



The Conference for

Software User Assistance

March 13-16, 2011, Long Beach, CA

Combining the Strengths of Captivate and Camtasia

Matthew Ellison

UA Europe



Introducing myself

- Technical Communicator and eLearning Developer since 1986
- User and fan of Captivate since RoboDemo 1.0
- User and fan of Camtasia since version 6.0
- Technical Director of the annual UA Europe Conference



Brighton, 16th – 17th June 2011

What you'll learn in this session

- The key differences between Adobe Captivate 5.0 and TechSmith Camtasia Studio 7.0
- Why you might need **both** of these tools
- How I used both Captivate and Camtasia for a user assistance project
- A possible workflow for combining the strengths of both Captivate and Camtasia

Simplified Captivate workflow for software projects



Capture Static Screenshots

Manual or Automatic recording



Edit within Adobe Captivate

Add captions, highlights,

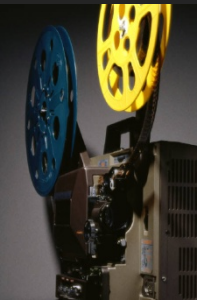
click boxes, text entry boxes



Publish to Flash

Demonstration

Simulation



Advantages of capturing static screenshots

- Don't have to worry about timing or mouse movement during recording
- Relatively easy to edit the recording:
 - Add new or missing slides
 - Remove unwanted slides
 - Edit slides
 - Control the pace of the playback

Advantages of capturing static screenshots

- Possible to publish as interactive simulation:
 - Successful user action causes transition to next slide
- Mouse not captured as part of static screenshot
 - Mouse movement can be removed for simulation
 - Captivate adds “perfect” movement based on the mouse position on consecutive slides
 - Re-position the mouse during editing
 - Speed up / slow down the mouse movement
 - Easily add audible and visual click effects

Mouse movement in demonstrations

“Perfect” mouse path

Next we'll choose the **Page Setup** option

Mouse object (can be moved or removed)

Can control timing and duration of mouse movement

TIMELINE MASTER SLIDE EFFECTS

1s 2s 3s 4s 5s 6s 7s 8

Mouse • • Mouse (1.6) End

TCaptio... • • [T] Next we'll choose the Page Setup option (Displ...

Simplified Camtasia workflow for software projects



Capture Full Motion Video

Using Camtasia Recorder



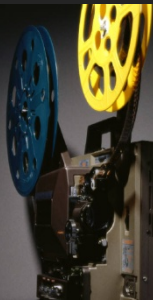
Edit within Camtasia Studio

Trim unwanted sections, add callouts, add transitions,
add Zoom-n-Pan keyframes



Publish to Video

Formats include MP4, FLV, SWF, WMV, MOV

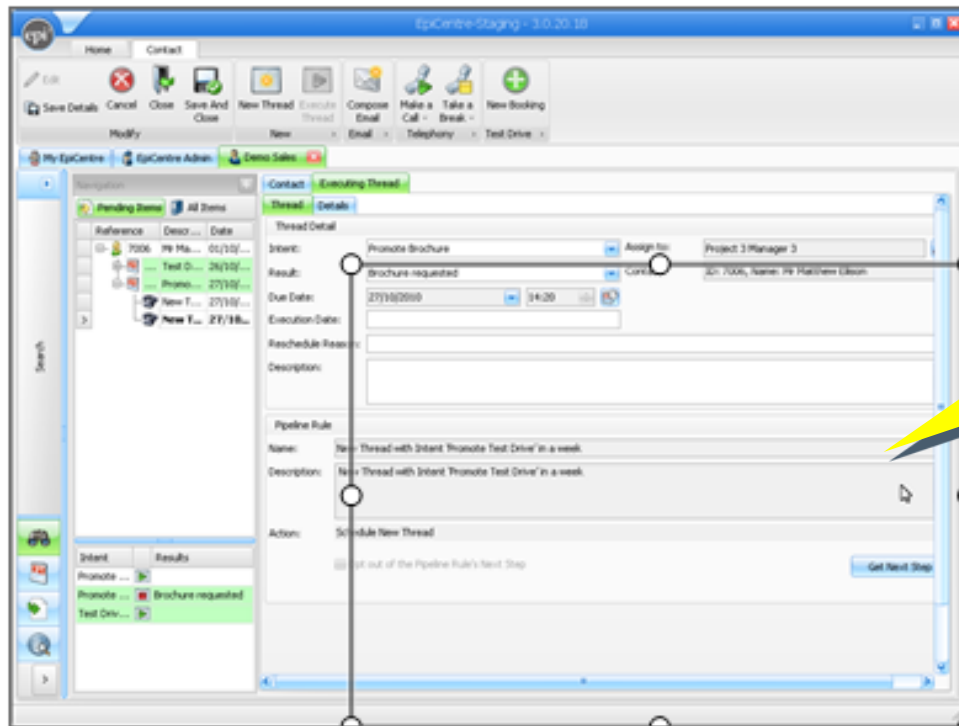


The advantages of capturing full motion video

- All screen activity is faithfully recorded
- Custom mouse movement is possible
- Demonstrations may appear more natural

Zoom-n-Pan – Camtasia 7.0's killer feature

Name	Start time	Clip	Zoom speed
Zoom 1	0:00:03;05	makecall_1_Screen.avi	1 second
Zoom 2	0:00:05;20	makecall_1_Screen.avi	1 second
Zoom 3	0:00:07;13	makecall_1_Screen.avi	1 second
Zoom 4	0:00:09;10	makecall_1_Screen.avi	1 second



Zoom area

Transition time

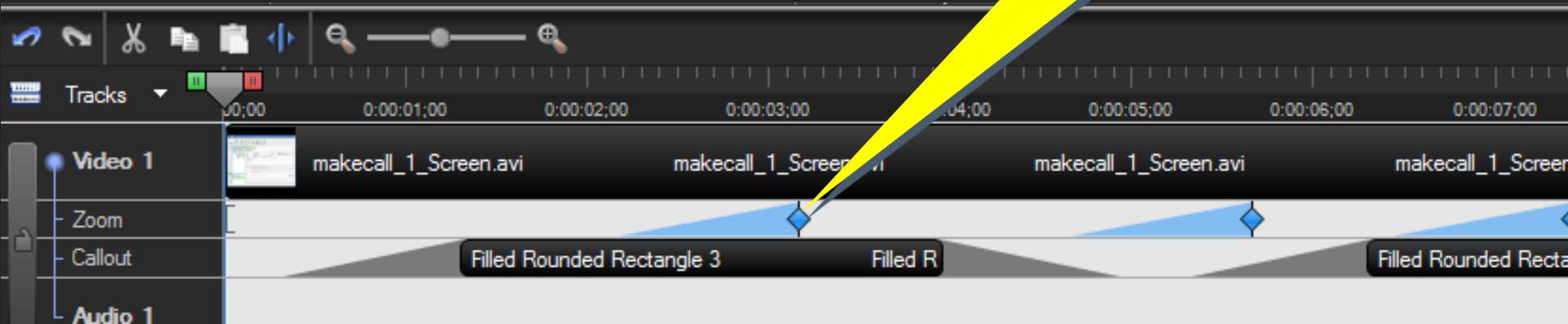
Scale: 154 %

Duration: 1.00 sec

Zoom out Zoom in Faster Slower

Zoom-n-Pan keyframes on the timeline

Keyframe can be dragged, modified, or removed

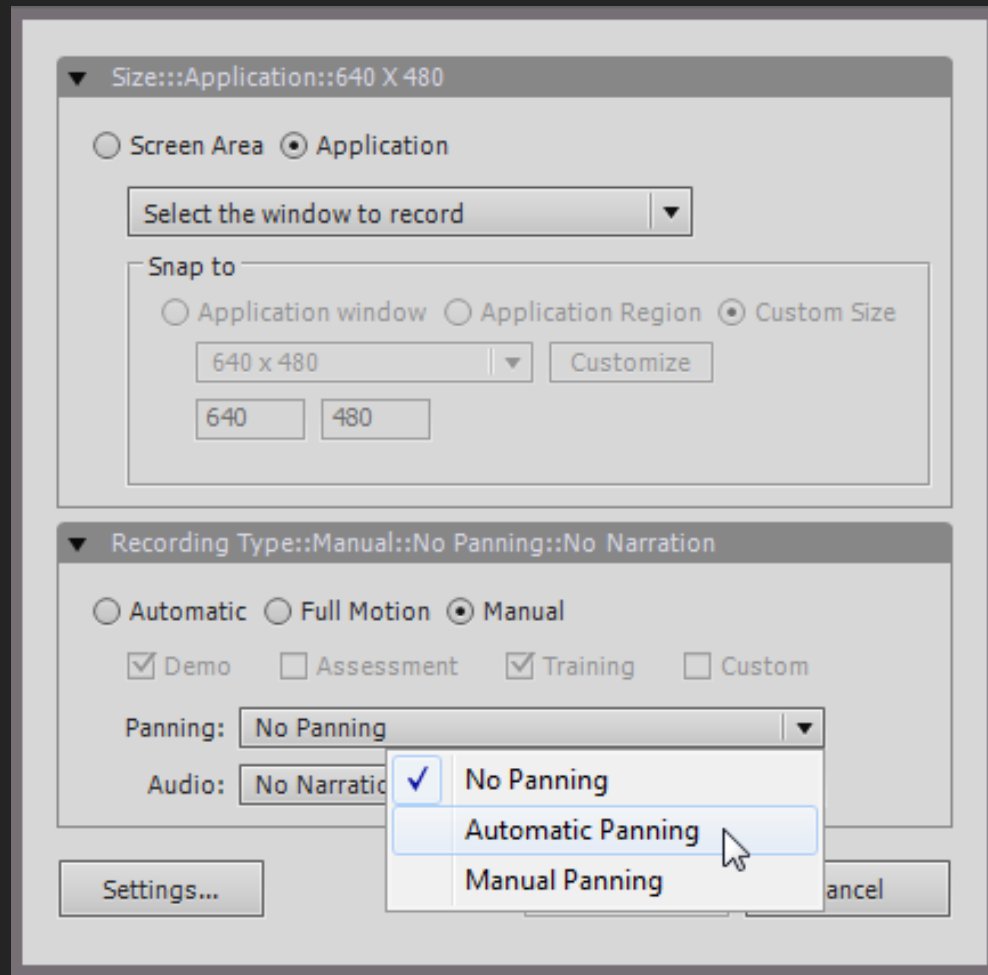


Key features of Zoom-n-Pan keyframes

- Keyframes added post-recording
- Keyframes only affect the final published video, and don't touch the source video

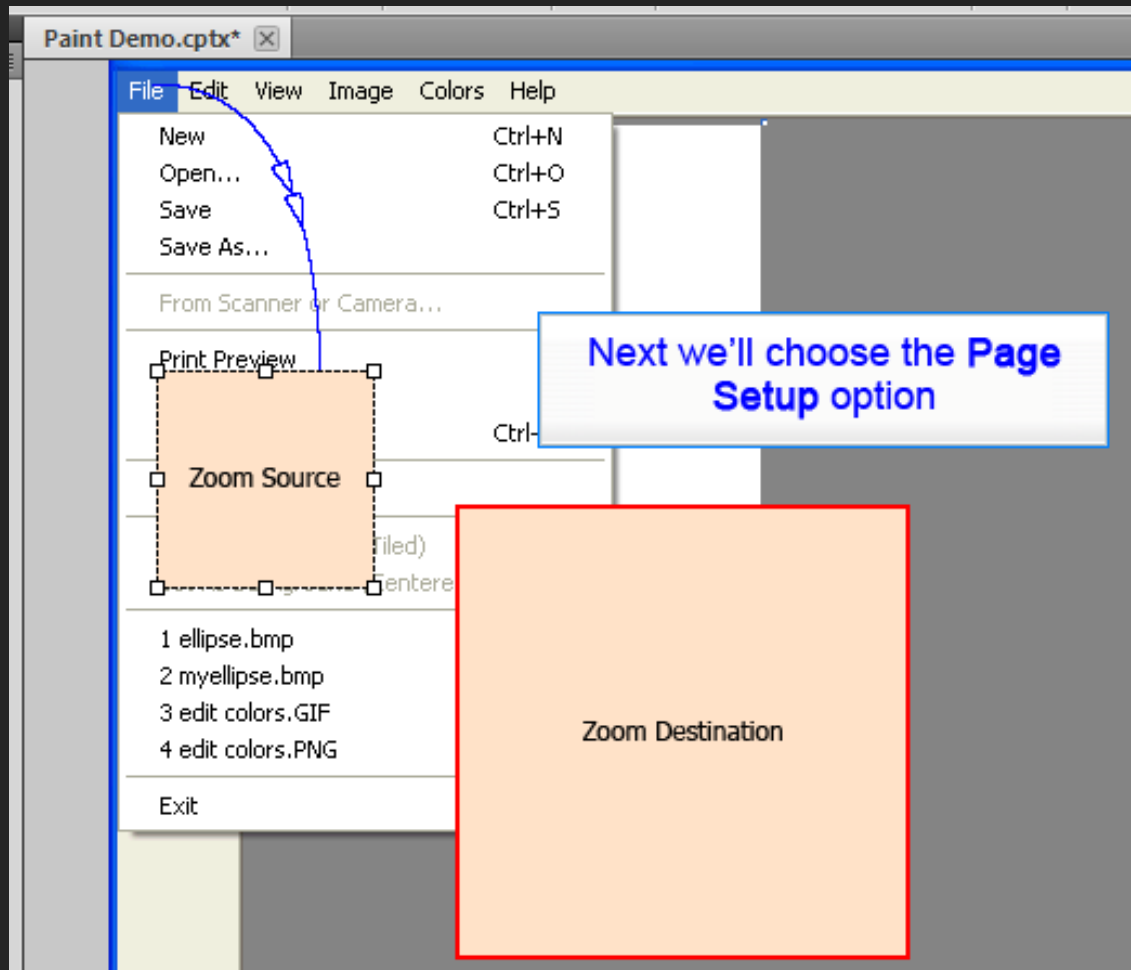
How about Captivate's Pan and Zoom capabilities?

- Panning can be used during the recording
 - Transitions recorded as full motion video



How about Captivate's Pan and Zoom capabilities?

- Zoom Areas can be added post-recording
 - Magnify selected area of the slide



Why you might need both tools

- Use Captivate for:
 - Easily updatable demonstrations and simulations where a full screen view is acceptable throughout
- Use Camtasia for:
 - Rich demonstrations where panning and zooming is required

Case Study – background

- User assistance for contact management and communication software
- Used by agents in high pressure Contact Center environment
- Require simple step-by-step instructions with optional demonstrations
- Displayed in vertical pane within application UI

Example of user assistance topic



Set your Online Status

By setting your **Online Status** you can choose whether or not you will send and receive communications.

You can do either of the following:

- Set your overall online status, which affects all communication channels
- Set your online status for a specific channel, such as Telephone

To set your overall online status

- Click one of the three status indicators , , or 



[Show me](#)

To set your online status for a specific channel

- Use the drop-down list beneath the channel name



[Show me](#)

Starts
demonstration



DEMONSTRATION OF DEMONSTRATION

Issues determining recording strategy

- Neither Captivate nor Camtasia was installed on application computers
- Rapidly evolving application UI
- Very little screen estate available for display of demonstration

As a result, I wanted:

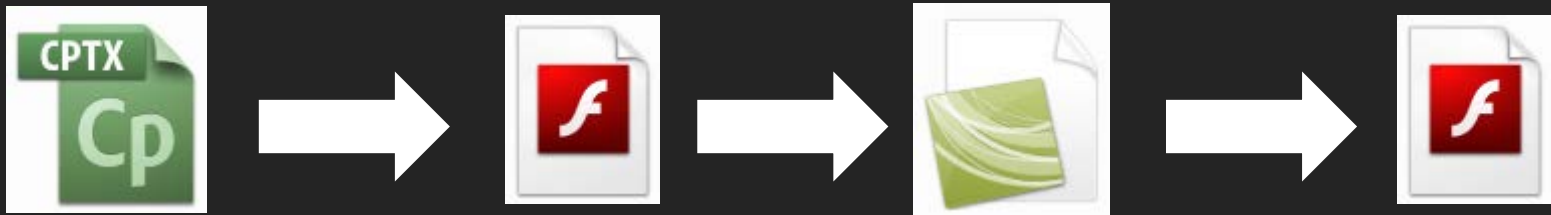
- Static screenshot capture
AND
- Post-recording pan and zoom

Other factors

- Audio not possible within user's environment
- Demonstrations need to be resizable
- Demonstrations called from HTML-based Help topic
- Demonstration must start automatically
- On completion, demonstrations must return to calling Help topic automatically

My workflow for creating demonstrations

1. Capture screenshots using Alt + PrintScreen
2. Create Image SlideShow from screenshots using Captivate
3. Fine-tune timing and mouse movement within Captivate
4. Publish to Flash
5. Play within Adobe Flash Player, and record using Camtasia Recorder
6. Add Zoom-n-Pan keyframes and Callouts within Camtasia Studio
7. Publish to Flash



DEMONSTRATION OF THE RECORDING AND PUBLISHING WORKFLOW

Tips for making this workflow work

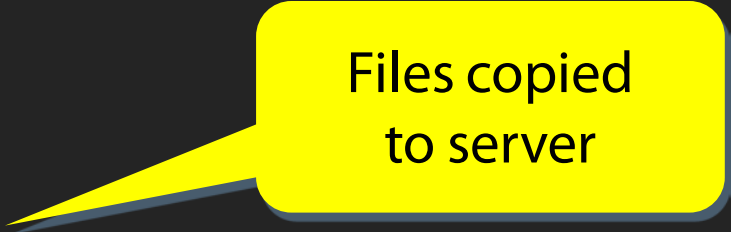
- Play published Captivate SWF at 100% and Full Screen
- Position Camtasia Recorder recording area precisely for first recording – then be careful not to touch it!
- Rewind and play Captivate SWF using keyboard shortcuts (Ctrl+R and Ctrl + Enter)
- Trim beginning and end in Camtasia Studio
- Add callouts in Camtasia Studio, and not in Captivate
- Update video (.camrec) in Camtasia Studio without losing callouts and keyframes by simply over-writing it

Produce and Share settings in Camtasia

- Custom production settings
- SWF Flash output
- Template: One video
- Size: 1024 x 768 (recording and editing dimensions)
- Flash Options:
 - JPEG compression: 70%
 - Allow resizing
 - End Action: Jump to URL (calling Help topic)

Files created on production from Camtasia

- *Title.html*
- *Title.js*
- *Title.swf*
- *Title_config.xml*
- *Title_controller.swf*
- *Title_nofp_bg.gif*



Files copied
to server

Help topic calls *Title_controller.swf*



```
<tr>
  <td><a href="ExecuteThreadforInbound_controller.swf">
  
  </a>
  </td>
  <td><a href="ExecuteThreadforInbound_controller.swf">
  Show me</a>
  </td>
</tr>
```

Aside: Tip for creating resizable Flash demos

- Use 100% for width and height settings in calling code
- Example:

```
SWFObject("1CustomerJourney.swf", "Captive",  
          "100%", "100%", "10", "#CCCCCC");
```

Note: My experience is that this does not work in Firefox unless you omit the DOCTYPE declaration on the calling HTML page

Conclusion

- Adobe Captivate 5.0 and TechSmith Camtasia Studio 7.0 are both great tools with their own particular strengths
- You should consider owning both (and I don't sell either!)
- The workflow I have shown enables you to combine the strengths of both tools
- However, the workflow is more time-consuming and labor-intensive than using a single tool, and is probably not practical for the majority of user assistance projects



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Questions?

Matthew Ellison

UA Europe



matthew.ellison@uaeurope.com