This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 814761

D4.7

A guide for driver/operator coaches and trainers on improving safety in transport companies based on real driver data

Safe tolerance zone calculation and interventions for driver-vehicle-environment interactions under challenging conditions

iDREAMS

Project identification

Grant Agreement No	814761
Acronym	i-DREAMS
Project Title	Safety tolerance zone calculation and interventions for driver-vehicle-environment interactions under challenging conditions
Start Date	01/05/2019
End-Date	30/04/2022
Project URL	www.idreamsproject.eu

Document summary

Deliverable No	**4.7**
Deliverable Title	A guide for driver/operator coaches and trainers on improving safety in transport companies based on real driver data
Work Package	4
Contractual due date	31/12/2020
Actual submission date	23/12/2020
Nature	Report
Dissemination level	Public
Lead Beneficiary	UHASSELT
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Please refer to the document as:

Donders, E., Aerts, L., Brijs, T., Brijs, K. & Wets, G. (2020). *A guide for driver/operator coaches and trainers on improving safety in transport companies based on real driver data.* Deliverable 4.7 of the EC H2020 project i-DREAMS.

Revision history (including peer review & quality control)

Version	Issue date	% Complete	Changes	Contributor(s)
v0.1		90	First draft of the deliverable	Edith Donders, Lien Aerts
v0.2		90	Peer review	Tom Brijs, Kris Brijs, Geert Wets
v1.0		100	Final version	Edith Donders

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1 Introduction

One of the main objectives of WP4 is the technical implementation of driver assistance interventions (i.e. in real-time while driving) and post-trip (i.e. providing feedback about the safety performance of the driver and using goal setting and social gamificiation schemes for long-term sustainable behavioural change) for different risk-scenarios.

The i-DREAMS platform adopts two strategies for post-trip interventions, i.e. on the one hand a strategy targeted at providing personalized feedback about driver/operator behavioural aspects of the past trip with a direct link to safety (overall safety score, speeding, mobile phone usage, etc.) and ecological driving, and on the other hand, a strategy called feed and feed forward targeted at setting safety behavioural goals and supported by social gamification schemes. Two user-friendly technologies are developed for this, i.e. a smartphone app and a web-based platform.

A web-platform software for goal setting and social gamification (feed and feed forward) has been developed where the fleet managers/operators are able to set and receive goals and configure or consult a set of gamification features to improve driver behaviour in a sustainable way. Based on the safety driver performance of the individual, new personalized goals are communicated to the driver on the smartphone app and tips, tricks and rewards are provided to achieve those goals. The fleet manager/operator is also able to see the safety driver performance in relation to fellow drivers.

The manual, which is the subject of this deliverable will help company coaches while using the web platform.

1.1 Deliverable overview and report structure

In the manual we worked out, we use several terms that are very specific for the gamification approach that permeates our application. Definitions for these terms are provided in chapter 1 of this deliverable.

The manual consists of screens from the web platform, completed with the necessary explanations and instructions. This manual, worked out in powerpoint as an interactive document and exported to PDF, forms chapter 2 of this deliverable.

The manual of course is a living document that evolves when the implementation of the web platform progresses. The goal is to provide an up-to-date manual (implying that systematic updates will be required) to the coaches at all times. To ensure this, we will use the *Help+Manual* software tool that allows us to work on one source file and generate a multi-channel output. More information about the *Help+Manual* software is provided in Chapter 3.

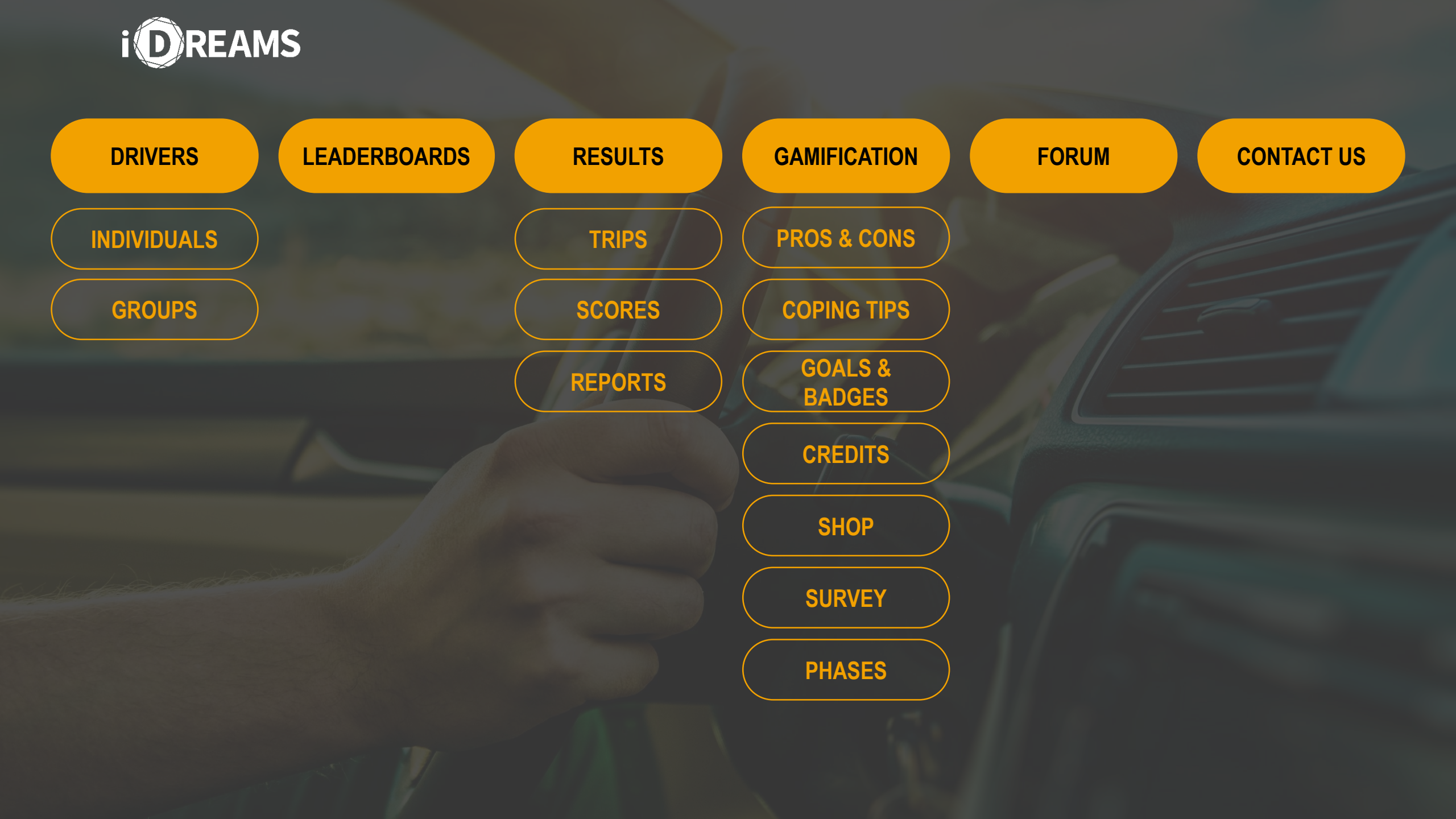
2 Terminology

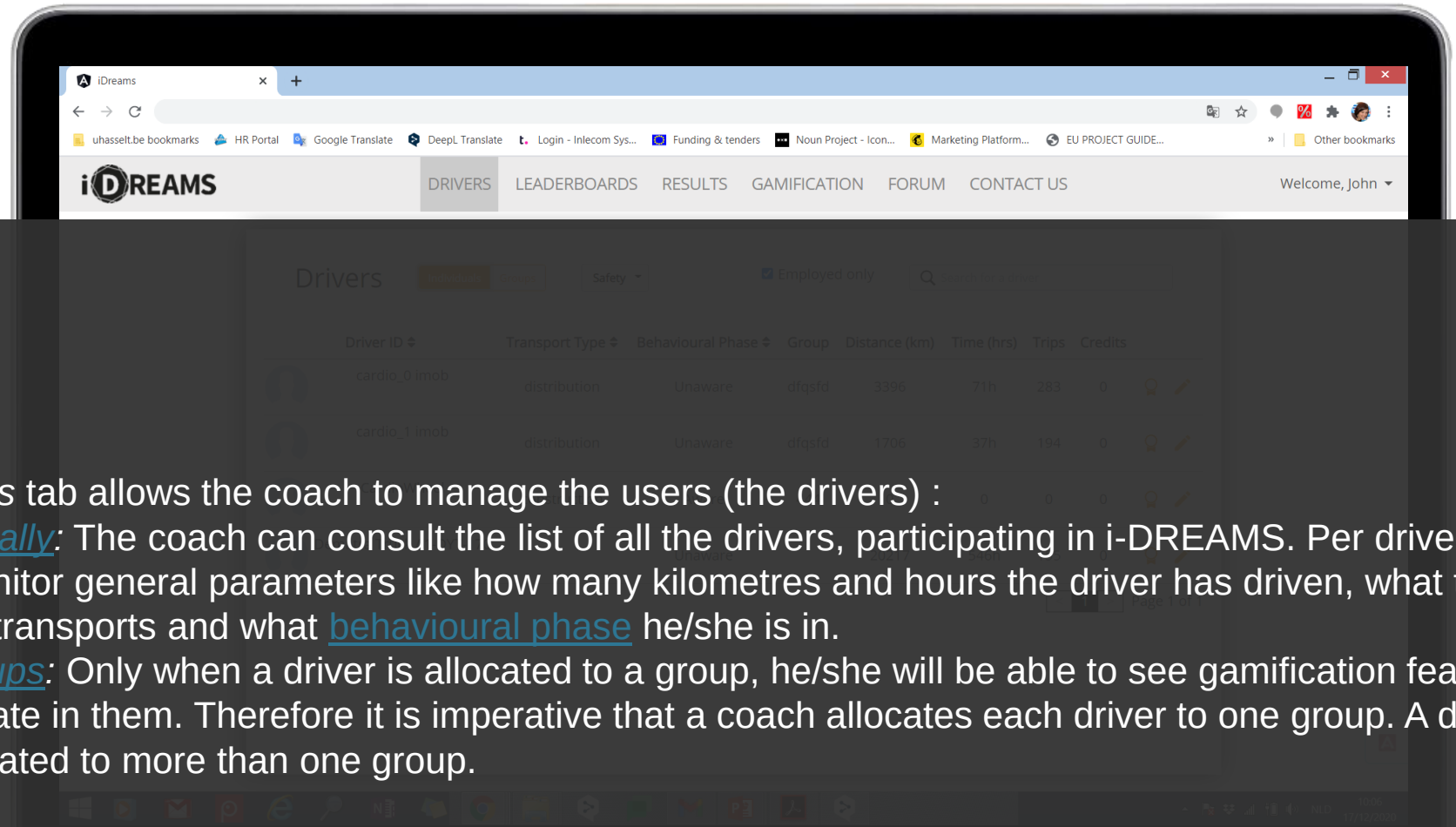
i-DREAMS uses a certain terminology in the application:

- **Perfomance domain**: In the first place, i-DREAMS stimulates prevention in the field of *road safety*. However, the application offers the possibility to add other domains such as *eco-efficiency* and *general functioning* at a later stage. However, within the scope of this manual the terms '*performance domain'* or shorter '*domain'* always refer to *road safety* (in the manual abbreviated to '*safety'*).
- **Safety promoting goals**: Our i-DREAMS platform will work on matters related to 'health', 'vehicle control', 'road sharing', 'speed management' and 'safety devices' in order to improve safety. We therefore call them our '*safety promoting goals'*.
- **Parameters**: Safety promoting goals are translated into 1 or more parameters to measure performances and evolutions. For example,
- **Group**: A group is a collection of drivers who are going to work on the same safety promoting goals and parameters. A company can define one or more groups. A group consists of 1 or more drivers. Each driver can only belong to 1 group. Groups form a crucial aspect of the i-DREAMS application. Only after allocation to a group, a driver can start working on aspects we focus on with the i-DREAMS application.
- **Events**: Users that driver around with the i-DREAMS technology are being monitored on their driving by measuring the paramaters. For example: with respect to the safety promoting goal *'vehicle control'* we will measure the paramaters *'acceleration', 'deceleration'* and *'steering'*. During the trip the tool logs when the driver accelerated … these logs are called 'events'. For each parameter, logged events will be depicted on a map, for the drivers (and coach) to consult afterwards.
- **General indicators**: Besides the parameters and safety promoting goals related to the formance domain *safety,* you can follow up on the scores of the drivers related to a couple of general indactors such as: amount of kilometres driven, amount of hours driven and amount of trips completed.

3 Manual

The manual for coaches is worked out in powerpoint and exported to an interactive PDF. It is included hereafter.


iDREAMS
DRIVERS
LEADERBOARDS
RESULTS
GAMIFICATION
FORUM
CONTACT US
INDIVIDUALS
GROUPS
TRIPS
SCORES
REPORTS
PROS & CONS
COPING TIPS
GOALS & BADGES
CREDITS
SHOP
SURVEY
PHASES



This *Drivers* tab allows the coach to manage the users (the drivers) :

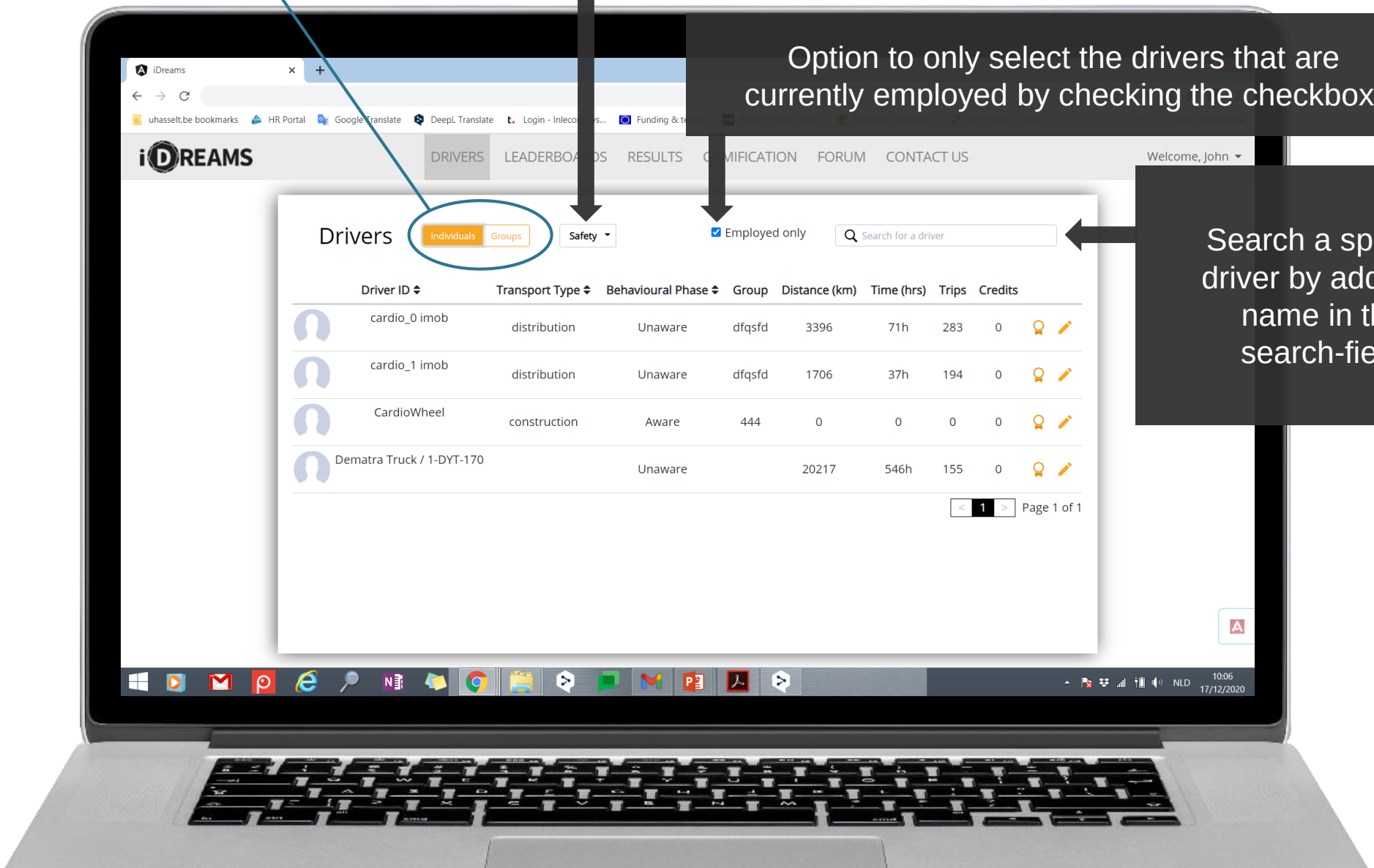
- *Individually:* The coach can consult the list of all the drivers, participating in i-DREAMS. Per driver the coach can monitor general parameters like how many kilometres and hours the driver has driven, what type of freight he/she transports and what behavioural phase he/she is in.
- As *Groups:* Only when a driver is allocated to a group, he/she will be able to see gamification features and can participate in them. Therefore it is imperative that a coach allocates each driver to one group. A driver cannot be allocated to more than one group.

Individuals Groups

Dropdown list to select a performance domain. Within i-DREAMS we will only work on the domain *Safety.*

Option to only select the drivers that are currently employed by checking the checkbox.

Search a specific driver by adding a name in this search-field.



Distance (km)

Total amount of kilometres driven

Time (hrs)

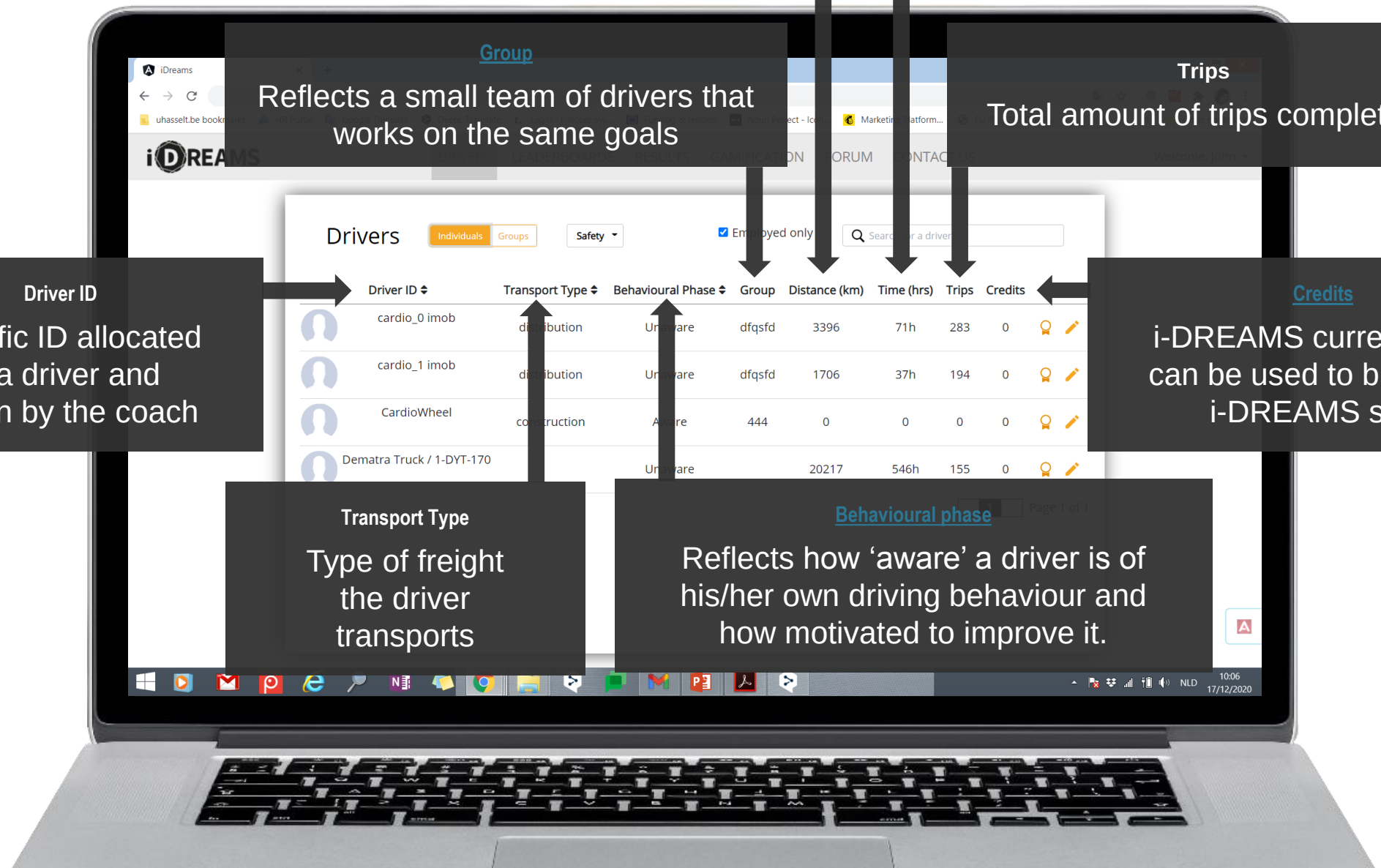
Total amount of hours driven

Group

Reflects a small team of drivers that works on the same goals

Trips

Total amount of trips completed



Driver ID

Specific ID allocated to a driver and known by the coach

Credits

i-DREAMS currency that can be used to buy in the i-DREAMS shop

Transport Type

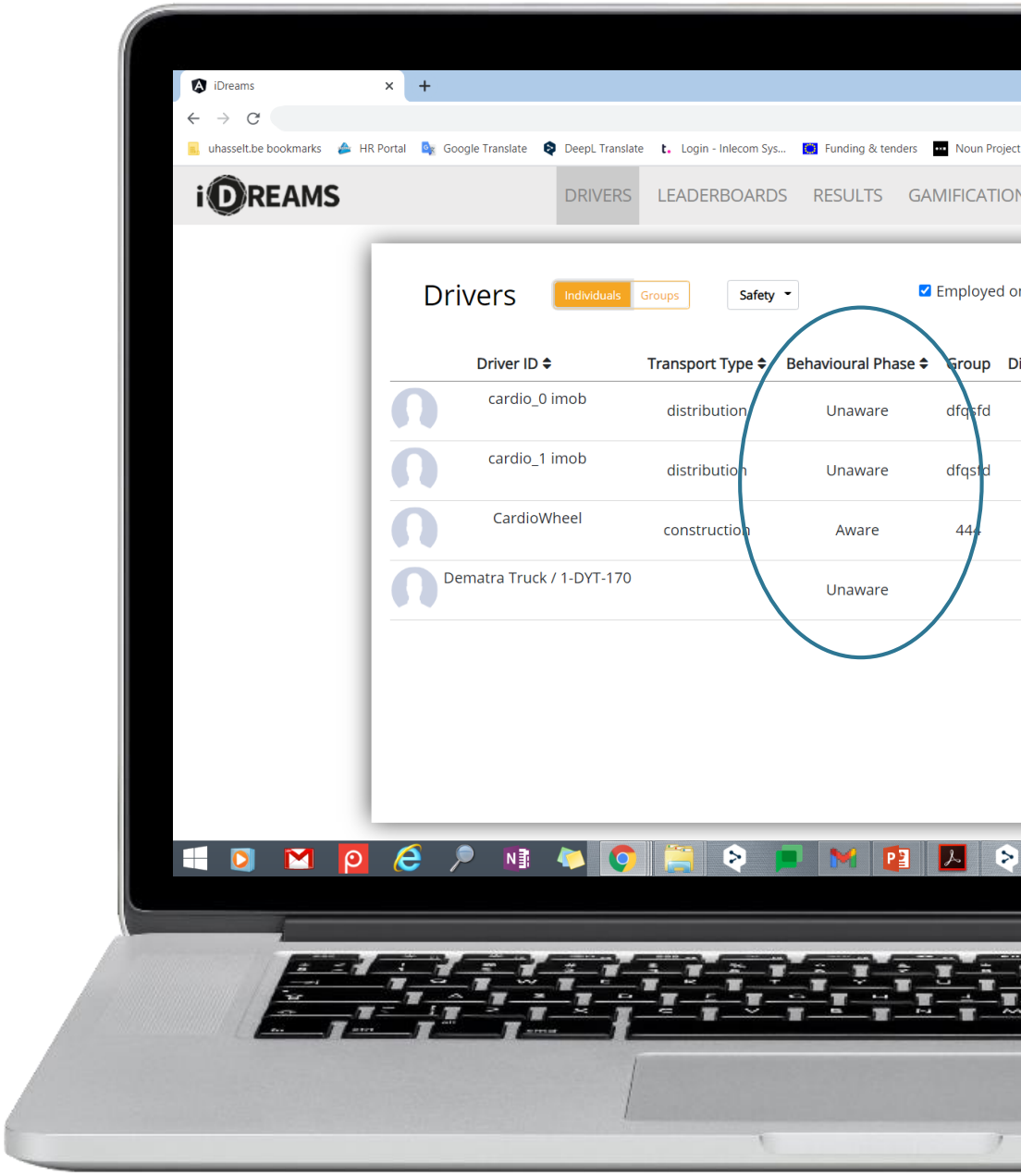
Type of freight the driver transports

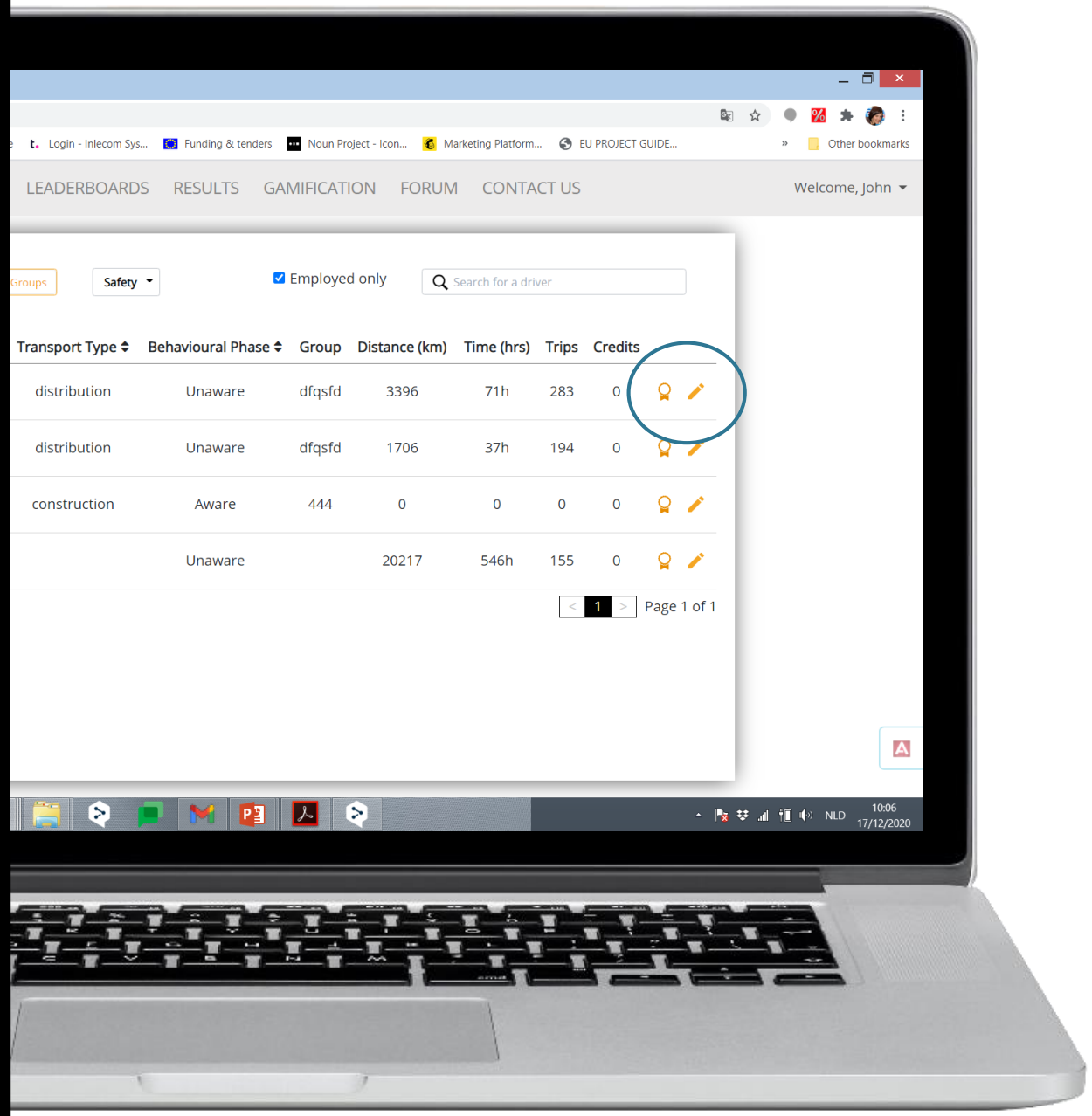
Behavioural phase

Reflects how 'aware' a driver is of his/her own driving behaviour and how motivated to improve it.

Depending on how a driver perceives his/her own driving behaviour, we classify him/her in a certain behavioural phase:

- **Unaware:** The driver is not aware of his/her own problematic behaviour.
- **Aware:** The driver realises that his/her own behaviour is problematic and wants to adjust.
- **Considering:** The driver wants to change his/her behaviour and is already trying to sporadically.
- **Determined:** The desired behaviour is slowly becoming the new normal. However, there is a risk of relapsing.
- **Persevere:** The behaviour has changed in a sustainable way and has become the new normal.



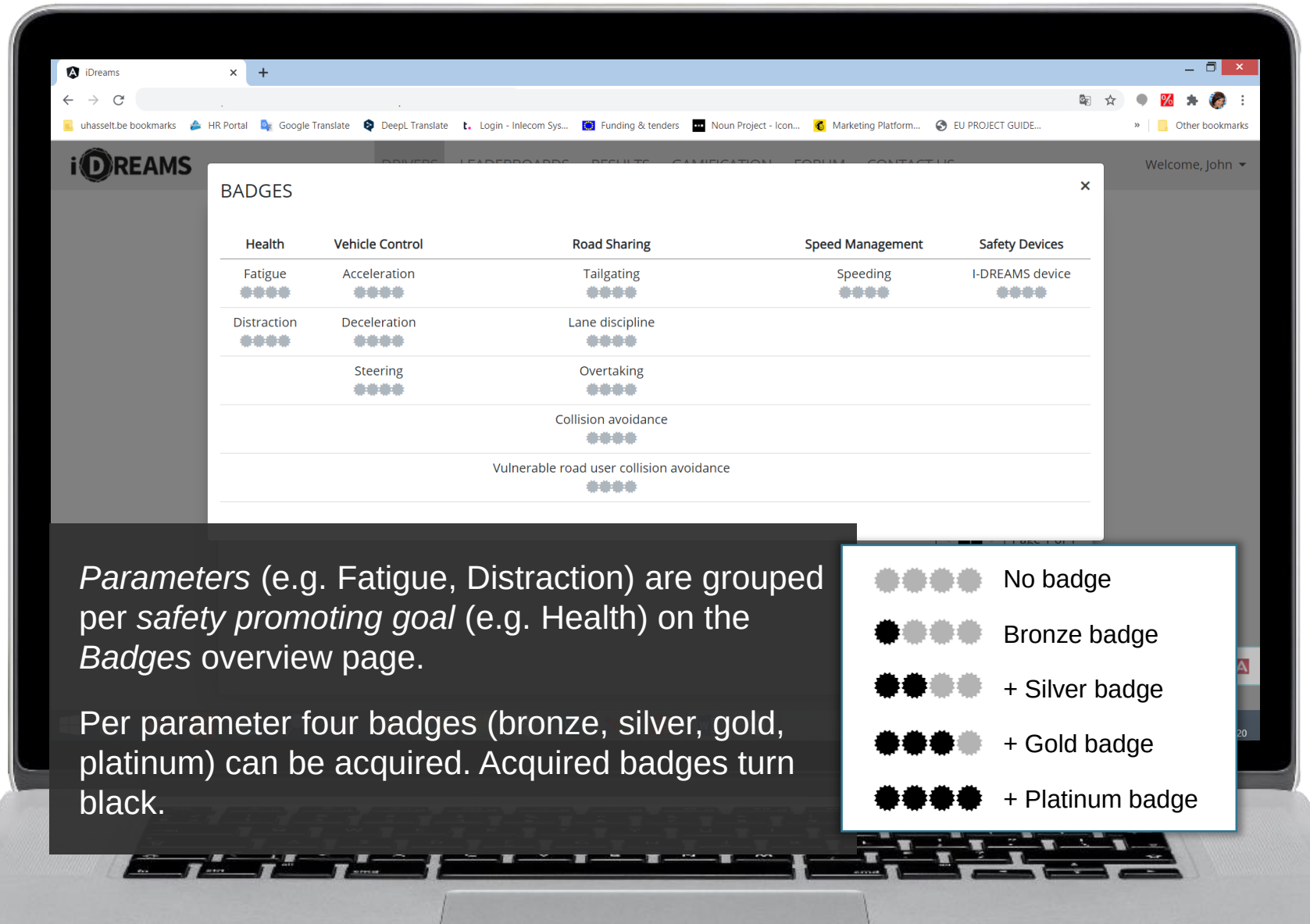


Button that links to the *Badges* overview page.

Button that opens the window where *Driver details* can be managed.

HOW DOES A DRIVER ACQUIRE A BADGE? A badge is acquired after successful completion of goals. A goal is completed when the driver applies the desired behaviour over a specific distance. Per completed goal, the driver collects score points (e.g. over a distance of 100 kms the driver obtains a score of 75/100). If all goals over the same distance are completed, the driver receives a badge (bronze, silver, gold or platinum). For more information please check the section on 'Goals & Badges'.

The *Badges* button on the individual drivers overview screen, leads to this screen.



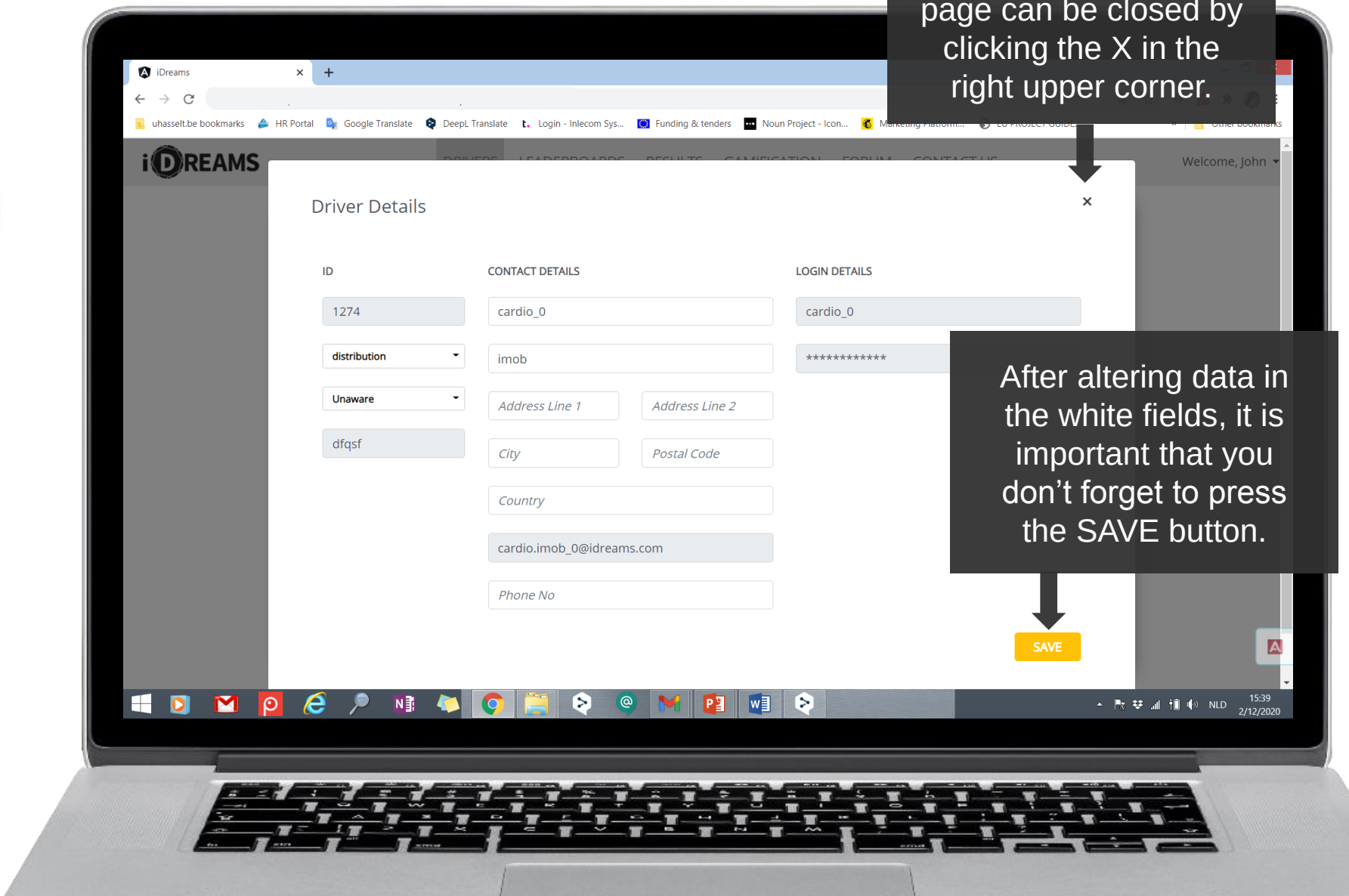
Parameters (e.g. Fatigue, Distraction) are grouped per *safety promoting goal* (e.g. Health) on the *Badges* overview page.

Per parameter four badges (bronze, silver, gold, platinum) can be acquired. Acquired badges turn black.

This is the *Driver Details* page where all the white fields are editable. The grey fields are locked for editing.

The *Edit* button on the individual drivers overview screen, leads to this screen.

The *Driver Details* page can be closed by clicking the X in the right upper corner.

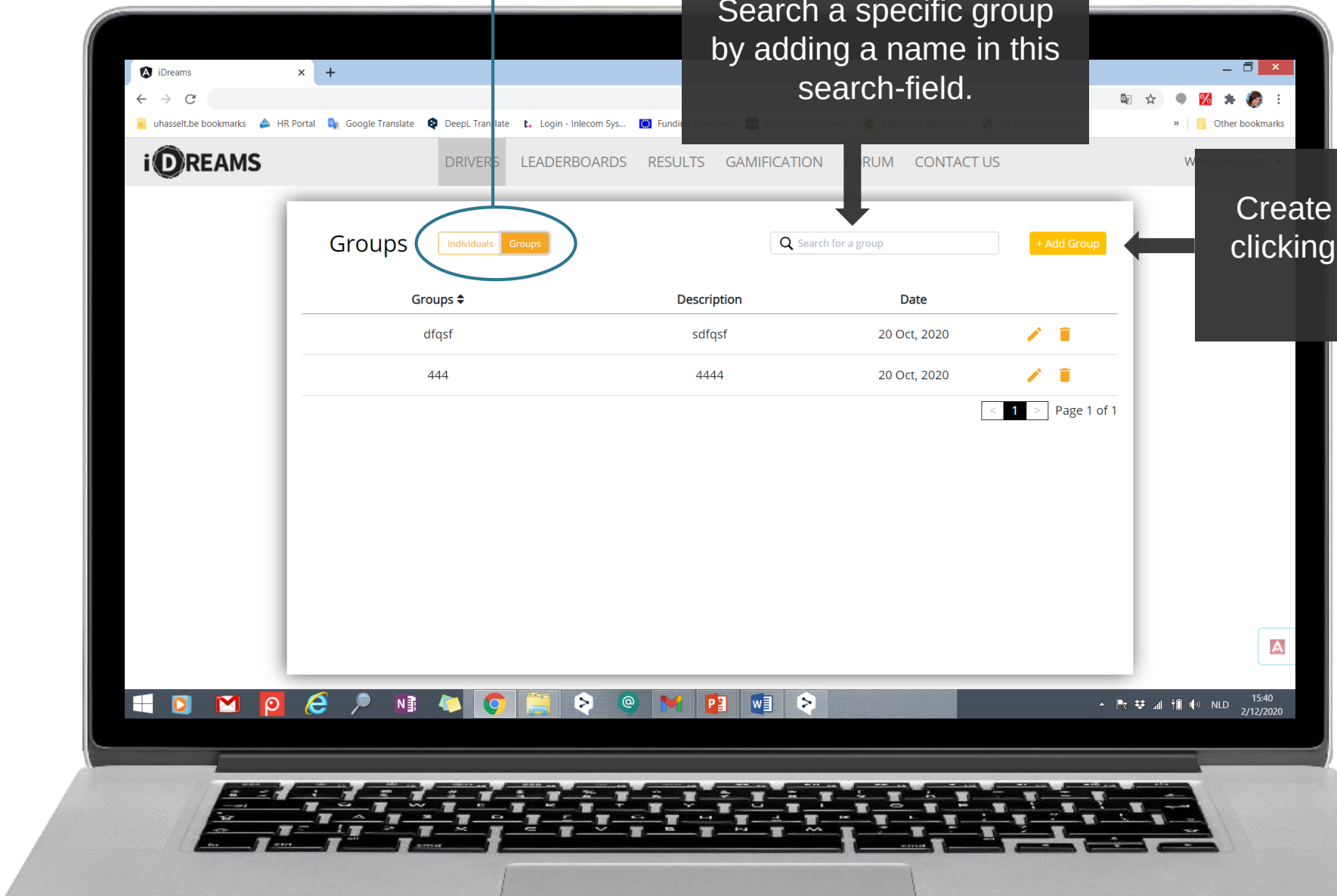


After altering data in the white fields, it is important that you don't forget to press the SAVE button.

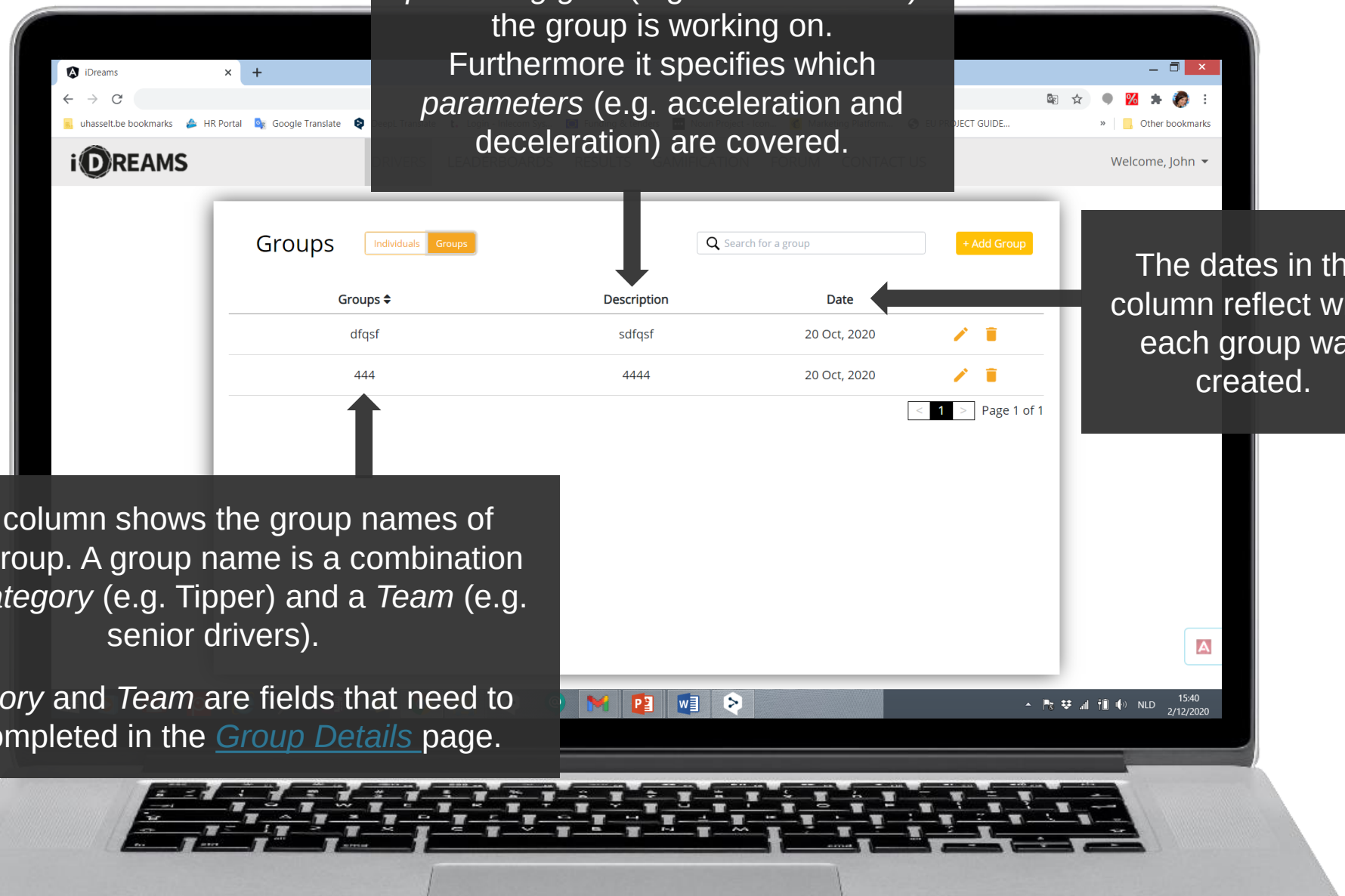
Individuals | Groups

Search a specific group by adding a name in this search-field.

Create a new group by clicking the '*Add Group*' button.



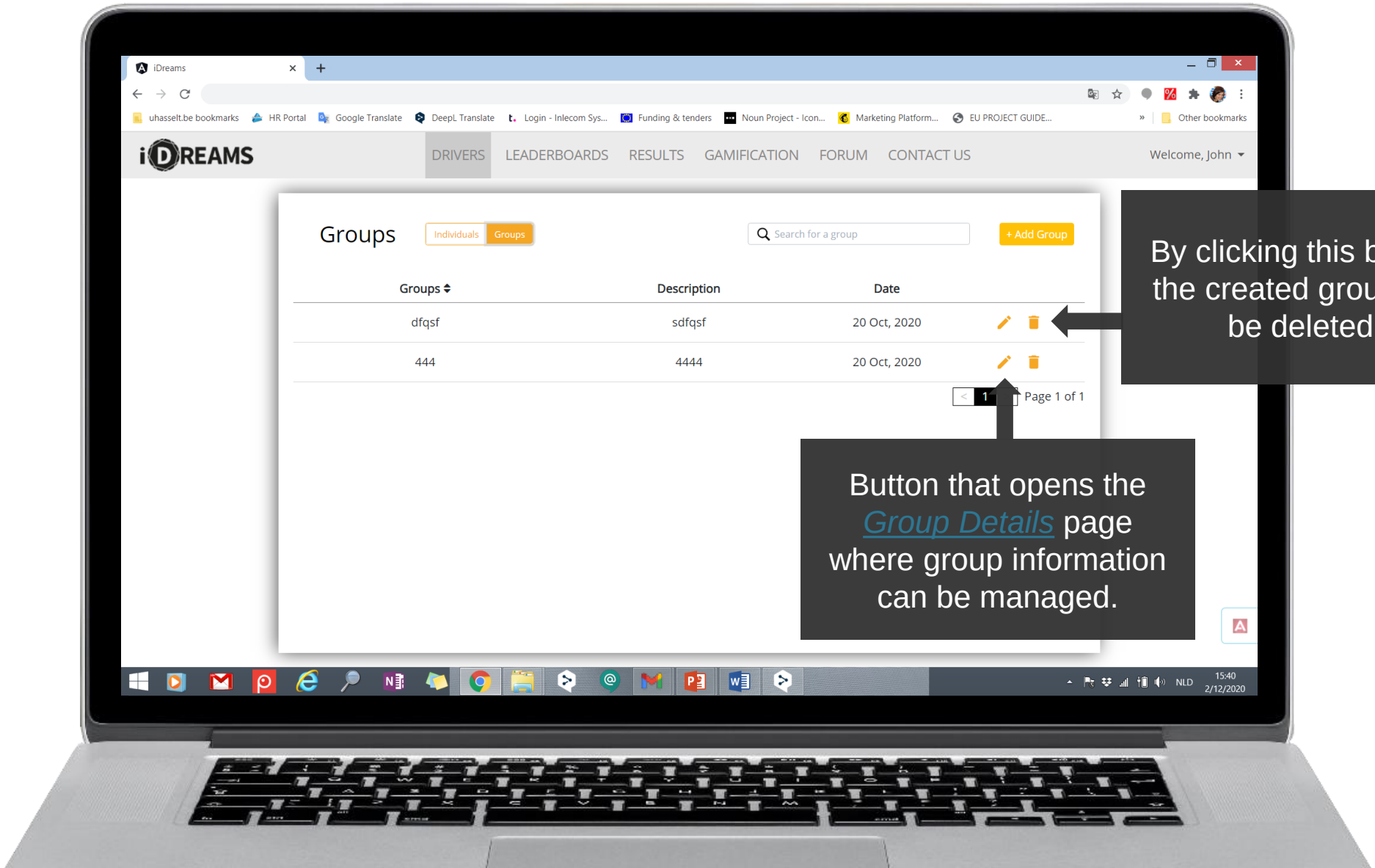
The description clarifies which *safety promoting goal* (e.g. vehicle control) the group is working on. Furthermore it specifies which *parameters* (e.g. acceleration and deceleration) are covered.

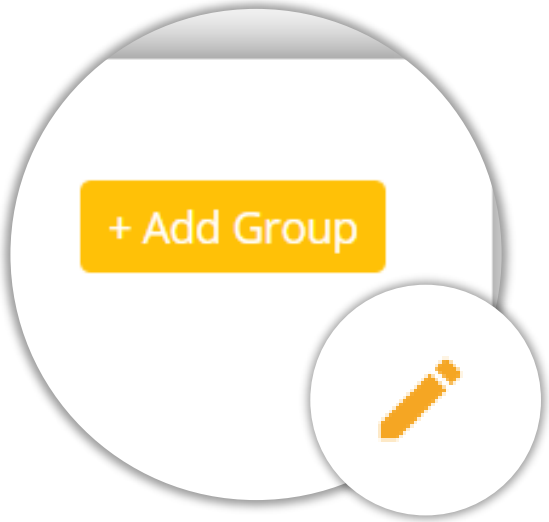


The dates in this column reflect when each group was created.

This column shows the group names of each group. A group name is a combination of a *Category* (e.g. Tipper) and a *Team* (e.g. senior drivers).

Category and *Team* are fields that need to be completed in the *Group Details* page.


iDreams
DRIVERS
LEADERBOARDS
RESULTS
GAMIFICATION
FORUM
CONTACT US
Welcome, John
Groups
Individuals
Groups
Search for a group
+ Add Group
Groups
Description
Date
dfqsf
sdfqsf
20 Oct, 2020
444
4444
20 Oct, 2020
Page 1 of 1
By clicking this button, the created group can be deleted.
Button that opens the Group Details page where group information can be managed.



The *Group Details* page opens after clicking the *Add Group* button or the *Edit* button on the Group overview page.

Group category

Type a category name (e.g. Tipper). This category will become part 1 of the group name.

Group members

Select all the drivers that will become part of the group by checking the check boxes.

Will be working on

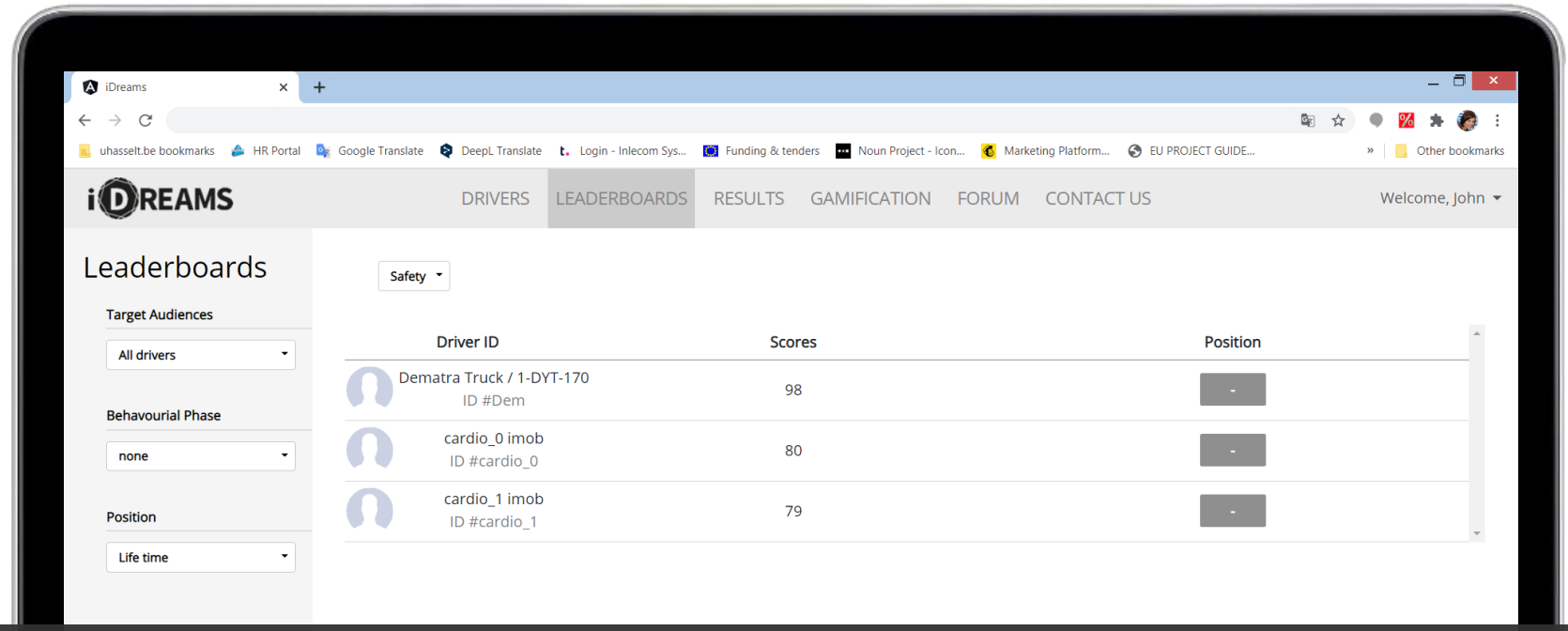
Select the safety promoting goal(s) (e.g. Vehicle Control) and the parameter(s) (e.g. Acceleration, Deceleration, Steering) the group will be working on.

Team

Type a team name (e.g. senior drivers). This category will become part 2 of the group name.

The screen can be closed by clicking the X in the right upper corner.

Don’t forget to click the SAVE button to save the group details!

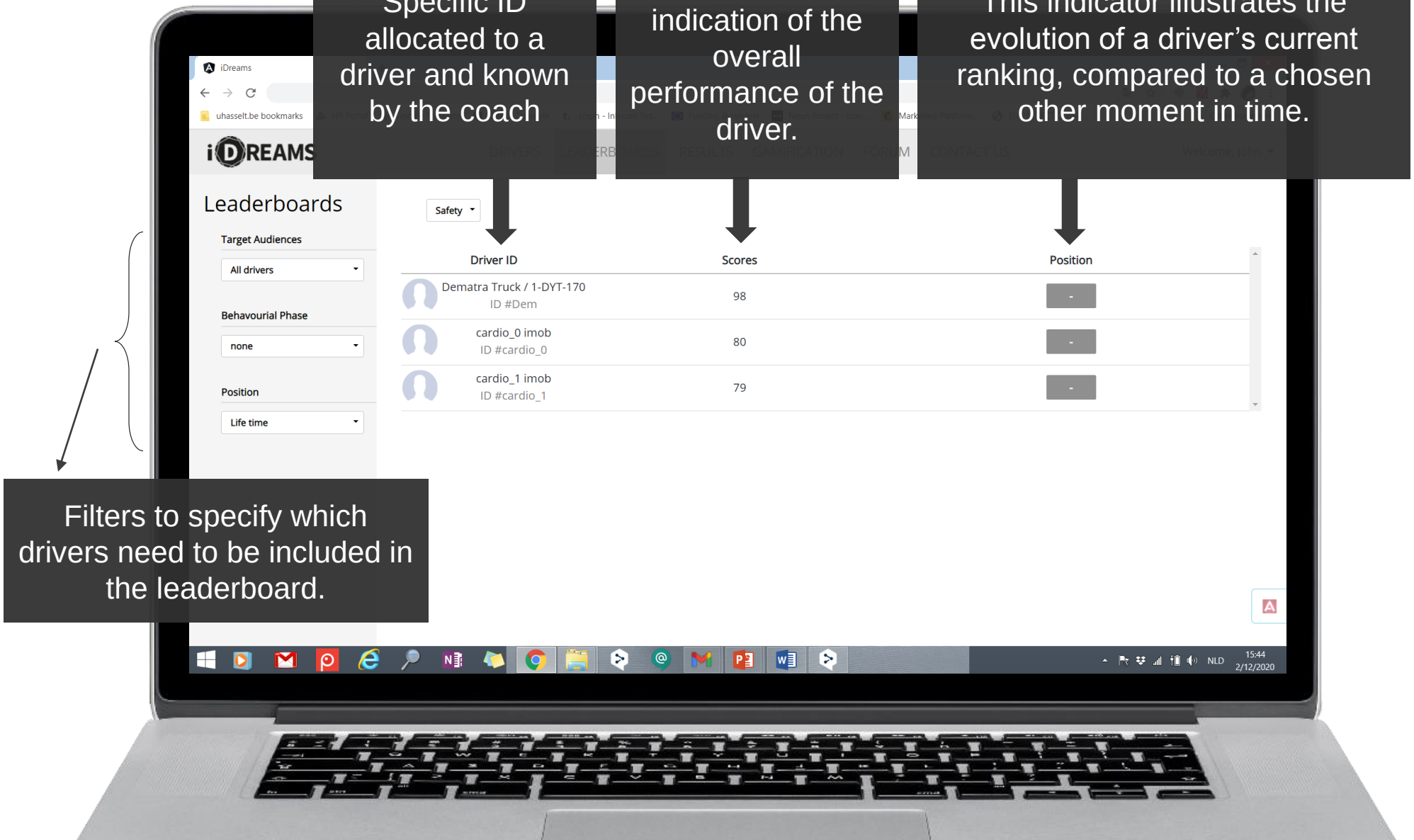


A leaderboard visualizes the overall ranking within a specific performance domain (in this case ‘safety’) of the drivers who are participating. For each driver the score is shown, as well as their position compared to another moment in time.

Specific ID allocated to a driver and known by the coach

The score is an indication of the overall performance of the driver.

This indicator illustrates the evolution of a driver's current ranking, compared to a chosen other moment in time.

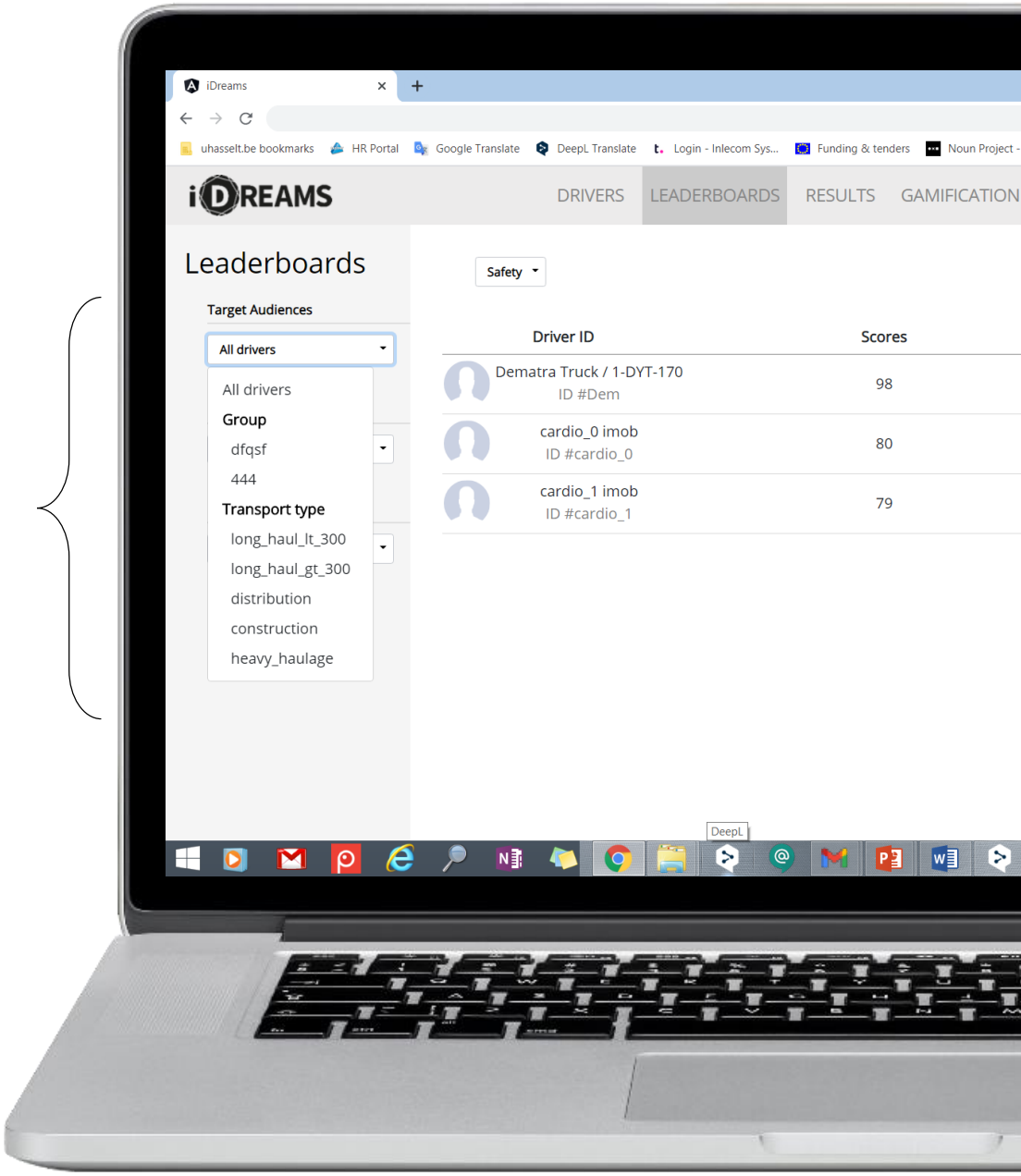


Filters to specify which drivers need to be included in the leaderboard.

Target Audiences filter

With this filter it is possible to:

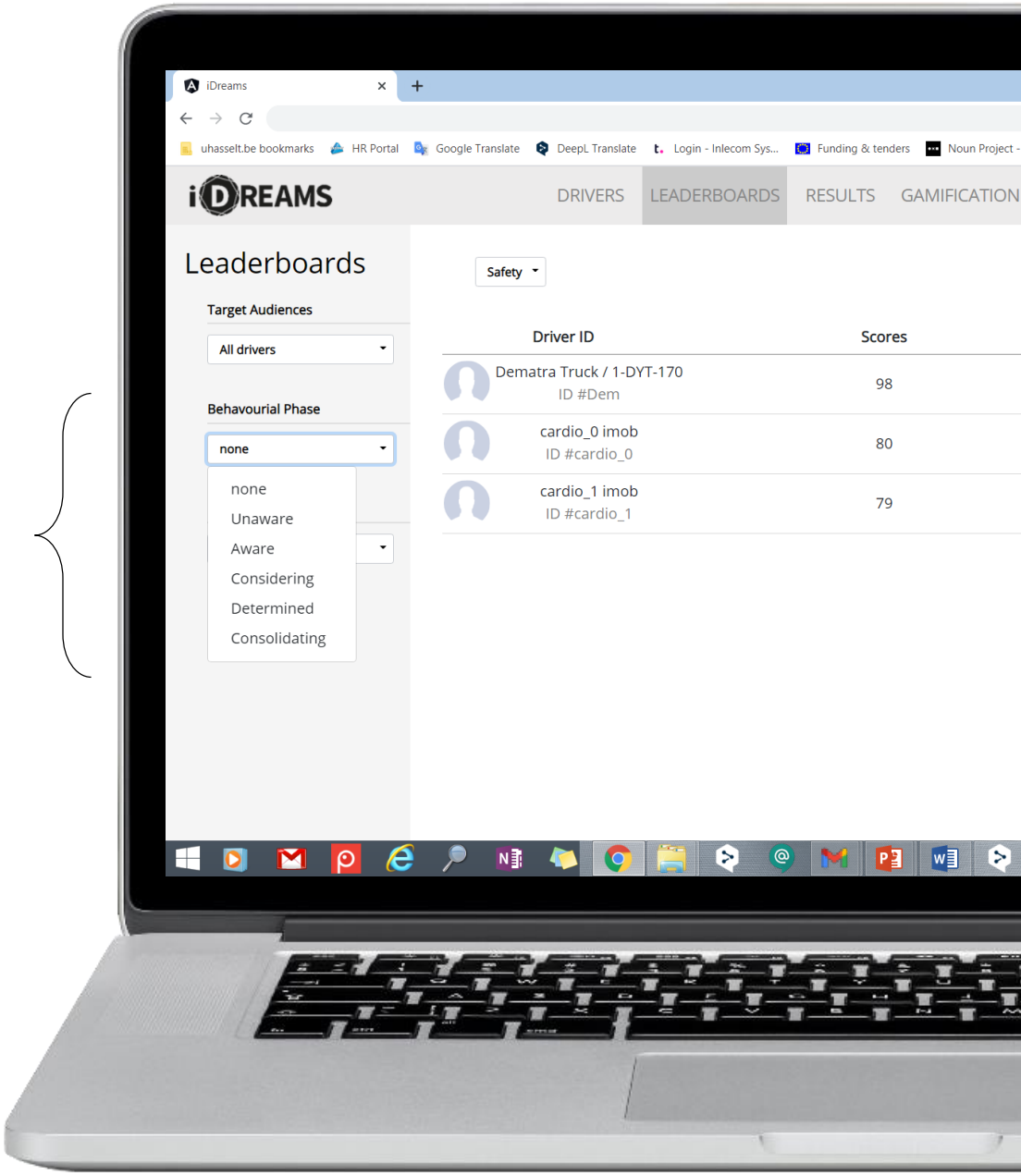
- include **all drivers** that participate in the i-DREAMS project.
- select a specific **group** to see how the group members perform relative to one another.
- filter per **transport type** so the coach can follow-up on performances of drivers that transport similar types of freight.



Behavioural Phase filter

With this filter it is possible to zoom in on drivers that are in the same specific behavioural phase:

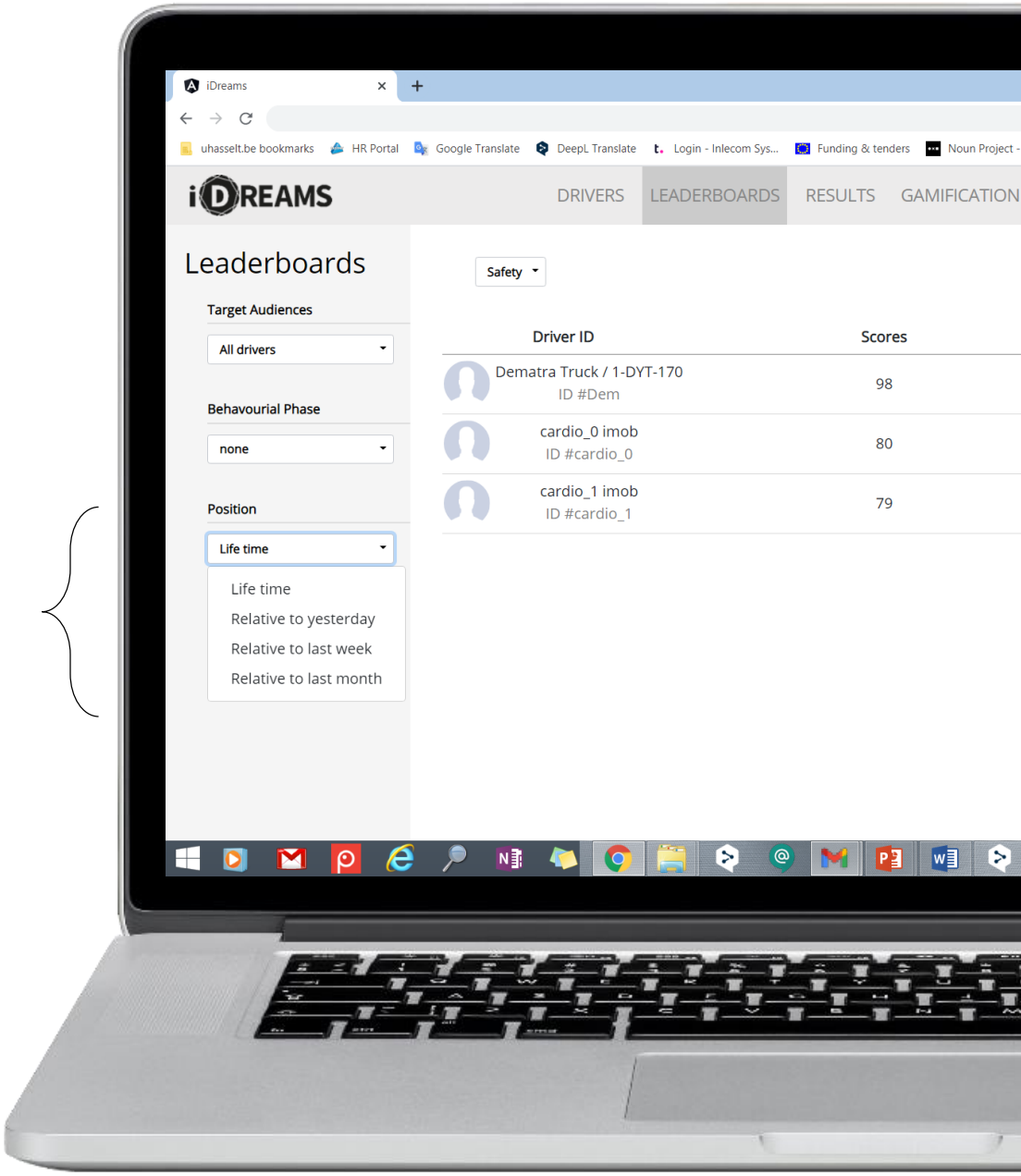
- **Unaware:** The driver is not aware of his/her own problematic behaviour.
- **Aware:** The driver realises that his/her own behaviour is problematic and wants to adjust.
- **Considering:** The driver wants to change his/her behaviour and is already trying to sporadically.
- **Determined:** The desired behaviour is slowly becoming the new normal. However, there is a risk of relapsing.
- **Persevere:** The behaviour has changed in a sustainable way and has become the new normal.

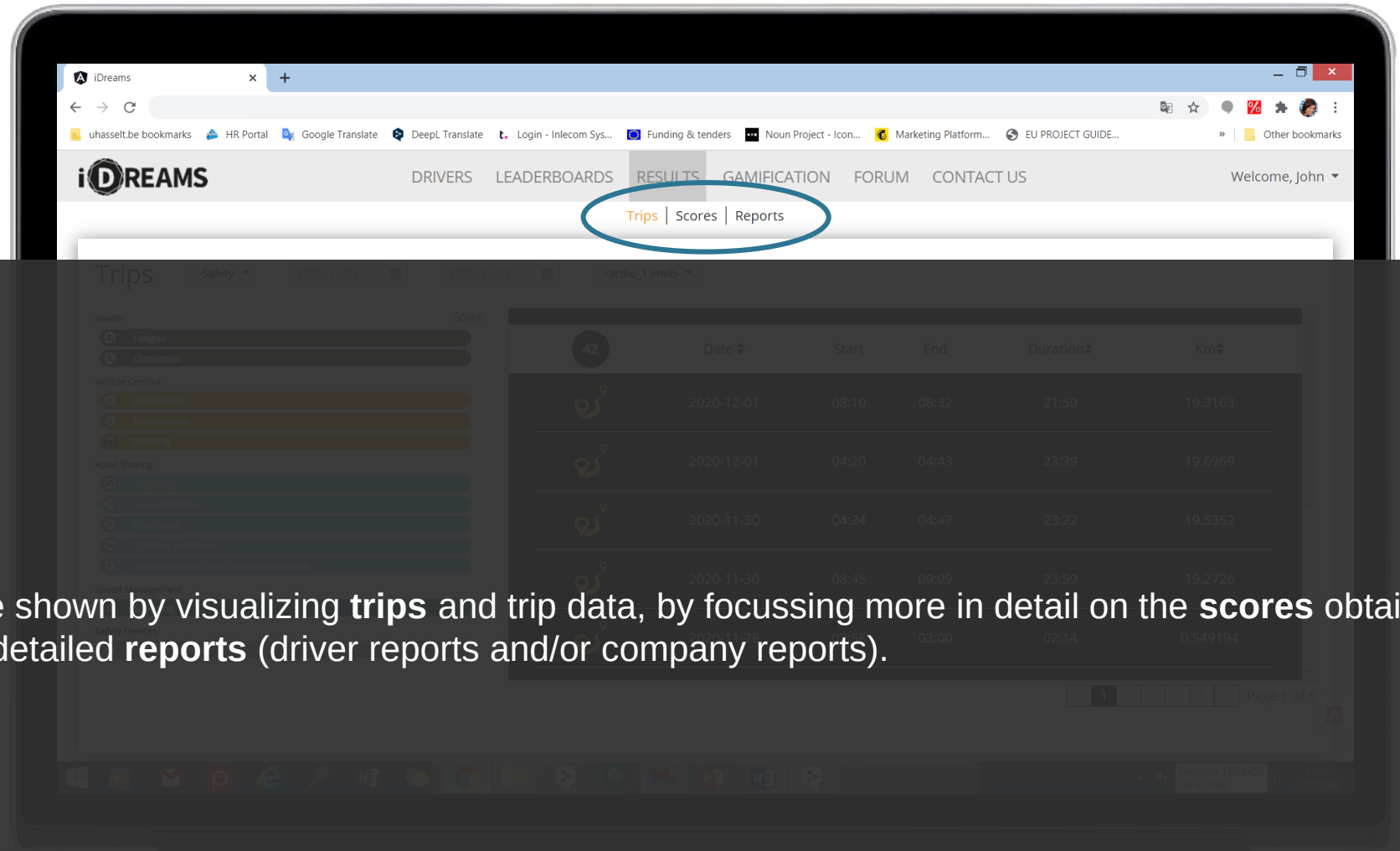


Position filter

The leaderboard shows the driver's position compared to another moment in time. This filters allows you to learn about the driver's position :

- compared to his/her **lifetime average**
- compared to his/her position **yesterday**
- compared to his/her position **last week**
- compared to his/her position **last month**





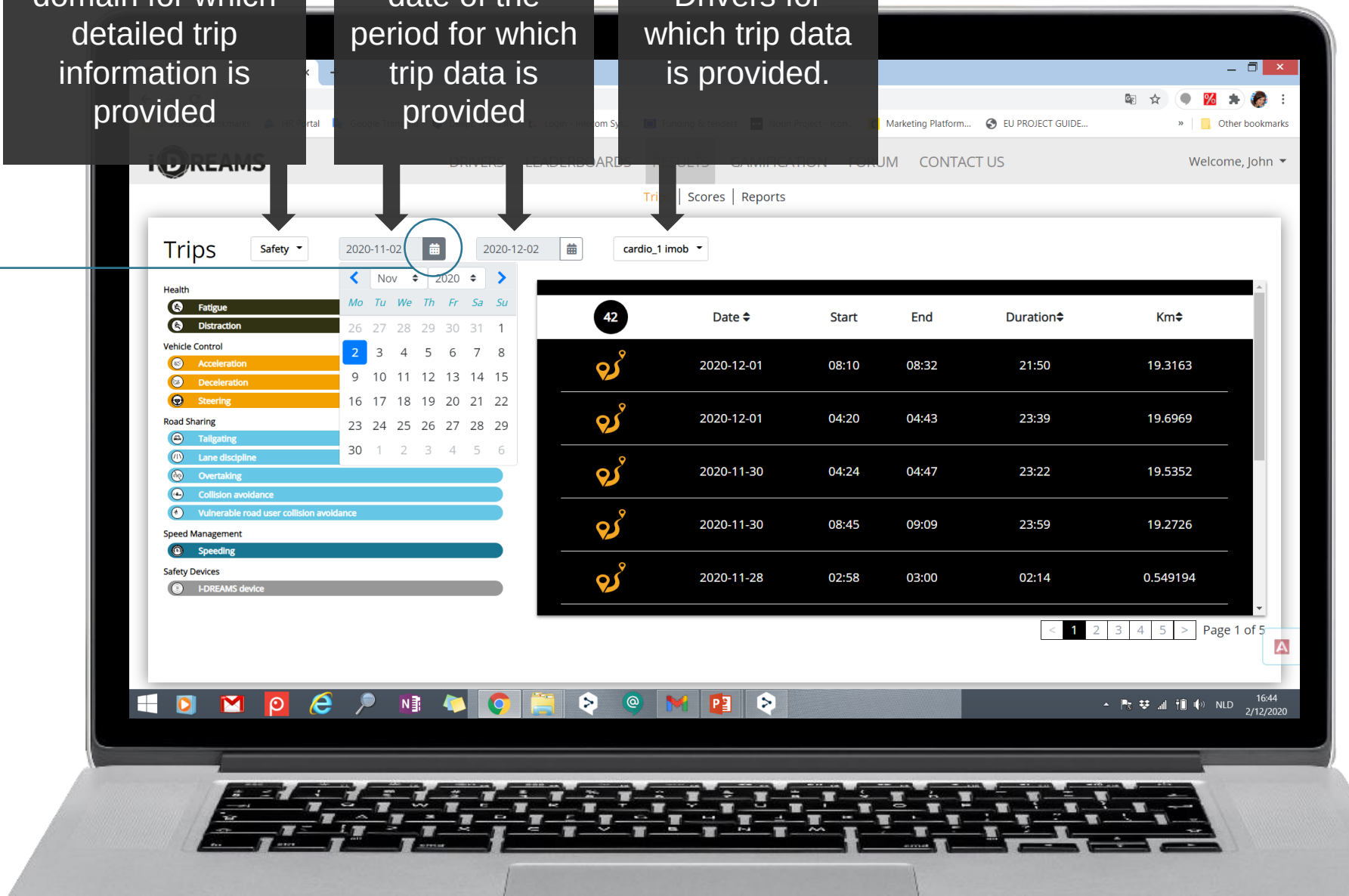
Results are shown by visualizing **trips** and trip data, by focussing more in detail on the **scores** obtained or by extracting detailed **reports** (driver reports and/or company reports).

Performance domain for which detailed trip information is provided

Start and end date of the period for which trip data is provided

Drivers for which trip data is provided.

Click the *calendar* icon to select a begin and end date. For this period, trip information will be shown.

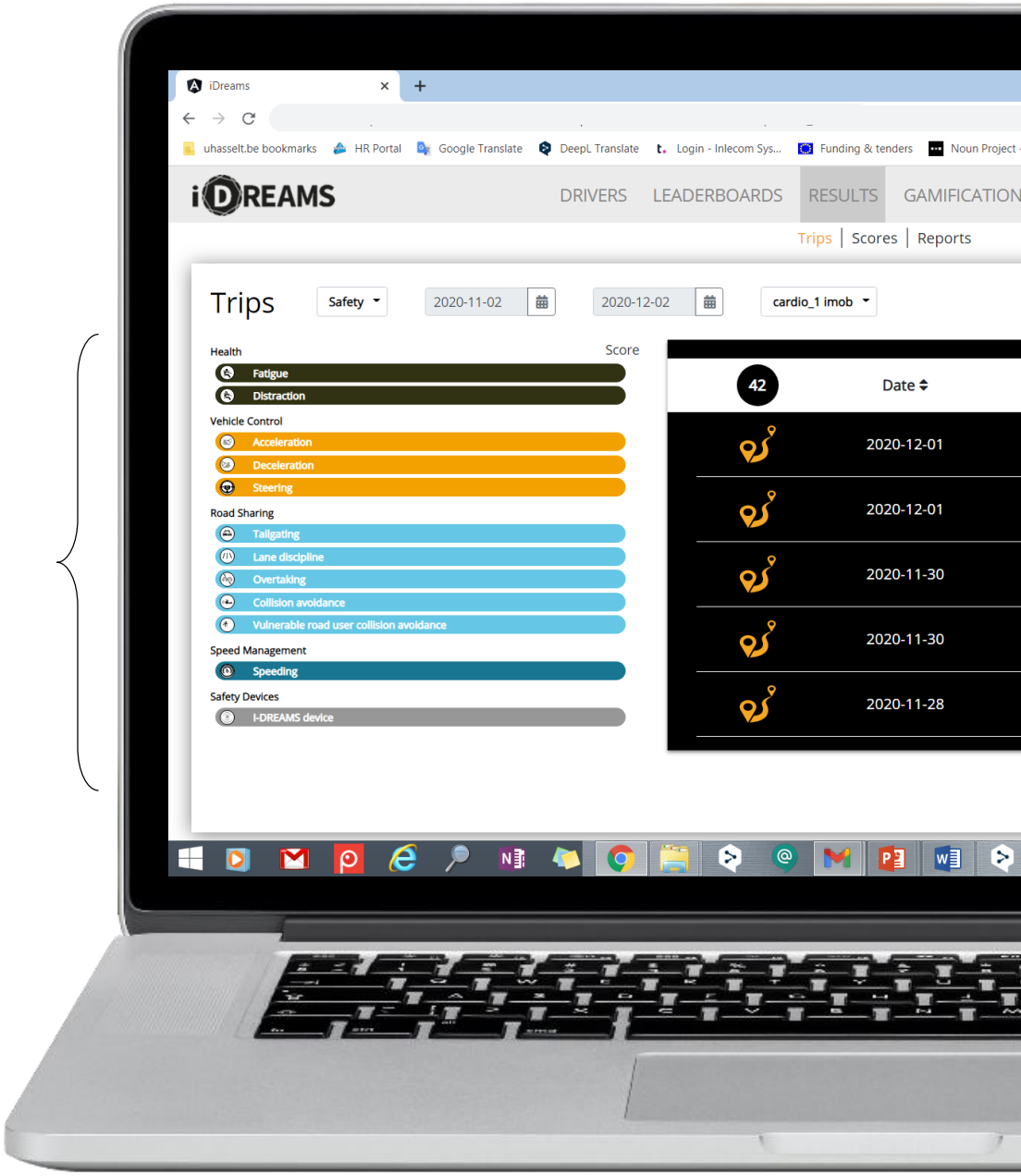


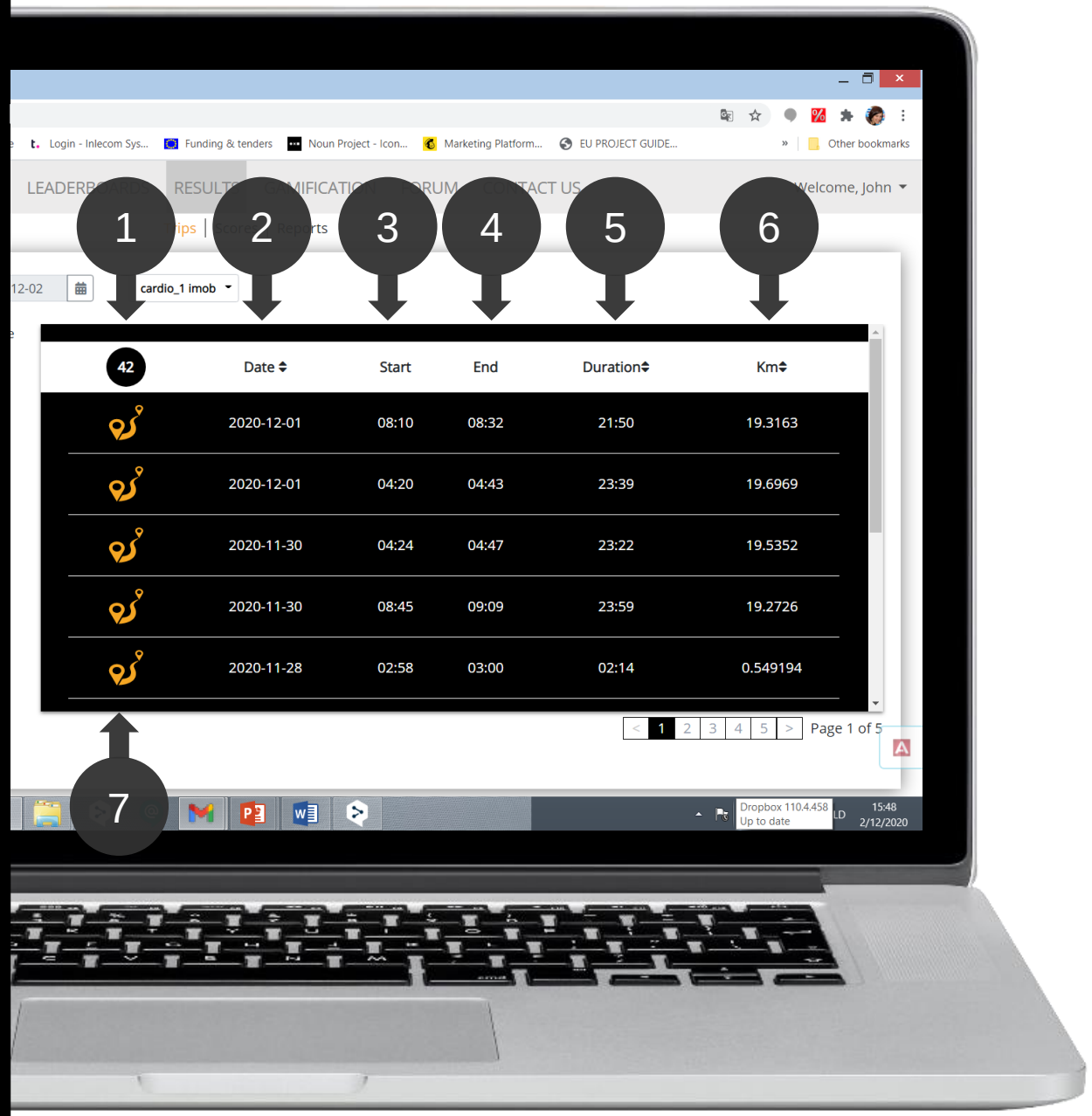
Overview of parameters for which scores can be obtained. The parameters are grouped in five safety promoting goals:

safety promoting goals

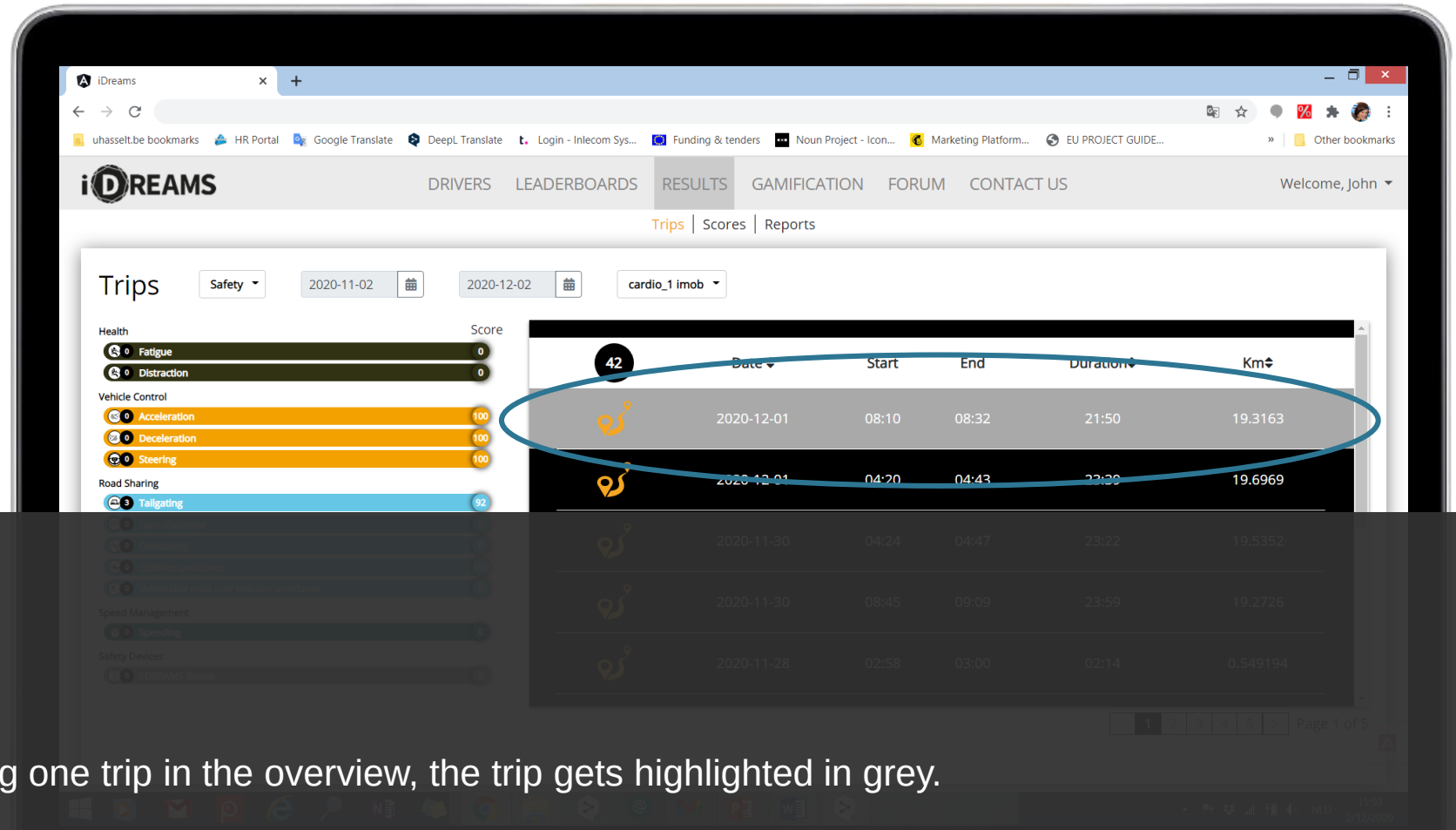
parameters

HEALTH	VEHICLE CONTROL	ROAD SHARING	SPEED MANAGEMENT	SAFETY DEVICES
Fatigue	Acceleration	Tailgating	Speeding	i-DREAMS device
Distraction	Deceleration	Lane discipline		
	Steering	Overtaking		
		Collision avoidance		
		Vulnerable road user collision avoidance		





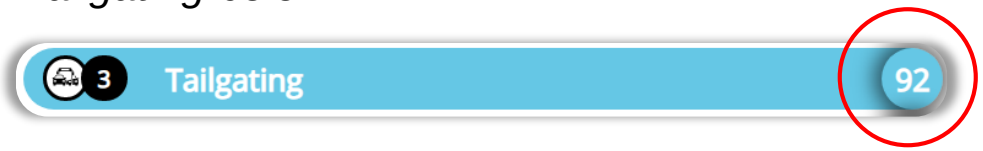
1. Total amount of trips, made by the driver in the selected period.
2. The day a specific trip was made.
3. Moment a specific trip started.
4. Moment a specific trip ended.
5. Total duration of a specific trip.
6. Total amount of kilometres driven during a specific trip.
7. Trip icon that provides access to more detailed trip data.



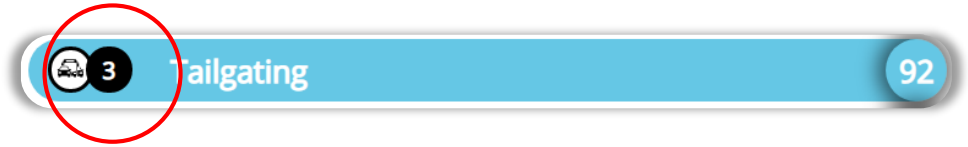
By selecting one trip in the overview, the trip gets highlighted in grey.

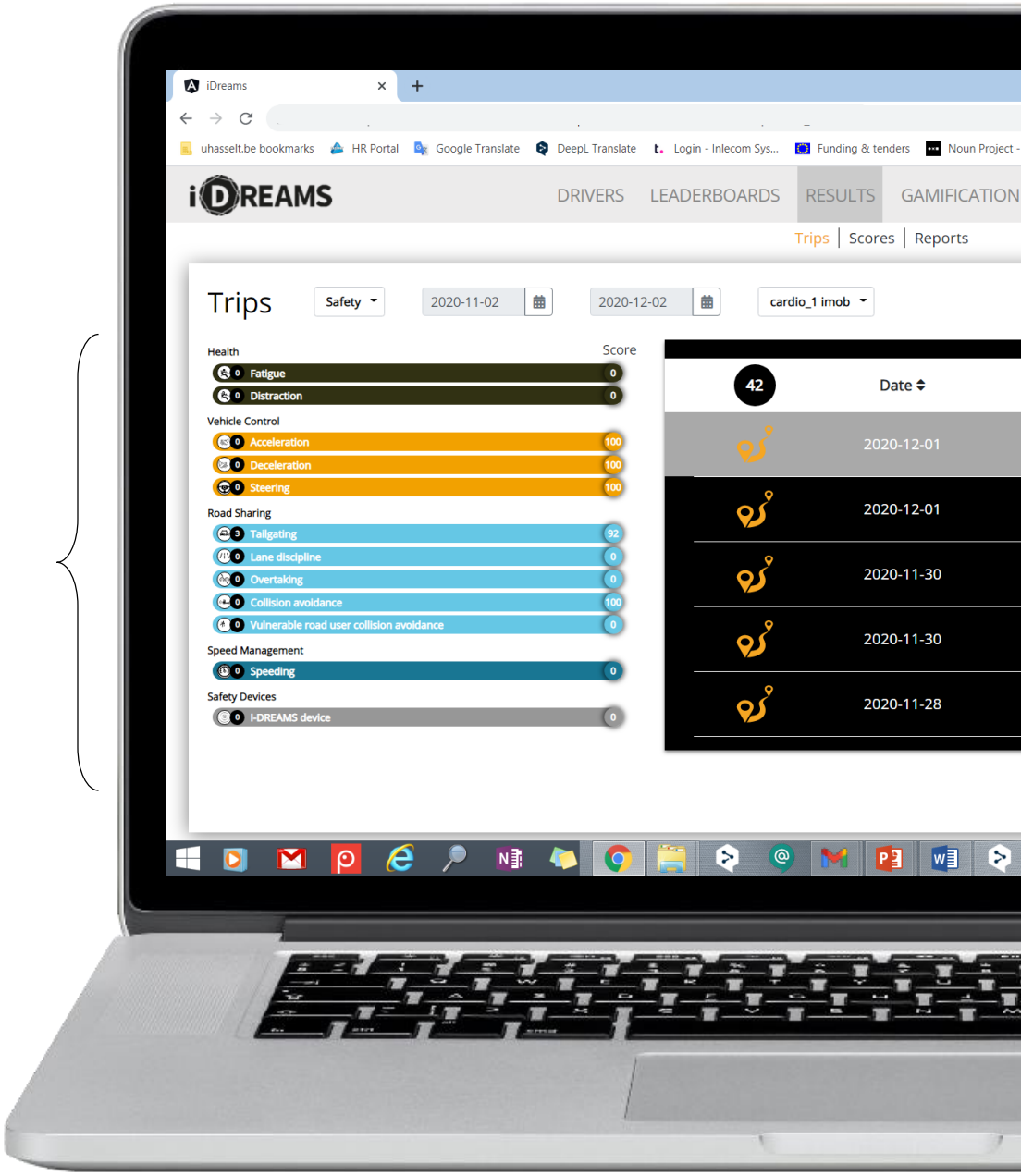
On the left-hand side parameter data are provided in coloured rounded rectangles for the trip, highlighted in grey.

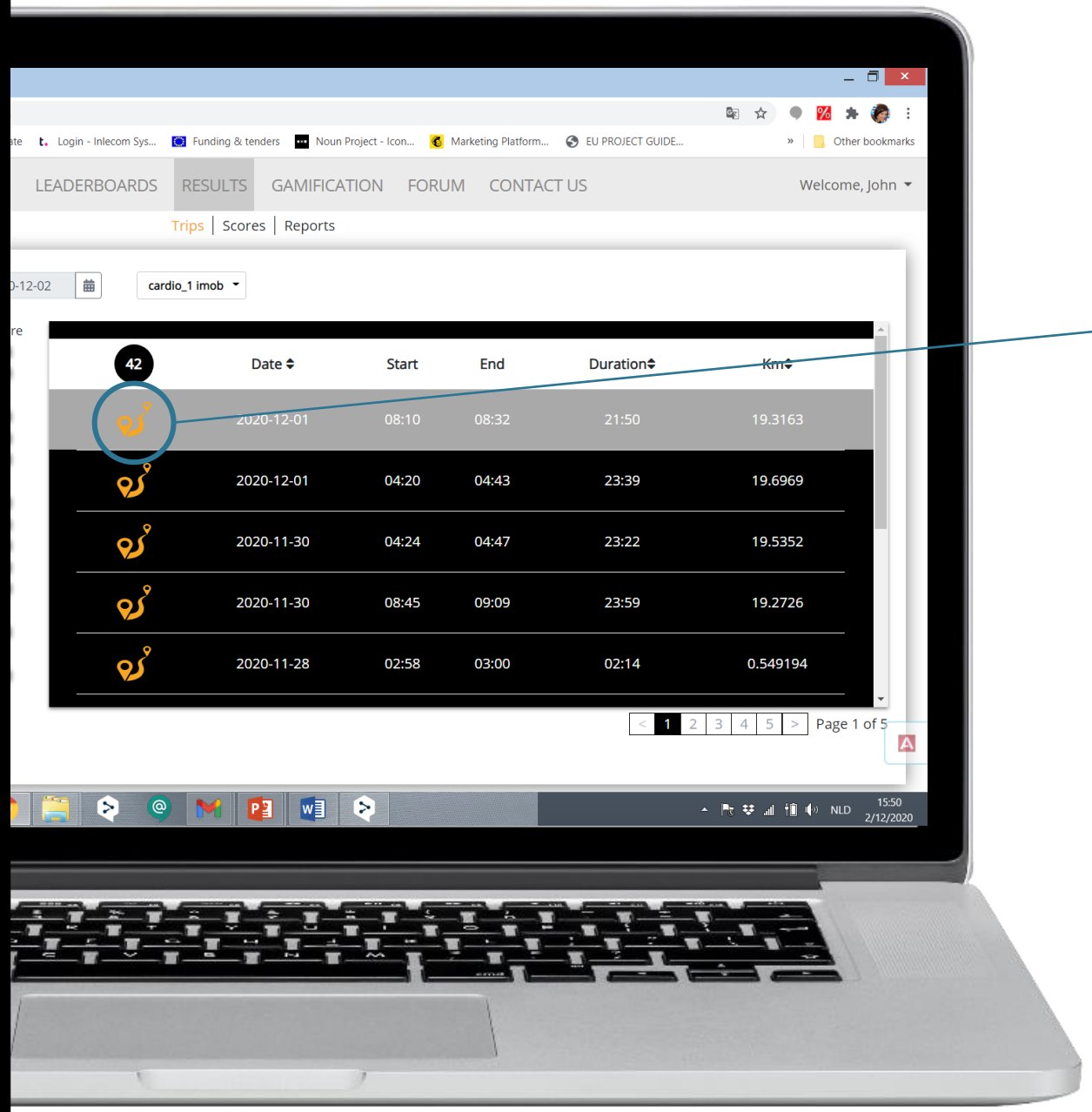
The parameter score is indicated in the coloured circles at the end of each rounded rectangle, like illustrated in the example for the parameter *Tailgating* below:



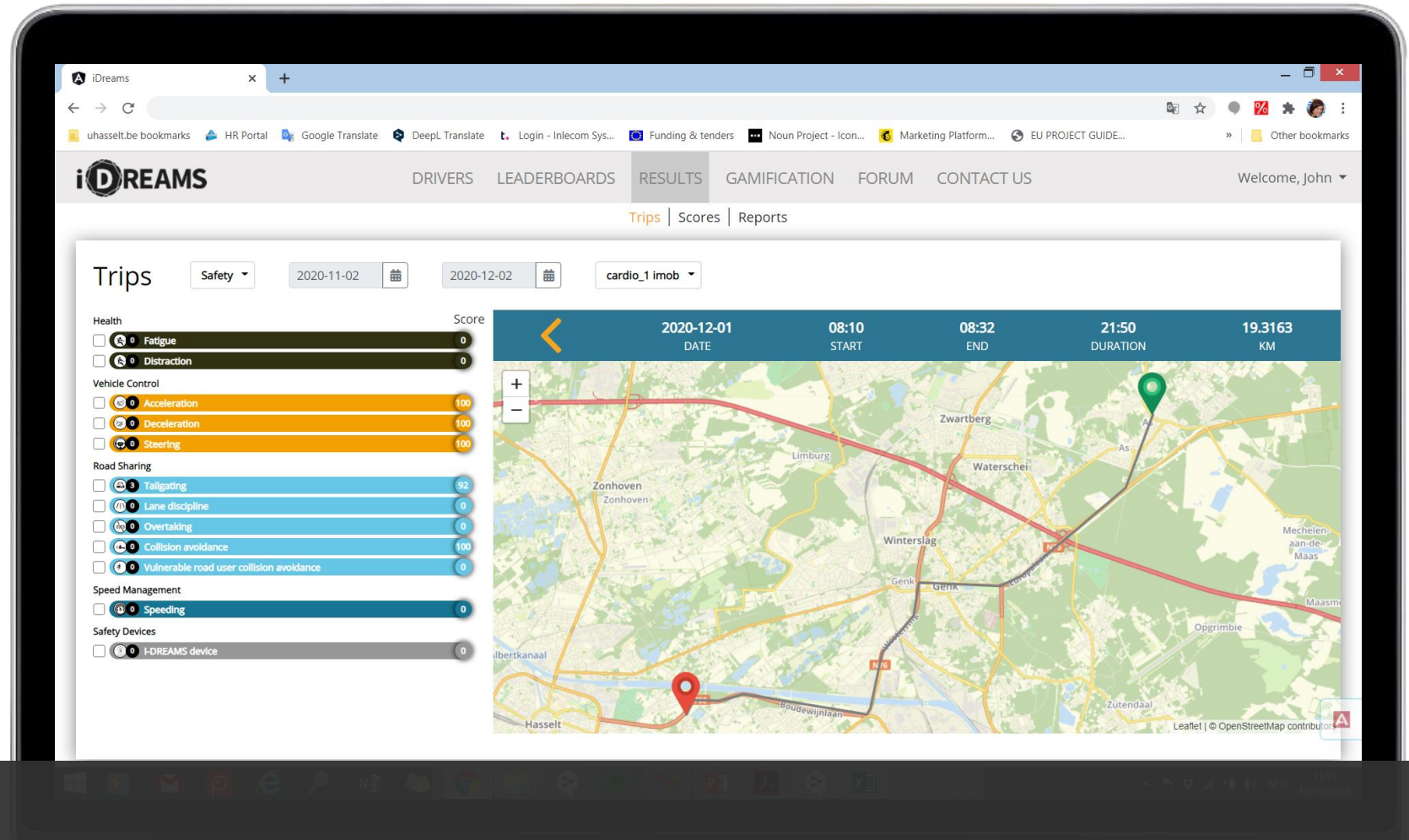
The number of events that occurred, related to each parameter is indicated in a black circle, like illustrated in the example for the parameter *Tailgating* below:





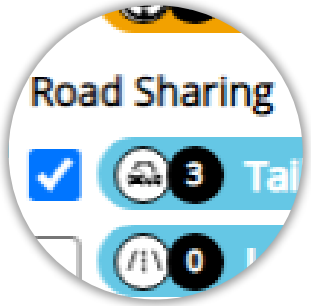


By clicking the icon of the selected trip coloured in grey, you will be able to visualize a map depicting the trip and the events that took place during the trip.



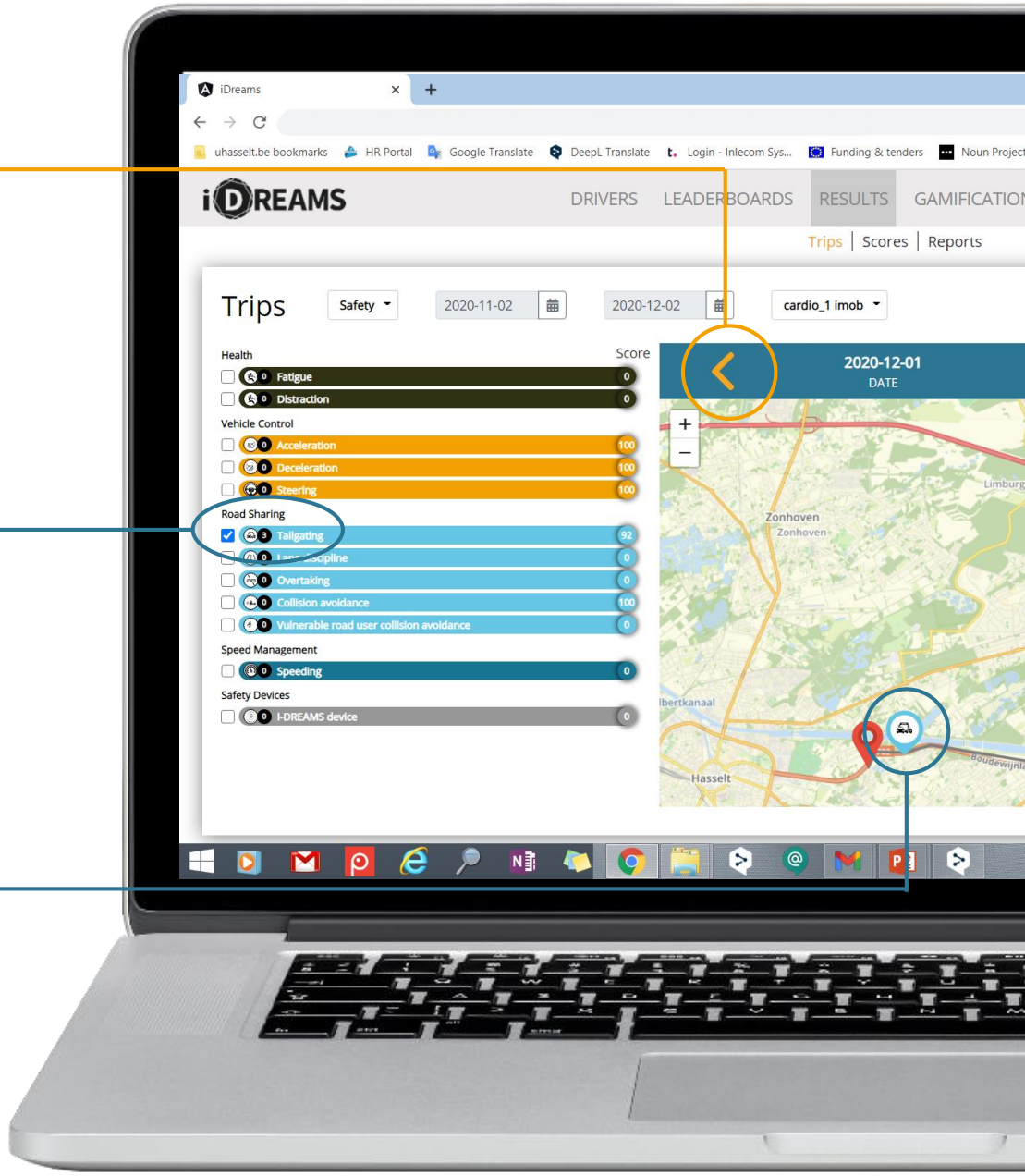
The selected trip is depicted on a map. The start is marked with a green placeholder, the end is marked with a red placeholder.

Click this button to return to the trip overview.

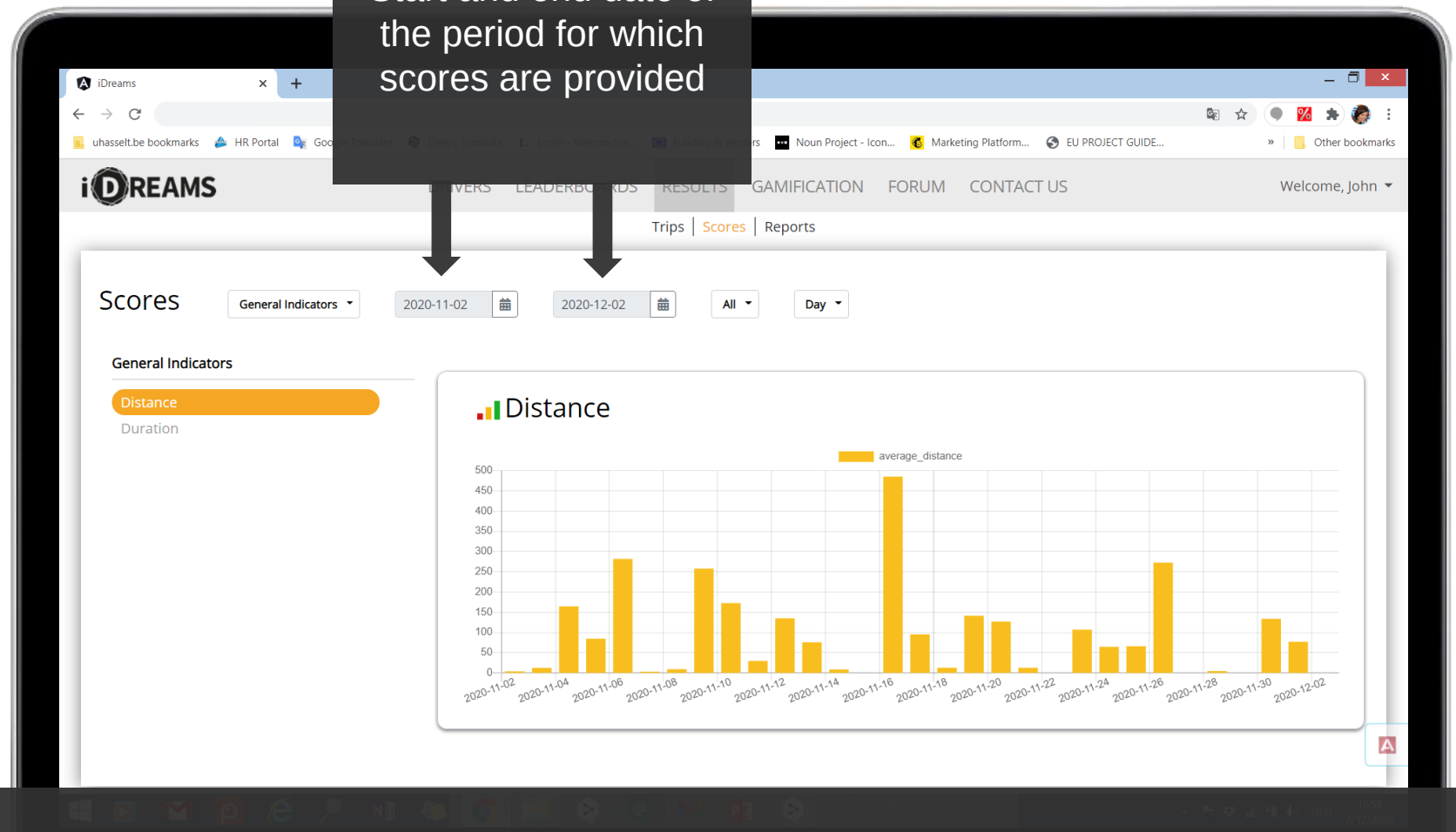


Tick the checkbox to visualize the *Tailgating* events on the map.

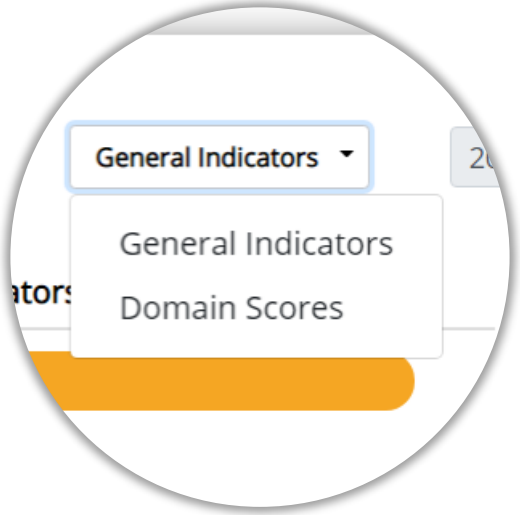
Event placeholder visualizing a *Tailgating* event.



Start and end date of the period for which scores are provided

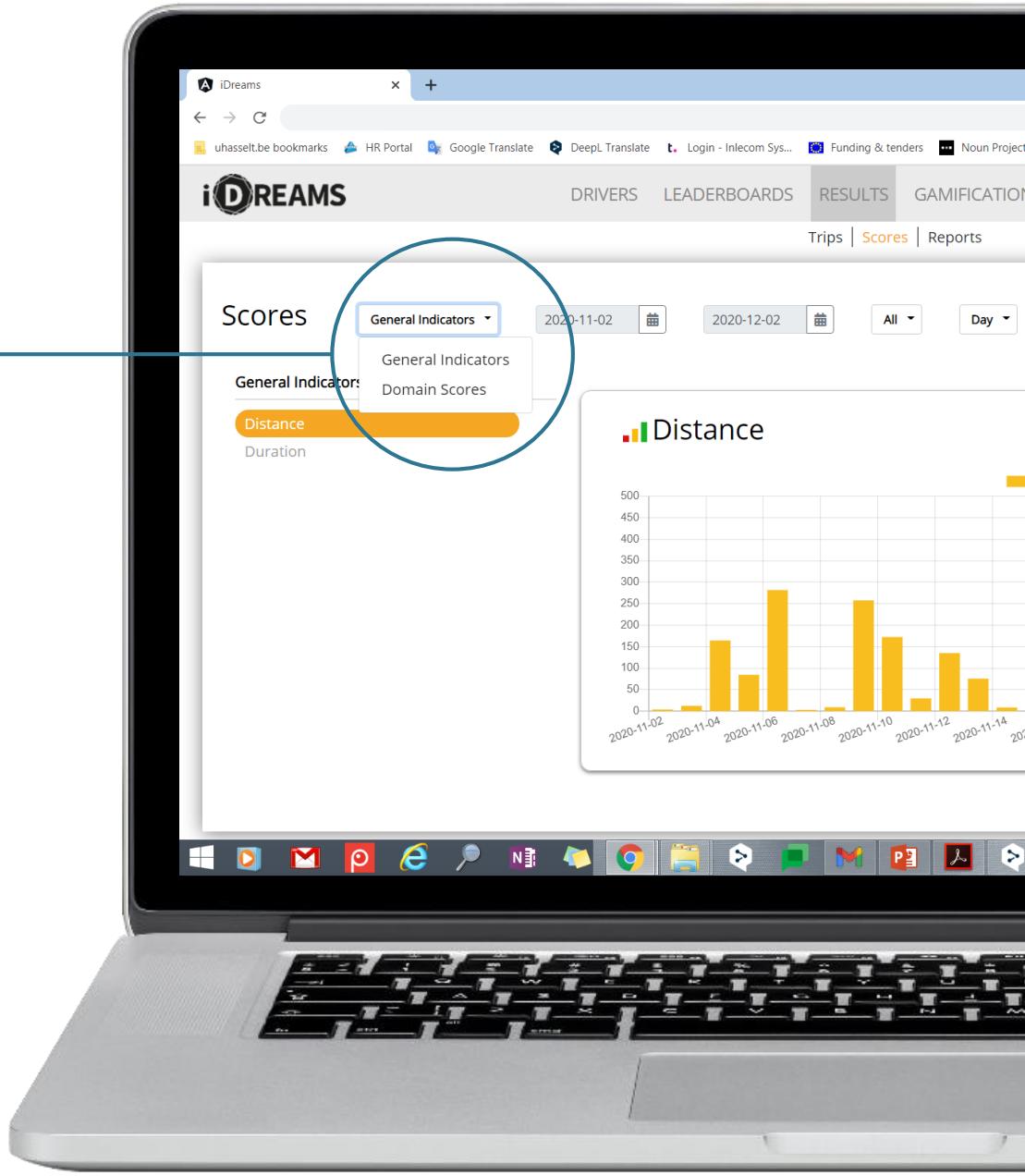


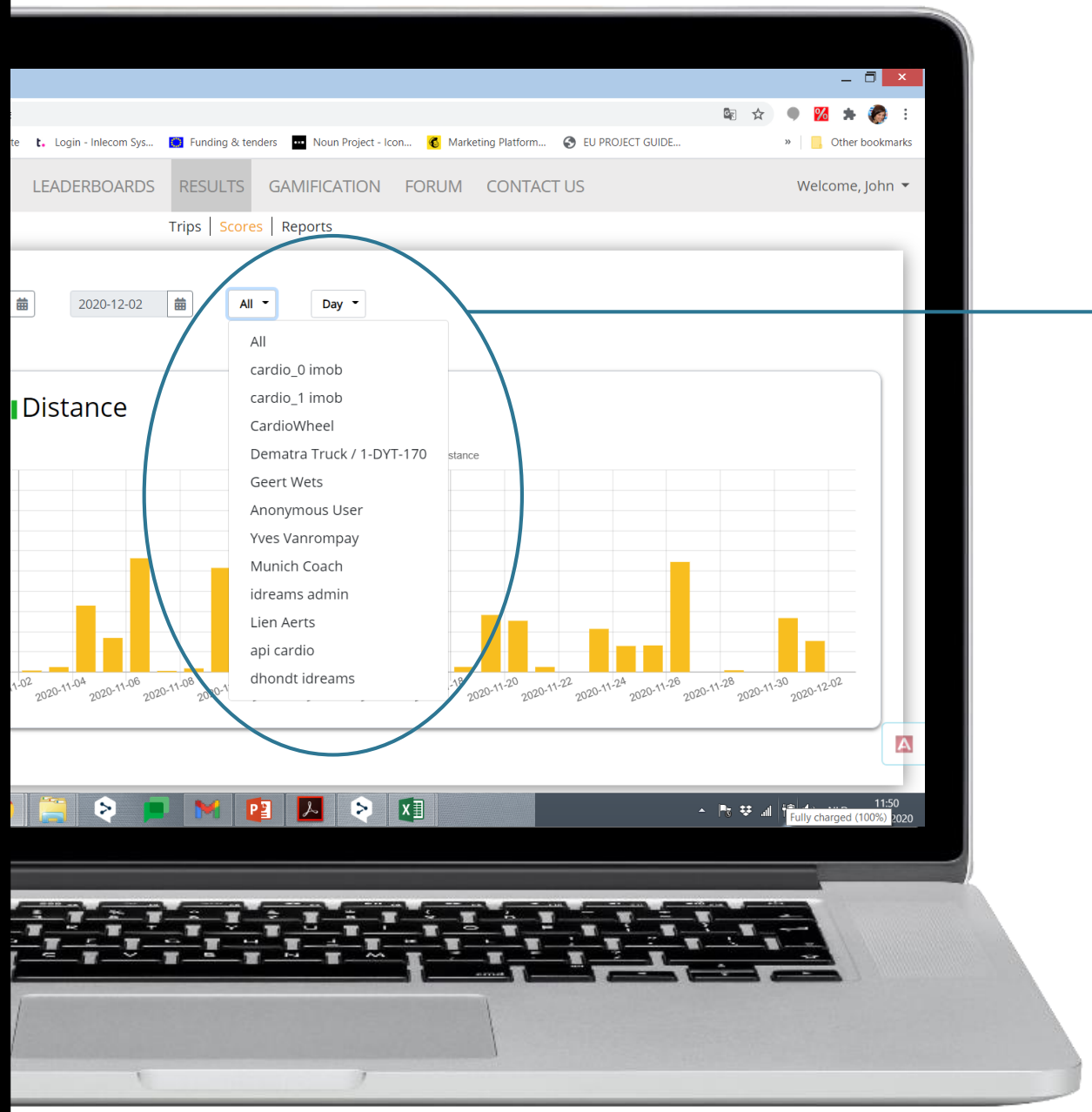
The *Scores* tab provides the coach the opportunity to follow up on his/her drivers performances by taking a closer look at their scores. The scores are visualized in column charts. The coach has the opportunity to activate several filters in order to get the specific information he/she wants.

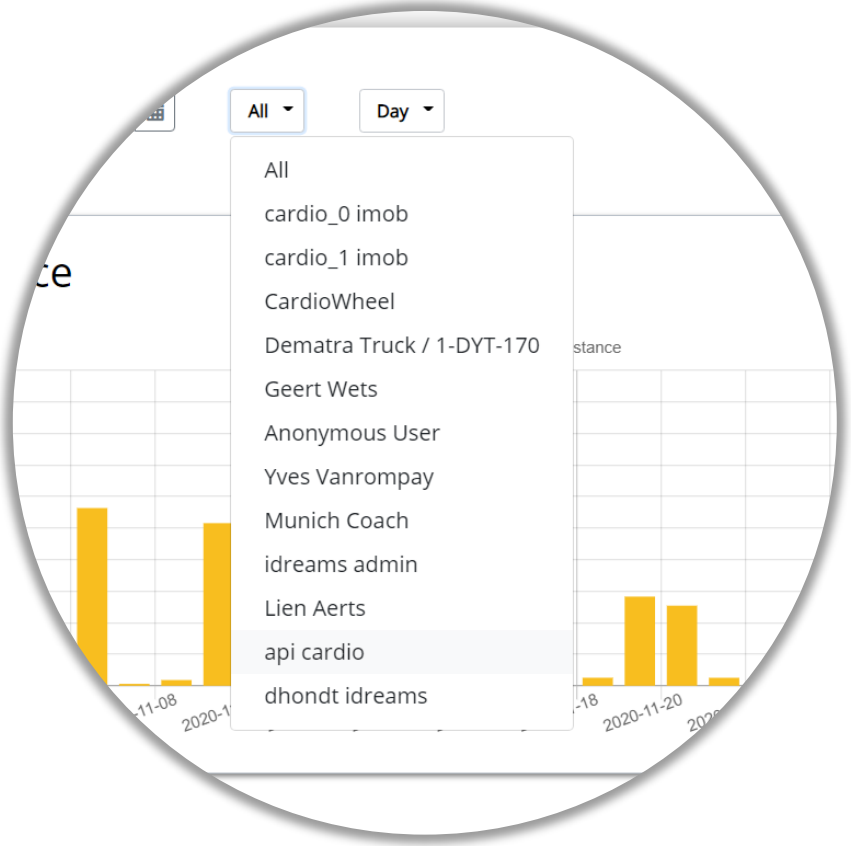


Score type filter

This dropdown list allows the coach to choose whether he/she visualizes the scores of the *General Indicators* or the *Domain (Safety) Scores*.

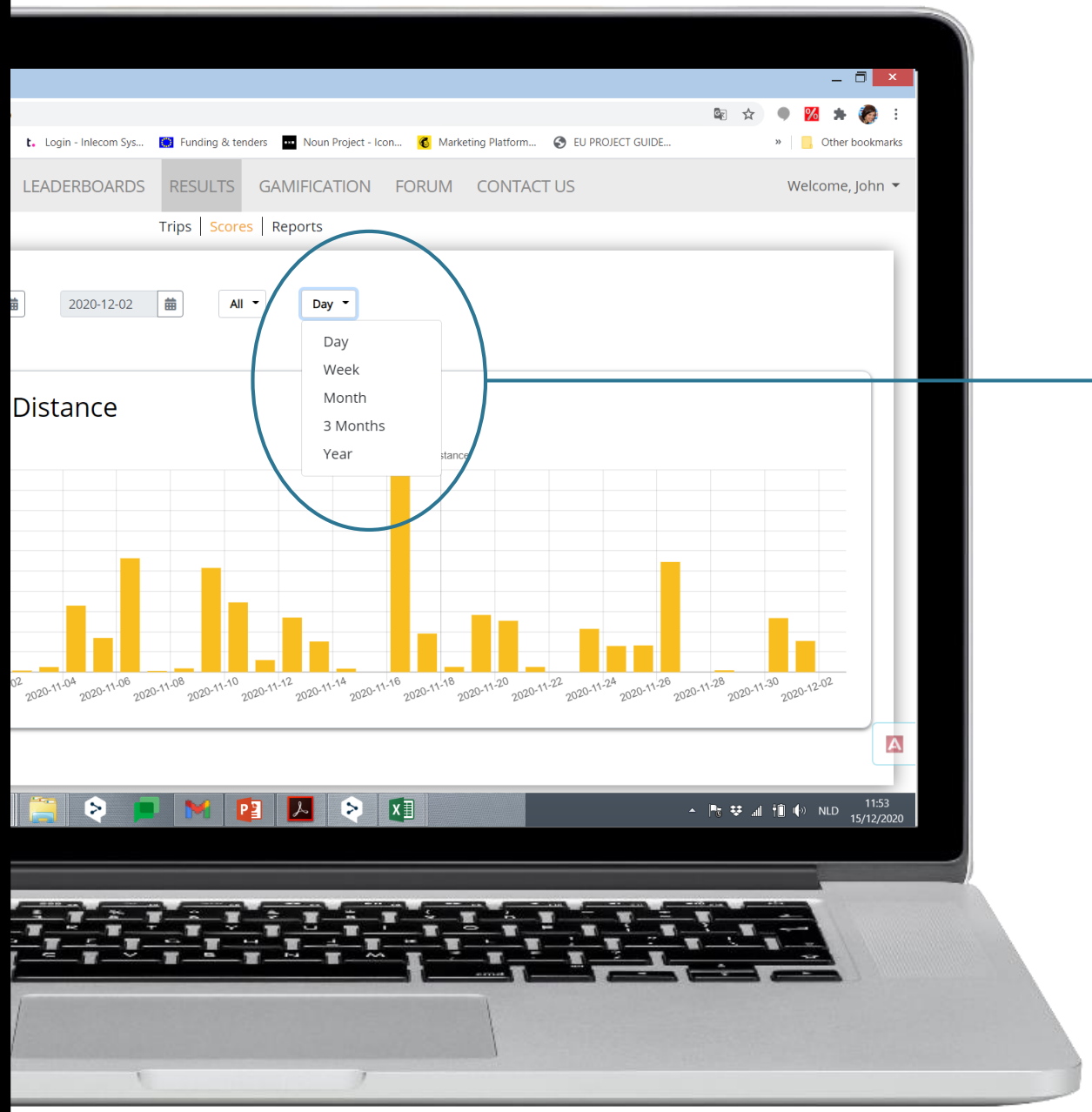


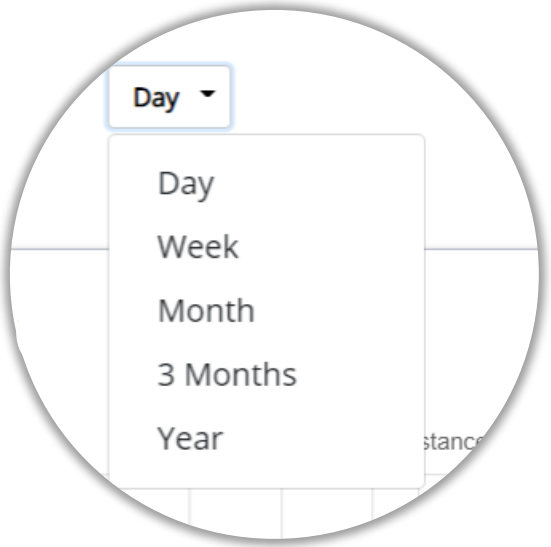




Target Audience filter

This dropdown list allows the coach to choose the scores of *all drivers*, specific *groups* of drivers or *individual drivers*.





Time interval filter

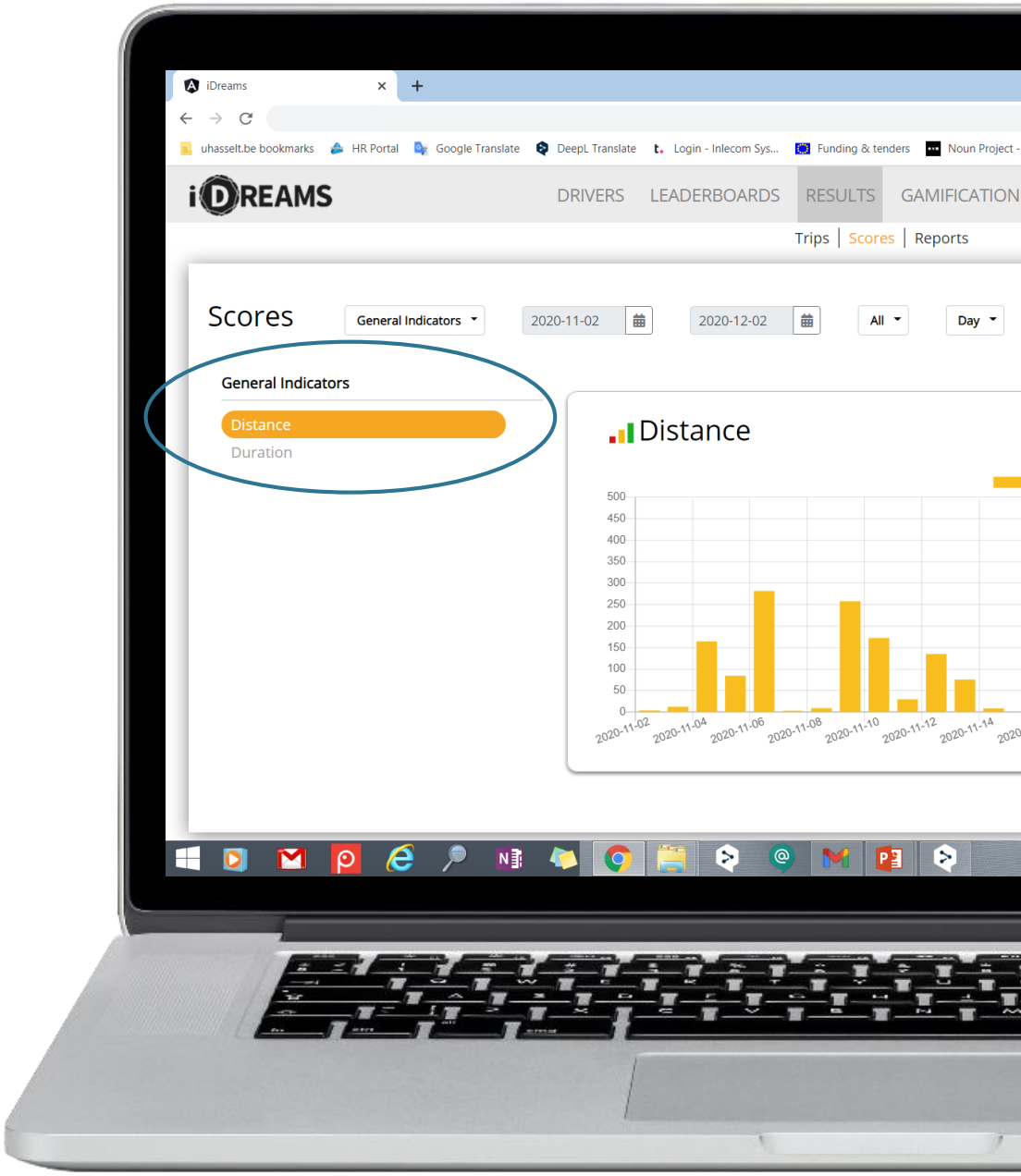
Depending on the chosen period, this dropdown list allows the coach to choose if he/she wants to see the results:

- Per day
- Per (calendar) week
- Per (calendar) month
- Per 3 months
- Per year

General Indicators

The following general indicators are measured:

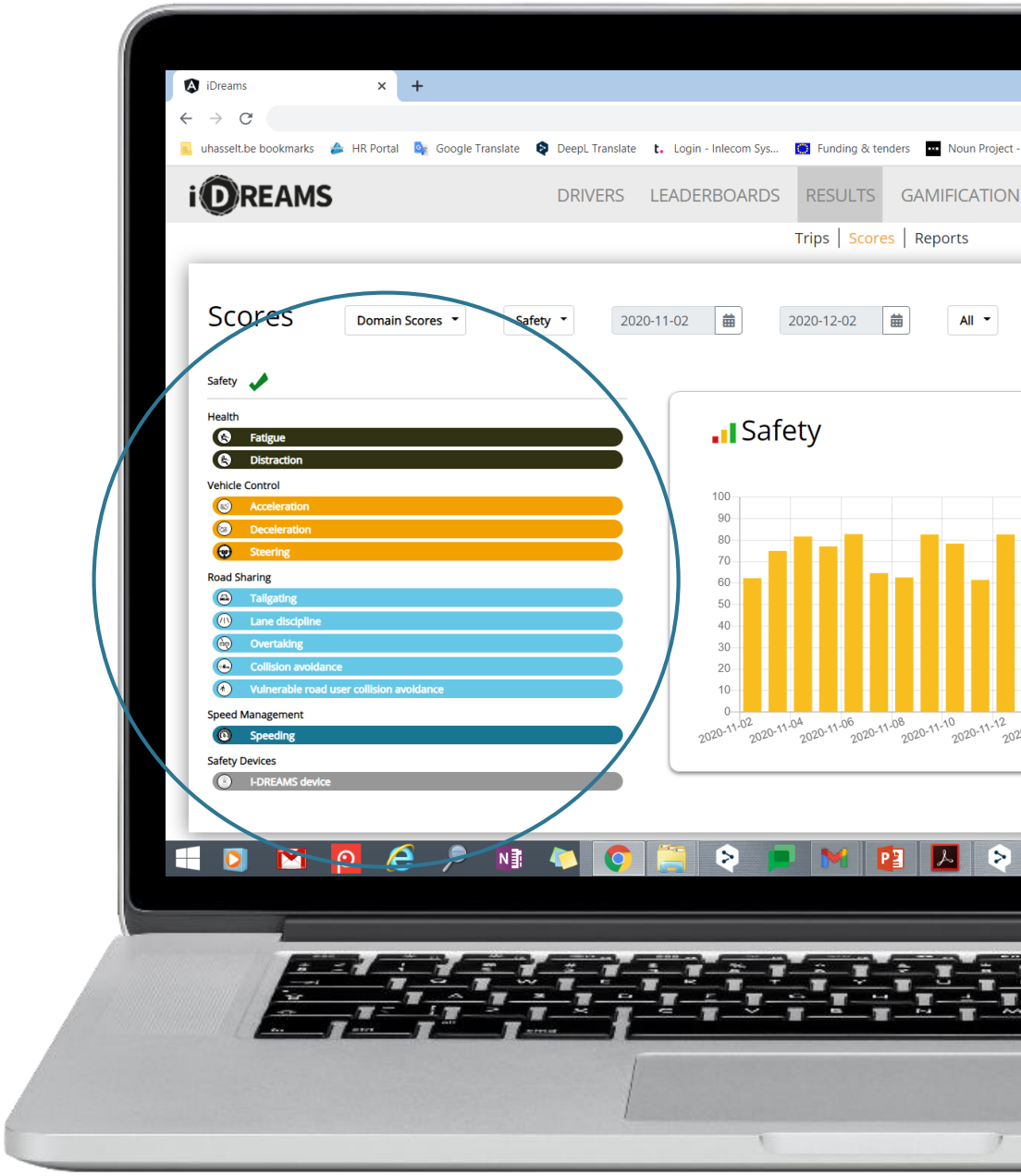
- **Distance** = the total distance travelled by a specific driver, a group of drivers or all the drivers from the company participating in the i-DREAMS project.
- **Duration** = the total time (in hours) driven by a specific driver, a group of drivers or all the drivers from the company participating in the i-DREAMS project.
- **Trips** = the total amount of trips made by a specific driver, a group of drivers or all the drivers from the company participating in the i-DREAMS project.

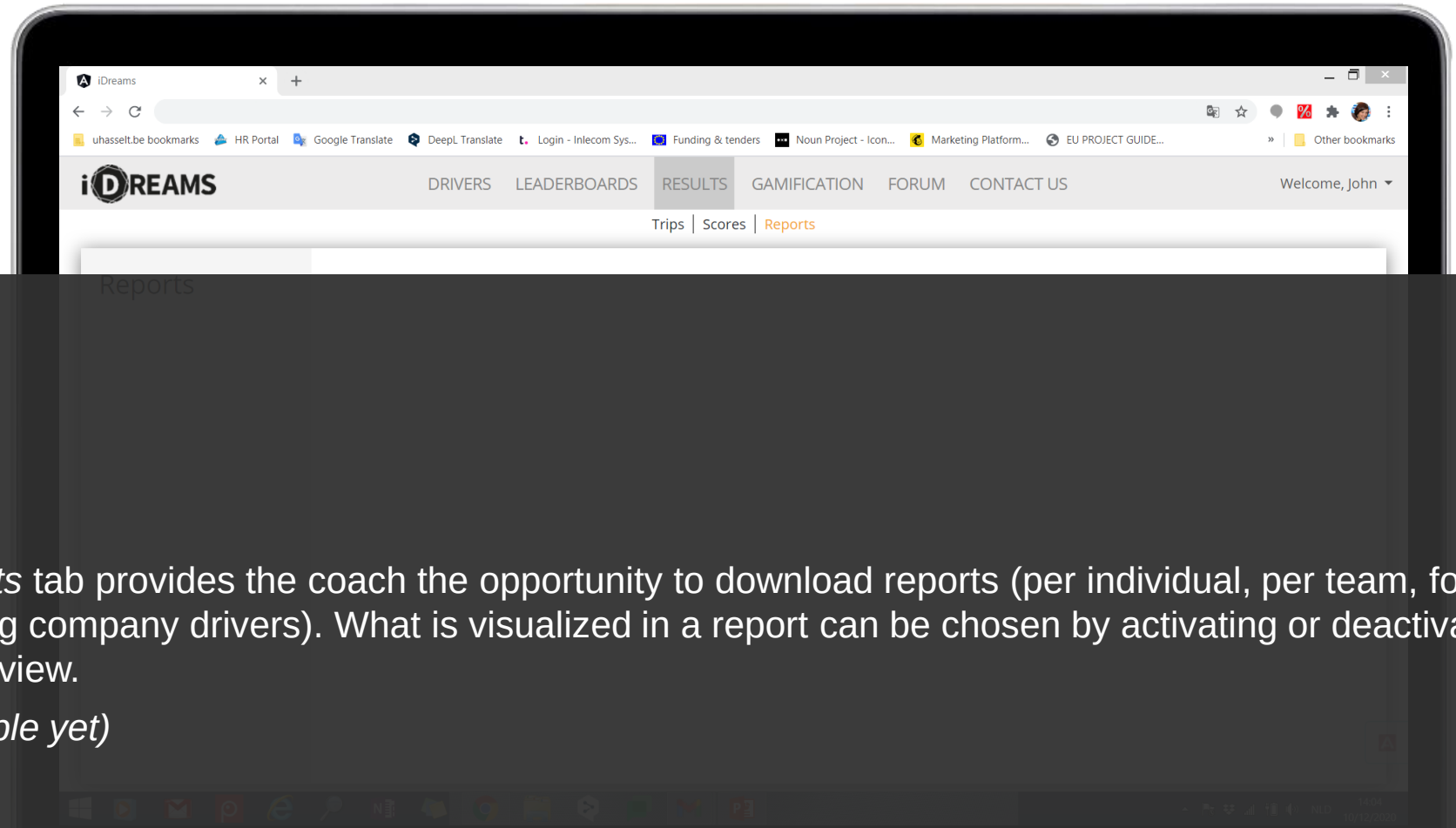


Domain (safety) scores

The domain *Safety* is monitored via *parameters* (e.g. Fatigue, Distraction) that are grouped in *safety promoting goals* (e.g. Health). Results can be shown:

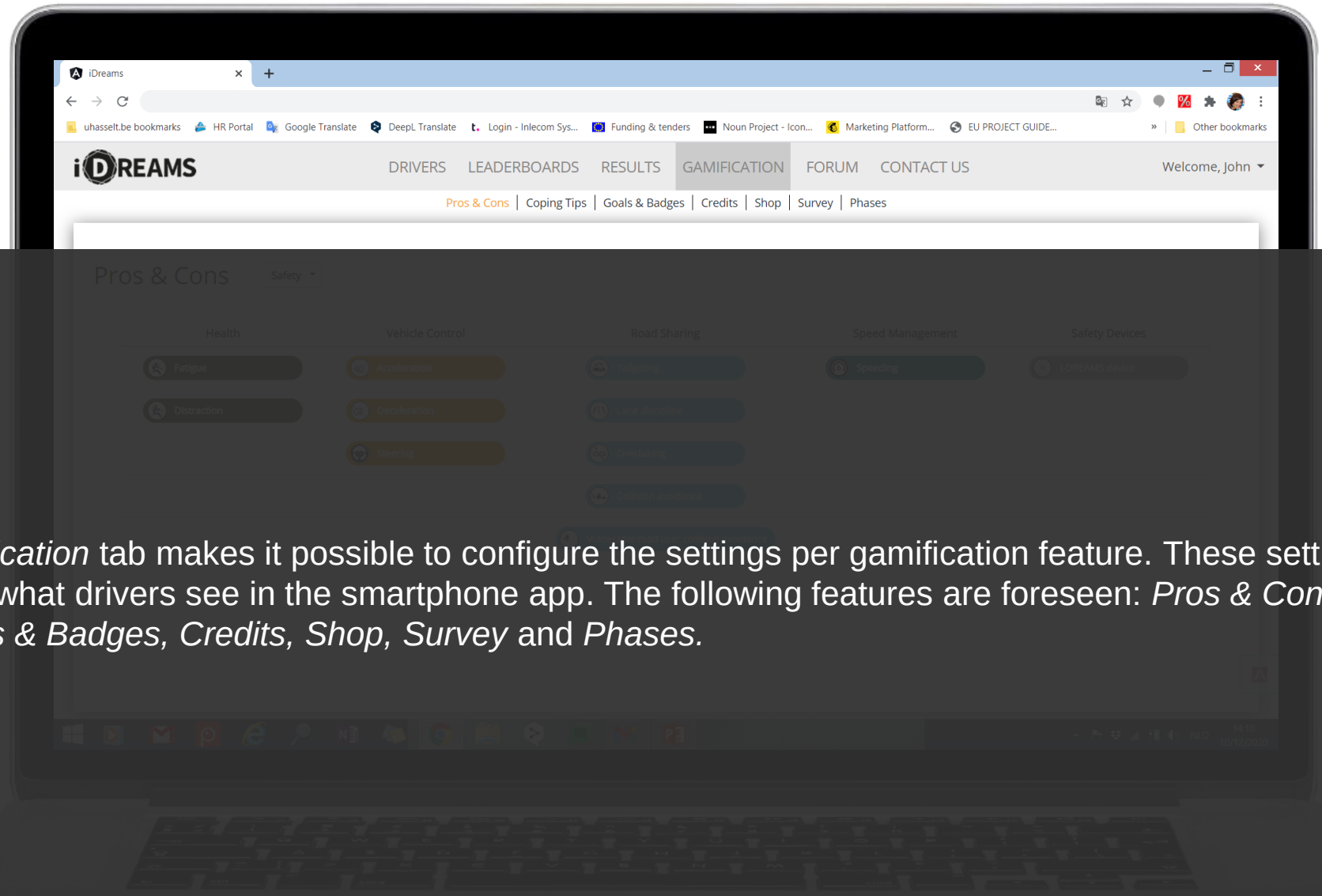
- For the entire *Safety* domain.
- For a specific *safety promoting goal* (e.g. Health).
- For a specific *parameter* (e.g. Fatigue).



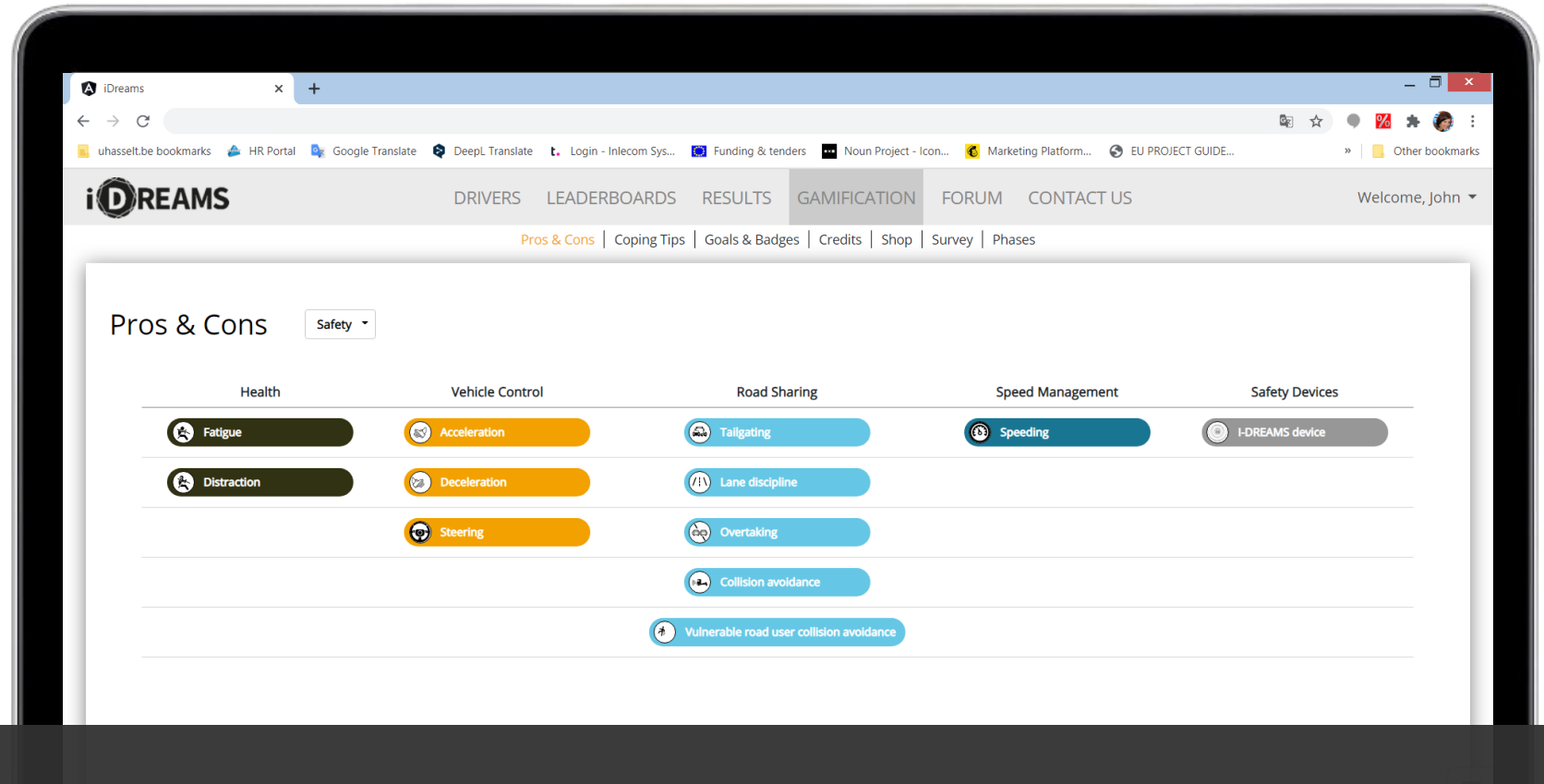


The *Reports* tab provides the coach the opportunity to download reports (per individual, per team, for all participating company drivers). What is visualized in a report can be chosen by activating or deactivating the items in this overview.

(not available yet)

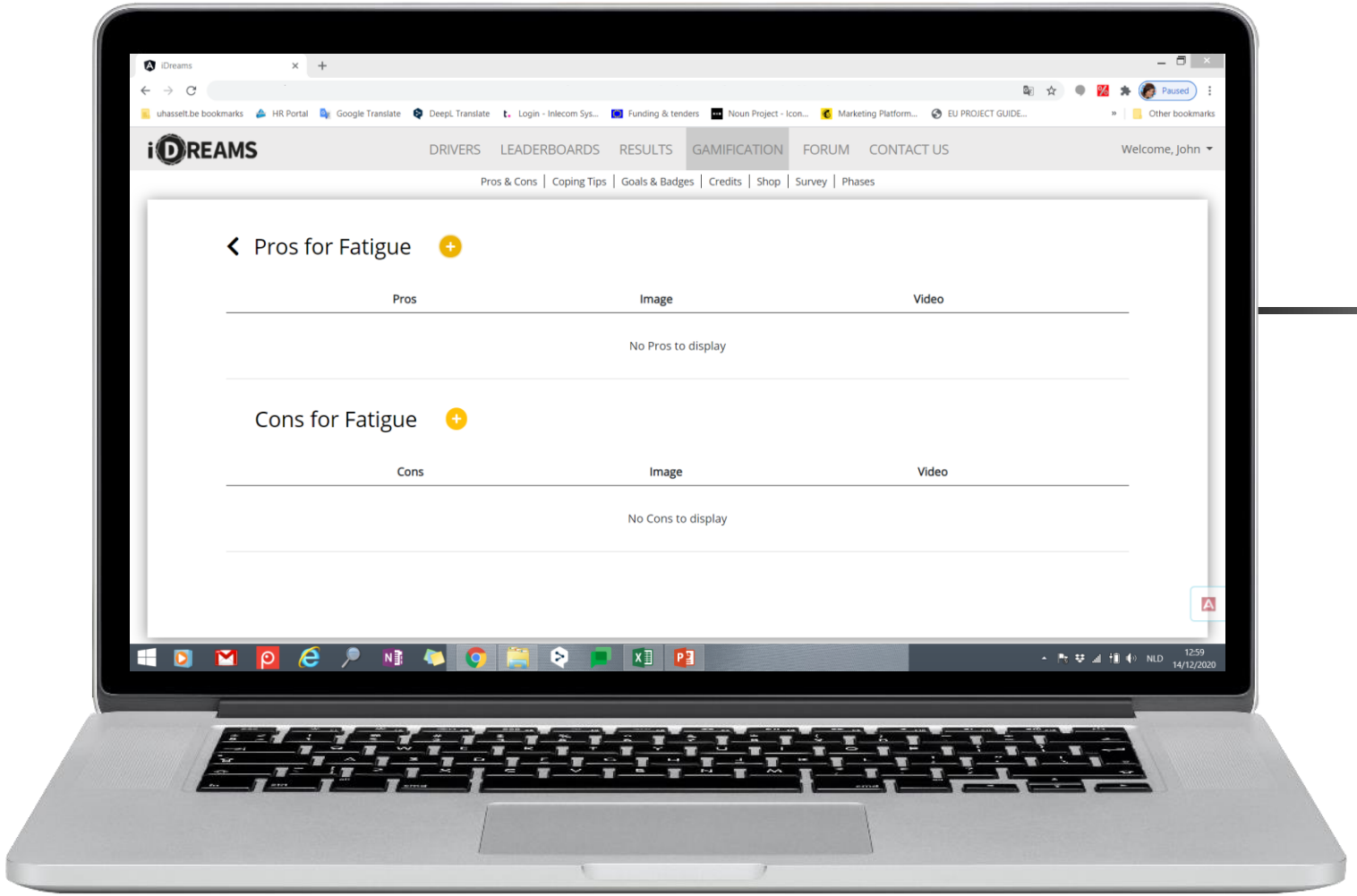


The *Gamification* tab makes it possible to configure the settings per gamification feature. These settings will determine what drivers see in the smartphone app. The following features are foreseen: *Pros & Cons, Coping Tips, Goals & Badges, Credits, Shop, Survey* and *Phases.*



On the *Pros & Cons overview* page all the measured *parameters* (e.g. Fatigue, Distraction) are grouped in *safety promoting goals* (e.g. Health). For each *safety promoting goal* the corresponding *parameters* are depicted in a dedicated colour.

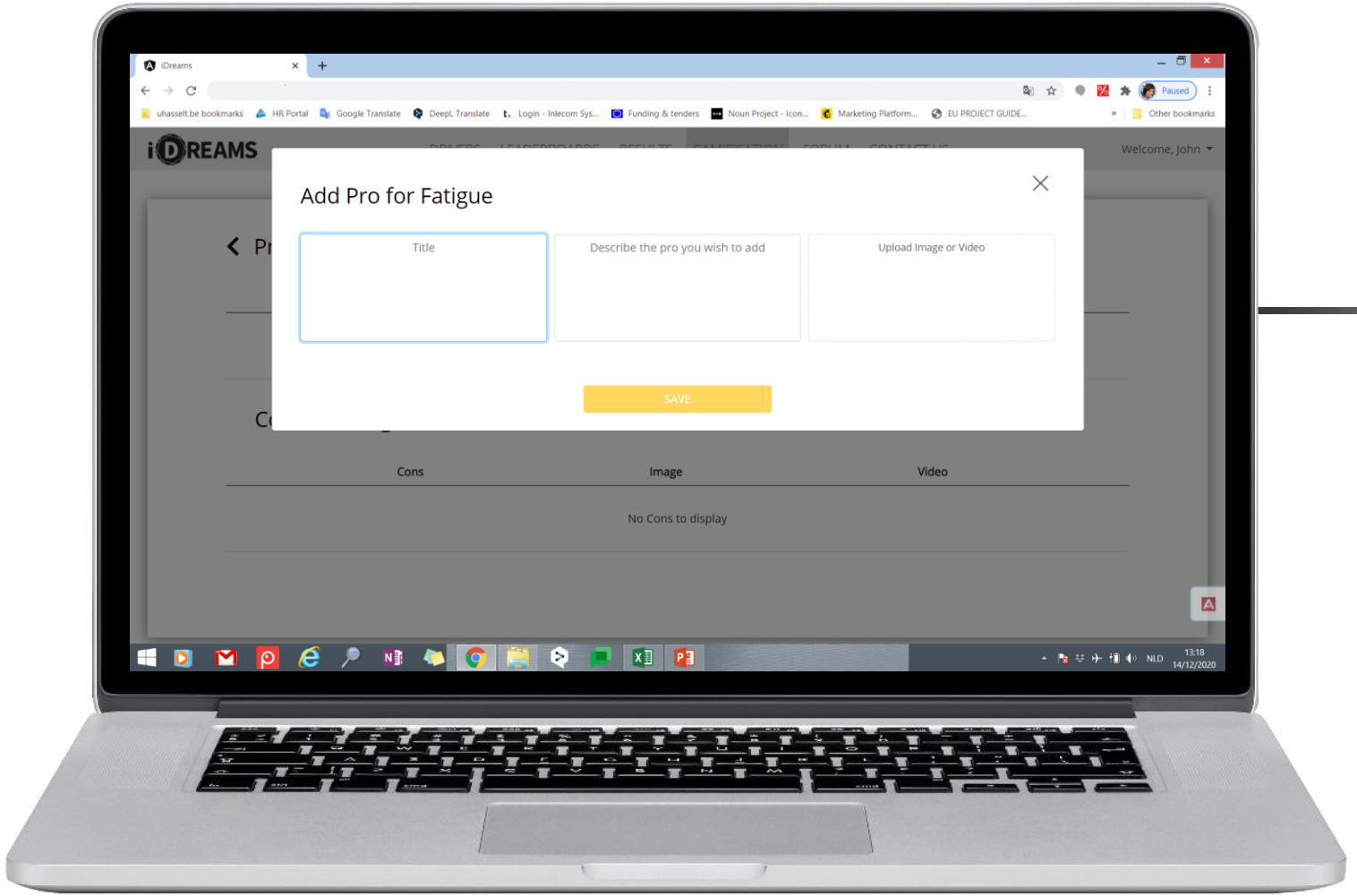
Per *parameter* it is possible to define *Pros & Cons*. These *Pros & Cons* can then be consulted by drivers in the smartphone app.



Start creating a Pro or Con

Click + to add a Pro or a Con. For illustrative purposes, we now add a Pro for Fatigue.

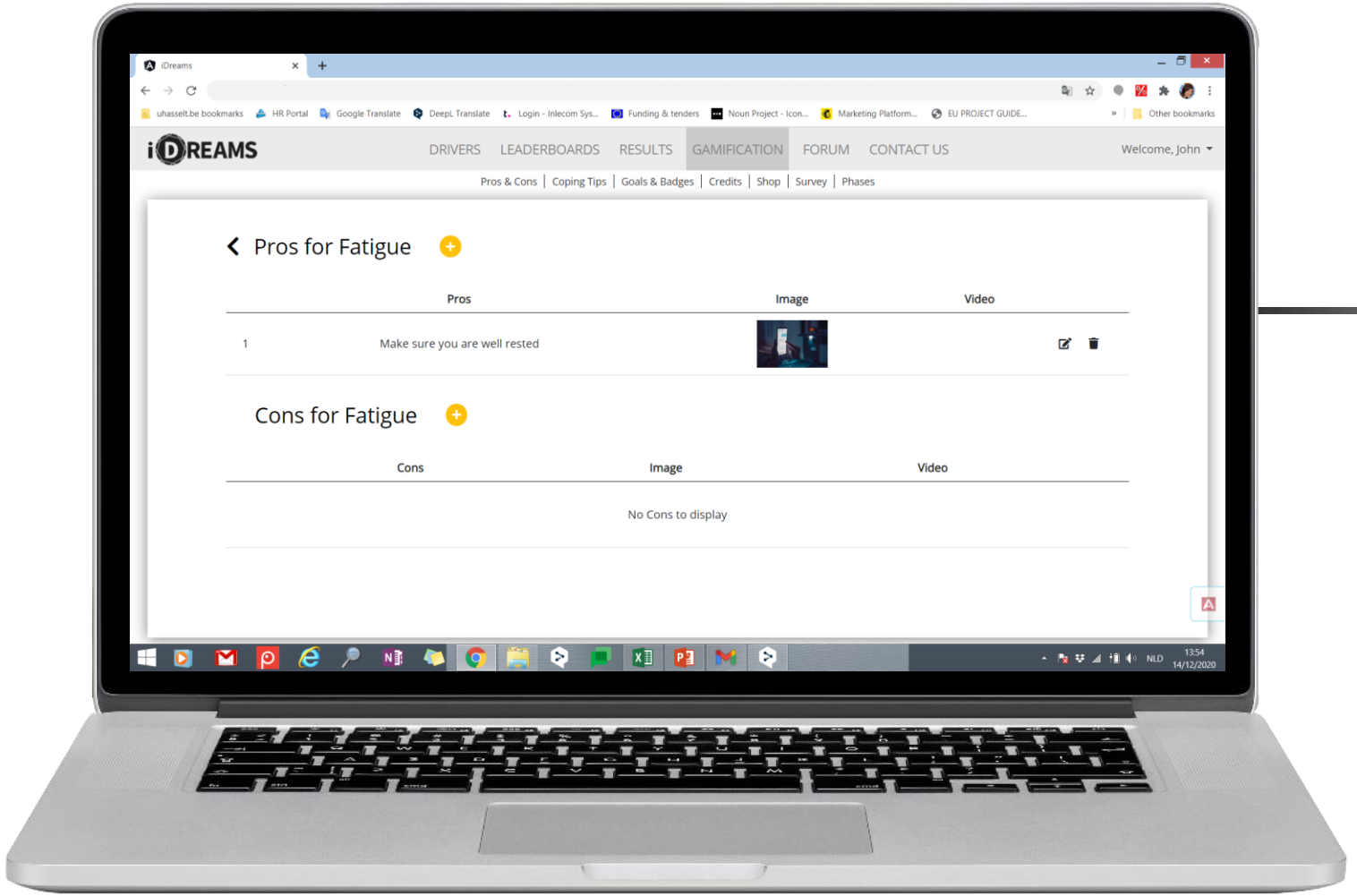
Use < to go back to the Pros & Cons overview page



Add and save content information

This page makes it possible to add a *Title*, *Description* and *Image* or *Video* to illustrate the Pro.

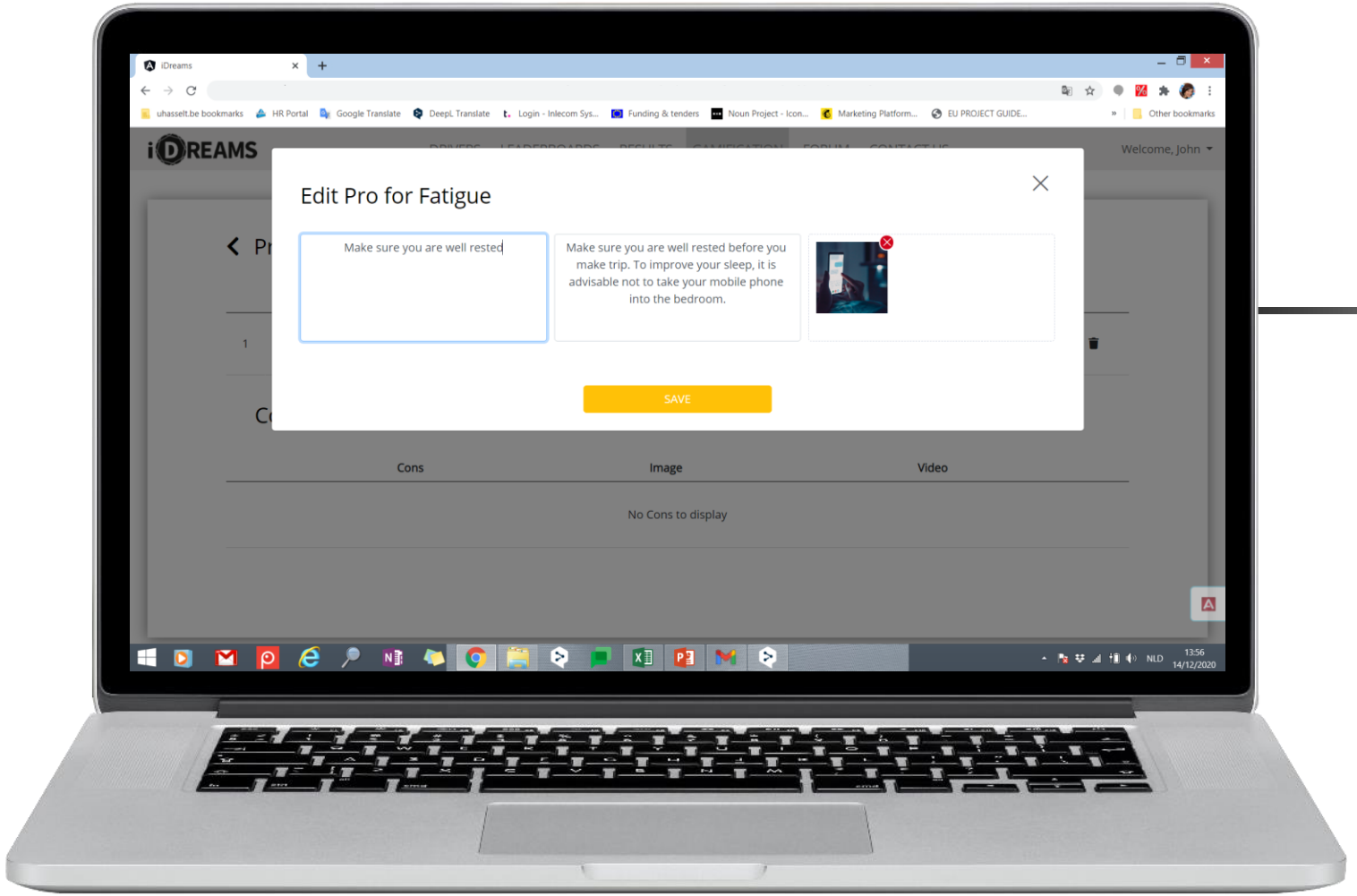
Click SAVE to avoid information loss.



Edit or remove content information

Click ✎ to change content with respect to this Pro. For illustrative purposes, we will click this button to show what happens in Step 5.

Click 🗑 to remove this Pro.

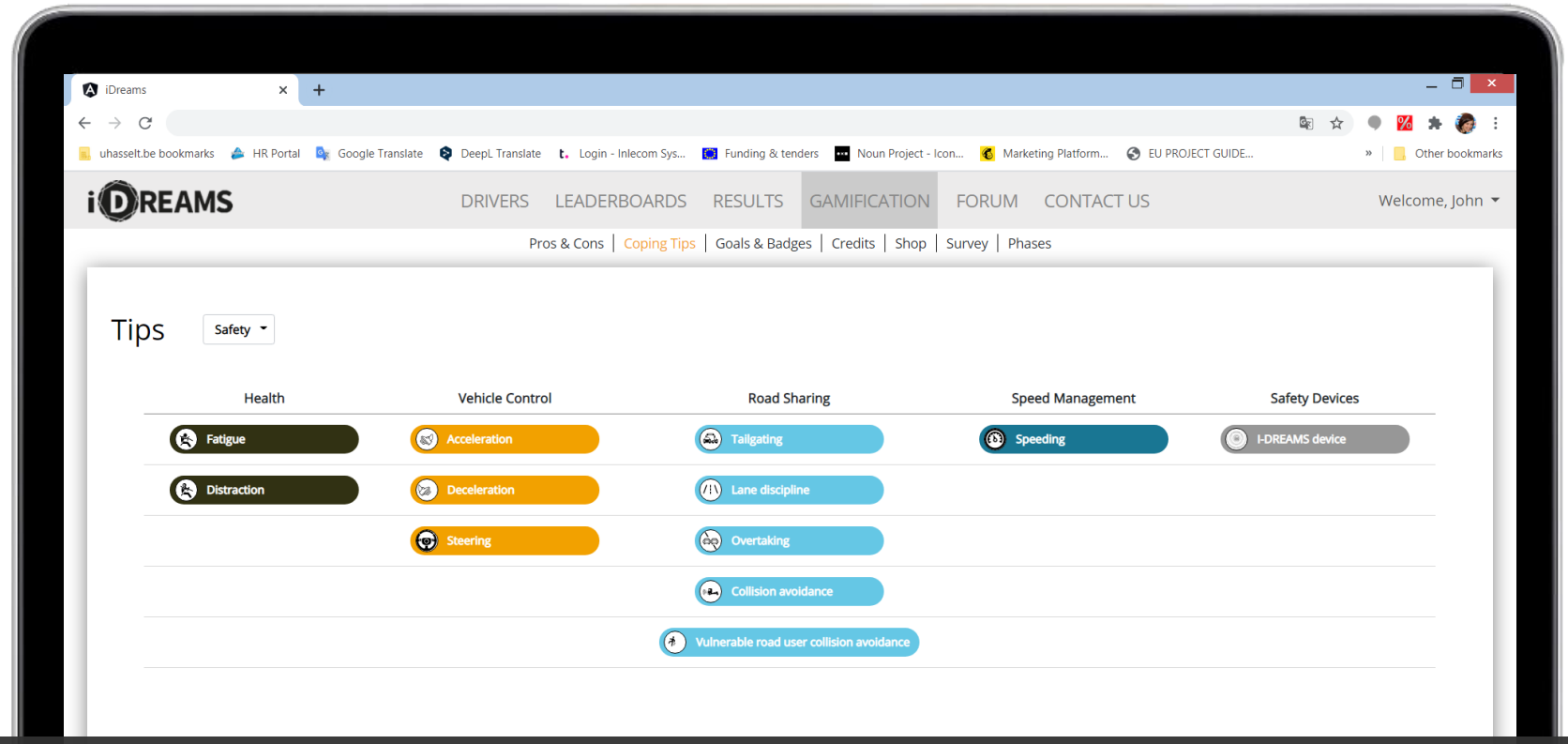


Save altered content information

Change the information in the different fields by removing the old info and inserting new info.

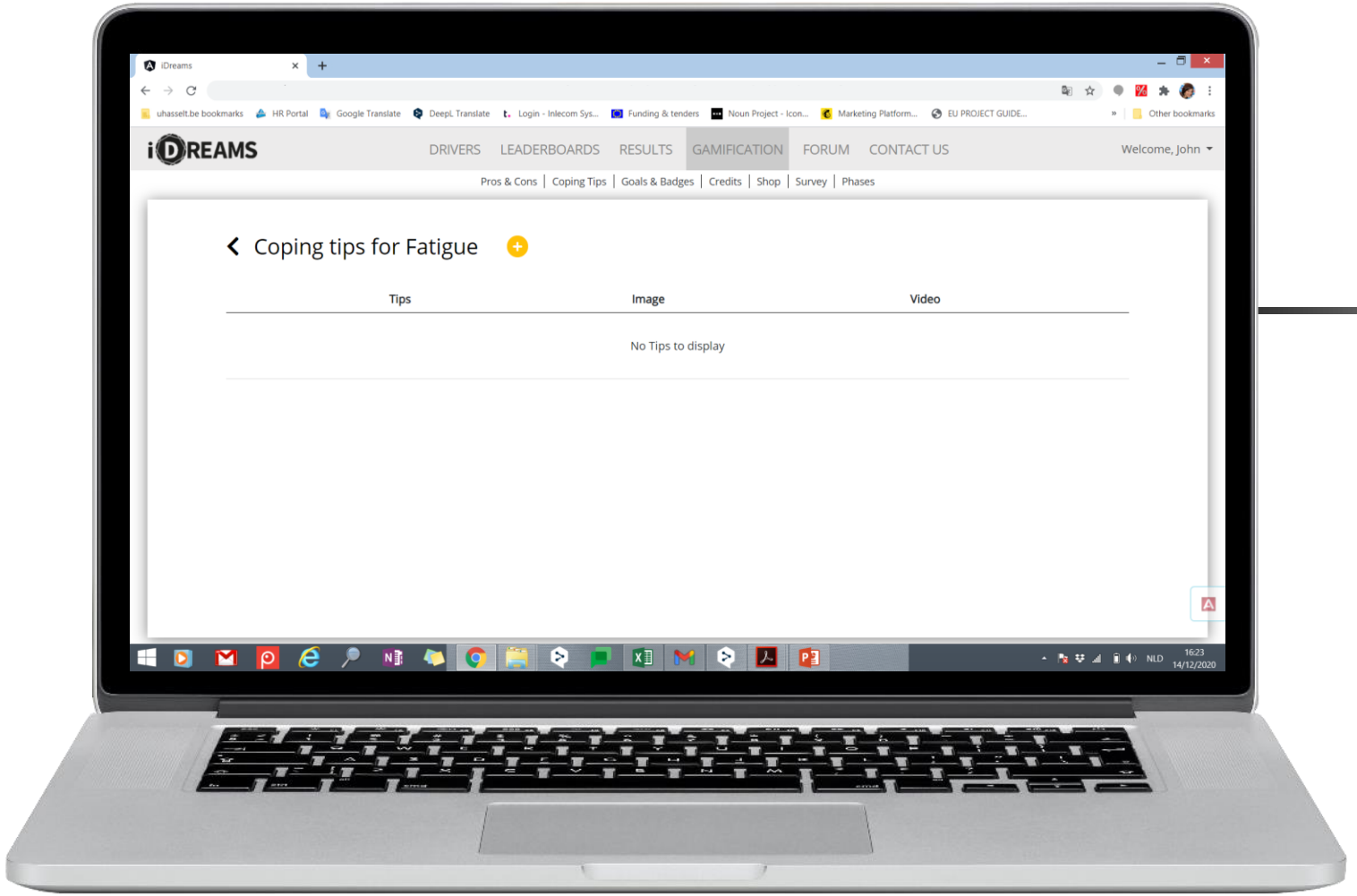
Click SAVE to avoid information loss.

The page can be closed (without saving changes) by clicking the X in the right upper corner.



On the *Coping Tips overview* page all the measured *parameters* (e.g. Fatigue, Distraction) are grouped in *safety promoting goals* (e.g. Health). For each *safety promoting goal* the corresponding *parameters* are depicted in a dedicated colour.

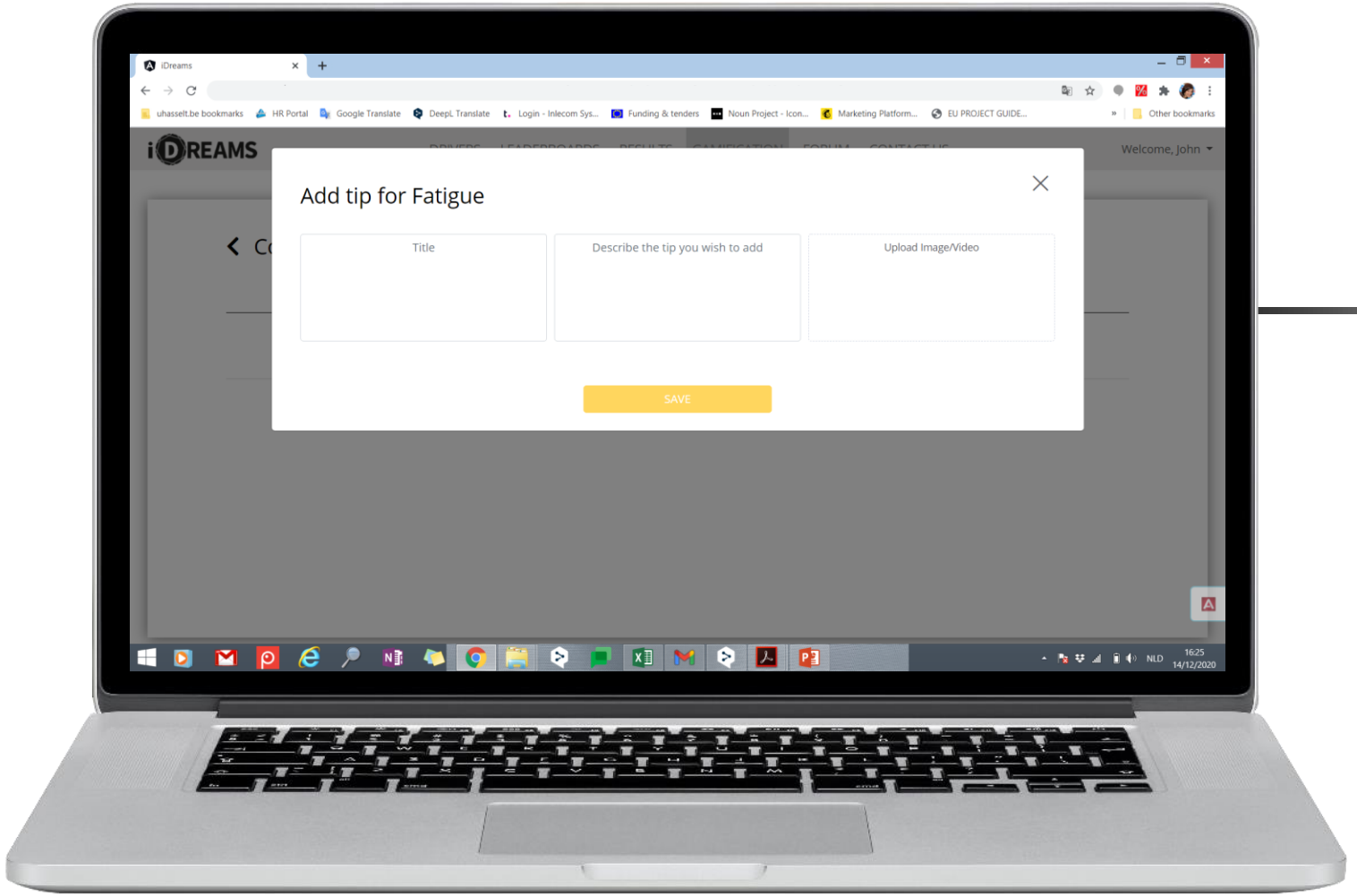
Per *parameter* it is possible to define *Coping Tips*. These *Coping Tips* can then be consulted by drivers in the smartphone app.



Start creating a Coping Tip

Click ⊕ to add a Coping tip. For illustrative purposes, we will now add one for Fatigue.

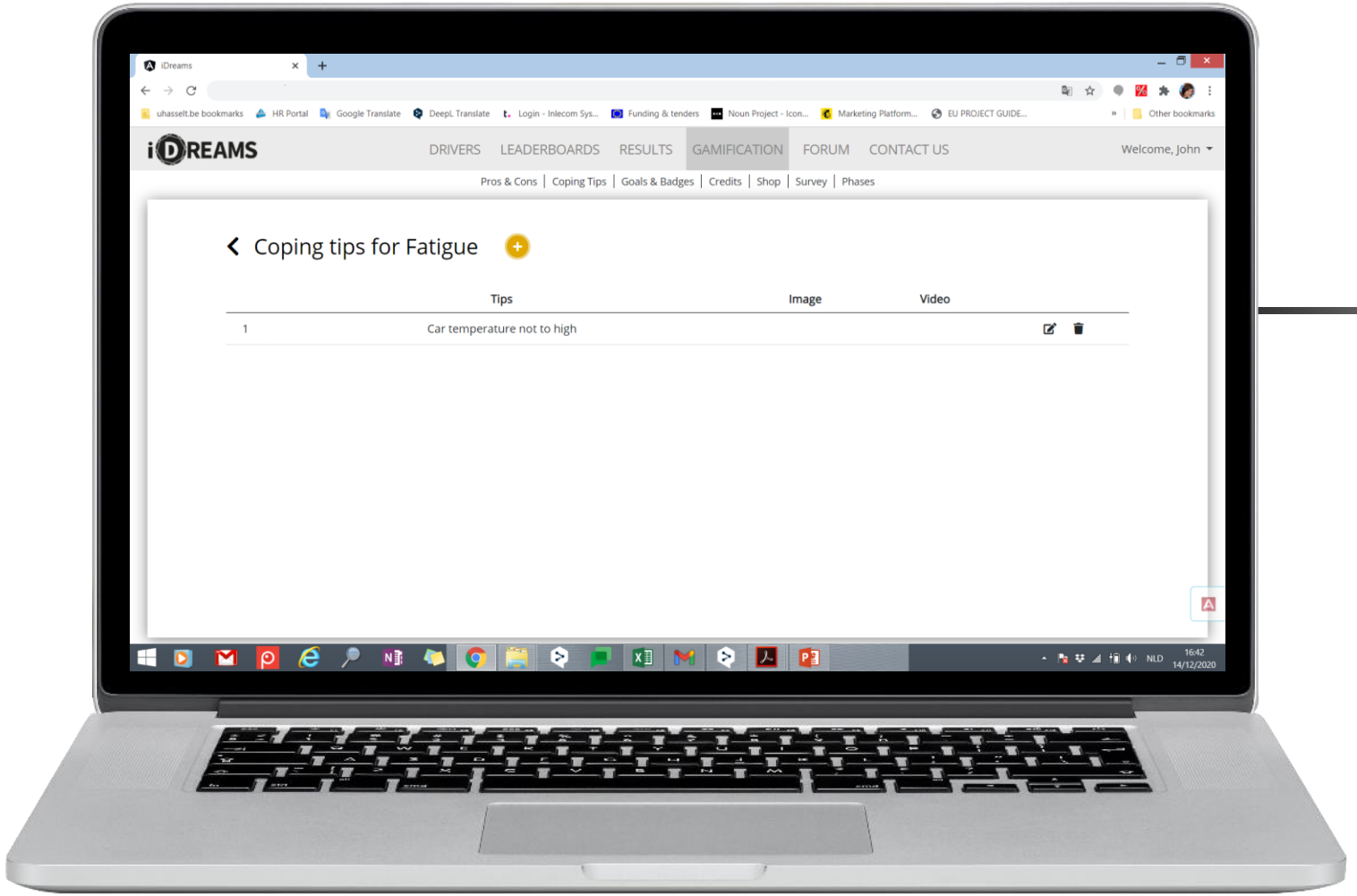
Use ❮ to go back to the *Coping tips overview page*



Add and save content information

This page makes it possible to add a *Title*, *Description* and *Image* or *Video* to illustrate the Coping tip.

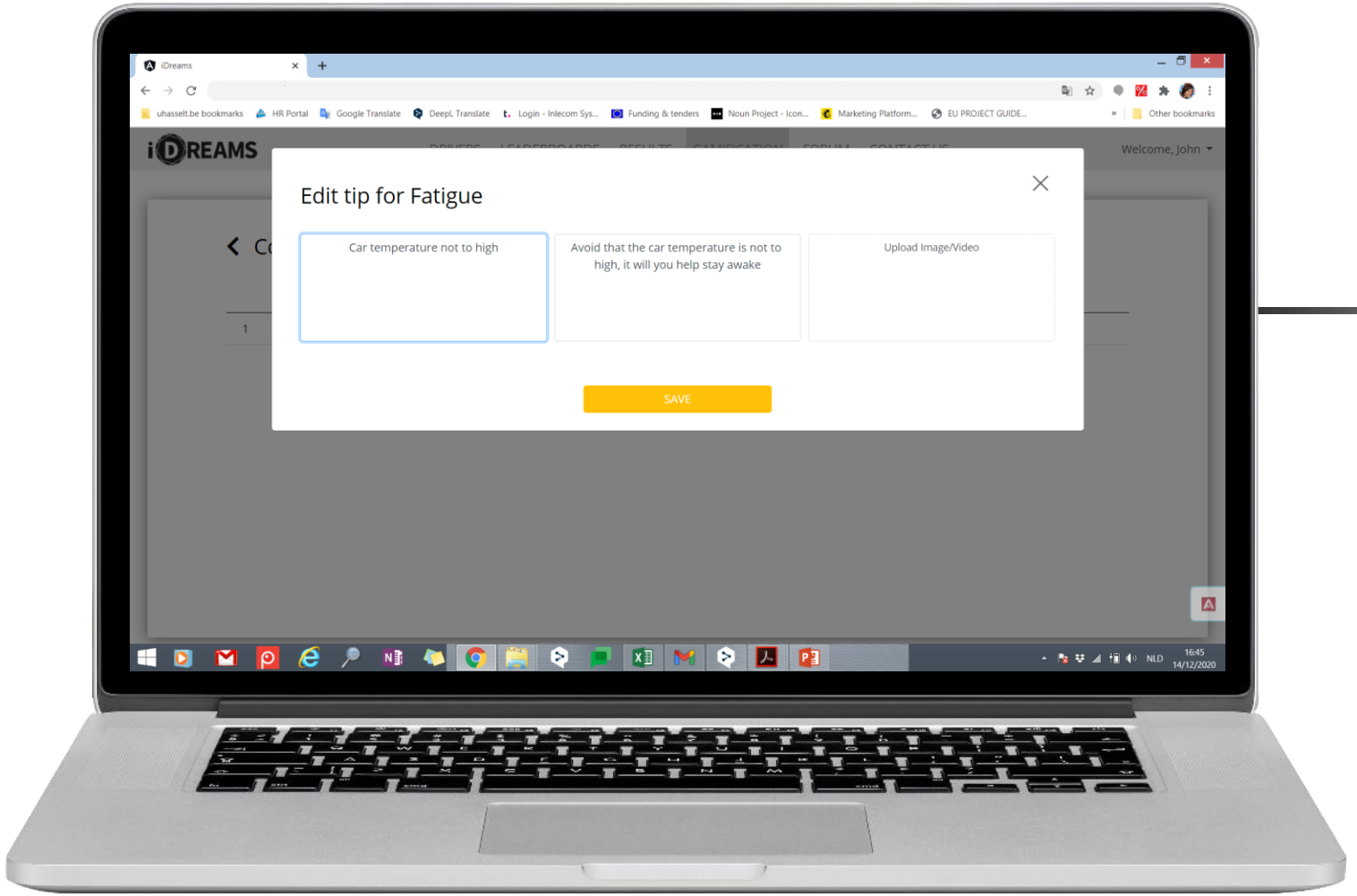
Click SAVE to avoid information loss.



Edit or remove content information

Click ✎ to change content with respect to this Coping tip. For illustrative purposes, we will click this button to show what happens in Step 5.

Click 🗑 to remove this Coping Tip.

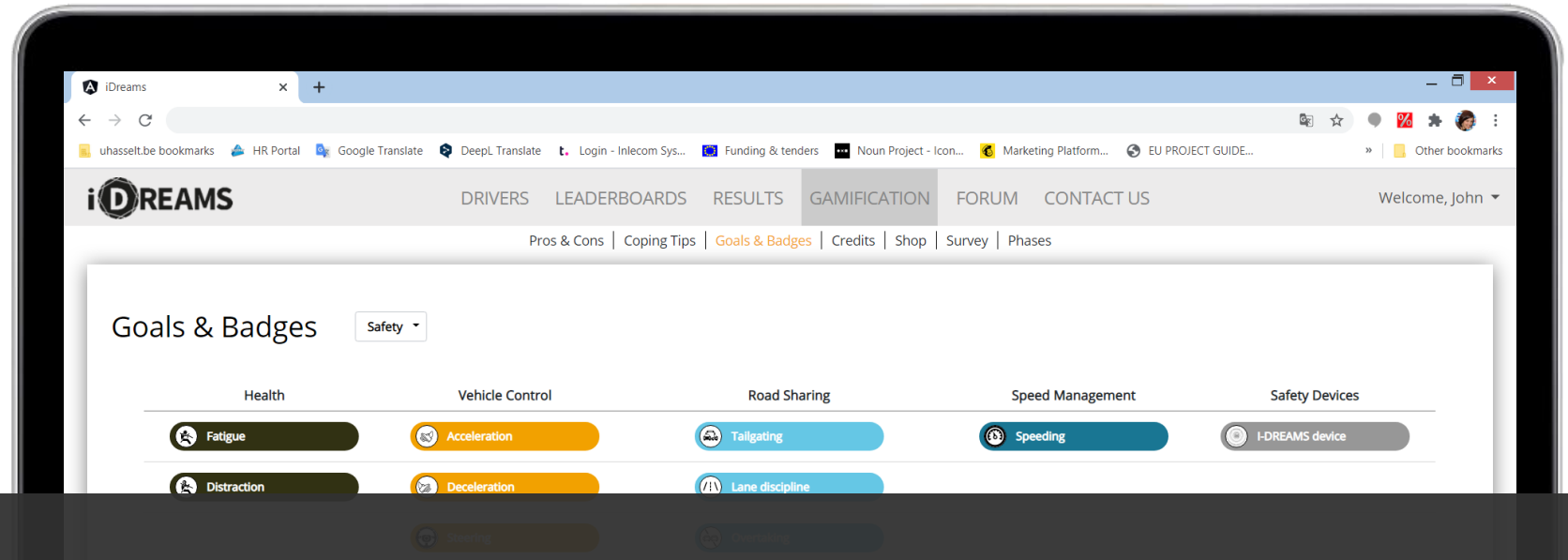


Save altered content information

Change the information in the different fields by removing the old info and inserting new info.

Click SAVE to avoid information loss.

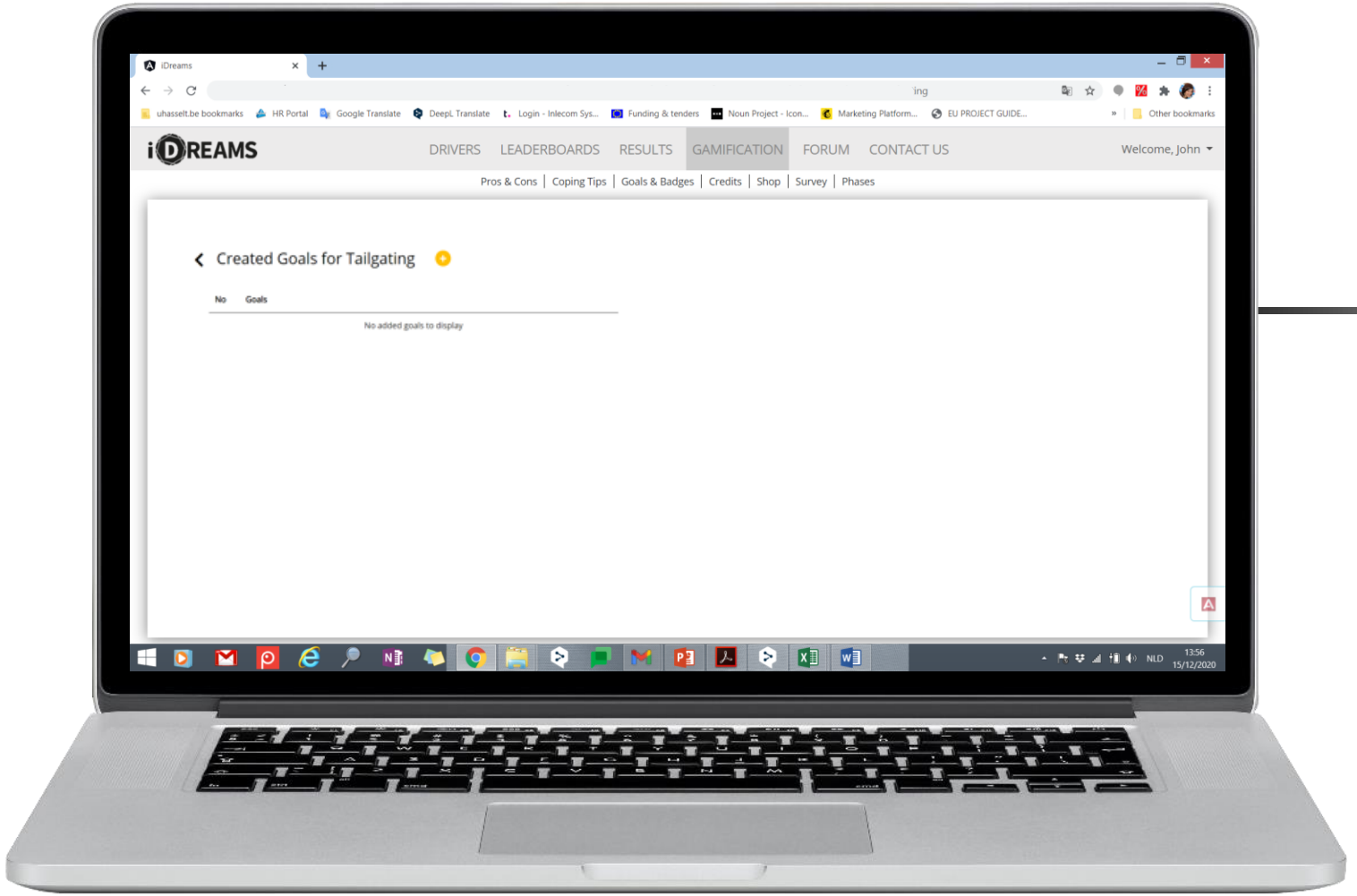
The page can be closed (without saving changes) by clicking the X in the right upper corner.



The third *Gamification* tab is the *Goals & Badges* tab. *Goals* can be achieved (per parameter) by showing the desired behaviour over a specific distance (= a challenge). Per goal achieved, the driver collects score points. If all goals from the same challenge have been achieved, the driver receives a badge (bronze, silver, gold or platinum).

On the *Goals & Badges overview* page all the measured *parameters* (e.g. Tailgating, Lane discipline) are grouped in *safety promoting goals* (e.g. Road Sharing). For each *safety promoting goal* the corresponding *parameters* are depicted in a dedicated colour.

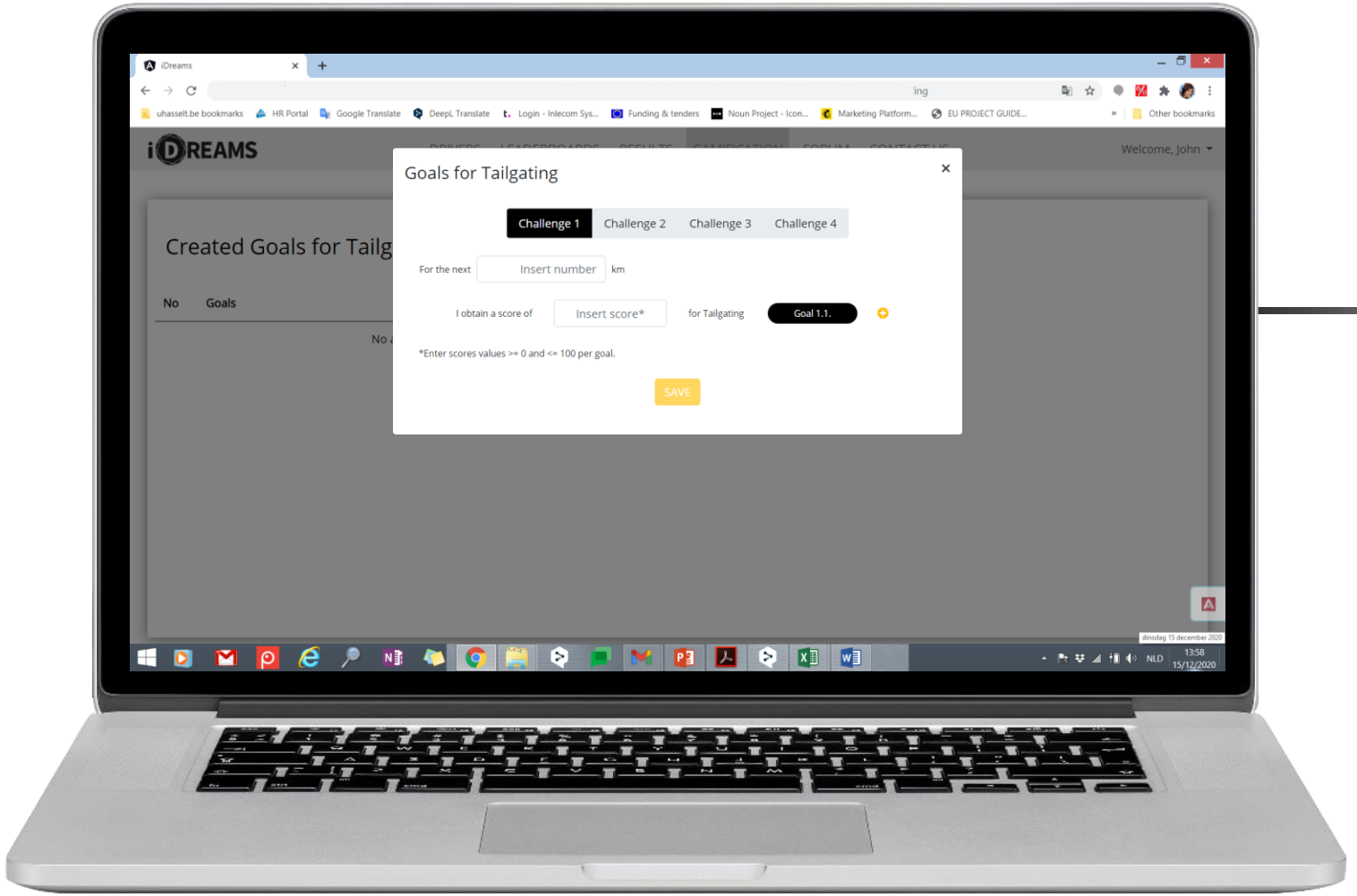
Per *parameter* it is possible to define *Goals*. These *Goals* can then be consulted by drivers in the smartphone app. As soon as a driver activates a *Goal*, he/she can work on it.



Start creating goals

Click ⊕ to add a *Goal*. For illustrative purposes, we will now add one for *Tailgating*.

Use ❮ to go back to the *Goals & Badges* overview page



Create and save your (sub)goals per challenge

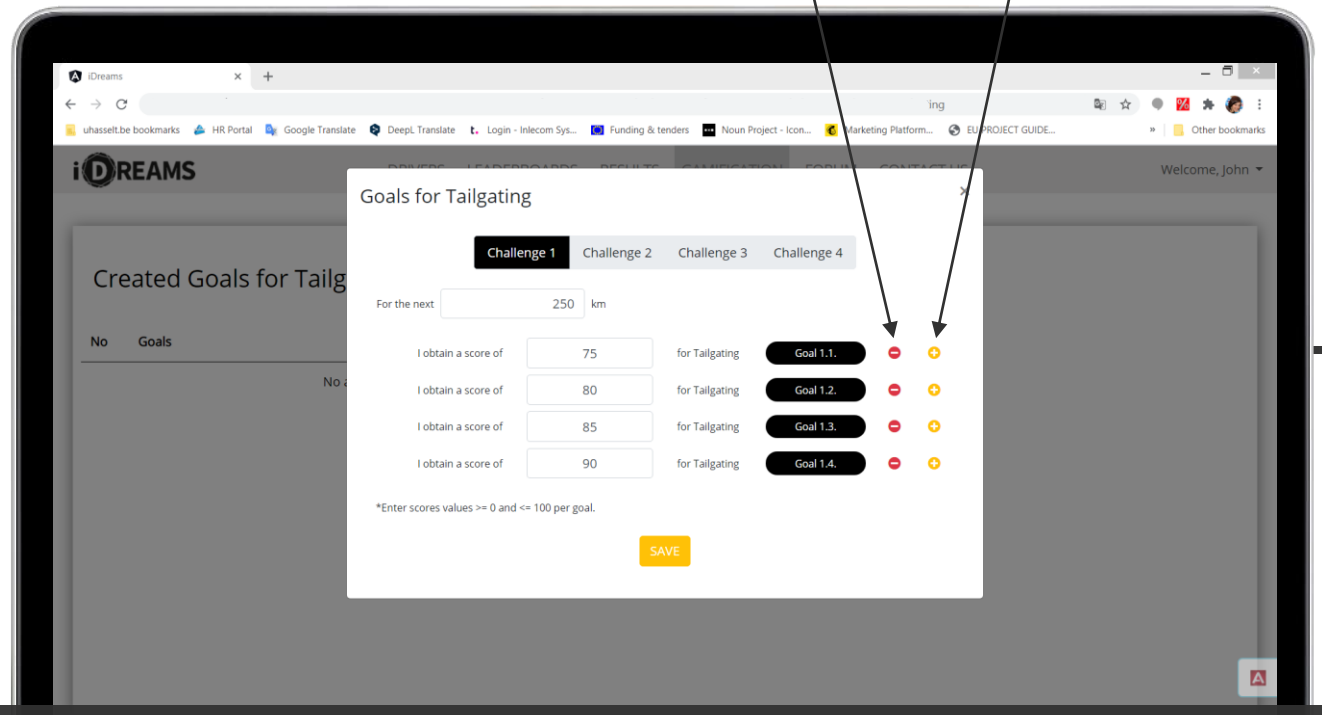
A *Challenge* dares the driver to acquire a specific parameter score over a specific distance. A challenge might consist of multiple (sub)goals (eg. Goal 1.1, Goal 1.2 …).

When all the (sub)goals of a specific challenge are completed, the driver is awarded with a badge

- Challenge 1: bronze badge
- Challenge 2: silver badge
- Challenge 3: gold badge
- Challenge 4: platinum badge

Delete a (sub)goal

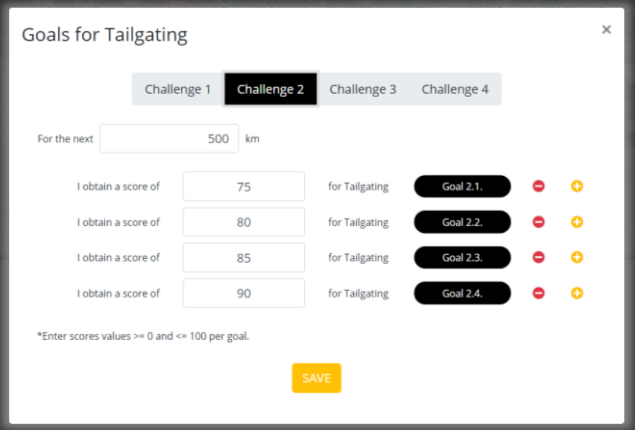
Add a (sub)goal

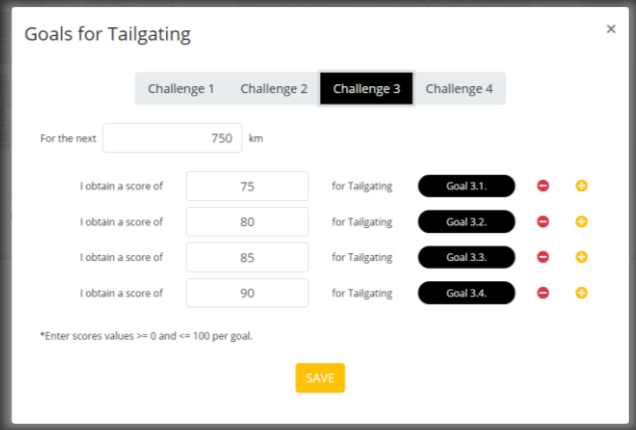


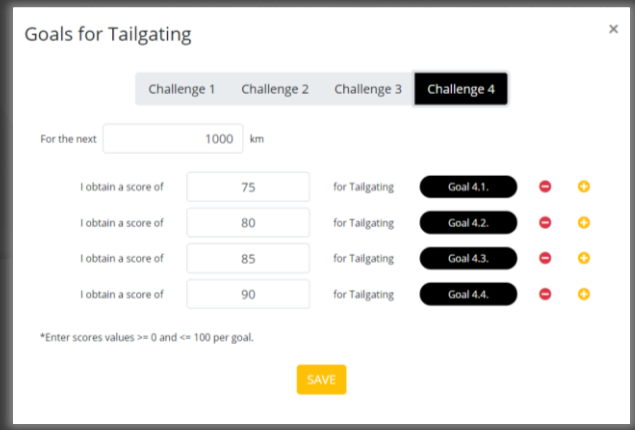
Create and save your (sub)goals per challenge

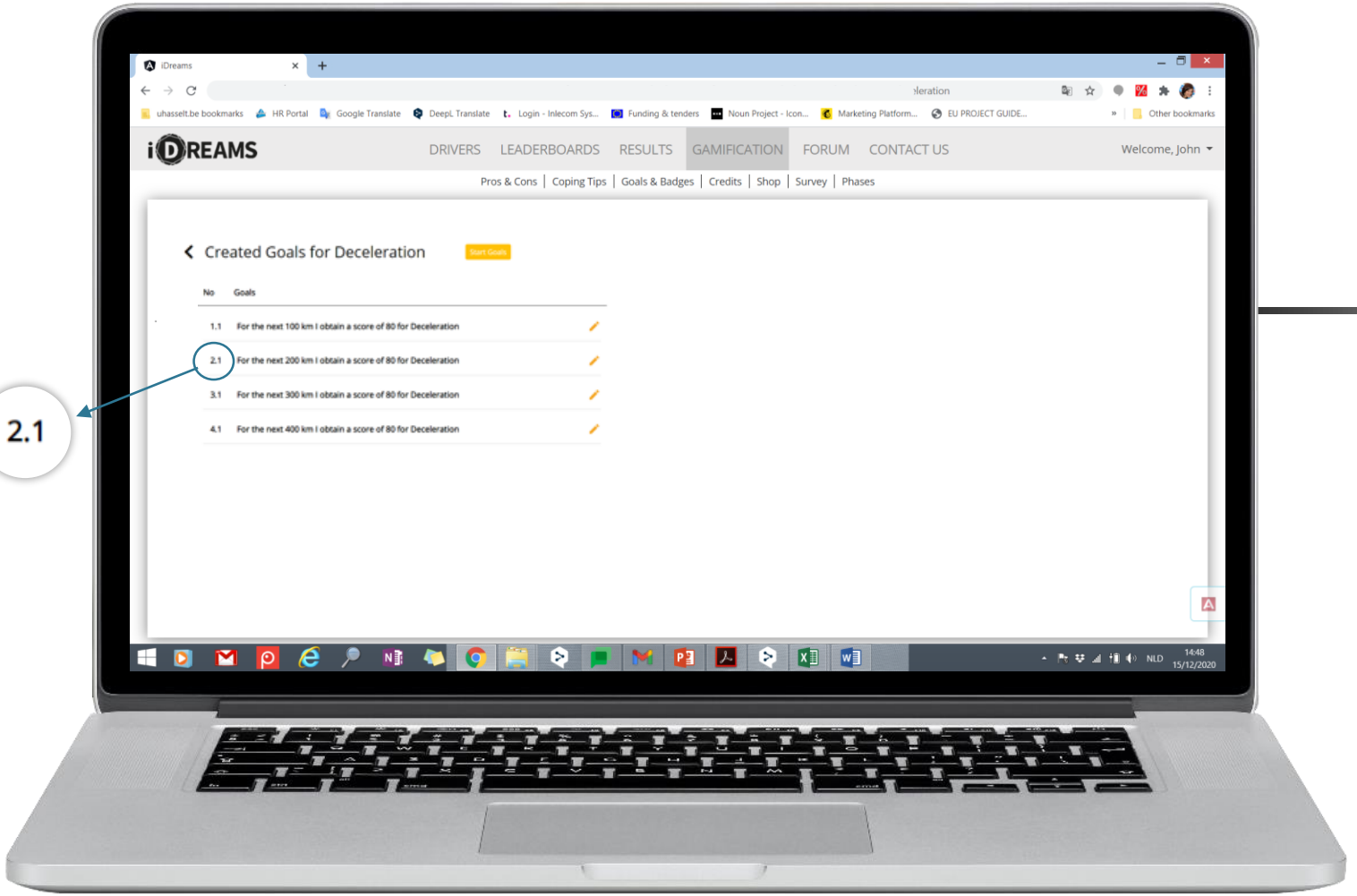
A *Challenge* consists of multiple (sub) goals that motivate drivers to obtain a specific score over a specific distance.

Click SAVE to avoid information loss and actually create the goals.









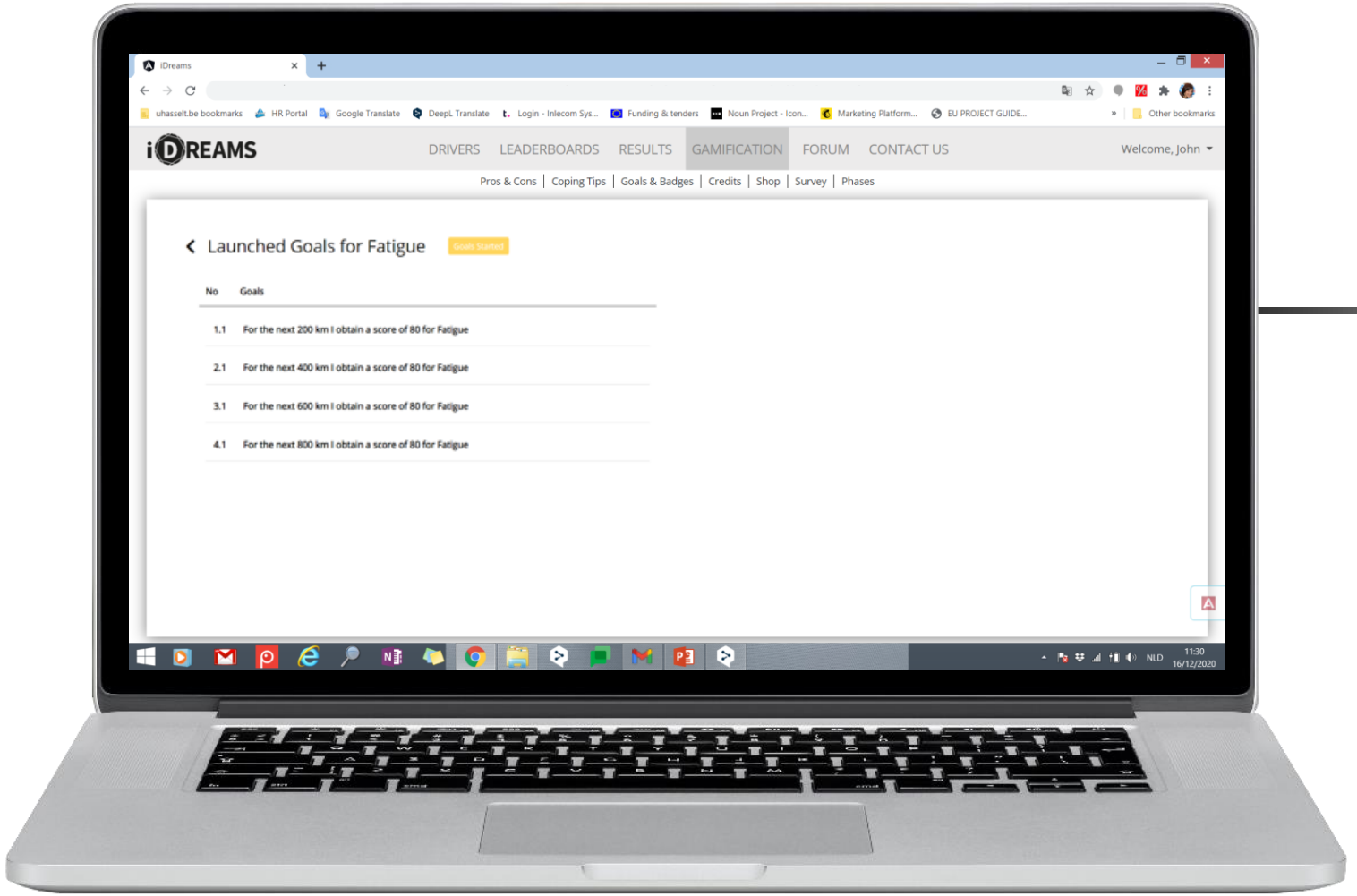
Edit (if necessary) your created goals and launch them

Created goals are visualized and are editable via ✎. Each goal has a number, ex. 2.1:

- 2 refers to challenge 2
- 1 refers to (sub)goal 1 of challenge 2

These goals are not launched, so the i-DREAMS drivers are not able to see them yet. You can launch by clicking Start Goals . After launch, the goals are no longer editable!

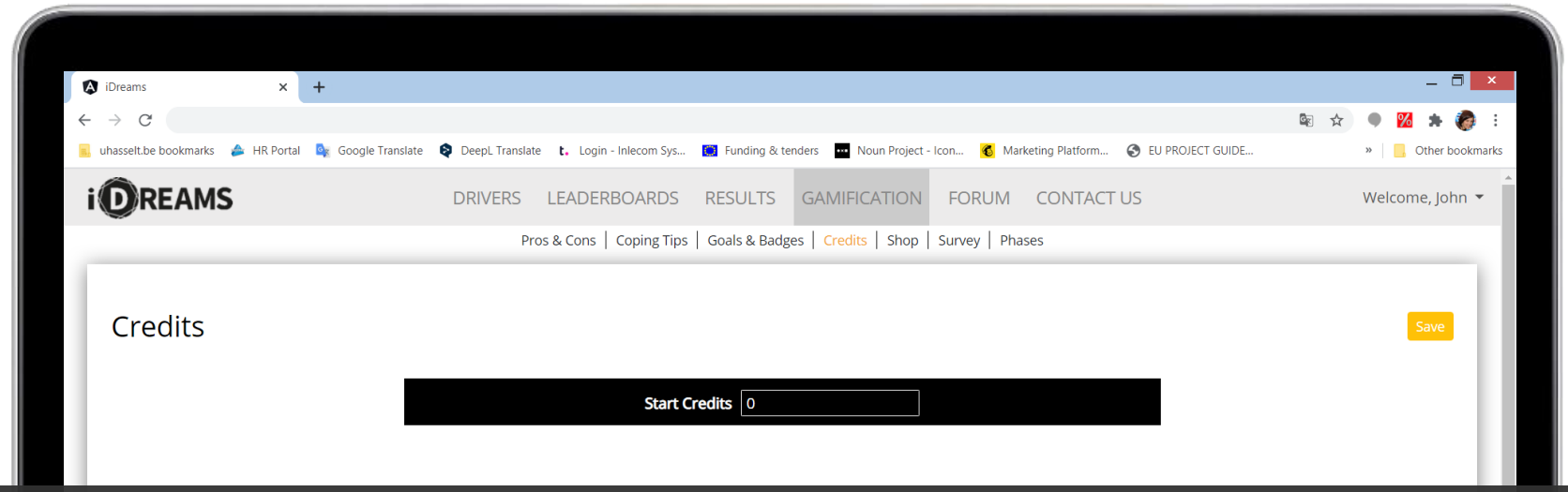
Use ❮ to go back to the *Goals & Badges* overview page.



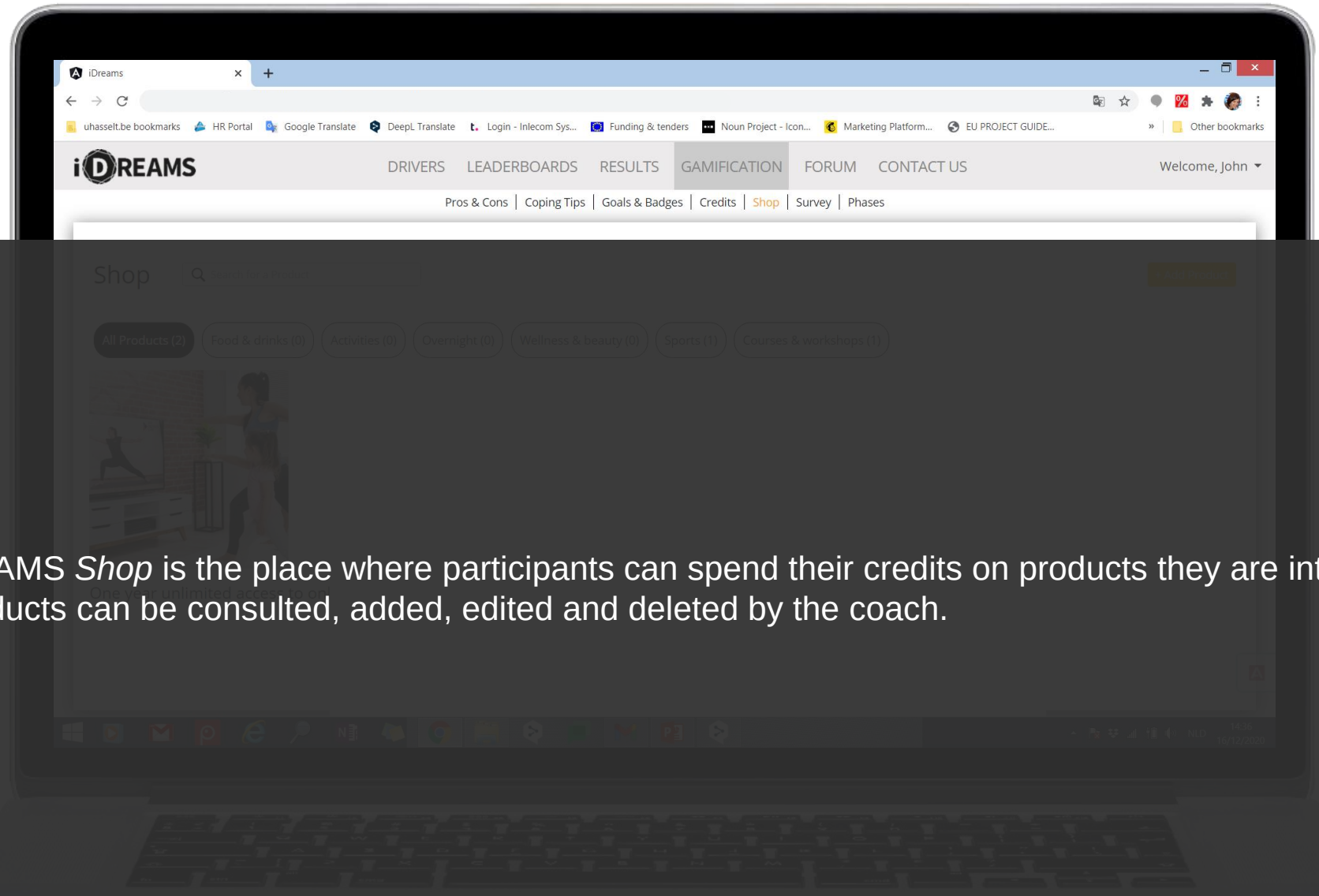
Consult your launched goals

You launched the goals. This implies that your drivers have started to work on them. Therefore for obvious reasons, you can no longer edit the goals.

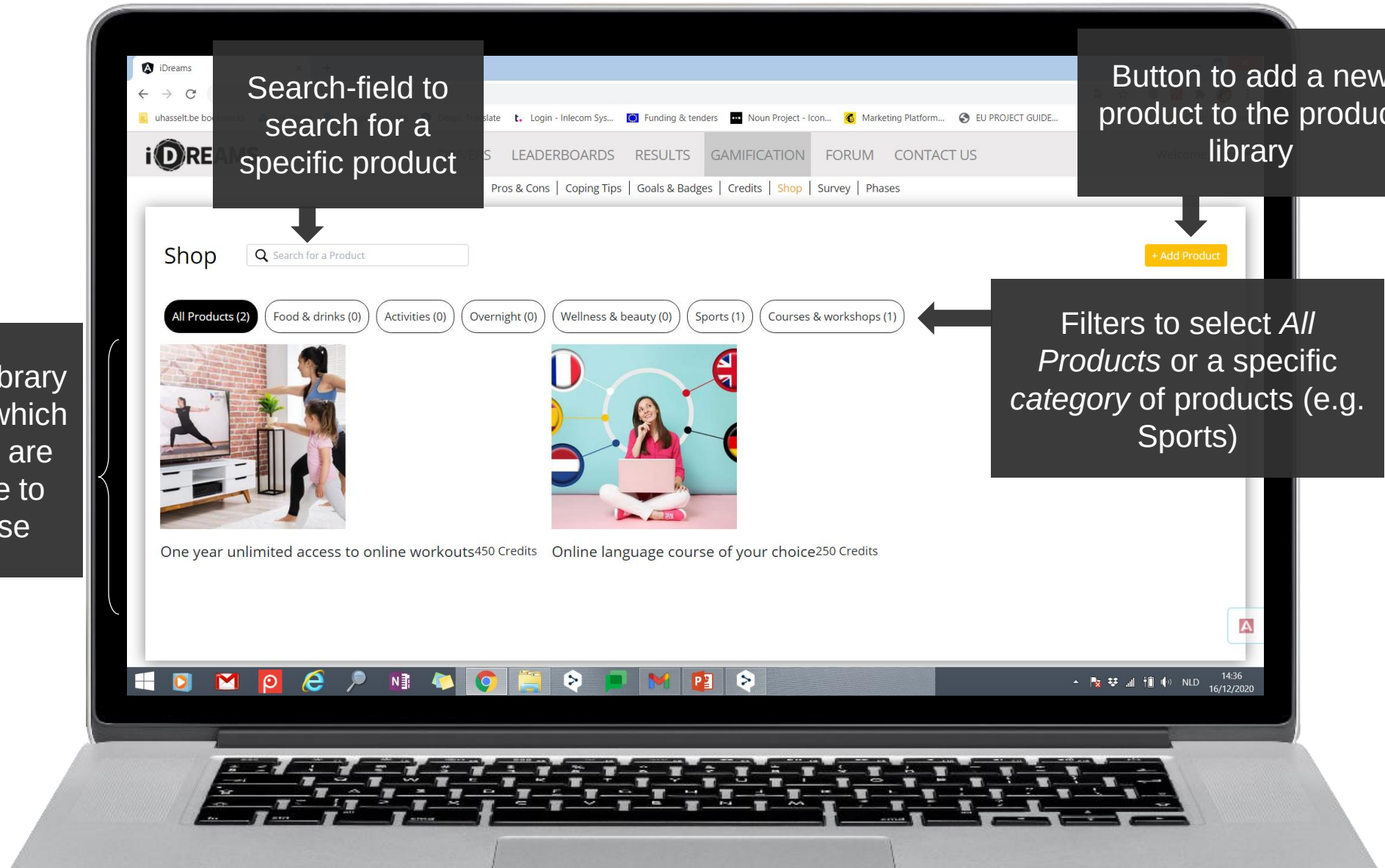
Use ❮ to go back to the *Goals & Badges* overview page.



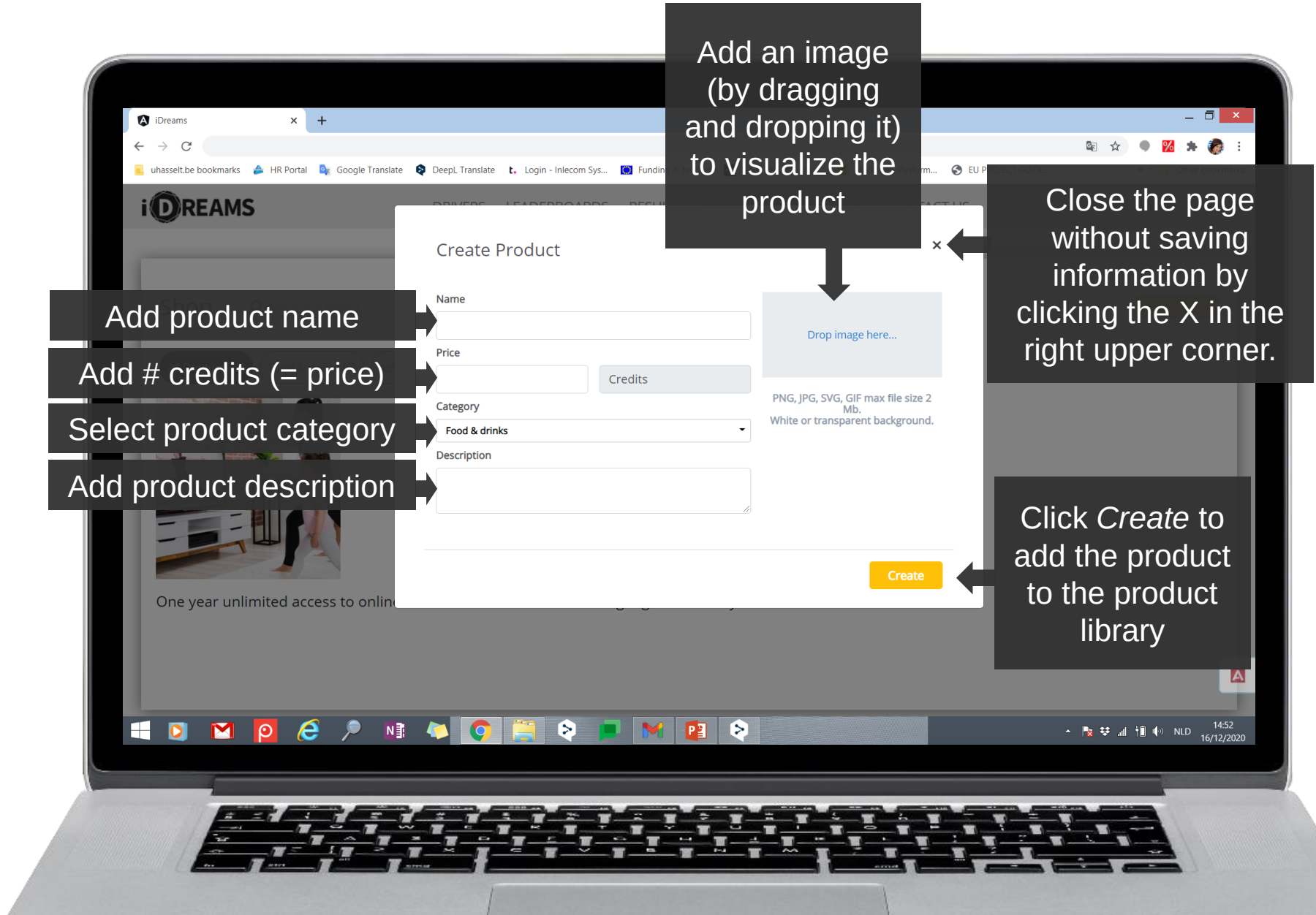
Credits may be considered as the i-DREAMS currency. Good driving behaviour, achieved goals and completed surveys are rewarded with score points. Score points are translated into credits that can be used to buy products in the i-DREAMS shop.



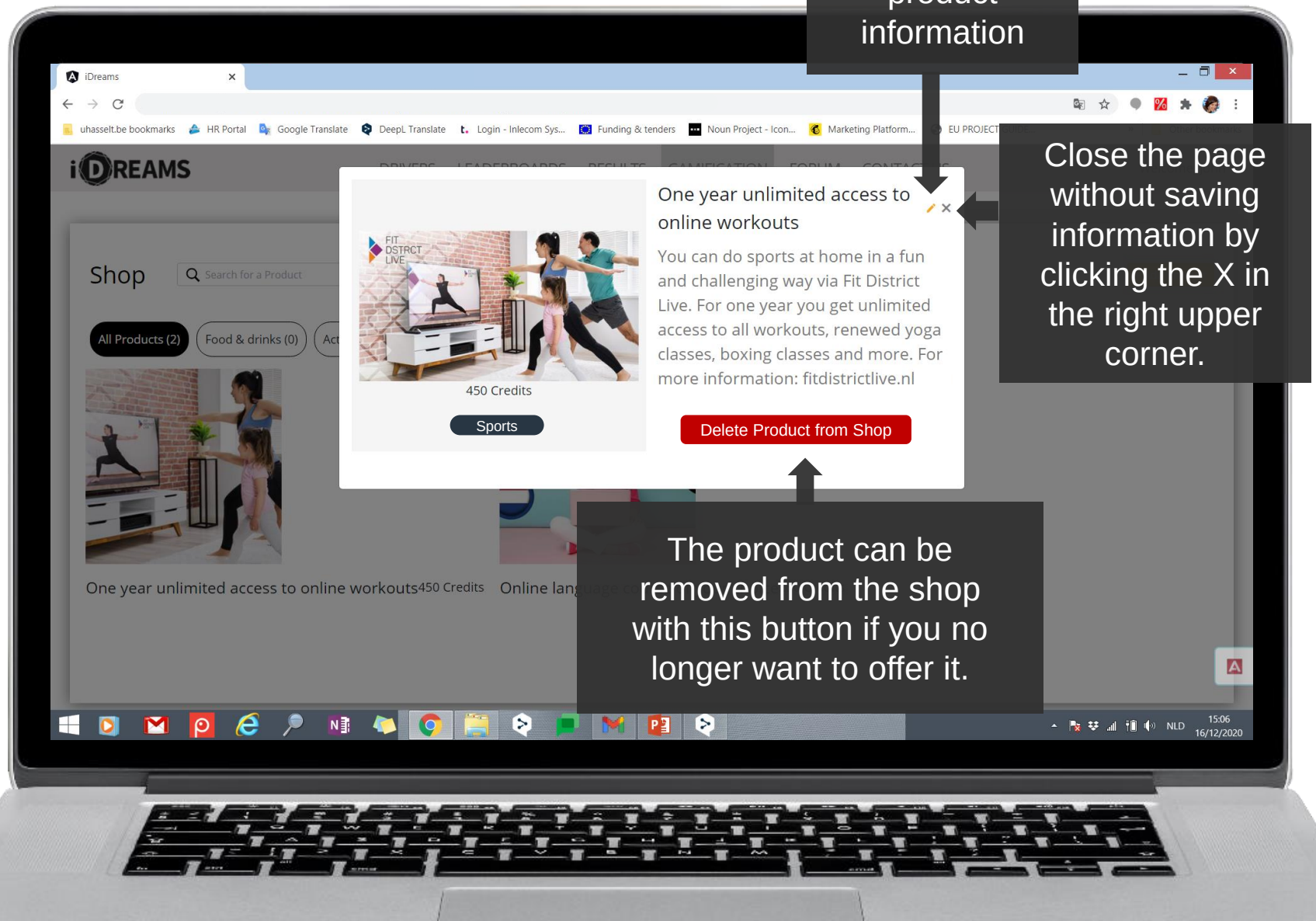
The i-DREAMS *Shop* is the place where participants can spend their credits on products they are interested in. These products can be consulted, added, edited and deleted by the coach.


Search-field to search for a specific product
Button to add a new product to the product library
Product library showing which products are available to purchase
Filters to select *All Products* or a specific *category* of products (e.g. Sports)
LEADERBOARDS
RESULTS
GAMIFICATION
FORUM
CONTACT US
Pros & Cons
Coping Tips
Goals & Badges
Credits
Shop
Survey
Phases
Shop
Search for a Product
+ Add Product
All Products (2)
Food & drinks (0)
Activities (0)
Overnight (0)
Wellness & beauty (0)
Sports (1)
Courses & workshops (1)
One year unlimited access to online workouts
450 Credits
Online language course of your choice
250 Credits

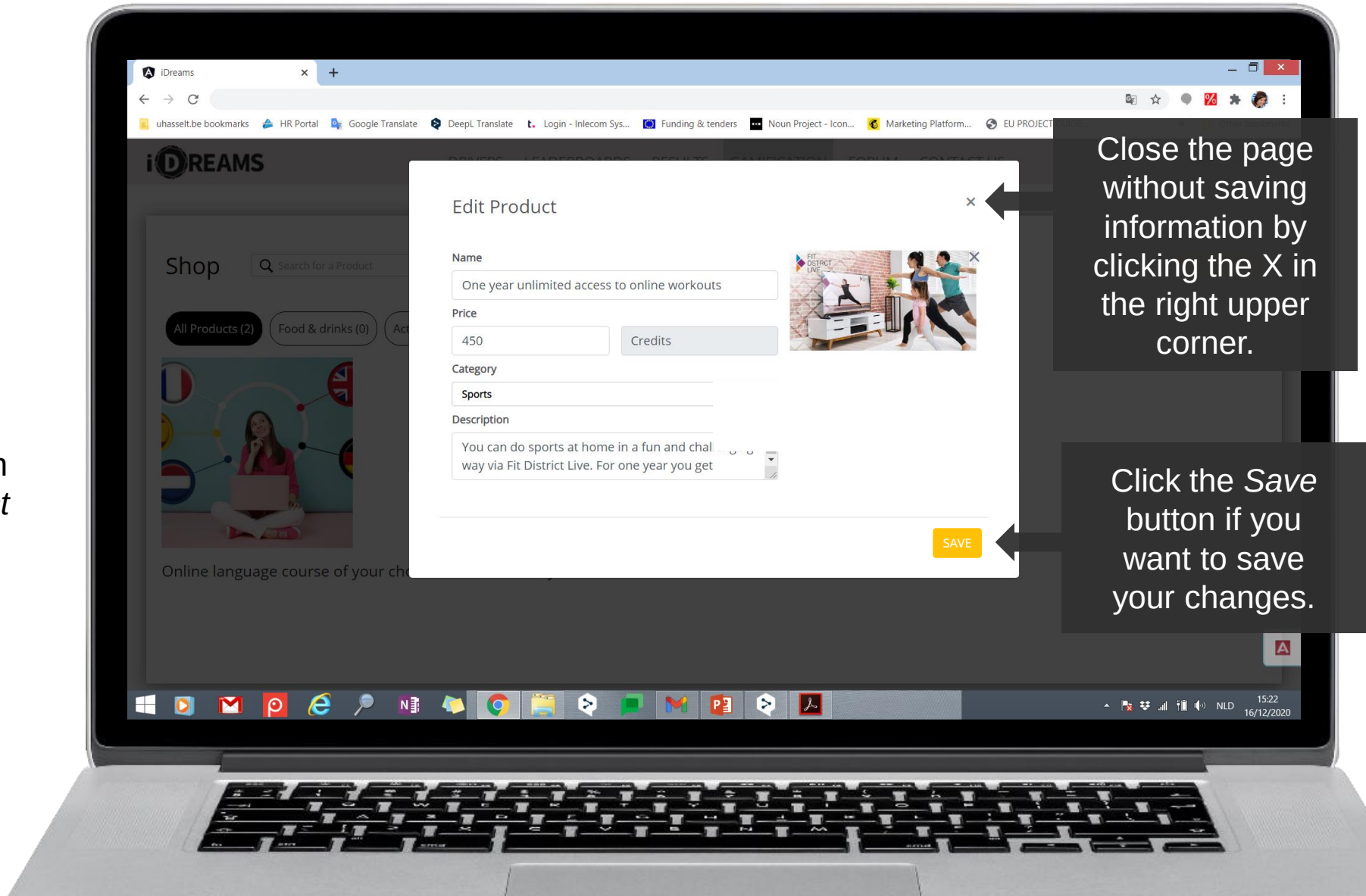
The + *Add Product* button on the shop window screen, leads to this screen where you can create a product.

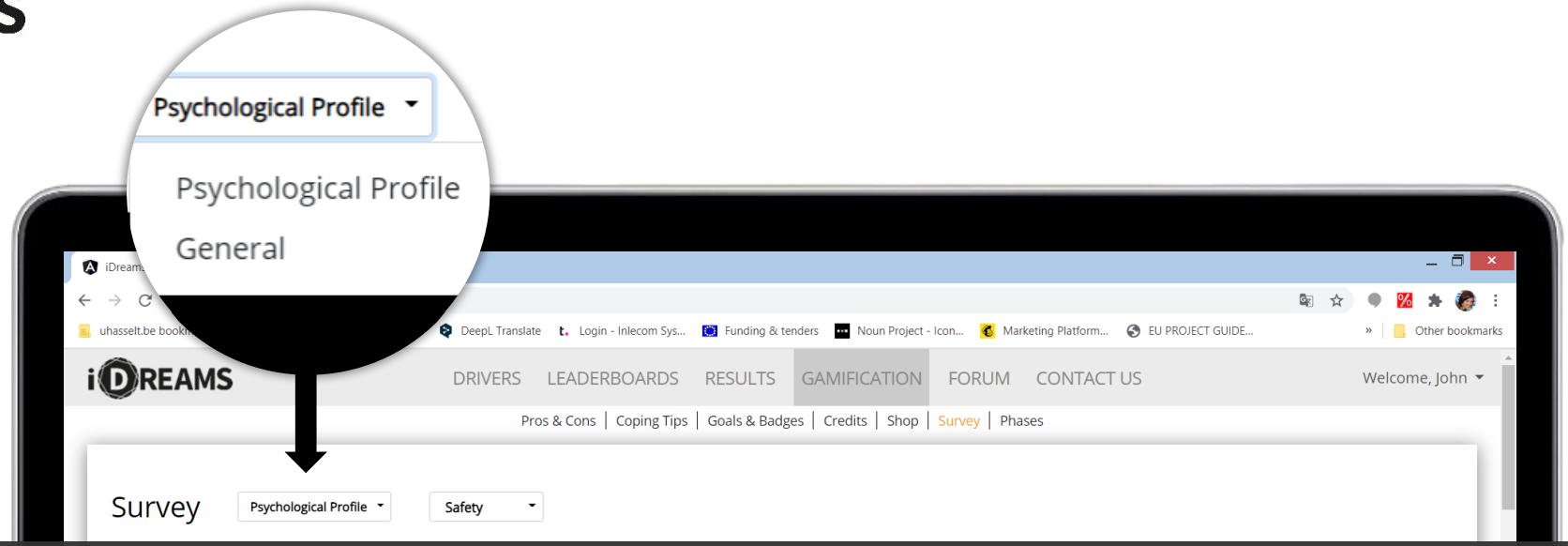


If you move the computer mouse over a product in the product library a clickable *View Details* button appears. By clicking this button, the screen on your right opens.



The *Edit* button on the *Product Details* screen opens the *Edit Product* window where all the white fields are editable.

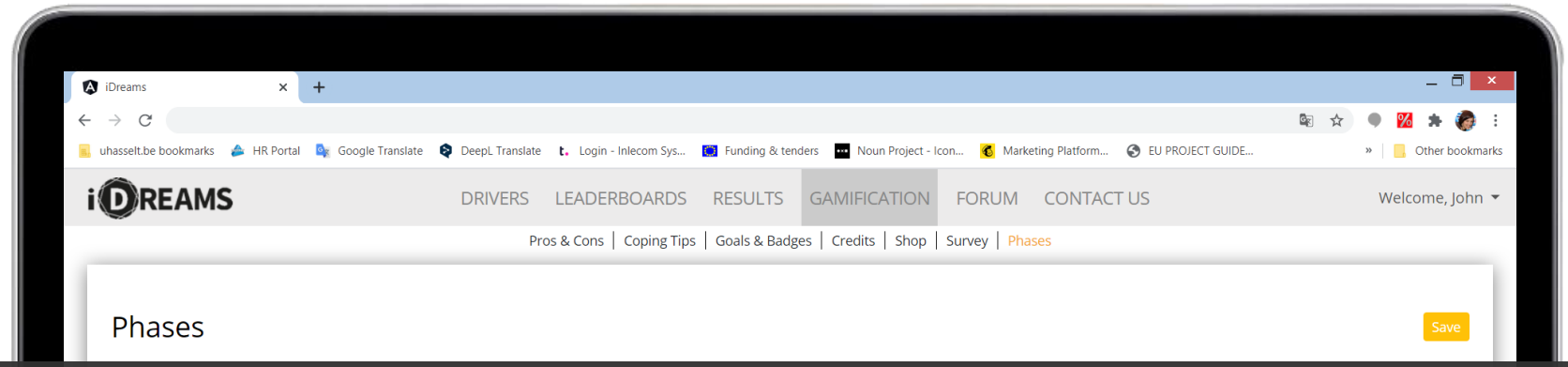




The *Survey* is a gamification feature that coaches can use to launch questionnaires to their drivers.

- Through completed surveys about questions on *Psychological Profile*, coaches are able to asses to which *Behavioural phase* (unaware, aware, considering, determined or persevere) drivers can be attributed.
- By completing *General* surveys about *Safety*, drivers can practice and/or test themselves about their knowledge on road safety and all matters related to the *safety promoting goals (*and their *parameters*) we work on in i-DREAMS. Coaches can follow-up on their progress.

Currently the gamification feature *Survey* is still under construction, implying that it has not yet been fully implemented in the web platform. Therefore at this stage, we will not be able to elaborate on it in this manual.

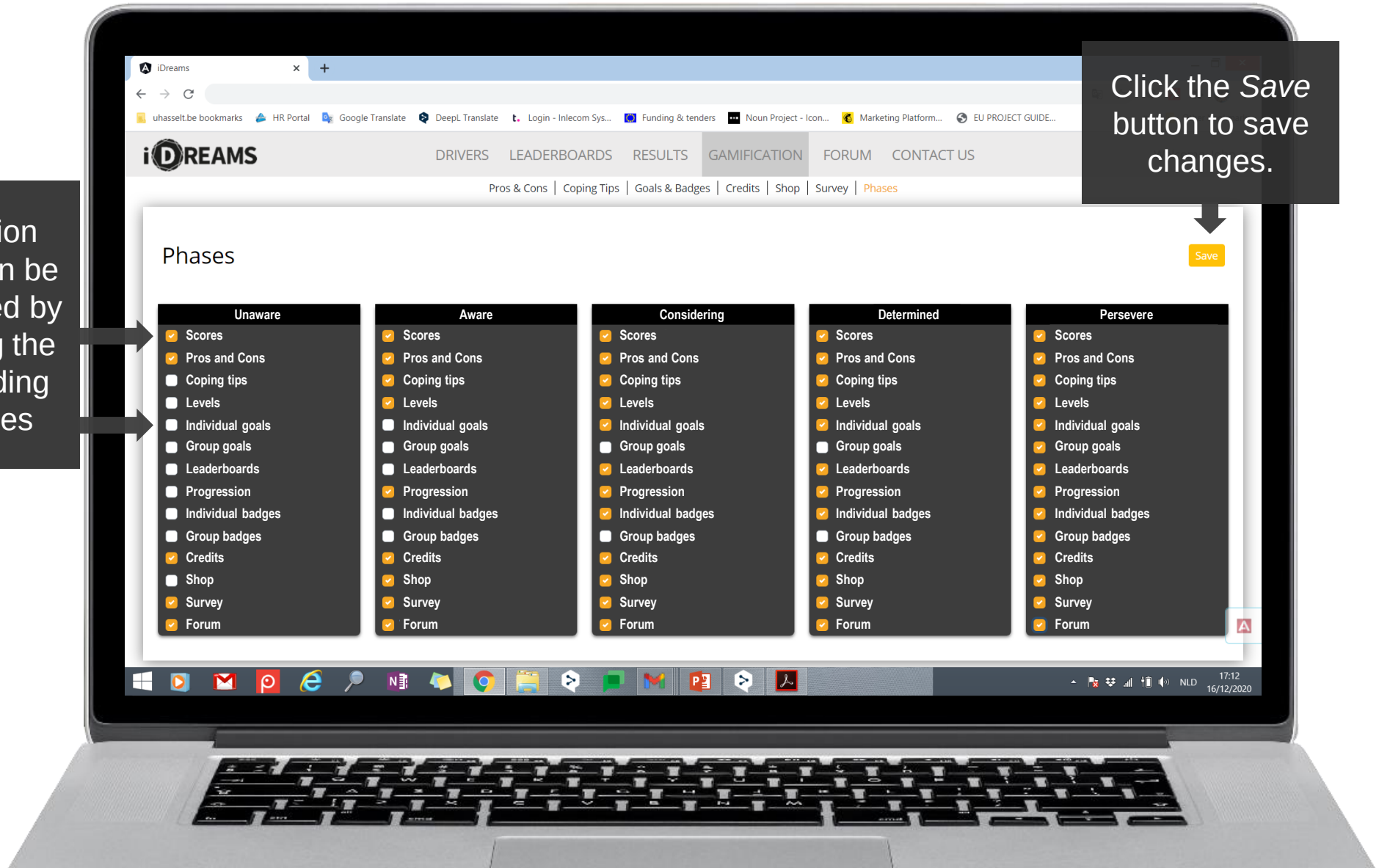


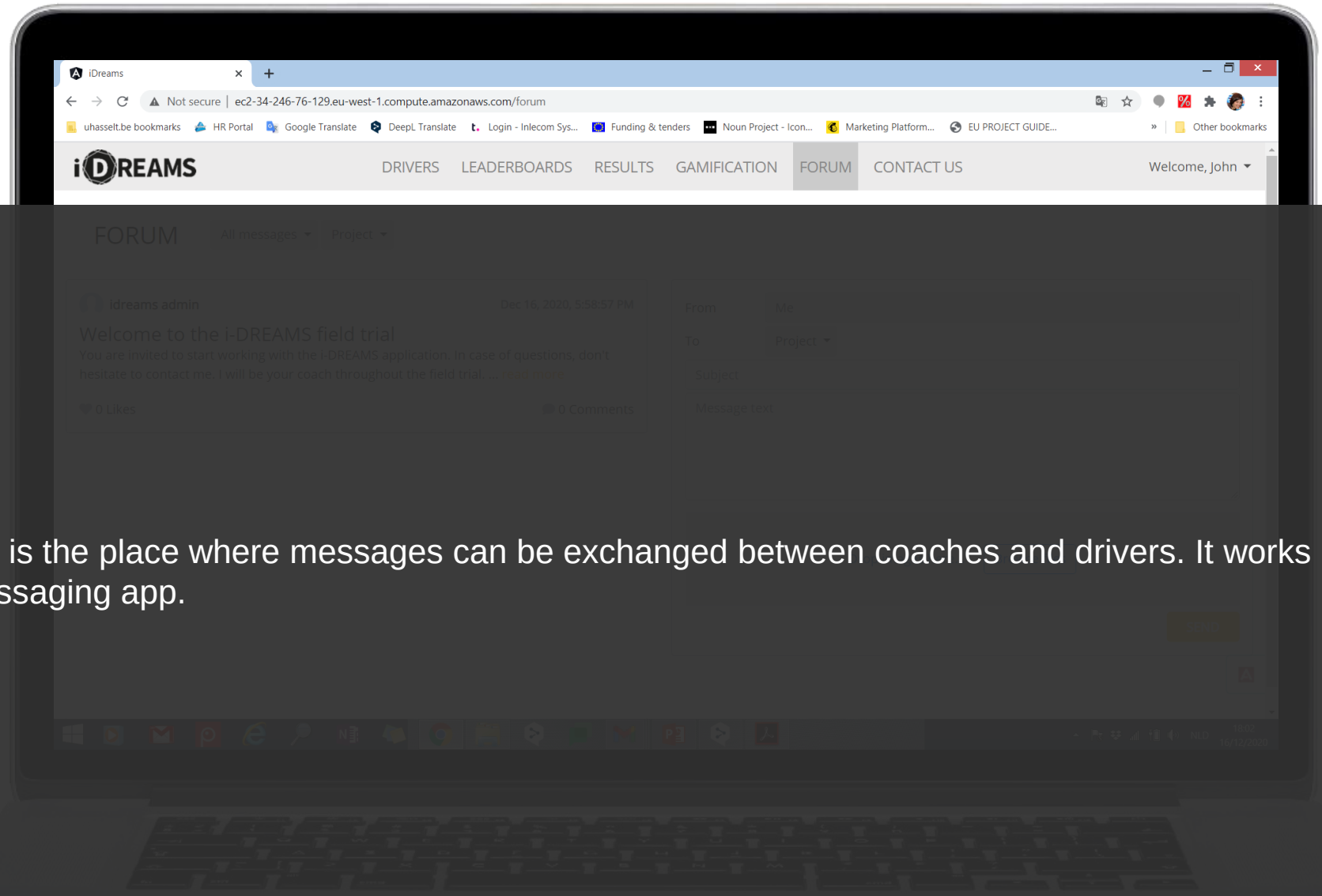
The *Phases* tab is where the i-DREAMS team configured which gamification feature is relevant per *Behavioural phase*. For example: in the *Unaware* phase, *Goals* are not activated. This can be explained by the fact that drivers in this behavioural phase are not yet motivated to change their behaviour, therefore confronting them with *goals* will be pointless.

Coaches are able to reconfigure the settings that the i-DREAMS team predefined if they which to do so. However, this is strongly discouraged as it undermines the gamification methodology. Changed settings in the *Phases* tab will have an immediate effect on what the drivers see in the smartphone app.

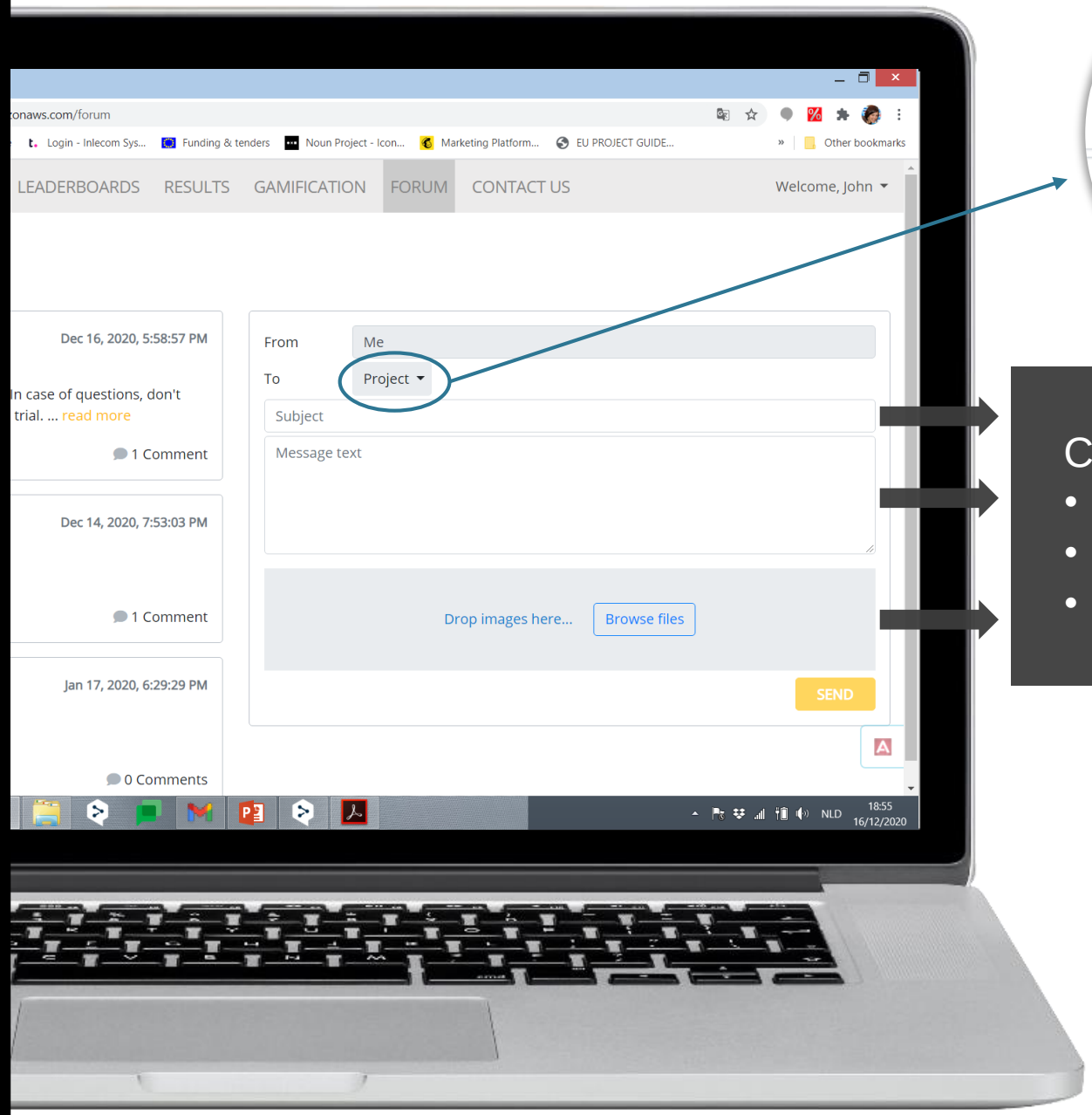
Gamification features can be (de)activated by (un)clicking the corresponding checkboxes

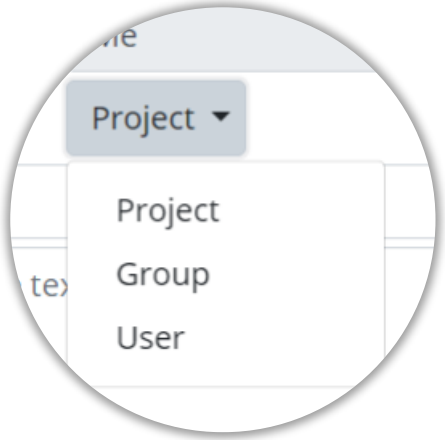
Click the *Save* button to save changes.





The *Forum* is the place where messages can be exchanged between coaches and drivers. It works like any regular messaging app.





You can choose to whom your message will be sent:

- To the participants of the entire *Project*
- To a specific *Group* of users
- To a specific *User* (Driver)

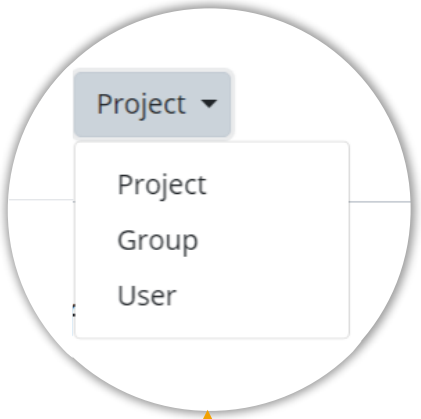
Content fields where you can insert/add:

- A message subject
- Message content
- An image

Sender filter

You can filter the messages in the left column, based on who sent them:

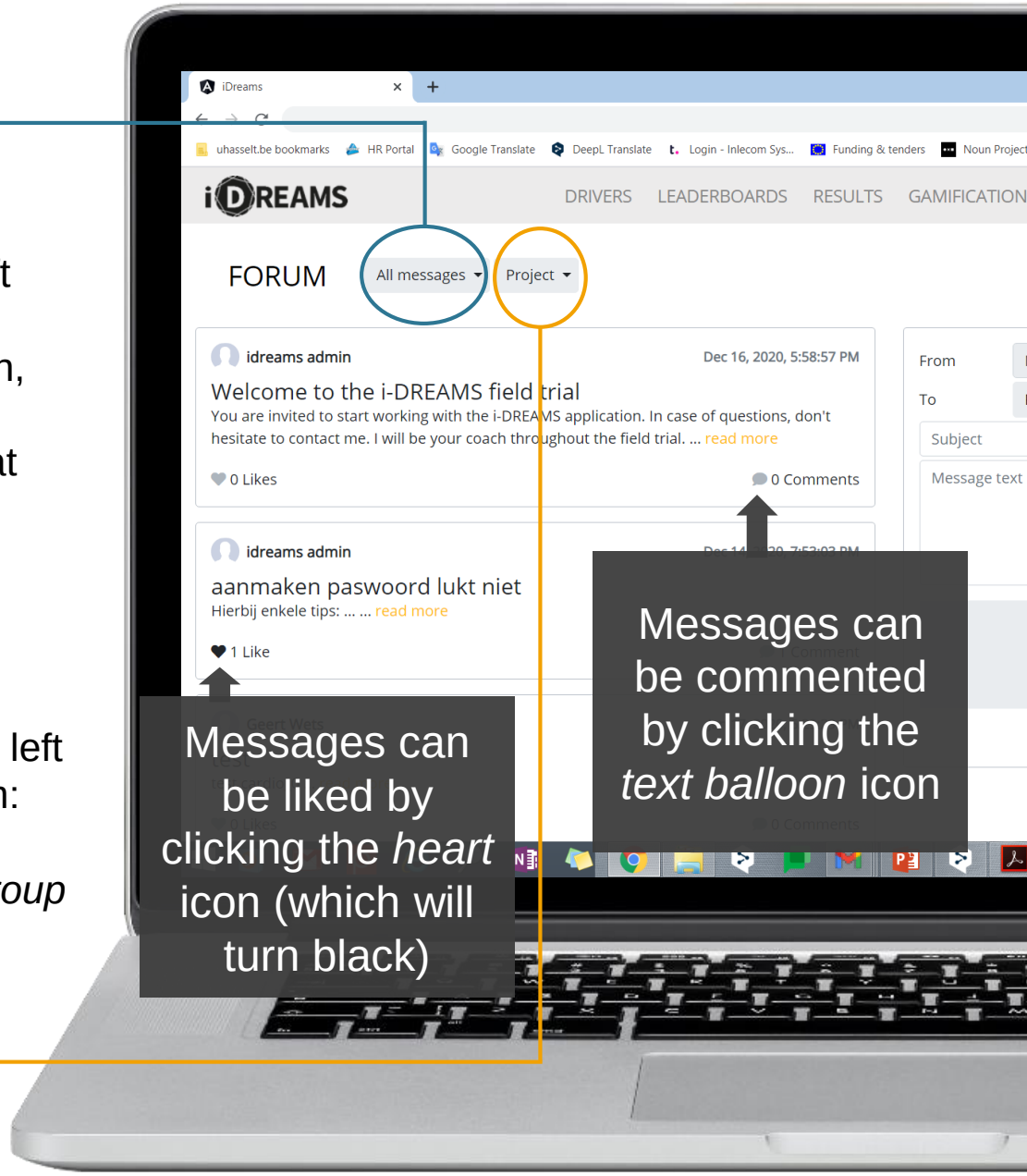
- *All messages*: everything is shown, regardless of who sent them.
- *My messages*: only messages that were sent by yourself are shown.



Receiver filter

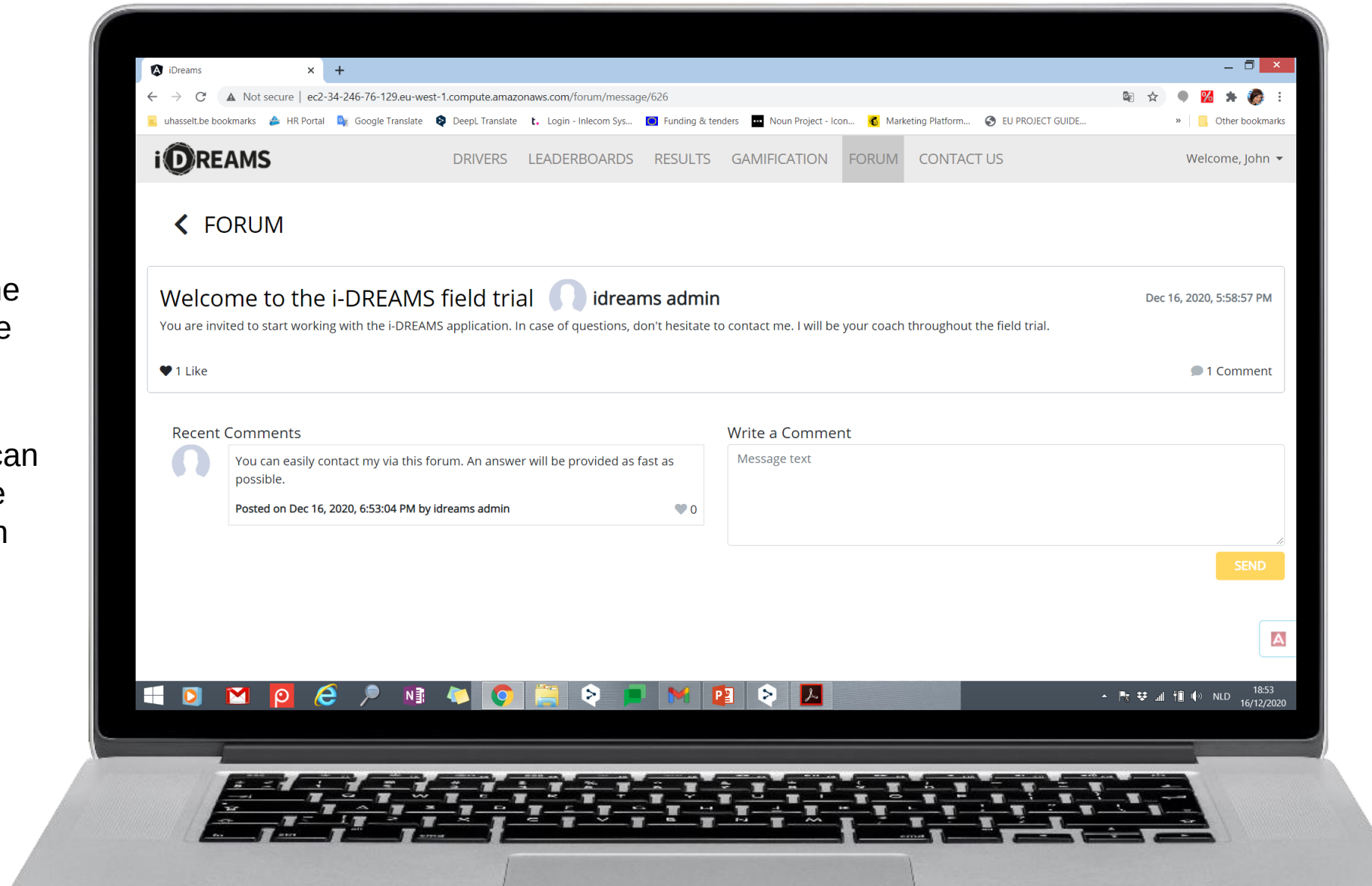
Or you can filter the messages in the left column, based on who received them:

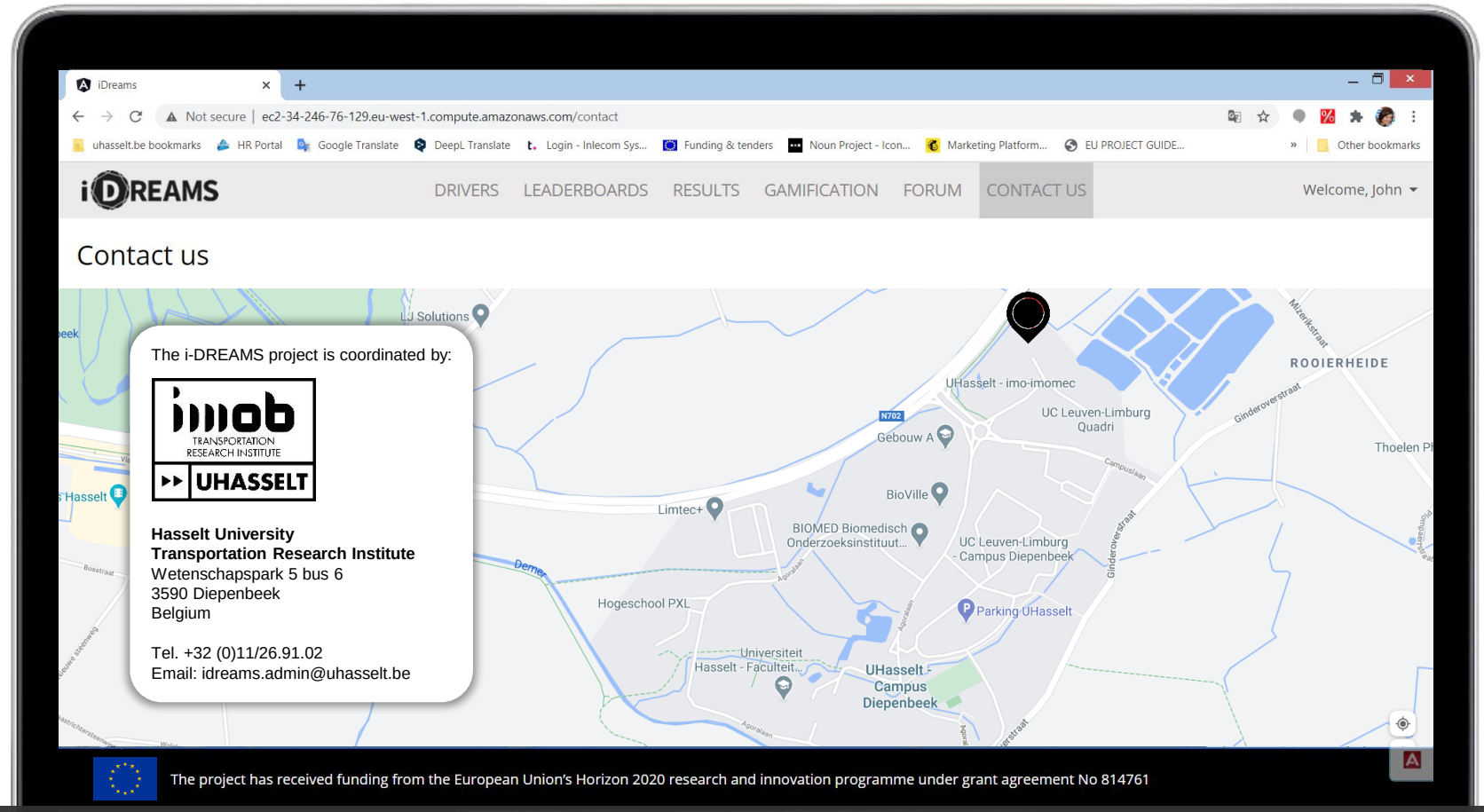
- All the *project* participants
- Only the members of a specific *group*
- A specific individual *user* (driver).



To read the comments posted with a particular message, simply click the *Text balloon* icon and the window on the right will open.

There extra comments can be provided by using the *Write a Comment* field in the lower right corner.





This page provides the contact details of the project coordinator.

4 *Help+Manual* software

In the near future we will upload and manage this manual using the *Help+Manual* software. *Help+Manual* is a full featured documentation software tool that is easy to use and offers a lot of tools to efficiently manage and update this manual. *Help+Manual* combines an easy-to-use text processing functionality with powerful features for generating and editing help and documentation files, including full support for multimedia and complex modular projects. The main advantage of this tool is the fact that it allows us to work on one source file and generate a multi-channel output. It will therefore improve our efficiency and it will enable us to keep this manual up to date at all times and for all channels.

One Source, Multi-Channel Output

Help+Manual facilitates publishing documentation for desktop or mobile (iOS or Android) Windows help or regular PDF user manuals on websites. The one source feature is all about outputting the same information to different formats, but it also offers a lot of additional possibilities.

It allows us to mark content with conditional tags and therefore create different outputs for each publishing channel. The fact that no further post-processing is required is an important advantage. This software can easily handle complex documentation generation and it will enable us to manipulate topic and layout templates as well.

Help+Manual also offers the following useful functionalities:

- Teamwork and multi-user editing
- Integrated Version Control
- Extensive translation management

Image tools and project management

More concretely, we will import the existing manual and easily transform it into responsive Webhelp, HTML Help output or even eBooks. The import wizard offers detailed control on how the structures in the source file are split.

Capture Still Images and Animated Screencasts

Contemporary manuals need to offer visual step-by-step instructions, interactive e-learning tutorials and slideshows. *Help+Manual* supports the creation of these elements with an advanced screen capture and screencasting tool called HelpXplain. Comprehensive videos will be a very valuable addition to static images. On the technical side of things, these slideshow videos are 100% HTML5 and Javascript and can organically be integrated into existing documentation, including Webhelp, CHM files, eBooks and PDF manuals.

This software tool will take this manual to the next level and it will enable quick and efficient updates on all channels. It will help us to produce and maintain a visually strong manual to help our users to confidently use the i-DREAMS platform and application.