

# Group 1



# Inclusivity and user-centric strategies in technical writing



Gaëlle HIBON  
Société Générale



Mathis BEAUVALLET  
Société Générale



Charlotte BÉRANGER  
HiPay



Could inclusive writing be relevant in technical writing to meet users' expectations?

## Context

- Our work experience
- Rise of user-centric strategies
- Fight for equal rights



# Could inclusive writing be relevant in technical writing to meet users' expectations?

## Context

- Our work experience
- Rise of user-centric strategies
- Fight for equal rights

## Method

- What and why
- Interviews and documentation
- Comments and conclusion



# Contact

Questions, suggestions, feedback?

[ctm.inclusivity@gmail.com](mailto:ctm.inclusivity@gmail.com)

# Thank you!

# Group 2



# Information processing and technical writing

The importance of optimizing users'  
working memory



# COGNITIVE PSYCHOLOGY

COMPREHENSION

MEMORY

ERGONOMY

## WORKING MEMORY





PERCEPTION

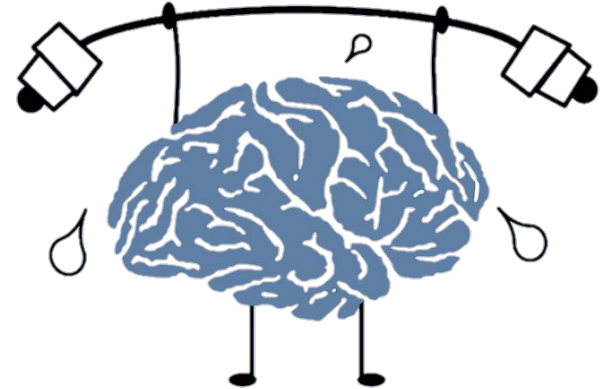
SHORT-TERM MEMORY

## TECHNICAL WRITING

EMOTION

# To what extent is optimizing working memory important for the user's comprehension?

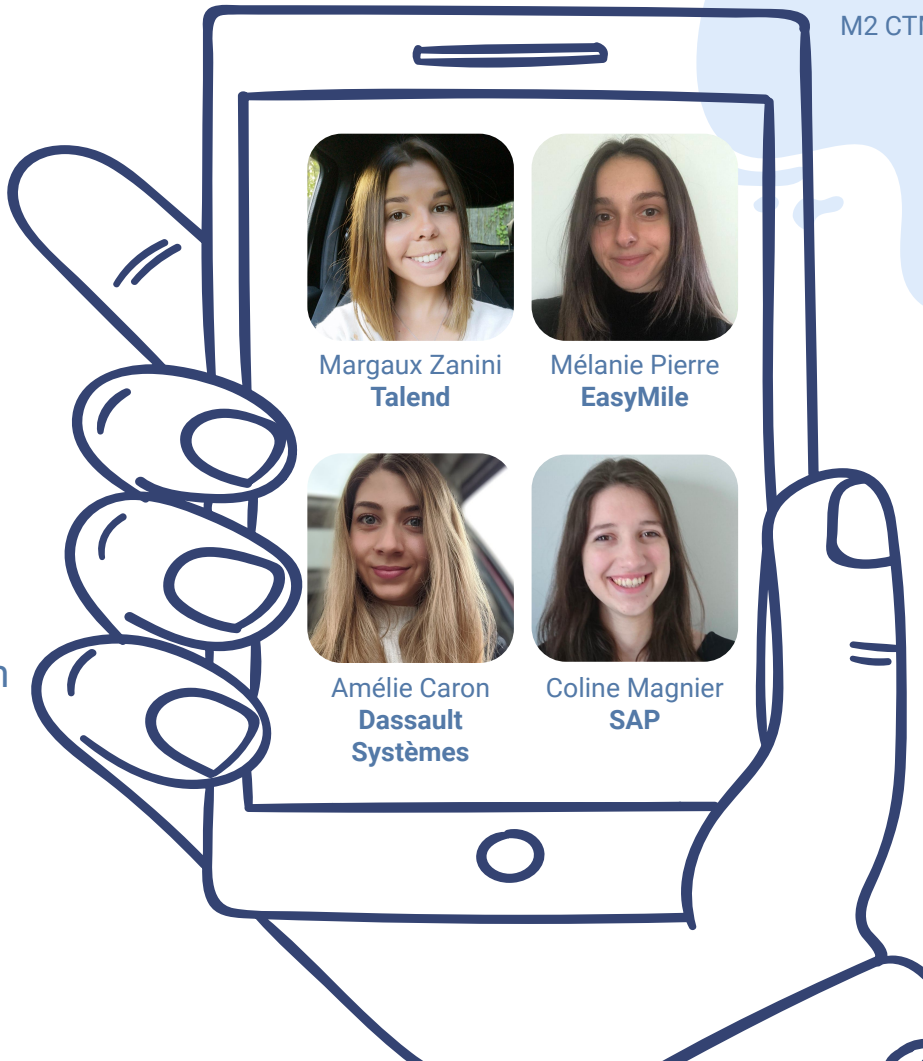
-  The importance of working memory
-  Processes of cognitive psychology
-  Ergonomy
-  Reader's comprehension





# THANK YOU!

Contact us for more information:  
✉ [workingmemory.up.2021@gmail.com](mailto:workingmemory.up.2021@gmail.com)



Margaux Zanini  
Talend



Mélanie Pierre  
EasyMile



Amélie Caron  
Dassault  
Systèmes



Coline Magnier  
SAP

# Group 3



# E-LEARNING IN ACTION

STOP TALKING, START DOING!

Sofia MOISEYEV

Tingting JIANG

Adeline RITO

Clothilde BASCOU



**AIRBUS**





# Why Use Action to Improve the Effectiveness of E-Learning?

- Engagement rate drops
- Criticism of e-learning trainings
- Employees devote 1% of their day to their skills development



*Source: "Meet The Modern Learner" by Josh Bersin*



# Research Focus

**Neurolearning  
& Memory**



Why does action  
help remember?

**Attention**

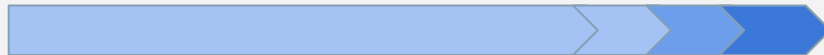


Why does action  
trigger attention?

**Action in  
E-learning**



What works  
better?





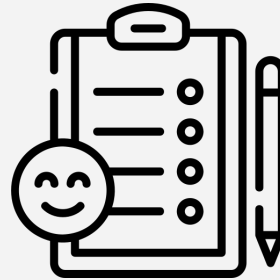
# Method

- **2 E-learning formats**

Action-oriented

Actionless

- **Surveys**



- **Kirkpatrick model**





# Contact us



[u-paris.actionresearch@outlook.fr](mailto:u-paris.actionresearch@outlook.fr)



**Call to Action!**  
Participate in the tests

# Thank you!



**Tingting JIANG**

**Sofia MOISEYEV**

**Clothilde BASCOU**

**Adeline RITO**

# Group 4

# The impact of technical writing on accessibility

---

# Content:

- A current problematic
- A necessary endeavor
- The impact of regulation over accessibility

# Thanks



up.accessibility.tw@gmail.com

Johanna Labatte  

---

*Safran E&D*

Massamba Lô  

---

*Sage*

Aurélien Moreira  

---

*Watura*

Sena Uslucan  

---

*SAP*

# Group 5

# The Adaptation of E-learning to the Learner's preferences:

The benefits and the limitations of a personalized approach to  
learning.



# Our research project



## Definition

- ▶ The learning environment
- ▶ The learning content
- ▶ The interactions

## Why this subject?

- ▶ The improvement of E-learning during COVID19.
- ▶ The personalized learning experience.

# Questions

- ▶ **What are the advantages and the limitations of a personalized e-learning environment?**
  - ▶ Is it adapted to every user?



# Methods



- ▶ **Research and scientific articles** as a basis.
- ▶ **Surveys** to conduct our enquiry.
  - ▶ Analysis of the **success** and the **limitations** of personalized learning environments.

# Thank you!

## Contact us:

- ▶ **Inès Lavandier** - RingCentral - Technical Support Engineer  
[lavandierines@gmail.com](mailto:lavandierines@gmail.com)
- ▶ **Julie Jacquelin** - Groupe Atlantic - Technical Writer  
[july.jacquelin@orange.fr](mailto:july.jacquelin@orange.fr)
- ▶ **Heloise Huet** - SPIE - E-learning Project Officer  
[heloise.huet@gmail.com](mailto:heloise.huet@gmail.com)



# Group 6

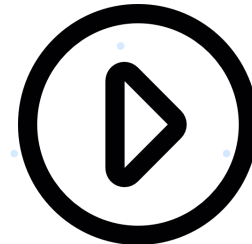
# The Limits of Video Implementation in Technical Communication



François D'araujo  
Jordan Bernardi  
Thomas Jarillon

# Preliminary Questions:

- Can Technical Communicators entirely rely on videos?
- To what extent is their relevance justifiable?
- What questions and issues can the implementation of videos bring to technical communicators?



## Method and Tools:

- Studying the State of the Art
- Enquiries: surveys, interviews...
- Heuristic Evaluation
- Using the Technical Communication Community



# Thank you!



**François D'araujo**  
Education Engineer Apprentice  
at PerformanSe



**Jordan Bernardi**  
User Assistance Developer  
at Dassault Systèmes



**Thomas Jarillon**  
Technical Writer Apprentice  
at Scalify



**up.video.2021@gmail.com**