



***You wouldn't ask a writer to build your systems.***

# **Why ask an engineer to write your documents?**

Some companies ask their engineers to write system documentation even though writing isn't their core competency. With intense development deadlines and customer demands to meet, engineers often do not have the time or capabilities to create usable, effective documents.

McKinnon-Mulherin's information design team works with your subject matter experts to create documents that make sense for your users. As outsiders, we provide the necessary, objective distance from the product that employees heavily involved in development do not offer. This ensures that complex, technical information becomes knowledge your users can understand and apply.

## ***Focus on core competencies***

Whether you're training people on new systems or preparing for a new development cycle, our professionals can help you manage your resources to get the highest return:

- Meet deadlines and user needs with functional and cost-effective documents
- Free up your engineers to perform the jobs they are paid and trained to do
- Rely on professional writers to extract, communicate, and deliver your valuable information

## ***Design usable documents and tools***

Our information designers use standard word-processing and online authoring tools to create the following:

- Reference manuals
- User guides
- Online help and tutorials
- GUIs
- Test plans
- White papers
- Leader and coaching guides
- Multimedia courseware
- Web-based solutions

***Speak  
your  
users'  
language***

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***McKinnon  
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Strategic  
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