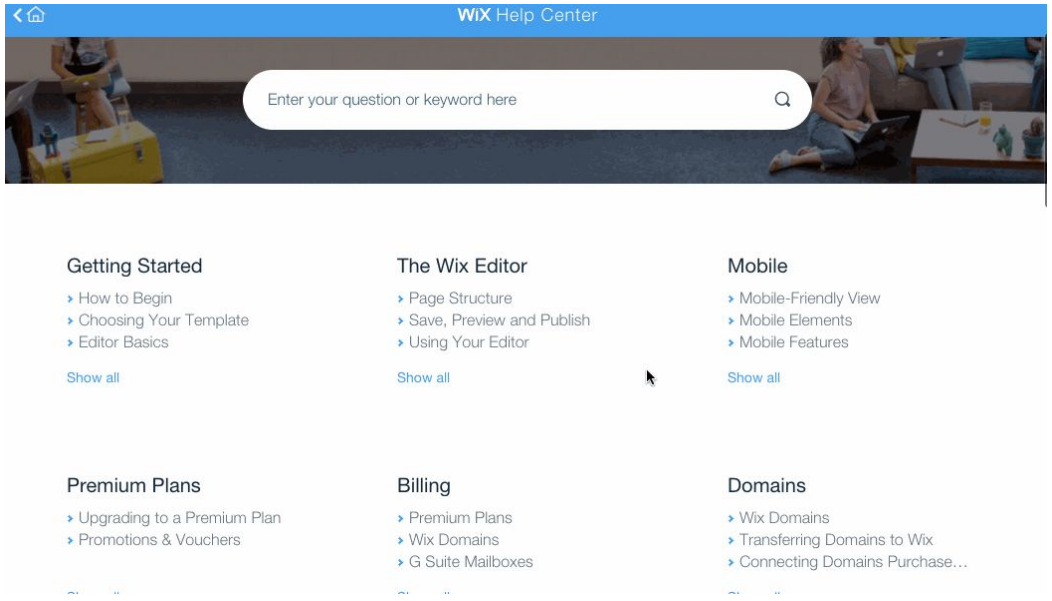
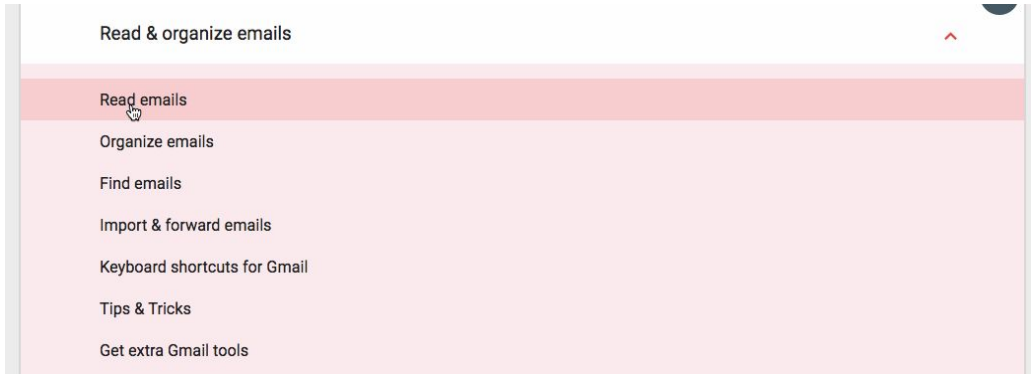
Competitor research

Company	Notes	
MailChimp Knowledge Base hosted on their brand domain (mailchimp.com/help)	- Notes about their own KB redesign experience. - Have an in-app KB accessible with a Help button -Like Zorse widget without Support or Community options - Search results will break out content into Articles, Quick Answers, and a Glossary of terms - Homepage contains a track for beginners and article content by product area - Each product area is broken into subcategories and an exhaustive list of articles in a list - Articles are printer-friendly - KB homepage gives option to switch language - Articles have breakdowns such as: Definitions Before you start How Merge Tags Work Types of Merge Tags How to Use Merge Tags Testing and Troubleshooting Next Steps (recommended next articles)	
Asana Guide hosted on their brand domain (asana.com/guide)	- Contains an onboarding flow for new customers - Provides a guide for teaching Asana to your team with recommendations for features to cover/demo - Include a link to official Help Documentation	

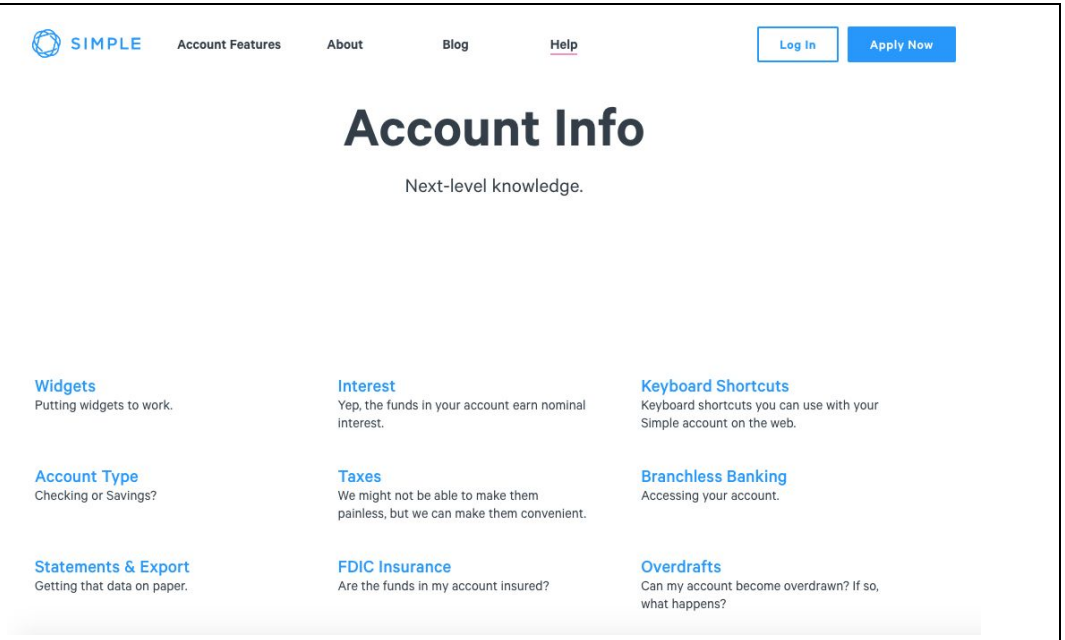
Competitor research

Atlassian JIRA Service Desk Documentation Hosted on confluence subdomain https://confluence.atlassian.com/alldoc/atlassian-documentation-32243719.html	- Broader product area breakdown, then landing pages featuring "Getting started" and "What's new" - Within articles, option to select your version from a dropdown in the top-right corner to see customized documentation	
Buffer Knowledge Base Documentation Hosted on faq.buffer.com	- Separate KB links for different parts of the tool - Notes how many articles are in each topic area - Top menu includes links to different products (almost like different hubs) with their own respective documentation homepage - Can click on any topic area and arrive at a landing page with a long list of articles by category with a left side-menu navigation - Option to filter articles by: Default A-Z Popularity	

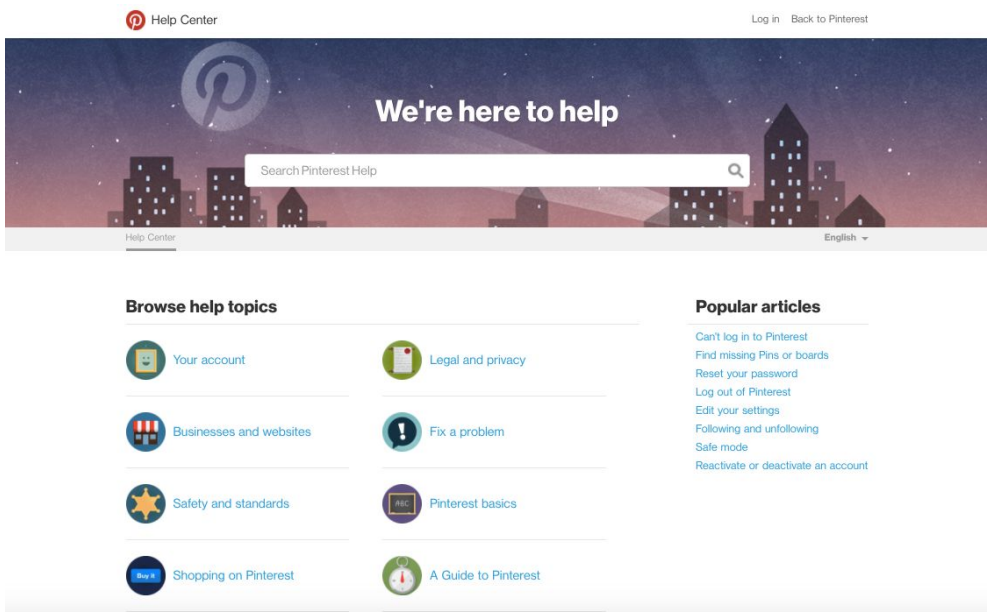
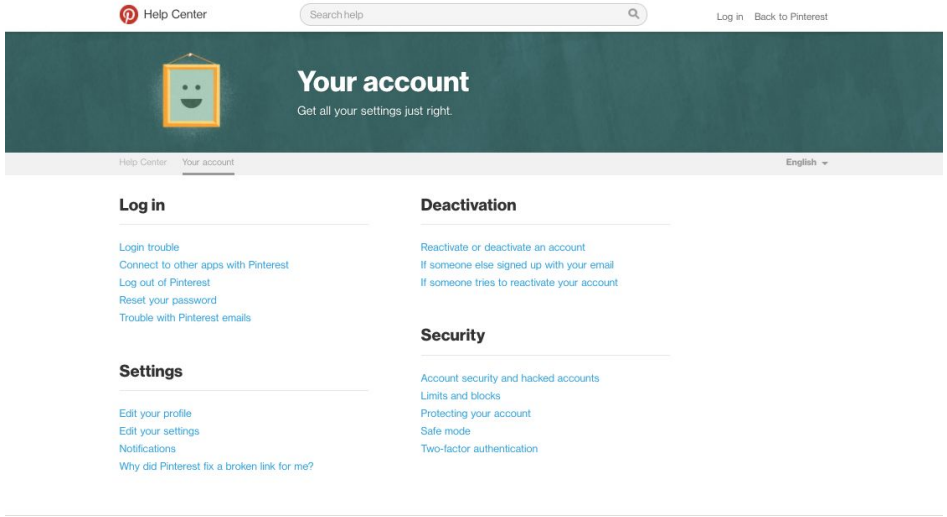
Competitor research

Wix Help Center Knowledge Base https://support.wix.com/en/	- Landing page with topic areas and a list of trending articles at the bottom of the page - Top 2-3 articles listed under each topic area with an option to view all articles for that topic - Within the topics themselves there is a table of contents to create subcategories with an exhaustive list of articles included - These topics also include: Articles under that topic Known issues Feature requests pending - Breadcrumb navigation to easily go back to the previous screen	
Google / Gmail Gmail Help https://support.google.com/mail/?hl=en#topic=7065107	- Similar information architecture with a long list of broad topics - Starts with most popular articles visible and then breaks articles into broad topics such as specific goals/actions, settings, troubleshooting - Include links to related articles at the bottom of each doc - Strangely not exactly a breadcrumb navigation, but you can return to home screen - Different tabs in a single article to break out versions of products, such as Android / iPhone or Mac / PC, with unique instructions	

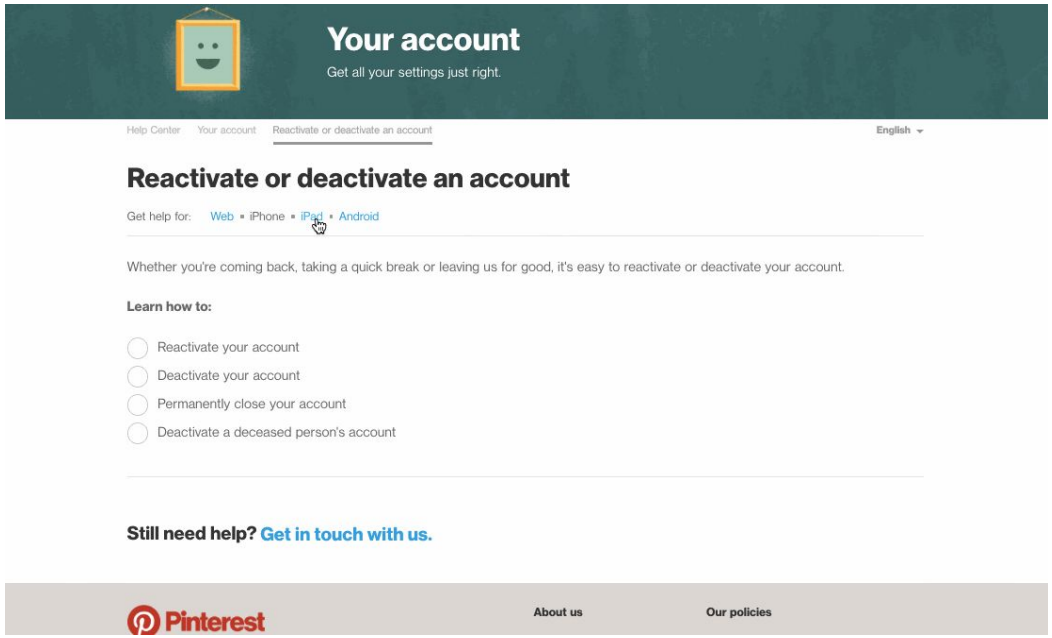
Competitor research

Simple Help FAQ Support Articles https://www.simple.com/help	- Articles broken out into *Top Articles* and *Categories* including: *Getting started*, *Account info*, and specific product features - Each category states the number of articles included - In each category page (screenshot) there is a 1-sentence summary of each article to give you a high level view of what's covered.	

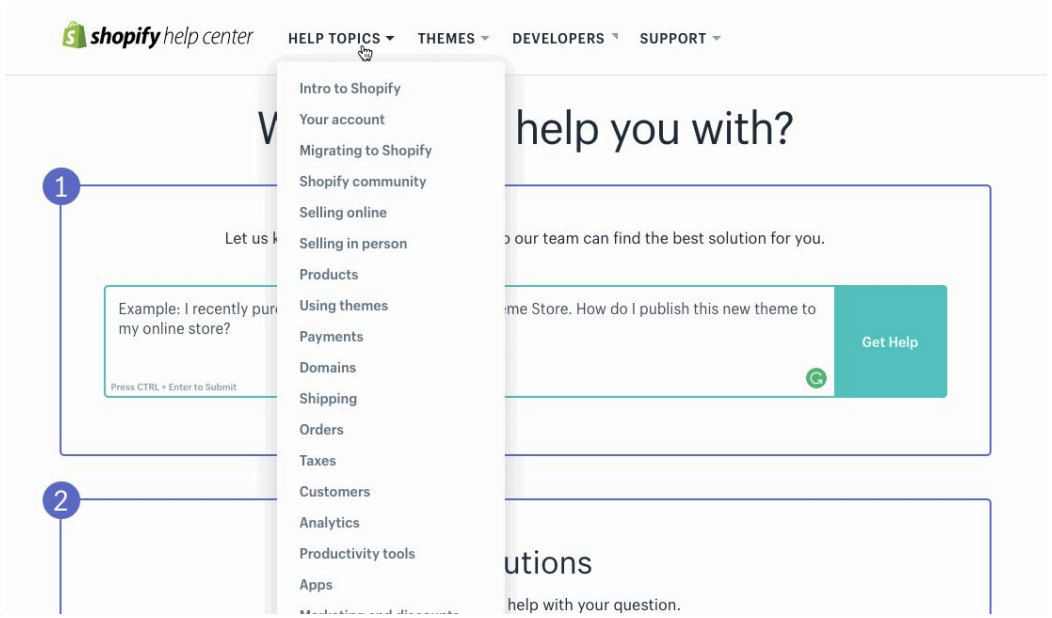
Competitor research

Pinterest Help Center	- Able to browse by topic - View popular articles on the right-hand side - Prominent search bar at the top - Homepage	
	Individual landing page for a topic	

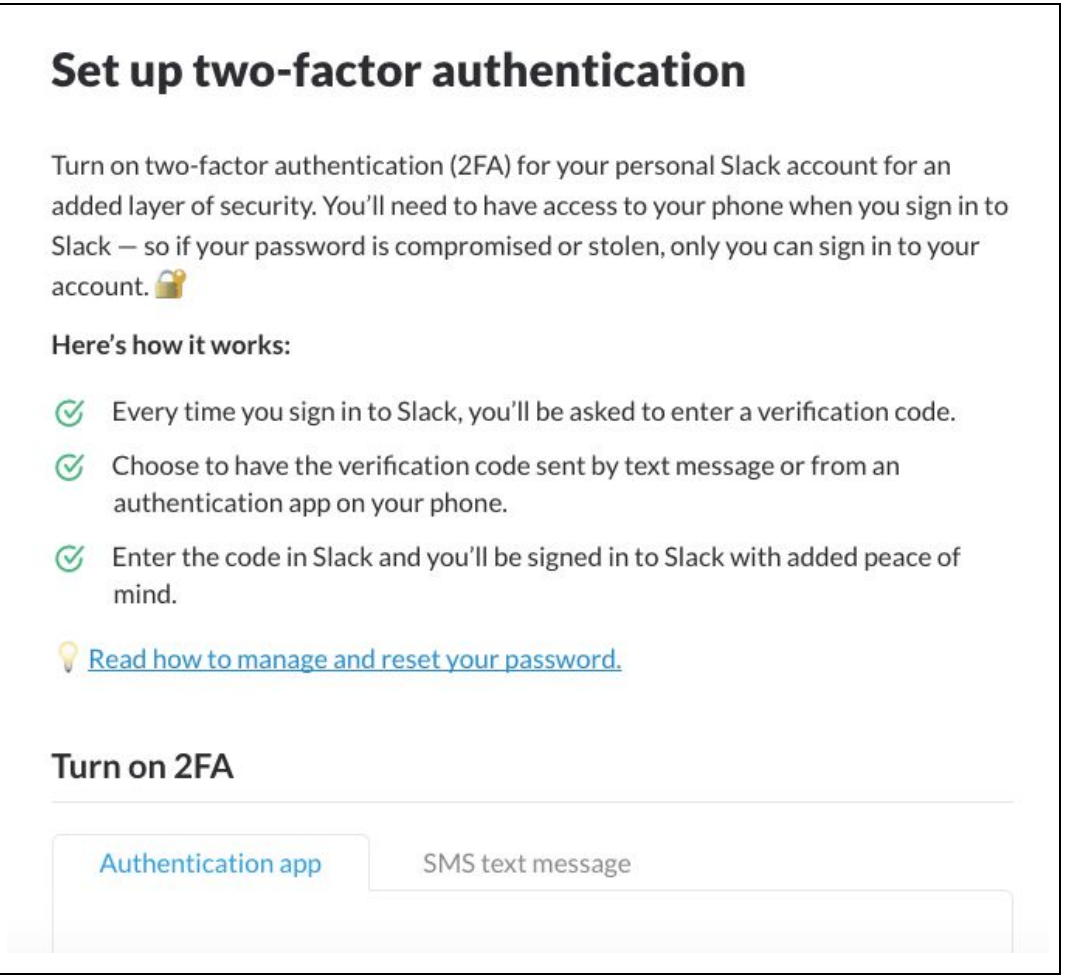
Competitor research

	Individual article broken out by platform and into bite-size steps based on goal. This is magical.	

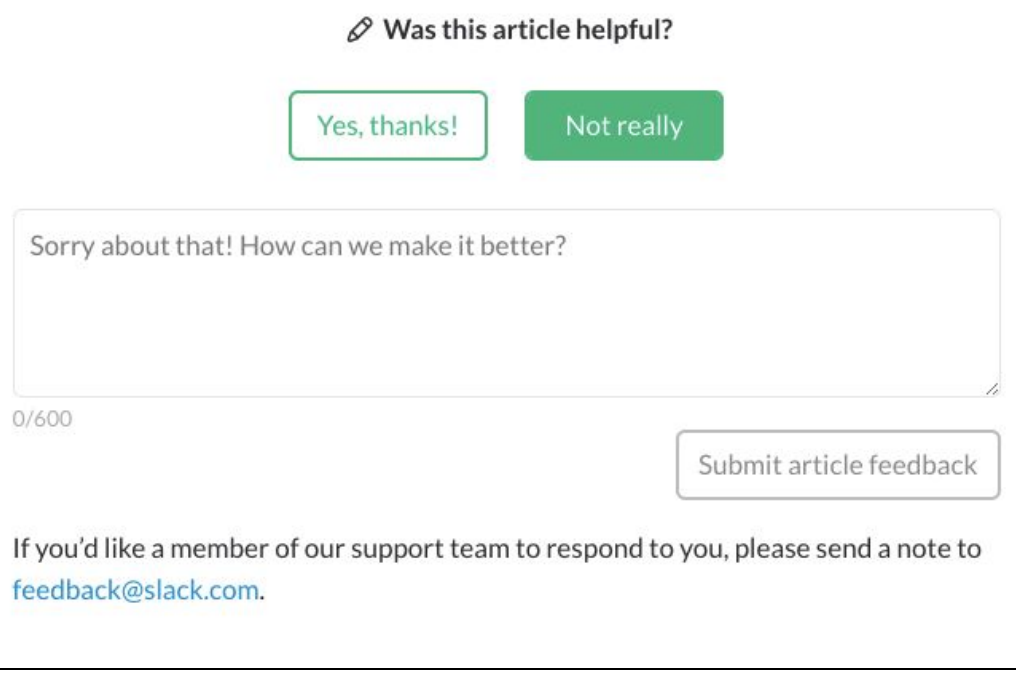
Competitor research

Shopify Help Center	- Can browse topics from top menu - Prominent search at the top styled as a chat experience - 3 articles are revealed based on your search terms - Option to contact support through different channels if none of the articles address your problem	

Competitor research

Slack Help Center	- High level summary at the top of how it works - Link related docs or resources - Steps/instructions - Alerts as needed - Option for feedback at the bottom	

Competitor research

Trends:

- Showing all your docs in one place so customers can scan what you have and find what they need
- Giving users a preview of what's included: number of articles, very short summary/explanation
- Filtering by content type, with some content geared specifically toward new users
- Less visual content navigating to find the article you need (primarily text-based information architecture & nav)
- Articles can be broken out in a few ways:
    - Meeting customers where they are with the tool (i.e. new to the product, training their team)
    - Specific goals or actions with the tool
    - Definitions
    - Things to know before you start
    - How X Works
    - Types of X
    - How to Use X
    - Testing and Troubleshooting
    - Next Steps (recommended further reading)

Competitor research

Right now customers are locating our resources by searching Google. This brings users into one article with the options to search all documents or viewed 5 most recently edited articles of the same type.