
Technical Writer Tests

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1. Exercise 1 - Writing step-by-step instructions

Write a set of help instructions for an everyday software task you know well, such as performing a task in an app (sending a message with a picture on WhatsApp maybe), or finding directions from one location to another in Google Maps. The subject is up to you, but must be software related.

The purpose of this test is to see how well you can demonstrate your knowledge of the structure, style and elements used for task-based documentation, so think about those while you're doing it. Aim to include a sufficient number of steps to provide enough content for an evaluation.

Creating a Mini TOC in MS-Word

We all know that MS-Word documents can have a main TOC created automatically. What if you want your document to have a TOC for each chapter? That is, you want to create a TOC by location. You cannot accomplish this through the TOC dialog box; it needs a bit of manual intervention. So, how do we do this?

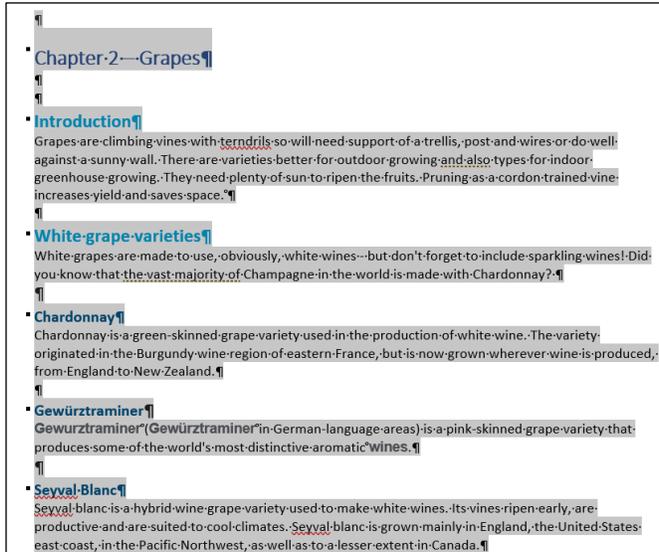
1. Open an existing document or create a new document.
2. Enter the content in the document. Logically separate the document into chapters.
3. Create the various levels of headings (1-9) in the document.
4. Create the main TOC at the beginning of the document. Choose **References** → **Table of Contents** → **Insert Table of Contents**.

Figure 1: Main TOC

Contents	
Fruits and Vegetables.....	1
Chapter 1 – Apples	3
Introduction.....	3
Red Prince.....	3
Bramley.....	3
Evelina.....	3
Gala.....	3
Cameo.....	3
Cox.....	3
Spartan.....	3
Chapter 2 – Grapes	4
Introduction.....	4
White grape varieties.....	4
Chardonnay.....	4
Gewürztraminer.....	4
Seyval Blanc.....	4
Sauvignon Blanc.....	4
Pinot Gris/Grigio.....	4
Madeleine Sylvaner.....	4

5. Insert bookmarks for each chapter. To do this, select the entire chapter, then click **Insert** → **Bookmark**.

Figure 2: Selecting an entire chapter

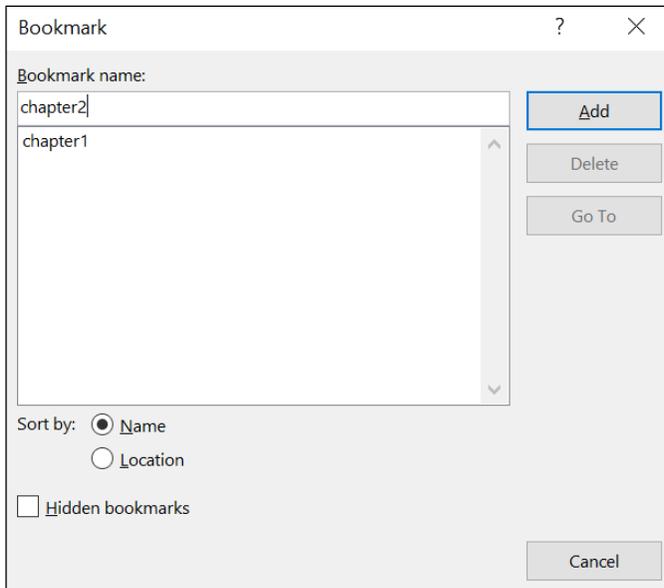


6. Displays the Bookmark dialog box. Type a Bookmark name. Click the **Add** button to confirm the entry.

Note

Do not use spaces in the Bookmark name. For example, "Sample 1" is not accepted, but "Sample1" or "Sample_1" is accepted for the Bookmark name.

Figure 3: Inserting a bookmark



7. Place the cursor at the start of the first chapter.

- Press **Ctrl+F9** to see curly braces { }.
- Enter these details in the braces { **TOC \b chapter1 \o "1-3" \h** }. Where,

\b is the bookmark switch.

chapter1 is the bookmark name for the first chapter (change the bookmark name for each chapter as you proceed).

\o is the switch that asks for input only once.

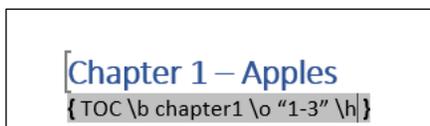
"1-3" represents the first three levels of headings.

\h represents the hyperlink for the headings in the created TOC.

Use Case

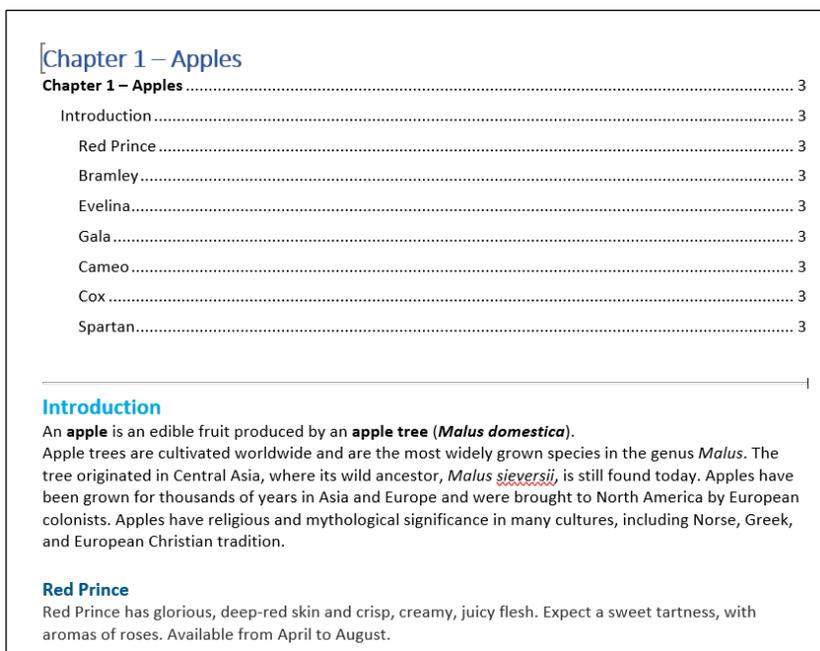
Try not to include the \h switch and create a PDF; the TOC links in each chapter will not function when viewing the document as a PDF.

Figure 4: Inserting Fields and Switches



- Place the cursor inside the braces. Press the function key **F9**. The TOC for this chapter is created

Figure 5: Mini TOC of a Chapter



- Continue steps 7 to 10 for the rest of the chapters.

2. Exercise 2 - Content review

Please review the following sample and provide feedback for the writer by adding comments to the document in the appropriate places. It would also be useful to provide some overall feedback on the content.

We're not expecting you to re-write it.

Setting Up Your Cash Register

1. Plug in your cash register (do not use an extension cord). Find a hard, flat surface to set your register. ~~on~~. Ideally, this will be on a countertop with room for customers to place their merchandise. Plug in the register.
2. Batteries should be installed before you program any functions in the cash register, providing backup memory for the cash register in case of power failure. You may need to use a small screwdriver to unscrew the lid to the battery compartment. Install the batteries according to the directions on the machine. Put the lid back on the battery compartment. Some battery compartments are located underneath the receipt paper area.
3. You will need to install the receipt paper. Take off the cover to the receipt paper compartment. Make sure the end of your paper roll has a straight edge so it will be feeding easily into the paper feeder. Feed the paper roll through so that it will run up through the front of the register where you will be able to tear off receipts for customers. Click on the **FEED** button so that the register will catch the receipt and feed it through.
4. Unlock the Till Drawer. The till drawer usually has a key that locks it up for safety. Do not lose this key. You can just leave the key in the till drawer when it is unlocked so that it is easily found when you need to lock it up.
5. The Program option is usually accessed by either turning the key, or clicking the mode button to **PROGRAM**. Other registers may have a manual lever underneath the receipt tape cover that needs to be switched to the program option.
6. Turn the cash register on, by turning on the machine, or turning the key. Some cash registers have an **ON/OFF** switch on the back or side of the machine. Others may have a key on the front top of the machine. Newer registers may have a MODE button instead of a physical key. Press the **MODE** button to scroll into a REG or operational mode.
7. Program your register. Most registers had buttons that can be programmed to categorize similar items. These categories, or departments, can also be associated with taxable or non taxable items. You can also set the date and time.

Change batteries once per year to insure that they will work properly.

9. Many cash registers have at least 6 tax buttons. Only two of these can be programmed at different tax rates, depending on if you have a flat sales tax as some states in the U.S., and the other 3 are used for other types of taxes, such as GST, PST, or VAT rates in some US states.

Overall Feedback

The steps are not clear in most places. The instructions should be logical, flow from one point to the next in a cohesive manner. Lack of continuity of installing or setting up the cash register. Presentation of content is important, and a few precautions should be inserted as notes. Inserting images will help in visualizing the installation procedure. Use autogenerated bullets using the editor to improve indentation. Use spell and grammar checker. Refer to [Appendix A](#) for the analysis of the review comments.

3. Exercise 3 - Explaining a concept

Write a short 'explainer' describing what something is and how it works, to a reader who has never encountered it before. You could choose a dictionary, a bike, or what a retail loyalty programme is. Anything you like really, but we'd like to see something that takes several paragraphs to explain.

We often have to write these kind of explainers for different aspects of our platform, like what determines how search results are ordered in the website.

Augmented Reality (AR) in Retail

Covid-19 has paved the way for all things virtual. The consumer market has seen a substantial increase in online shopping. The millennials are using the online shopping model to buy for personal needs. The pandemic has supercharged the Augmented Reality (AR) experience in the retail industry. IBM's 2020 US Retail Index report has stated that the pandemic has accelerated the digital shopping shift by approximately five years, which is a giant leap in the online shopping era. The rise in AR applications for the retail market is also steep, and the big names in retail want their consumers to have the best customer experience. The Nielsen Global Survey listed that 51% of consumers are willing to use AR to assess products and then purchase. The future is very bright for AR in retail, and business leaders should have an AR strategy to enhance the shopping experience.

Technology in AR

Technology plays a major role in making a successful model of AR implementation. Innovation is the other big player in AR in retail bringing forth an immersive experience to the consumer. The brands adopting and using AR as one of their marketing strategies are seeing tremendous growth in their revenues and market share. AR technologies used by retailers include LiDAR (Light Detection and Ranging) and SLAM (Simultaneous Localisation and Mapping), these almost replicate the physical shopping experience. LiDAR enhances the AR-driven 3D images while SLAM enables and helps visualize digital objects in the physical world.

Brands that use AR Extensively

AR has been used by small players like cosmetics, jewelry, footwear, eyeglasses, other accessories very effectively. AR's concept of virtual "try-it-on-before-buying" has increased sales in the pandemic era. The big tickets like furniture, home décor, kitchen fixtures, and other aspects of home needs use AR technologies to showcase these items in the real world and see if they will fit the consumer's expectations.

Examples of AR in Retail

Furniture – IKEA, Macy's Augmented Reality Furniture app, Homestyler Interior Design

Beauty Products – L'Oreal Paris, Sephora Virtual Artist, Mary Kay Mirror Me

Jewelry – Diamond Hedge, Bella Luce – Augmented Reality Jewelry Try On,

Home Improvement – Home Depot, House Craft, Build.com

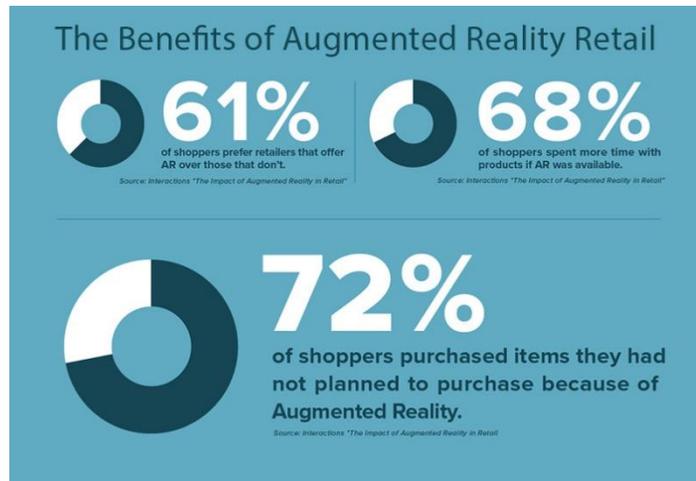
Fashion – Gap Dressing Room AR app, Suzanne Harward Virtual View,

Footwear – Nike SNKRS, Lacoste, Airwalk

Use Case of AR - <https://www.unrealengine.com/en-US/spotlights/theia-interactive-s-harley-davidson-ar-experience-showcases-the-potential-of-real-time>

Benefits to the Consumers using AR in Retail

1. Try-it-on and purchase
2. Unique shopping experience from the comfort of home
3. No technology barriers
4. Quick decision making
5. Visual Context
6. Personalization
7. Self-service navigation



Benefits to the Retailer

1. Increased sales and market share
2. Branding and reputation
3. Return on Investment
4. Less Inventory
5. Increased loyalty from consumers
6. Reduced returns
7. Customer engagement and satisfaction

Source: Interactions "The Impact of Augmented Reality in Retail"

The ongoing shift from offline to online shopping is due to the global pandemic and is expected to endure even after normalcy returns in our day-to-day activities. The dependency on online shopping is expediting the retailer-consumer connect. Geographical boundaries are no barriers for online shopping, and hence the outreach to international markets has seen potential growth. AR in retail today is an exciting journey and an immersive consumer experience.

Appendix A

Table 1: Review Comments Analysis – Exercise 2

Comment No.	Comment	Category	Remarks
1.	Delete this line. The content in the bracket to be added to the last line.	Five Cs concept	Continuity in the presentation of content.
2.	No continuity or context to the batteries' installation. Mention in a note that checking on batteries is important if there is a power failure.	English Mechanics	Sentence formation and placement.
3.	Run a spell-check after completing the document.	Grammar	
4.	Pre-cautionary statements to be included. For example, to switch off the cash register before commencing to insert the receipt paper. Also, include a sentence to mention the right side of the paper to be inserted, else, it will not print properly.	Technical Concepts	
5.	Same as Comment 3	Grammar	
6.	will catch is colloquial, replace it with an appropriate phrase.	English Mechanics	Usage of words and phrases
7.	Same as Comment 3	Grammar	
8.	Same as Comment 3	Grammar	
9.	Remove the comma. Delete extra spaces between words.	Building blocks	
10.	Distinct representation of user action is important. This can be re-written as all caps or differentiate using another font.	Content	Presentation of content
11.	Remove the comma. Delete extra spaces between words.	Building blocks	
12.	Make this as the second sentence of this bullet point. The content from "Some cash ... physical key.. is extra information with no impact on the current operation.	Logical sequencing of sentences	
13.	This is better placed with bullet 5 or step 5.No context or continuity in the steps if placed here.	Logical sequencing of sentences	
14.	This should be added as a note in the second bullet point or step.	Five Cs concept	Continuity in the presentation of content.
15.	Check the numbering. Use automatic bulleting.	Formatting	
16.	Not clear and is not cohesive from one sentence to the next sentence. Only two can be.. what is the functionality of the second programmed button?	Logical sequencing of sentences	
17.	Inconsistent usage of US and U.S.	Word usage	