

H. Case Study – Owner’s manual for Hyundai’s commercial FCEV trucks



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 Nexø.

Challenge



In 2021, while preparing their latest batch of innovative products, Xcient FCEV trucks, Hyundai approached Hansem Global to develop a user-friendly owner's manual that meets users' needs and all legal requirements. When they realized the existing templates and content being used for their owner's manuals were not up to the expectations of their future customers, they asked Hansem to reconstruct the overall user information and create a new owner's manual that is easy to read from scratch.

Because owner's manuals for commercial vehicles must include so many descriptions of safety and operational procedures, it was not an easy request for anyone in the industry. Furthermore, understanding the operating principles of the vehicles and the new FCEV technology required additional effort.



Hansem Global's Solution

To fully understand the working principles of the new vehicles before writing user instructions, apart from researching related topics, technical communication specialists at Hansem prepared questionnaires and had several subject-matter interviews with Hyundai's technical engineers. Also, they visited the manufacturer's research lab to examine the spec vehicle and tried out the features they wanted to explain in the owner's manual. Then, the technical communications specialists at Hansem gathered and analyzed a massive amount of safety information and user tasks described in similar user documents from the manufacturer, rearranged them, and created an organic, user-oriented structure that satisfied international standards, such as, IEC 82079 and ISO 3864. Again, based on the requirements of the globally accepted industry norms and standards, Hansem created concise, easy-to-understand instructions and placed them in their document in a clearly distinguishable manner. Hansem also made sure that essential user information, including safety instructions, were visually separate in the document's layout design to enhance the flow of user tasks while maintaining due emphasis on safety instructions.



Result

Hansem Global developed the document first in English and localized it into Korean within 3.5 months from the start of the project. Hyundai successfully shipped their first batch of the new commercial FCEVs with the new owner's manual and no negative feedback on the quality of the final documents has been received to date.



Language	English and Korean
Content-Type	Owner's Manual for a new commercial FCEV
Volume	English OM: 274 pages (56,872 words) Korean OM: 286 pages (51,086 words)
Timelines	3.5 months

Goal	User-oriented reconstruction of information for use	Addition of the new FCEV features	Conforming owner's manual with enhanced usability
Challenge	Traditional, machine-oriented document structure prevented users from easily finding information they want and carrying out the required tasks.	Sufficient information on the features was unavailable because Hyundai was the first company on the market that manufactured commercial FCEVs.	The massive amount of safety instructions interrupted the natural flow of user tasks, and ambiguous styles used for different types of information confused users.
Solution	<p>Restructure information to create a user-oriented document that follows the actual user tasks.</p> <p>Implement document and heading designs that conform to the latest industry norms and international standards, such as:</p> <ul style="list-style-type: none"> - IEC/IEEE 82079 - ISO 3864 - ANSI Z535 (for reference) 	Conduct intensive research and subject-matter interviews with technical engineers to help technical communicators better understand the new features specific to FCEVs, and carry out physical inspections of the features on the actual vehicle to increase the accuracy of the user information.	<p>To achieve enhanced usability, take several approaches to document development, such as:</p> <ul style="list-style-type: none"> - New document layout and typography design - Regrouping safety information for conformance with standards and increased efficiency - Redistributing information - Rewriting of user information in styles suitable for the purpose - Redesigning product illustrations for easy recognition and reference by users
Result	The new document structure allowed users to easily find the information they needed.	Hanssem overcame the limitations and developed a user document containing accurate product information.	Hanssem achieved its goal of developing an easy-to-use owner's manual that conforms to global standards.