Creating Beats Headphones Topic Guides for General Tasks

NOTE: The "Pair Beats" general task serves as the model for this guide.

Use Drop-Down Menus

- For a general task, write a short paragraph summary of what the task will accomplish.
  - For example, "Pair Beats" is a general task and includes a short summary of what this task entails.
- Create a drop-down menu for each set of instructions with non-Beats products.
  - Clicking on the drop-down menu will reveal the instructions for each non-Beats product.
  - For example, "Pair Beats with iPhone or iPad" and "Pair Beats with Mac" have their own drop-down menus.

Create Task-Based Headers

- Write task-based headers for product-specific instructions using the following formula:
  - Simple, base-form verb + "Beats" + "with [non-Beats product]"
  - For example, the general task-based header is simply "Pair Beats." The second task-based header, however, is "Pair Beats with iPhone or iPad."

Describe Prerequisites

- Start each section with a paragraph detailing any prerequisites for completing the task
  - For example. you may list any version requirements for non-Beats products.
  - Try to begin prerequisite paragraphs with "Before you begin, make sure..."

Write Numbered Steps

- Write numbered steps for each task after the prerequisite paragraph.
- Write 3 or less steps per task to maintain simplicity for the user. If you need more steps, split the task into two tasks.

Create Bulleted Lists Within Steps

- If a numbered step includes multiple options based on which Beats model you own, introduce a bulleted list with "Do one of the following:" or a similar variation.
- Additionally, start each bullet with the italicized Beats model and a colon (e.g., "*Beats Solo 4*:").
- If you use an app or functionality with a specific logo, include the logo next to the app or functionality name (e.g., "Go to the Beats app 🅱 ").

Add Feedback Statements

- After writing the numbered steps, add a paragraph detailing any feedback statements if necessary.
  - Try to begin feedback statements with "After you [complete the task]..."
  - Add troubleshooting statements when needed and begin them with " 💡 **Tip:**..."

Include Cross-References

- Add a descriptive hyperlink for product-specific terms.
  - Clicking this hyperlink should lead users to a pop-up menu to see more information about the term.
  - For example, "system button" is hyperlinked often. Clicking on this link leads users to a pop-up menu explaining where the button is located on each Beats model.
- If you specifically reference another topic guide, add a descriptive hyperlink to take users to the appropriate drop-down menu or web page.
  - For example, under the task-based header "Pair Beats with an Android device," you can see a hyperlink to "Pair Beats with your Android device manually." Clicking on this link takes users to the task-based header "Pair Beats manually with your Apple device, Android device, or other Bluetooth enabled device."