Introduction

Video tutorials are asynchronous instructional videos, providing step-by-step guidance for specialized activities. Video multimedia transforms a passive viewing experience into an active learning experience.

Studies have shown that short instructional video clips allow more efficient processing and memory recall. The visual and auditory nature of videos appeals to a wide audience and allows users to process information naturally. In short, videos are good teachers.

Purpose

This Facets Video Tutorial Initiative is intended to integrate videos with the Browser Applications to enhance user learnability and afford better application usability.

Value

Here are the major benefits:

1. **Increased Profits.**

   - Making an orientation process a part of your marketing, and providing training as part of our product support, improves the customer experience and satisfaction with the product.
   - Positive user feedback can help drive sales, increase revenue, and improve the organization's and its shareholders' value.

2. **Customer Development and Retention**

   - Instructional videos allow customers to learn at their own pace or focus on their individual needs and skills, lending an air of customization to the product without changing it.
   - Online learning brings retention at least 40 percent faster than traditional lessons, cultivating user abilities and increasing self-worth.

3. **Cost-Effective and Immediate Satisfaction**

   - Provides the convenience of viewing videos from anywhere, anytime they like.
   - Instructional videos are free, easily accessible, and a great sales tool that costs little money and minimal effort.

4. **Information is Absorbed Equally**

   - The information disseminated is the same and equal to all who access it, same instruction to perform a set of actions that users can easily understand and share.

Research

UX Demo of Video Tutorial: Post Report

Purpose

We conducted a demo of the Facets Video Tutorial POC in September 2021 to the following teams, Demo, Training, and Application Support. The purpose was to get feedback on how this tutorial initiative can best be used in their respective teams.

Executive Summary

- All participants had an overwhelmingly positive response about the initiative, echoing that video tutorials provide many merits.
- All participants agreed it is a valuable tool for anyone using the system, especially visual learners.
- Written support docs will benefit from video tutorials as a complementary and supplementary tool.

How Facets Tutorials will be used

A. *Demonstration Team:*

   i.   To show the value of the software (wow factor).
   ii. As a selling feature, follow-ups to live demos (referrals) to answer questions that may come up post-demo.
   iii. Allow repeated viewings to increase comprehension.

B. *Training Team:*

   i.   Help people learn introductory material first, then specific steps to perform a procedure.
   ii. Fill in the gaps in the learning process.
   iii. Augment training based in Cognizant University.

C. *Application Support Team:*

   i.   Quickly teach practical lessons on how to perform procedures.
   ii. Allow app support on the client-side to learn new functionality and processes.
   iii. Help clients understand the latest functionality of the more recent applications for troubleshooting purposes.

D. *End User:*

   i.   Quickly teach practical lessons on how to perform procedures.
   ii. Save time by accessing the videos within Facets, negating the inconvenience of logging in to Customer Exchange, searching for the video they need and then viewing it.
   iii. Enjoy a literal step-by-step experience of watching Step 1 of a procedure in the video, pause the video, perform Step 1 in the actual software, and continue this process until task is complete.

Two Proposed Video Tutorial Rendering (Demo Proper)

Global Video Tutorials.

A repository of videos will contain all video tutorials of applications that the user has permissions to view, accessed through a global link in the Help icon.

Proof of Concept flow:

a. The user selects the Video Tutorials linked from the Help Icon:
b. The Facets Video Tutorials page opens.
c. This dialog box is a draggable, minimizable, maximizable dialog box. It performs similarly to the Interactive Content, Data Dictionary, and Trizetto TPA popups.
d. The user views the video to learn the task and if they wish, perform the steps shown at their own pace.

Application-Specific Video Tutorials

This is an application-specific list of video tutorials that the user can access.

Proof of Concept Flow:

a. The user navigates to an application. If the application has video tutorials, the user will provide a link to access them.
b. The Claim UM Match Rules Video Tutorials page opens.
c. Similar to the Facets Video Tutorials, this is presented and behaves similarly.

Takeaways/Next Steps

- The videos will be located/stored in the content server within Facets implementation.
- Content security management (viewing and accessing) - copyrighted materials will be protected by Facets security protocols. –Downloading/copying video materials will not be allowed.
- Video watermarks and restrictions will be applied from a security/copyright's standpoint.
- Requires Legal inputs to proceed.

Questions?