Today

- Documentation
  - Marketing
  - User Documentation
  - Design/Architectural Documentation
  - Technical Documentation

Idea

- Have a catchy document that encourages people to know more about the product
- Give an idea of the functionalities
- Show how well it does it

MARKETING DOCUMENTATION

Example: Java Marketing (1/2)

Learn About Java Technology

Java is used in every major industry segment. It's a platform for network computing, from laptops to desktops, game consoles to supercomputers, and even on the Internet. Java is everywhere.

Java powers more than 4.5 billion devices, including:
- 800 million PCs
- 1.5 billion mobile phones and other handheld devices
- 2.2 billion smart cards
- 350 million TVs, printers, Web cameras, cars, navigation systems, lottery terminals, medical devices, parking payment stations, and more.

To see Java in action in your daily life, explore java.com.

http://www.java.com/en/about/

Example: Java Marketing (2/2)

Why Software Developers Choose Java

- Java has been battle-tested, refined, extended, and proven by a dedicated community.
- It's the most popular language on the planet.
- Java has become the standard for developers to learn and use.
- Java is a platform that runs on virtually any other platform.
- Java is a language that can run in a browser or on a server.
- Java is a language that can create desktop, web, and mobile applications.
- Java is a language that can be used to create applications that run on any device.

Why Software Developers Choose Java

http://www.java.com/en/about/
Example: Eiffel Marketing (1/2)

http://www.eiffel.com/

Example: Eiffel Marketing (2/2)

http://www.eiffel.com/executives/case_studies/axa/ study1.html

How to present it?

- Target your audience well enough
- Do not hesitate to oversimplify if needed
- Emphasize your main points using graphs and tables

Comparative tables

http://www.ojr.org/ojr/images/blog_software_comparison.cfm

Graphs

http://www.coderjournal.com/tags/iis/

http://www.coderjournal.com/tags/iis/
USER DOCUMENTATION

Idea

- Users should be able to use the program. The documentation acts as a contract indicating what the program should do.
- It should be complete!
- Graphical user interfaces are not sufficient (even if everything is written down)

Types of documentation

- Thematic description
- Tutorial
- List of topics/references

Example of Thematic descriptions

- Encyclopedia
- Courses
- Textbooks

Tutorials

- A tutorial shows how to achieve a result with the software
- It guides users step by step
- It relies on people's capability to extrapolate

Example of list of ref.: Man pages
**Issues**

- Most users don't read documentation (RTFM) unless they have a problem...
- No matter what, documentation is dependent on the version of the software
- Searching through documentation can be a burden: it is the most difficult point

**Idea**

- Outlines the general structure of the software
- The goal is that people understand the general infrastructure
- It does not describe the implementation it describes the architecture and alternatives for the implementation if any
- Most of the time: figures with lengthy explanations

**Example: Java Platform**

[Image of Java Platform diagram]

http://www.sun.com/software/opensource/java/intro_java_tech.jsp

**Example: Tomcat server**

[Image of Tomcat server diagram]

Idea

- The documentation of the code itself
- Donald Knuth stated that the documentation should be written along the code as it is extremely difficult to write it afterwards
- Dependent on the language used
- Can be extracted automatically from the code

Example: Javadoc

Example: Eiffel Documentation

Example: Eiffel Documentation Formats

Conclusions

- Documenting software is NOT an easy task
- Most things can be presented in several ways: the good way is the one that bears best the message intended
- The type of documentation matters as it has several standard ways of being made

Today

- Documentation
  - Marketing
  - User Documentation
  - Design/Architectural Documentation
  - Technical Documentation