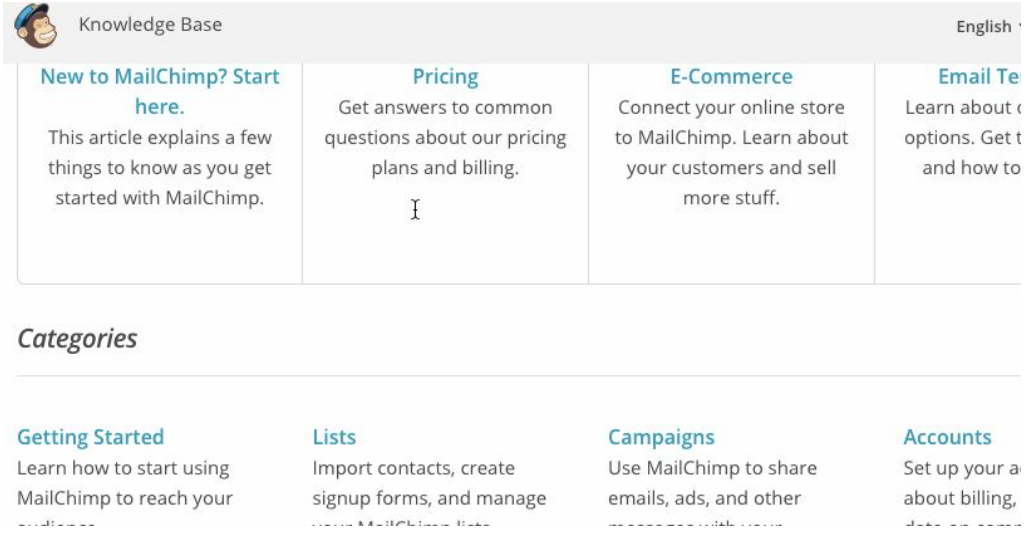
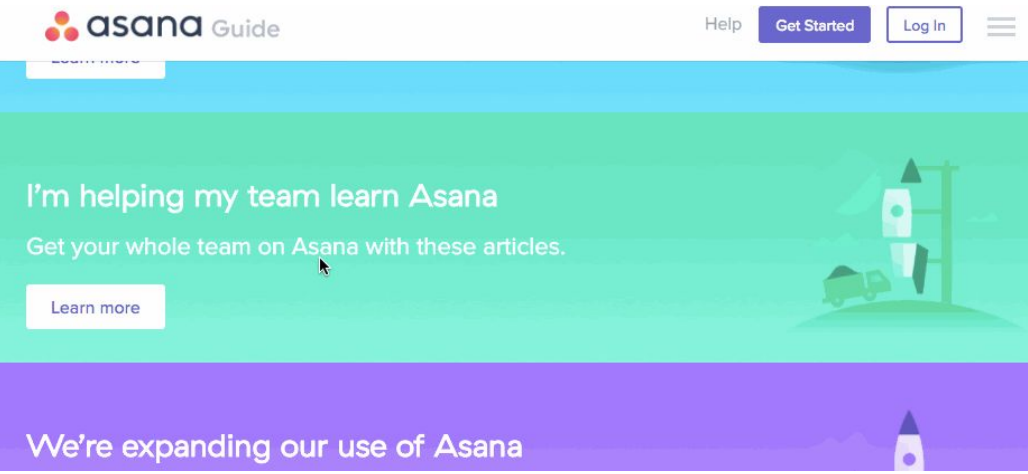
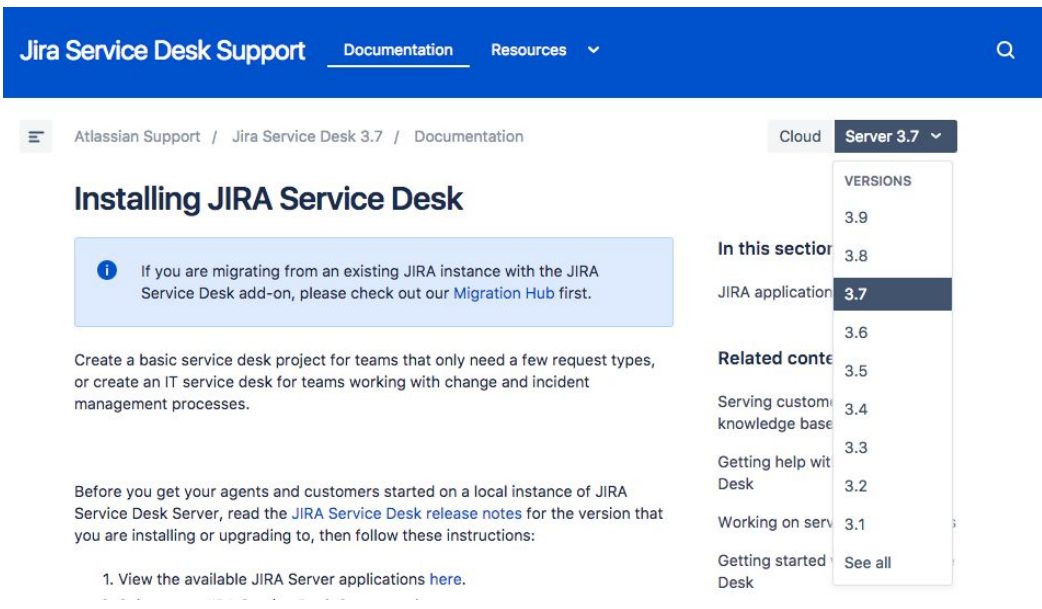
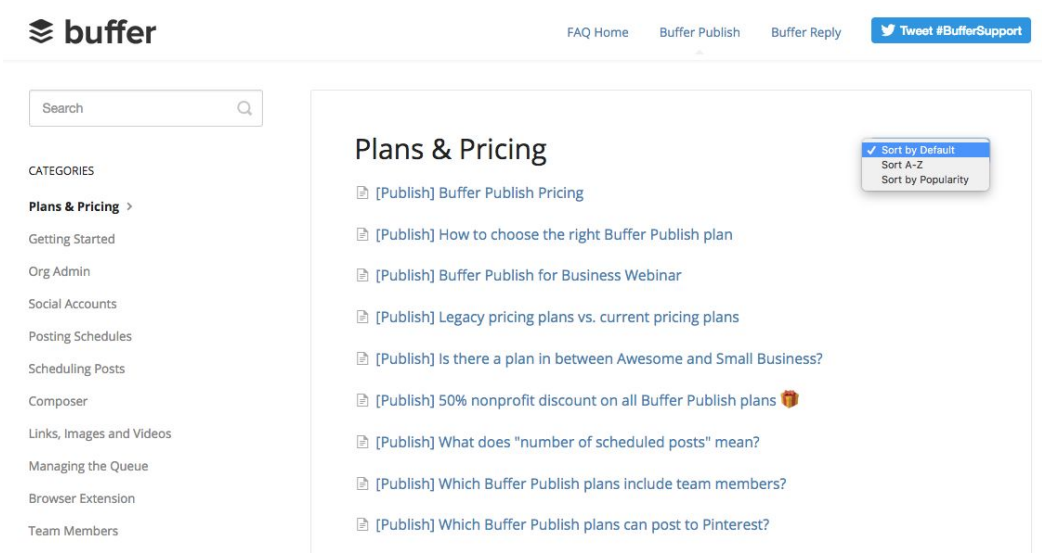


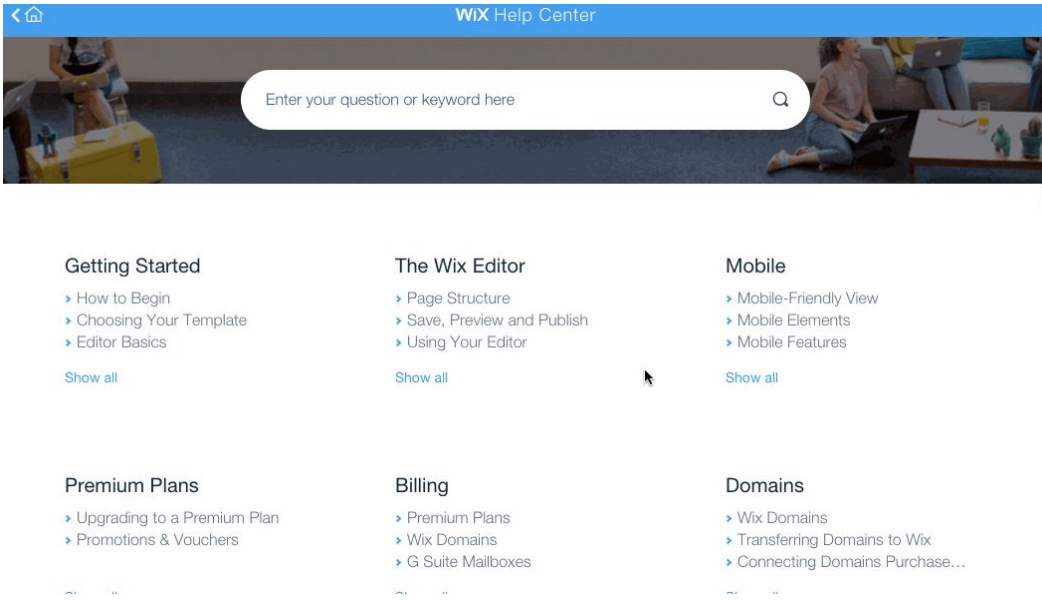

Competitor research

Company	Notes	
<p>MailChimp</p> <p>Knowledge Base hosted on their brand domain (mailchimp.com/help)</p>	<ul style="list-style-type: none"> - Notes about their own KB redesign experience. - Have an in-app KB accessible with a Help button <ul style="list-style-type: none"> - 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: <ul style="list-style-type: none"> 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) 	 <p>The screenshot shows the MailChimp Knowledge Base interface. At the top, there's a 'Knowledge Base' header with a monkey icon and a language selector set to 'English'. Below this are four main article categories: 'New to MailChimp? Start here.', 'Pricing', 'E-Commerce', and 'Email Templates'. Each category has a brief description. Underneath, there's a 'Categories' section with four more articles: 'Getting Started', 'Lists', 'Campaigns', and 'Accounts', each with a short introductory sentence.</p>
<p>Asana</p> <p>Guide hosted on their brand domain (asana.com/guide)</p>	<ul style="list-style-type: none"> - 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 	 <p>The screenshot shows the Asana Guide homepage. At the top, there's an 'asana Guide' header with a logo, a 'Help' link, and buttons for 'Get Started' and 'Log In'. The main content area features a large green banner with the text 'I'm helping my team learn Asana' and 'Get your whole team on Asana with these articles.' Below this is a 'Learn more' button. At the bottom, there's a purple banner with the text 'We're expanding our use of Asana'.</p>

Competitor research

<p>Atlassian</p> <p>JIRA Service Desk Documentation</p> <p>Hosted on confluence subdomain</p> <p>https://confluence.atlassian.com/alldoc/atlassian-documentation-32243719.html</p>	<ul style="list-style-type: none"> - 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 	 <p>The screenshot shows the 'Installing JIRA Service Desk' page on the Atlassian Support site. The page has a blue header with 'Jira Service Desk Support', 'Documentation', and 'Resources'. Below the header, there's a breadcrumb trail: 'Atlassian Support / Jira Service Desk 3.7 / Documentation'. A version selector dropdown is set to 'Server 3.7'. The main content area is titled 'Installing JIRA Service Desk' and includes an information box about migrating from an existing instance. Below that, it provides instructions on creating a service desk project and mentions reading release notes. A numbered list starts with '1. View the available JIRA Server applications here.' On the right side, there's a sidebar with 'In this section' and 'Related content' lists, and a 'VERSIONS' dropdown menu showing options from 3.1 to 3.9, with 3.7 selected.</p>
<p>Buffer</p> <p>Knowledge Base</p> <p>Documentation</p> <p>Hosted on faq.buffer.com</p>	<ul style="list-style-type: none"> - 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: <ul style="list-style-type: none"> Default A-Z Popularity 	 <p>The screenshot shows the 'Plans & Pricing' page on the Buffer Knowledge Base. The page has a white header with the Buffer logo and navigation links: 'FAQ Home', 'Buffer Publish', 'Buffer Reply', and a 'Tweet #BufferSupport' button. Below the header is a search bar. On the left, there's a 'CATEGORIES' sidebar with 'Plans & Pricing' selected. The main content area is titled 'Plans & Pricing' and lists several articles with 'Publish' icons, such as 'Buffer Publish Pricing', 'How to choose the right Buffer Publish plan', and 'Legacy pricing plans vs. current pricing plans'. A sorting dropdown menu is visible on the right, showing options: 'Sort by Default' (selected), 'Sort A-Z', and 'Sort by Popularity'.</p>

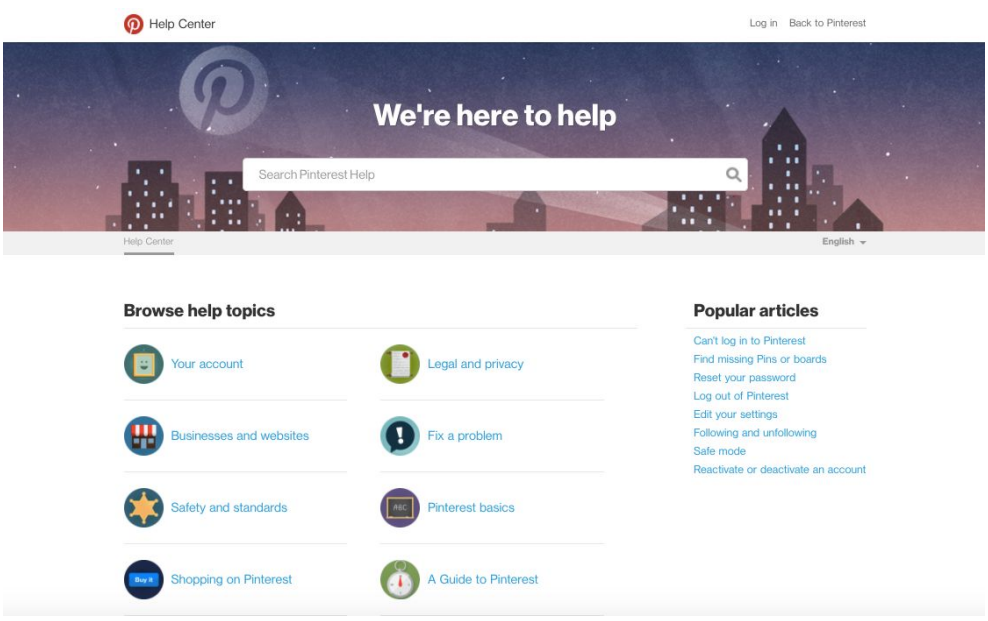
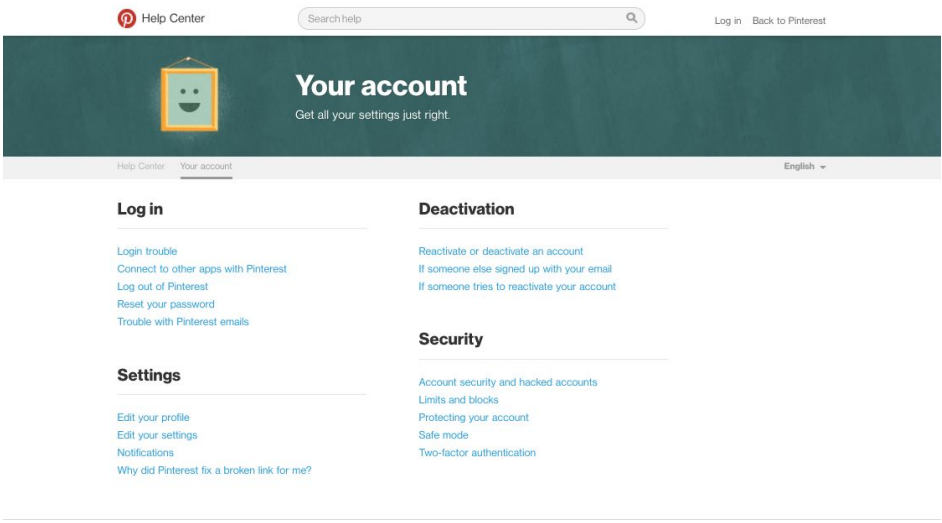
Competitor research

<p>Wix Help Center Knowledge Base https://support.wix.com/en/</p>	<ul style="list-style-type: none"> - 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: <ul style="list-style-type: none"> Articles under that topic Known issues Feature requests pending - Breadcrumb navigation to easily go back to the previous screen 	
<p>Google / Gmail Gmail Help https://support.google.com/mail/?hl=en#topic=7065107</p>	<ul style="list-style-type: none"> - 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

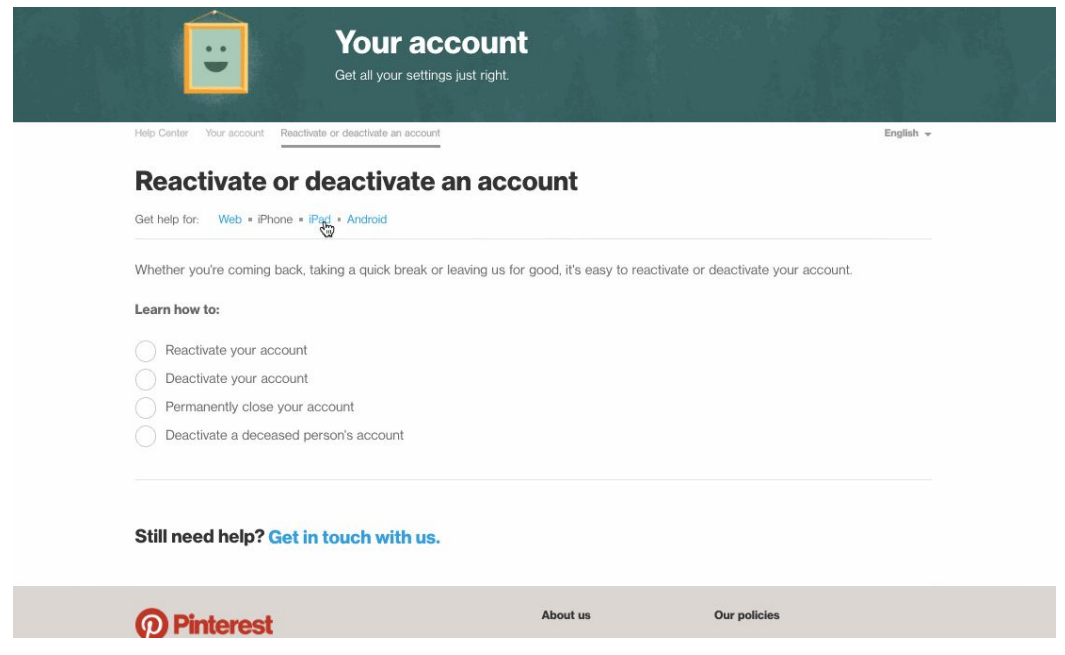
<p>Simple Help FAQ Support Articles https://www.simple.com/help</p>	<p>- Articles broken out into <i>Top Articles</i> and <i>Categories</i> including: <i>Getting started</i>, <i>Account info</i>, and specific product features</p> <p>- Each category states the number of articles included</p> <p>- In each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

<p>Pinterest Help Center</p>	<ul style="list-style-type: none">- Able to browse by topic- View popular articles on the right-hand side- Prominent search bar at the top- Homepage	 <p>The screenshot shows the Pinterest Help Center homepage. At the top, there is a navigation bar with the Pinterest logo, 'Help Center', and links for 'Log in' and 'Back to Pinterest'. Below this is a large hero banner with a cityscape background and the text 'We're here to help'. A search bar is centered in the banner. Below the banner, there are two main sections: 'Browse help topics' and 'Popular articles'. 'Browse help topics' includes links for 'Your account', 'Businesses and websites', 'Safety and standards', 'Shopping on Pinterest', 'Legal and privacy', 'Fix a problem', 'Pinterest basics', and 'A Guide to Pinterest'. 'Popular articles' lists several common issues like login problems and password resets.</p>
	<p>Individual landing page for a topic</p>	 <p>The screenshot shows the 'Your account' landing page in the Pinterest Help Center. The header includes the Pinterest logo, 'Help Center', a search bar, and 'Log in' and 'Back to Pinterest' links. The main heading is 'Your account' with the subtext 'Get all your settings just right.' Below this, there are three main sections: 'Log in', 'Settings', and 'Deactivation'. 'Log in' includes links for login trouble, connecting to other apps, logging out, password resets, and email issues. 'Settings' includes links for editing profile, settings, notifications, and broken links. 'Deactivation' includes links for reactivating or deactivating an account, and security-related links like account security, limits and blocks, protecting the account, safe mode, and two-factor authentication.</p>

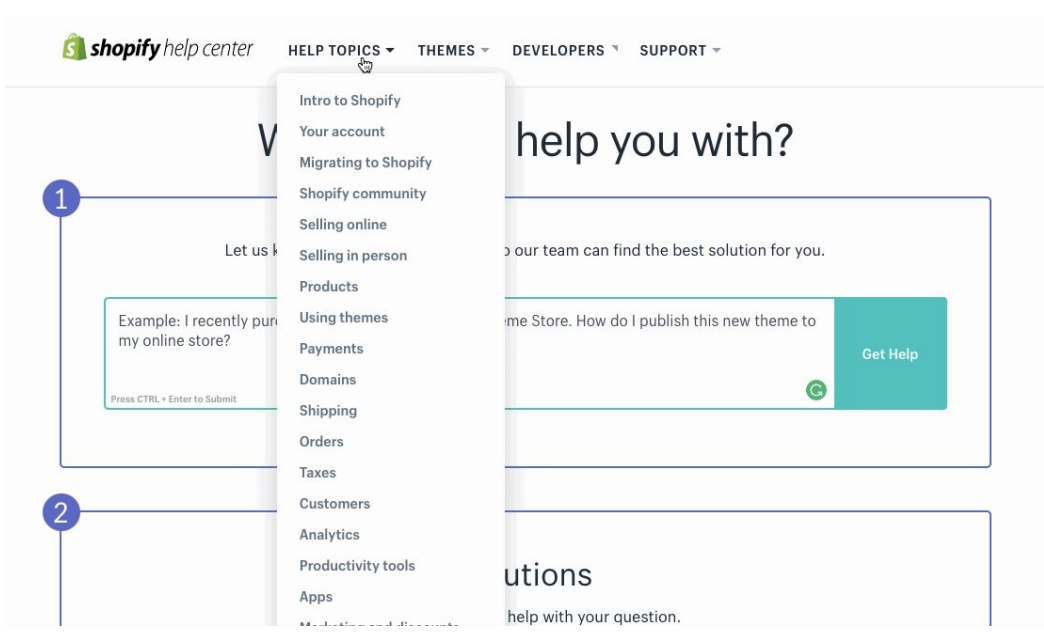
Competitor research

Individual article broken out by platform and into bite-size steps based on goal. [This is magical.](#)

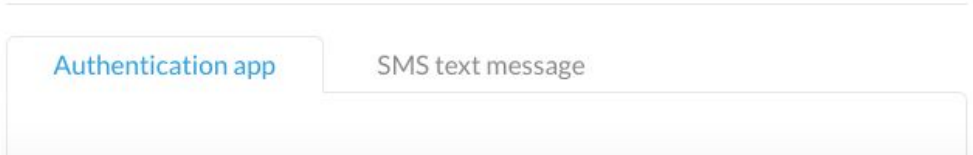


The screenshot shows a help article from Pinterest. At the top, there is a dark green header with a profile picture icon and the text "Your account" and "Get all your settings just right." Below the header, there is a breadcrumb trail: "Help Center > Your account > Reactivate or deactivate an account" and a language dropdown set to "English". The main heading is "Reactivate or deactivate an account". Below this, there are links for "Get help for:" with options for "Web", "iPhone", "iPad", and "Android". A paragraph explains that it's easy to reactivate or deactivate an account. Under the heading "Learn how to:", there are four radio button options: "Reactivate your account", "Deactivate your account", "Permanently close your account", and "Deactivate a deceased person's account". At the bottom, there is a link "Still need help? Get in touch with us." and a footer with the Pinterest logo, "About us", and "Our policies".


Competitor research

<p>Shopify Help Center</p>	<ul style="list-style-type: none">- 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	 <p>The screenshot displays the Shopify Help Center interface. At the top, there is a navigation bar with the Shopify logo and the text 'shopify help center'. To the right of the logo are four menu items: 'HELP TOPICS', 'THEMES', 'DEVELOPERS', and 'SUPPORT', each with a downward arrow. Below the navigation bar is a search bar with a placeholder text 'Let us know what you need help with?'. To the right of the search bar is a large teal button labeled 'Get Help'. Below the search bar, a dropdown menu is open, listing various help topics: 'Intro to Shopify', 'Your account', 'Migrating to Shopify', 'Shopify community', 'Selling online', 'Selling in person', 'Products', 'Using themes', 'Payments', 'Domains', 'Shipping', 'Orders', 'Taxes', 'Customers', 'Analytics', 'Productivity tools', and 'Apps'. The background of the page shows a search result card with a search query 'Example: I recently purchased my online store?' and a 'Get Help' button. The page also features a large heading 'help you with?' and a section titled 'olutions' with the text 'help with your question.'</p>
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Competitor research

<p>Slack Help Center</p>	<ul style="list-style-type: none">- 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	<h2>Set up two-factor authentication</h2> <p>Turn on two-factor authentication (2FA) for your personal Slack account for an added layer of security. You'll need to have access to your phone when you sign in to Slack — so if your password is compromised or stolen, only you can sign in to your account. 🗝️</p> <p>Here's how it works:</p> <ul style="list-style-type: none">✔️ Every time you sign in to Slack, you'll be asked to enter a verification code.✔️ Choose to have the verification code sent by text message or from an authentication app on your phone.✔️ Enter the code in Slack and you'll be signed in to Slack with added peace of mind. <p>💡 Read how to manage and reset your password.</p> <h3>Turn on 2FA</h3>  <p>The screenshot shows a user interface for setting up two-factor authentication. At the top, there are two radio button options: 'Authentication app' (which is selected) and 'SMS text message'. Below these options, there is a large, light-colored rectangular area, likely a placeholder for a video or detailed instructions.</p>
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Competitor research

		<p> Was this article helpful?</p> <p><input type="button" value="Yes, thanks!"/> <input type="button" value="Not really"/></p> <p>Sorry about that! How can we make it better?</p> <p>0/600</p> <p><input type="button" value="Submit article feedback"/></p> <p>If you'd like a member of our support team to respond to you, please send a note to feedback@slack.com.</p>
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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.