



## Client

Founded in 1967, Hyundai Motor Company is one of the world's largest automakers, with a strong presence in markets around the world. Hyundai produces a wide range of vehicles, from compact cars to luxury SUVs, and has a reputation for providing affordable, high-quality vehicles.

Also, Hyundai is known for its innovative approach to design and technology, reliable and well-crafted vehicles, and commitment to sustainability. Hyundai has been at the forefront of the development of electric vehicles (EVs) and fuel cell electric vehicles (FCEVs). Hyundai's EV and FCEV lineups include the Hyundai Ioniq Electric, Hyundai Kona Electric, Hyundai Sonata Hybrid, and Hyundai Nexa.



## Challenge

In late 2021, Hyundai contacted Hansem Global and requested that they develop a quick guide proposal for the Ioniq5, Hyundai's first EV, which created a new sensation with its impressive performance and futuristic design. With so many features integrated into the new vehicle, the Ioniq5's owner's manual was overloaded with information, and its total volume exceeded 600 pages. That's when Hyundai came up with the idea to develop an essential features guide, and Hansem was the perfect fit for the job. This assignment involved properly selecting and grouping the essential features Hyundai wanted to make more accessible to their customers by expressing them in a brief, friendly manner. It was easier said than done, especially because the ideas and EV features Hyundai wanted to explain to their customers were mostly new to the world.



## Hansem Global's Solution

The technical communications specialists at Hansem Global started the project by creating personas for the target users. The document design was carried out based on the personas and all content was custom-tailored for the target users. To ensure that users with different knowledge levels could comfortably use the document, Hansem Global designed it to have two sections. The first section contained simple explanations of basic features, and the second section contained more of the advanced vehicle features. An FAQ section was added to allow users to find general solutions to common problems they may encounter while driving their vehicles, and all the user information in the document was presented in a concise, accessible, easy-to-understand manner.

Again, the Ioniq being one of the first EVs in the world, technical communications specialists at Hansem Global had to learn a few things and get used to some new concepts before they could start writing. The spec vehicle Hyundai provided for the project greatly helped with this process. After driving, charging the Ioniq, and operating the various useful features themselves, they became confident about what they had to explain to target users.

All of these approaches contributed to the successful creation of the easy-to-use, hands-on guide, which made Hansem Global's customer happy once again.



## Result

Hansem Global successfully developed the quick guide for Ioniq 5 by extracting the essential EV features from the full owner's manual. The resulting document maximized the accessibility and comprehensibility of essential user information while decreasing the volume to 1/4 the size of the full owner's manual. Hyundai was very satisfied with the results and requested two more similar projects for some of their new vehicles.



<b>Language</b>	<b>English</b>
<b>Content-Type</b>	<b>Quick Guide for the Ioniq 5</b>
<b>Volume</b>	<b>English Quick Guide: 161 pages (22,511 words)</b>
<b>Timelines</b>	<b>3.5 months</b>

<b>Goal</b>	<b>Selection of essential features</b>	<b>Hands-on information about the new EV features</b>	<b>Maximized usability and comprehensibility</b>
<b>Challenge</b>	A massive amount of data provided in a traditional, machine-oriented document structure prevented users from easily finding the information they wanted and carrying out the required tasks.	There was insufficient information about the newly introduced EV features, because Hyundai was one of the first EV manufacturers in the world.	The large volume of the full owner's manual and the presence of user procedures that were not properly written confused users and prevented them from using, or even reading, the document.
<b>Solution</b>	Select essential features and create a user-oriented document structure. Develop a new document structure for the selected essential features and include logically grouped user tasks in the table of contents.	In addition to carrying out research on the new EV technologies, technical communication experts at Hansem would test all vehicle features included in the document by operating the spec vehicle provided by Hyundai to convey the vivid hands-on experience to target users.	Technical communicators at Hansem decided to create proper styles for different types of information and apply them consistently. Then, by excluding redundancy and adding details when necessary, rewrite all content in a logical and comprehensible fashion, keeping the information concise and clear.
<b>Result</b>	The searchability and usability were greatly increased.	Creation of precise hands-on user information became available.	Concise information that is easy to read and understand.