



Visual Walkthroughs for Visual Tools

Mindjet shares the importance of video through their library of tutorials for customers

At A Glance

- Given the visual nature of their products, Mindjet needed to show customers how to use their products visually.
- With the help of TechSmith Camtasia, a small team was able to translate written support articles into a library of videos.
- Mindjet is able to quickly and efficiently localize all of their videos for foreign markets in-house with the simple but powerful tools in Camtasia.



Mind mapping is a process by which visual thinkers and communicators lay out their thoughts and draw connections between ideas. Many people use it to plan to-do lists, projects and exploration of topics. And with Mindjet, those lists, projects and brainstorming sessions can be quickly created, organized and shared across multiple platforms individually or between team members.

But how do people learn all of the tips, tricks and features of a powerful tool like Mindjet? Video Production Specialist Trenton Thompson turned to TechSmith Camtasia and Snagit to share the capabilities and possibilities of Mindjet with customers and colleagues alike.

Visual communication for a visual tool

Like many tech companies, Trenton and the Mindjet team work out of an office in San Francisco, California. Given the number of tech companies in the area and competitors in the mind mapping arena, Trenton needed to make Mindjet stand out from the crowd.

“It’s important for us to show current and potential customers what Mindjet can offer,” said Trenton. “Mindjet is a very visual product, so Camtasia and Snagit go hand-in-hand with walking people through our product in a visual way.”

Whether recording the desktop, web or iOS® apps (via Apple® AirPlay®), Trenton is able to clearly show customers how to use Mindjet products to their fullest potential.

“It would take more steps to show someone 10 screenshots instead of a video,” said Trenton. “It’s easier to show someone how to do something in a video, as if you were guiding their screen, than it is to show them a picture of the screen they would hopefully see if they clicked in the right spot.”

Featured Product



Quoted

It's easier to show someone how to do something in a video, as if you were guiding their screen, than it is to show them a picture of the screen they would hopefully see if they clicked in the right spot."

—Trenton Thompson,
Video Production Specialist

Something Extra

- Mindjet software makes team collaboration on projects simple and smart by getting what's important out front: your ideas.
- Mindjet tools allow users to brainstorm and plan on virtual whiteboards, create and co-edit plans, share files, and keep everyone on the same page with real-time task & project management.
- Mindjet is used by 83% of the Fortune 100™.



Trenton Thompson in front of a mural displaying core values shared by the Mindjet team.

The production process

Requests for tutorials often come from colleagues who need to know the product inside and out. However, these tutorials are just as helpful for customers looking to expand their use of Mindjet.

While Trenton and his colleagues created a library of videos, there are a number of written help documents available from Mindjet.

When a request for a video comes in, Trenton often sifts through relevant written documents to distill the information into a script for his video.

"We pull up a Microsoft® Word document and set up a three column table," said Trenton. "In one column, we put the narration or what we plan to say. In another, we include any actions we'll be doing on screen. And in the third column, we include a Snagit screenshot so we know what to expect at that point in the video."

When the script is ready for review, Trenton runs it by internal experts to be sure they have included all the necessary information. Once he knows that all the pieces are in place, Trenton is able to quickly record, edit and publish the video with Camtasia.

"I'm one of the main people that have Camtasia and know it well at Mindjet," said Trenton. "And with the help of Camtasia, I've been able to create a library of content, which gives us an edge over competitors."

Outside of the U.S.

Using Camtasia, Trenton and his colleagues are able to localize videos for French and German Mindjet customers. With French and German virtual machines on their computers, Trenton and the team can run the applicable version of Mindjet software. After a video has been recorded in English, the script is sent to a third-party vendor to be translated, read and recorded.

"We have the translated script read by native speakers to make sure the narration is clear," said Trenton. "But we're the ones who put the videos together. In Camtasia, it's extremely easy to import the translated audio files and line them up with the recordings before publishing."

The video production process is only extended by the time it takes for the script to be recorded in a different language. Trenton and his colleagues are able to do the rest in-house, saving time and money for the company.

The results

Trenton has been able to create a library of videos explaining virtually everything a customer or colleague would want to know about Mindjet. When a new feature is added, they are able to quickly make a video and share with customers.

In addition to giving the company an edge, Trenton has used TechSmith Camtasia and Snagit to give himself an edge professionally. On top of his experience with video editing software, Trenton has experience explaining Mindjet's powerful software in a clear and concise way.

Whether addressing existing customers or new, Trenton has helped Mindjet stand out among a crowd of technology companies. By creating videos to show

Continued ▶

customers exactly what to expect when using Mindjet software, Trenton lends a helpful, reassuring voice to Mindjet customers around the world when they need it most.

About Mindjet

Mindjet software makes team collaboration on projects simple and smart by getting what's important out front: your ideas. Brainstorm and plan on virtual whiteboards, create and co-edit plans, share files, and keep everyone on the same page with real-time task & project management. Mindjet is used by 83% of the Fortune 100™ and works with your current IT investments and on whatever web-enabled devices you use. It integrates with your most-used enterprise apps, including Microsoft Office & Project, SharePoint, Yammer, and Box. Learn more at Mindjet.com

Mindjet is a registered trademark in the US and other countries. TechSmith, Camtasia and Snagit are registered trademarks of TechSmith Corporation in the United States and/or other countries. Apple and AirPlay are trademarks of Apple Inc., registered in the U.S. and other countries. iOS is a trademark or registered trademark of Cisco in the U.S. and other countries and is used under license. Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.