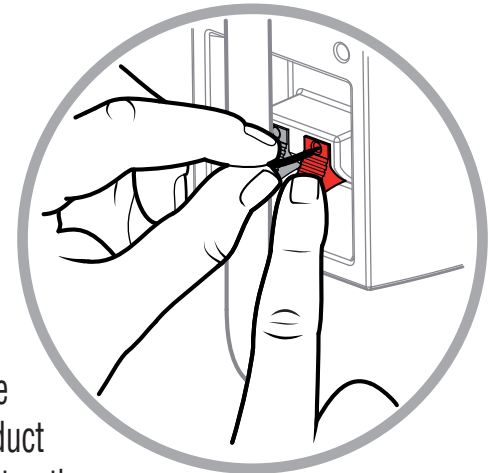


# Technical Illustration

- ▶ **Create illustrated instruction manuals** that will help simplify consumer assembly, reduce customer service calls/cost, and minimize risk.
- ▶ **Understand the requirements of outside regulatory agencies** making sure your instructions and product labeling meet industry related requirements.
- ▶ **Look for ways to improve existing products** by providing innovative solutions aimed at improving ease of assembly for the consumer, minimizing risk, and reducing cost.

## Keep it Simple

Let's face it, most people usually do not read the instructions until after they realize that the product is mis-assembled. What is even worse is that in some cases the consumer may think the product is assembled correctly; only to find out later that it contains a hidden defect resulting from a product that was mis-assembled. The best product instructions are ones where the consumer can easily follow the simple step-by-step illustrations and often do not need to read the instructions in order to be able to complete each step. Simplified illustrations, less instructional text, consistent product orientation, and standardized formats are the keys to successful product instructions.



## A Good Value

Often the value of simple, easy to use product instructions is underestimated. Well designed instructions make it easy for the consumer to follow critical (sometimes complicated) assembly steps. A more important function is to help reduce risk by making sure the product is assembled correctly and used according to the manufacturer's recommended use. Well designed instructions with simple easy to follow illustrations can help to reduce the frequency of customer service calls, the need for expensive translations, and the potential of a product recall. This helps to reduce cost and, more importantly, minimizes potential liability.

