

Silver template, Help – real world examples

Last updated: Jun 24, 2021

Instructions:

The subgroup working on the [Help Template for Silver](#) would like to know what COGA task force members consider to be good real world examples of successful help in existing sites.

Submission template:

Please copy and paste the following below into Examples, and then replace with your specific response.

Example source: [URL to the example]

Submitted by: [Your name]

Description of the example: [Describe it so that we understand what is happening, in case we don't perceive the source the same way you do]

Why this is a good example: [Describe how this is helpful]

Examples:

Example source: [URL to the example]

Submitted by: [Your name]

Description of the example: [Describe it so that we understand what is happening, in case we don't perceive the source the same way you do]

Why this is a good example: [Describe how this is helpful]

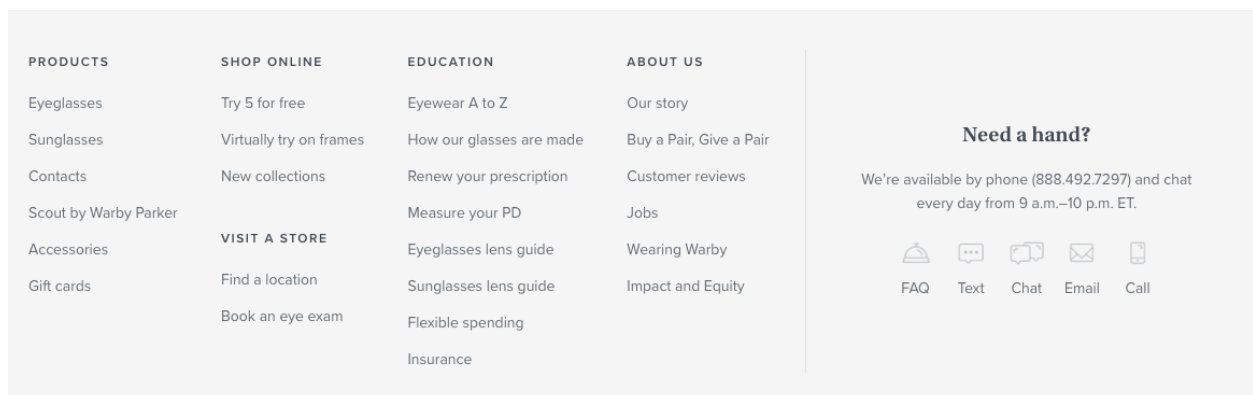
Example source: <https://www.warbyparker.com/> (scroll to bottom)

Submitted by: Rain

Description of the example: Every single page on the site, no matter whether you are logged in or not, has a section titled “Need a hand?” at the very bottom. This section contains information on the times that human help is available by phone, and links to access the FAQ, send a text message, start a chat, send an email, or make a phone call.

Why this is a good example: Once any user knows that this information is always present at the end of every page, they can immediately move to this section to get help if needed. They can choose their own method for communication by pressing one single link.

Room for improvement: A few things could be better. The times listed for hours are in ET, rather than converting to the user’s timezone. The links themselves don’t quite look like links and don’t stand out as clickable. The phone number as written is not clickable (you have to use the “call” link, instead). “Need a hand?” is friendly, but “Need help?” would be more clear.



Example source: mn.gov/mnit

Submitted by: Jennie Delisi

Description of the example: This page is for the IT Department for the State of Minnesota. In the main menu area at the top of the page are 4 options. The

4th is “Get Help.” This has submenu items that describe the different types of help someone may be looking for, but also gives the option to land on a main help page if the person does not find something that matches their needs.

The submenu options are:

- How to Order Services
- Billing Information
- Contact Your Local Help Desk
- Get Help FAQs

The main help page begins with phone numbers to reach a person, then provides other ways to receive help for state employees. One example is to enter a ticket into the ticketing system, and instructions are provided. The page also includes information for those working in specific locations – provides a link to agency contacts.

Why this is a good example: The phrase “Get help” is simple. The location is at the top, and consistently available on all pages. Because the phrase “Get help” can mean a few different things, the submenu provides a variety of options should the person know more specifically what they would like to find. And, while there are acronyms used on the page for specific programs and divisions, the primary things people would want to do that work in more general aspects of state government are written in plain language. An example is the phrase “Billing Information.”

> Get Help

[How to Order Services](#)

[Billing Information](#)

[Contact Your Local Help Desk](#)

[Get Help FAQs](#)

[How to Order Services](#)

[Billing Information](#)

[Contact Your Local Help Desk](#)

[Get Help FAQs](#)

IT Services and Support for MNIT Customers

To report mission-critical service outages, call **651-297-1111** or toll-free: **888-717-6638**

Image description: screenshot of the Minnesota IT Services Get Help page. The Get Help option in the navigation area is expanded, displaying the submenu options described in the text above the image. The left area identifies that you are on the Get Help page, with the submenu options beneath. The main image in the content area has an image of hands on a keyboard. The overlaid text: IT Services and Support for MNIT Customers. To report mission-critical service outages, call 651-297-1111 or toll-free: 888-717-6638.