8 seconds is all you get!

✓ **21st-century attention spans are shorter**

✓ **The efficient use of a worker's time is critical to their productivity**

✓ **21st-century workers are mobile**

✓ **Many are working from home**

✓ **They're reading your digital documents on mobile devices**

Writers and publishers are using these digital document features to optimize that 8 seconds.

The features described in this white paper are available with standard in-house word processing software. This white paper was created using Microsoft Word and Adobe Acrobat.

Introduction

8 seconds is all you get. In that 8 seconds, 21st-century workers scan your materials and decide whether they can afford the time and effort to understand its contents and get to what may be of interest to them. This is especially true for procedural documentation, consulting reports, proposals, and marketing materials. These are not for casual reading. These are documents workers use to get work done or to understand your value. They are reading in the context of work.

Studies state attention spans have diminished from 12 seconds to 8 seconds. The Internet and mobile technologies are driving more information at workers and from a wide variety of channels. In those 8 seconds, workers quickly scan procedural content and make decisions about whether they can afford to spend more effort on that information.

But think about it. 8 seconds is a good amount of time. Hold your breath for 8 seconds. While you're doing that, imagine workers opening your digital document for the first time. By incorporating the right features, you can convey a lot of navigation and content location information about your document to your audience.

Tap Desired Selection

✓ **8 seconds is all you get**
✓ **Introduction**
✓ **5 Digital Document Features for 21st-Century Workers**

4 **Examples of Digital Documents Designed for 21st-Century Workers**

✓ **Dassault Delmia**
✓ **NextGen® Advisors**
✓ **Rock Content**
✓ **Process Delivery Systems**
✓ **Contact**

Writers and publishers are improving the usability of their digital documents by implementing features that improve the worker's ability to quickly:

- ✓ Understand what is in the documents
- ✓ Navigate through the documents without getting lost
- ✓ Quickly get to the content that is of interest to the target audience
- ✓ Access the document and its features from any device – especially mobile devices

5 Digital Document Features for 21st-Century Workers

After a review of thousands of digital documents, operations manuals, standard operating procedures, proposals, consulting reports, and marketing materials, these features were determined to best improve document navigation speed. All features are available with normal in-house word processing software.

Linked table of contents

For the digital documents mentioned above, a table of contents (ToC) should be considered when a document is approaching 4 to 5 pages in length. A ToC doesn't have to take a full page. In addition, workers are looking for a ToC on page 2.

Hyperlinked table of contents on every page including the cover page

Of all the features, a hyperlinked table of contents on every page including the cover page provides the best document navigation. Being on the cover, this feature immediately informs the target audience of the document's contents. Being on every page (except the main ToC), this feature prevents the worker from getting lost in the document. They can immediately move to whatever content they require.

Table of contents button on every page

A button that returns the worker to the ToC is a big improvement on document navigation. Not as efficient as the hyperlinked table of contents on every page, but it provides the worker with the comfort of not getting lost and having to waste their precious time scrolling to find the ToC.

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PDS
PROCESS DELIVERY SYSTEMS

Chapter summary statements in the main table of contents

Chapter summary statements in the main table of contents is a very useful feature. This provides the worker a better idea of each chapter's content before they get there. Done properly, this feature can provide a good overview of the entire document.

Bookmarks

Bookmarks are an excellent document navigation feature. Bookmarks are a list of links to specific pages and functions like the ToC. Bookmarks reside in a navigation panel which opens and closes with a click.

4 Examples of Digital Documents Designed for 21ˢᵗ-Century Workers

The following are 4 documents that incorporate one or more of the features identified. You can open the documents by clicking on the URL included in the description or by clicking on the document image.

Dassault Delmia – Lean without Limits

Complete their form to download the e-book:

https://discover.3ds.com/lean-without-limits-ebook

Navigation Feature: Hyperlink ToC on every page including the cover page

Tap Desired Selection

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  4 Examples of Digital Documents Designed for 21st-Century Workers
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- ✓ **Process Delivery Systems**
- ✓ **Contact**

NextGen® Advisors - Top Trends for Ambulatory Practices in the New Era of Healthcare

Must complete form for e-book:

https://www.nextgen.com/resource-library/top-trends-for-ambulatory-practices-in-the-new-era-of-healthcare

Navigation Feature: The red arrow points to the hyperlink button that returns the worker back to the ToC. This button is on every page except for the cover and ToC
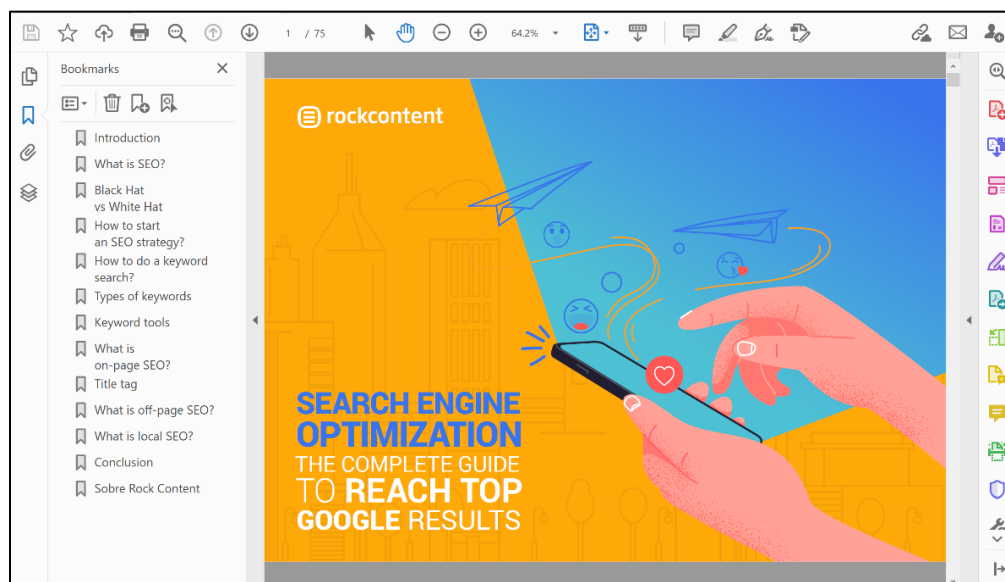

Rock Content - SEARCH ENGINE OPTIMIZATION

Complete form and they will email you a link to download their e-book:

https://resources.rockcontent.com/seo-guide

Navigation Feature: Bookmarks

Tap Desired Selection

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- ✓ **Dassault Delmia**
- ✓ **NextGen® Advisors**
- ✓ **Rock Content**
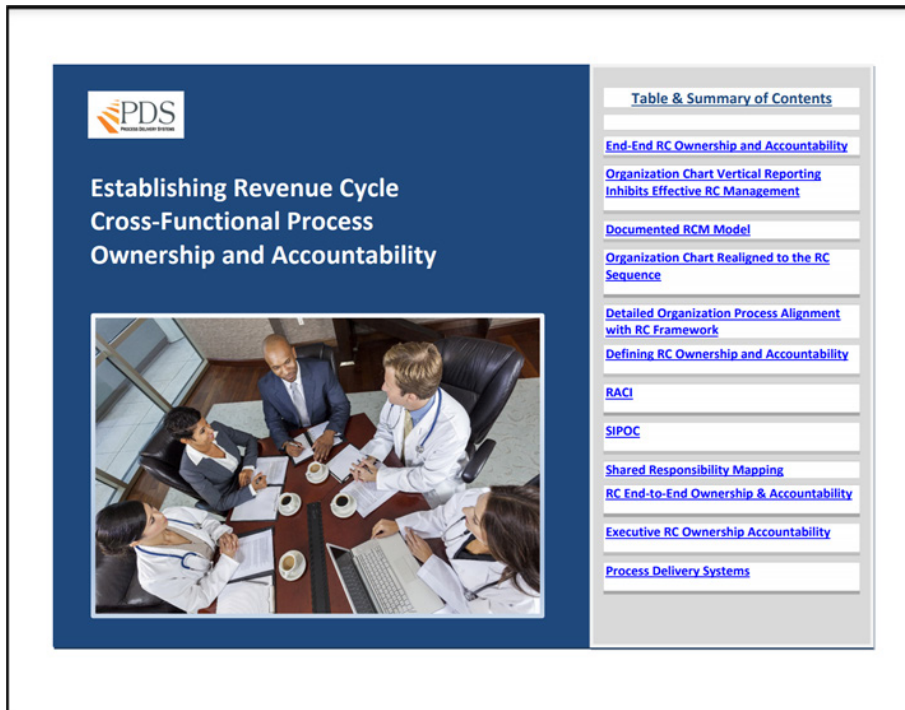- ✓ **Process Delivery Systems**
- ✓ **Contact**

Process Delivery Systems – Establishing Revenue Cycle Cross-Functional Process Ownership and Accountability

https://www.processdeliverysystems.com/uploads/1/3/2/9/132974232/end-to-end_revenue_cycles.pdf

Navigation Features: Hyperlinked ToC on every page including the cover page

Hyperlinked table and summary of contents

Each chapter in the main ToC has a summary line on that chapter

Tap Desired Selection

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   4 **Examples of Digital Documents Designed for 21st-Century Workers**

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- ✓ **Contact**

As a former Naval Aviator, I understand and respect the value of quality procedural documentation. It's difficult to create and maintain. Reading walls of text, viewing disconnected, confusing diagrams, and scrolling through PDFs in search of desired instructions is a waste of the 21st-century workers' time. We help our clients design and deliver high-quality procedural documentation in a manner that makes sense to 21st-century workers and helps improve their productivity. We help our clients, "…get work done!"

Contact us! We'll help you improve the utility of your digital documentation and productivity of workers by eliminating the time wasted scrolling for desired content!

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