

## Challenge

Longveld is a Hamilton business that specialises in custom metal fabrication, and in manufacturing machinery and equipment. Having acquired Oceanlift in 2022, Longveld wanted to deliver a more consistent experience to Oceanlift customers by providing a user manual for the installation, operation, and maintenance of the LD series davits.

*"The team were great to deal with, being technically knowledgeable really helped especially when briefing on the project scope. The timeframes were managed well and the reviews were understood and actioned quickly. The outcome was successful as we saved internal resource, time, and energy. We received a piece of work that is customer friendly and bespoke to our product line."*

*~ James Rhynes, CEO*



## Solution

Longveld engaged Focus Technical to create a manual covering installation, operation, and maintenance of the LD series davits. To start the project, we met with Longveld to discover their goals for the project, meet the Longveld staff involved, and learn about the LD series davits.

Longveld wanted a polished look so we quickly selected InDesign as the software package for the project. InDesign was selected largely for its ability to handle complex page layouts and graphics. Drawing on information from the initial meeting, we created a document outline and page layout. To increase overall efficiency in terms of time and cost, we reached agreement with Longveld on these early decisions before continuing.

We wrote the initial draft based on an agreed outline, existing knowledge, information provided by Longveld, and other research. Longveld supplied the images, which we edited with Photoshop and incorporated into the manual.

Over several rounds of revision with Longveld, we refined the draft, adding and removing information as appropriate. Once the document was largely complete, the final review involved Longveld management. With the document signed off, we delivered the final files in both print-ready and editable formats.



## Result

Longveld now has a manual for their Oceanlift LD davits with the polished look they want, appropriate photos and diagrams, and accurate information.

Working with Focus Technical allowed Longveld to develop a manual to help deliver a consistent customer experience, with minimal disruption to other work.