



Client

Hyundai Translead is a subsidiary of the Hyundai Motor Group, which is one of the largest conglomerates in South Korea. Since its founding in 1989, Hyundai Translead has become one of the top trailer manufacturers in North America, and it specializes in designing, manufacturing, and selling dry and refrigerated van trailers, domestic containers, and chassis for the transportation industry.

Headquartered in San Diego, California, Hyundai Translead has manufacturing facilities in Tijuana, Mexico and Montgomery, Alabama, and its products and services are highly regarded for their quality, reliability, and innovation.



Challenge

In 2022, Hyundai Translead contacted Hanssem Global after receiving an internal referral. They requested that Hanssem Global develop a new operator’s manual for their new trailer lineup. (Hanssem Global had been collaborating with the Hyundai Motor Company for several years to develop several user manuals.) After conducting a thorough analysis of the client’s existing operator’s manual, Hanssem felt a need to develop a new operator’s manual that could meet user expectations and delivered an improvement proposal and analysis report to Hyundai Translead. Although Hyundai Translead’s existing user document did contain essential information, it was not in the correct format and could not function well as an operator’s manual.

Hyundai Translead decided to accept Hanssem Global’s proposal and began the journey of developing a new operator’s manual.

Distance was a small barrier in carrying out this project because Hyundai Translead was located in California, and the technical communications specialists at Hanssem Global had to achieve their goals without any physical examination of the actual products.



Hanssem Global’s Solution

As usual, to fully understand the working principles of the products before starting the task of writing user instructions, technical specialists at Hanssem prepared questionnaires and conducted several subject-matter interviews with Hyundai Translead’s technical engineers via online meetings. From experience, they knew which information would be required to explain each product component and actively requested specification sheets, drawings, and additional materials. Technical specialists at Hanssem gathered and analyzed information on similar products on the market and developed an advanced, unique way of ideally presenting user information. A new layout design with a well-organized, user-oriented document structure was developed while Hanssem’s design specialists converted the 3D drawings and processed the output to transform them into illustrations for conveying information to users. All procedures and safety information were rewritten in a uniform way, according to the requirements listed in international standards, such as IEC 82079 and ISO 3864. By combining the developed layout design, content, and illustration, Hanssem Global could successfully complete another project for developing a conforming and user-friendly document.



Result

Over the four-month project period, Hanssem Global successfully accomplished the mission to develop an operator’s manual that can represent Hyundai Translead’s high-quality products, which can fulfill any user’s expectations.



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| Language | English |
| Content-Type | Operator's Manual for trailer products |
| Volume | English OM: 154 pages (19,242 words) |
| Timelines | 4 months |

| Goal | User-oriented construction of information for use | Creation of informative product illustrations | Conforming operator's manual with enhanced usability |
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| Challenge | Traditional, machine-oriented document structure prevented users from easily finding information they want and carrying out the required tasks. | Hanssem had to develop the document without physical examination of the products. | Safety instructions mixed with user procedures caused confusion. Users could not decide which part to read while performing user tasks. |
| Solution | Restructure information to create a user-oriented document that follows the actual user tasks. Implement document and heading designs that conform to the latest industry norms and international standards, such as: - IEC/IEEE 82079 - ISO 3864 - ANSI Z535 | Actively request technical product data, including specification sheets and 3D drawings, and properly process the obtained data. | To achieve enhanced usability and develop a document that conforms to internationally accepted standards, several approaches were taken: - Effective and logical grouping of all essential safety information - Ideal styling of content by information type - Effective use of illustrations |
| Result | The new document structure allowed users to easily find the information they needed. | Hanssem was able to fill the gap and develop a user document containing accurate product information. | Hanssem achieved its goal of developing an easy-to-use operator's manual that conforms to global standards. |