Publishing Media Selection Matrix

📖 Print manuals
? Help systems
♋ Interactive multimedia tutorials
✶ Wizards
🖱 CBT/WBT (computer/Web-based training)
✎ Release notes
Knowledge base
Web-based documentation
AA Samples and templates
Bug reports

AUDIENCE	PRODUCT CATEGORY						
	PRODUCTIVITY word processing, spreadsheet, financial	**GRAPHICS** draw/painting, presentation, graphs	**PROGRAMMING** software development	**DATABASE**	**UTILITY**	**NETWORK** management	**INTERNET** HTML authoring, browsers, e-mail, FTP
Home Consumers, Computer Novices	📖 ? ♋ ✶	📖 ? ♋	N/A	📖 ? AA ✶	📖 ?	N/A	📖 ? ✶
Administrative, Clerical Staff	📖 ? ♋ ✶ 🖱	📖 ? ♋ 🖱	N/A	📖 ? AA ✶ 🖱	📖 ?	N/A	📖 ? ✶ 🖱
Supervisors, Middle Management	📖 ? ♋	📖 ? ♋ 🖱	N/A	📖 ? AA ✶ 🖱	📖 ?	N/A	📖 ? ✶ 🖱
Executives	📖 ? ♋ 🖱	📖 ? ♋ 🖱	N/A	📖 ? AA ✶ 🖱	📖 ?	N/A	📖 ? ✶ 🖱
Technical Support, Help Desk Staff	📖 ? ✎	📖 ? ✎	📖 ? ✎	📖 ? ✎	📖 ? ✎	📖 ? ✎	📖 ? ✎
Network, Database Administrators	📖 ?	📖 ?	📖 ?	📖 ?	📖 ?	📖 ?	📖 ?
Programmers, Developers	📖 ?	📖 ?	📖 ?	📖 ?	📖 ?	📖 ?	📖 ?

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