

# The aesthetics of technical documentation

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# Aesthetics

- Branch of philosophy that deals with the nature of **beauty** and **taste**, as well as the philosophy of art.
- It examines aesthetic values, often expressed through **judgments of taste**.



What happens in our mind when we experience:

- Art
- Music
- Writing
- Fashion
- Film
- Sport
- ... **Documentation ?**

*sources:* Internet Encyclopedia of Philosophy; Stanford Encyclopedia of Philosophy

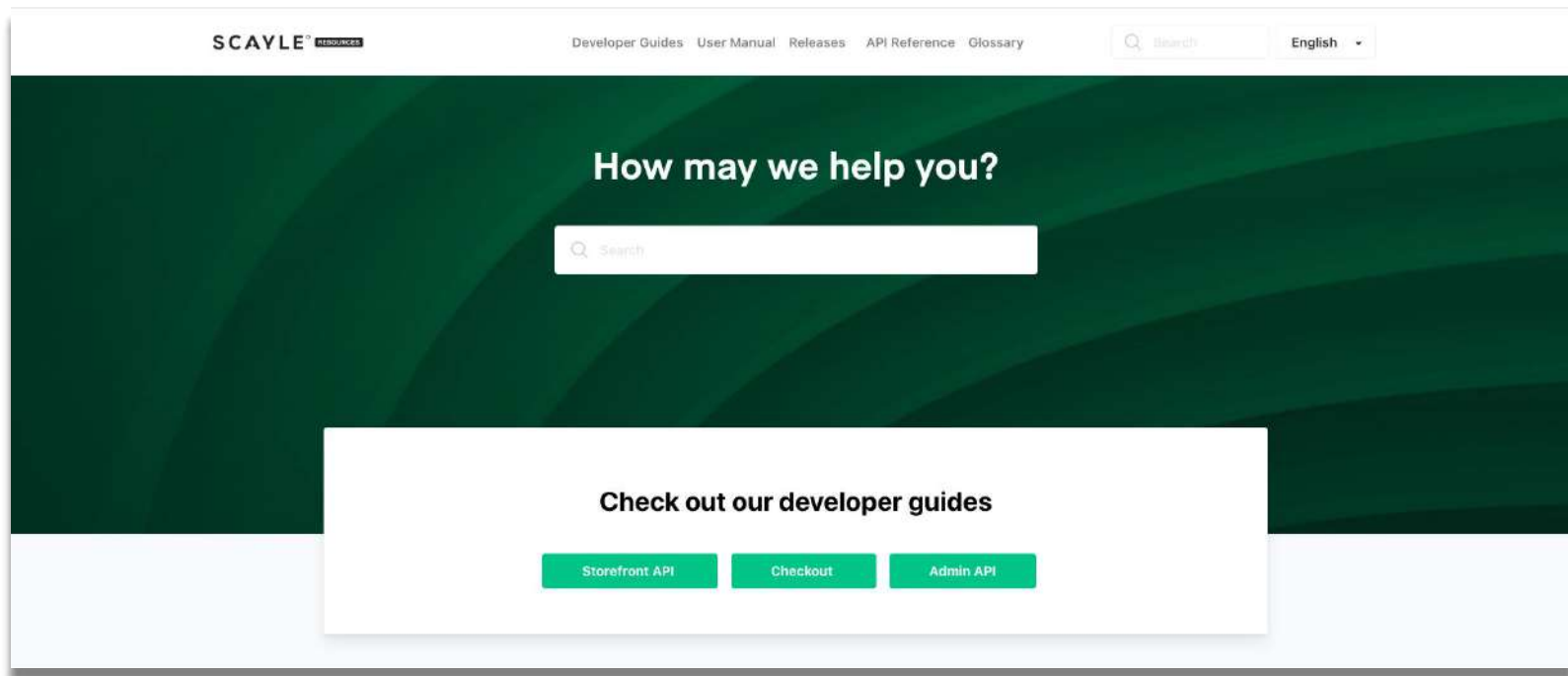
# Why Aesthetics & Technical Communication?

- User feedback might be nebulous, general
  - People tell you something is not right, but can't tell you why
  - Sense that quality improvements need to be made before gathering formal feedback from end users
- It's about *more* than UI/UX:
  - Sentence structure
  - Code samples
  - Typography, layout, etc.
  - *Internal attitudes & perceptions*

# UI Improvements

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# Home Page: **Before**



# Home Page: After

**SCAYLE** RESOURCES

DEVELOPER GUIDES USER MANUAL RELEASES API REFERENCE GLOSSARY

Search English

## SCAYLE Resources

Developer guides and user manuals for end-to-end SCAYLE projects.

### DEVELOPER GUIDES

Getting Started  
Begin using the APIs to build your shop.

[Getting Started](#)

[Admin API Guide](#)  
API to manage all of your data


[Storefront API Guide](#)  
API to build your storefront

[Checkout Guide](#)  
Checkout web component

[Storefront Core Guide](#)  
Frontend starter kit

```
$product = new Product();
$product->referenceKey = 'myReferenceKey';
$product->name = [
    'de_DE' => 'Mein Produkt',
    'en_EN' => 'My Product'
];
$product->state = 'draft';
$product->categories = [
    'Fashion', 'Women', 'Shirts'
];
$createdProduct = $adminApi->products->create(
    $product
);
```

### USER MANUAL

 **SCAYLE Panel**  
Guide to the Admin Panel.

# User Manual: Before

The screenshot shows the SCAYLE User Manual interface. At the top, there is a navigation bar with the SCAYLE logo, a search bar, and a language dropdown set to English. Below the navigation bar is a sidebar menu on the left containing sections like 'User Manual', 'General', 'Getting Started', and 'Product Data Management'. The main content area features a large heading 'Welcome to the SCAYLE Panel' followed by an introductory paragraph. A 'Requirements' section is highlighted with a green arrow and heading, containing two paragraphs of text. On the right side of the main content area, there are links for 'Requirements' and 'Environments'.

SCAYLE RESOURCES

Developer Guides **User Manual** Releases API Reference Glossary

Search English

User Manual

Select your preferred version

SCAYLE 1.0

General

**Getting Started**

Welcome to the SCAYLE Panel

Safety and Password Standards

Navigation

Admins

Shop Manager

Campaign Manager

Product Data Management

Products

Shops

PIM

Merchants

## Welcome to the SCAYLE Panel

In this user guide, we will introduce you to SCAYLE – and show you step by step how to work with.

SCAYLE is a lean, API-based e-commerce backend system designed to enable performance and growth. It serves as a central data core for online retailers who wish to configure their shop system modularly, bundle processes, and connect their existing systems to third-party software or touchpoints quickly and easily. The flexible infrastructure of SCAYLE provides all necessary means for a custom-fit shop system in line with future needs.

You can create and manage any number of shops with just one instance of SCAYLE. Although you organize all data centrally, you can use individual categories, assortments, and filters for each shop – one database, maximum flexibility.

A dedicated team of experienced integration managers and developers will support you with setting up your SCAYLE instance.

### Requirements

First, SCAYLE developers will implement SCAYLE according to your specific needs as part of the integration process. Once everything is set up, each user must get an **account**, meeting our **security and password standards**. Now you and other users can start working with the system.

You access SCAYLE's user interface – the Panel – online with a browser. Currently, the panel is optimized for the latest version of Google Chrome.

Requirements

Environments

# User Manual: After

**SCAYLE** RESOURCES

DEVELOPER GUIDES **USER MANUAL** RELEASES API REFERENCE GLOSSARY

Q Search English

**User Manual**

GENERAL

- Getting Started
- Welcome**
- Sign in to SCAYLE
- Dashboard & Search

SHOPS

- Shop Management
- Customers & Orders
- Products
- Discounts & Offers
- Internationalization
- Reports
- Storefront

SETTINGS

- General

## Welcome

This user manual covers features of the SCAYLE Panel.

The SCAYLE Panel is the user interface to administer and manage shops and product data. This guide covers all capabilities and features of the Panel. It is structured into the following sections:

- Getting Started:** sign in, dashboard, and search
- Shops:** shop management (e.g., shop categories, assortment), customers and orders, products (e.g., product data, media, adding products), discounts & offers, internationalization, and storefront
- Settings:** audit logs, API keys, global configurations, product data structure (e.g., attributes, master categories), merchants, and data imports
- Checkout:** checkout configurations and customizations, email templates, shipping and delivery options
- Add-Ons:** available add-ons with a focus on the Customer Service Add-On

SCAYLE also includes APIs for developers to manage data and build the e-commerce storefront. For details about the APIs, please see the [Admin API Guide](#) and the [Storefront API Guide](#).

### # What is SCAYLE?

SCAYLE is an API-based e-commerce system. It serves as a central data core for online retailers to configure their shops. SCAYLE offers modularity and the ability to connect to your existing systems or third-party software. You can create and manage any number of shops with just one SCAYLE instance. All data is organized centrally, with the ability to use

What is SCAYLE?  
Requirements  
Environments  
Support



# Text Improvements

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## *Before*

# Overview

SCAYLE allows you to already prepare and tailor your product data structure to your needs when entering your products.

The first step is to connect all assortment sources to SCAYLE and automatically transfer all the product data they provide. Afterward, all products are shown in the **Product List**. You can now structure the products, assign them to different shops and, for example, upload additional product images.

## *After*

# Product Data Overview

Data quality and structure.

Once all assortment sources are connected to SCAYLE and the associated product data is transferred, all products are shown in the Product List.

You perform product data management through:

- **Product List:** displays all products available in the system or a specific shop
- **Product Detail Page:** displays all predefined information about an individual product

You can update product data individually or in a mass update.

## Before

# Translations

You can manage translations directly within SCAYLE and manually edit, import, and export them as needed.

The SCAYLE Panel allows you to centrally manage multiple shop and language translations. You can access the translation area through the settings: `Settings > Product structure > Translations`.

You can translate the following directly in this area:

- simple attributes
- advanced attributes
- master categories
- attribute groups

## After

# Translations

Manage translations in one place.

You can manage translations from the shops page: `Shops > Shop Name > Internationalization > Translations`.

Using the tabs, you can manage translations by:

- Simple Attributes
- Advanced Attributes
- Master Categories
- Attribute Groups
- Import and Export

# Attitudes & Perceptions

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# Establishing respectful interactions

- Aspects of tech culture need pushback for good technical communication to take place
  - E.g., pigeonholing people as “technical” and “non-technical”
- Feedback may not always be constructive
  - Developing a strategy for dealing with unhelpful comments
  - Redirecting focus to the customer / end-users
  - Making feedback easy and accessible – enable people to be constructive

# Thank you

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