Faster Content Development
Adding Collaborators to the Mix
Your Speaker

Nolwenn Kerzreho

- Technical translator, communicator and consultant for over 10 years
- Participated in DITA projects in Telecom, Medical Devices, Software
- Curriculum designer & teacher of Tech Comm in University Rennes 2
- Technical Account manager for IXIASOFT
- Evangelist & author of tech comm articles, contributor to *Current Practices and Trends in Technical Communication*
IXIASOFT DITA CMS

DITA CMS leader

- 1998: Birth of IXIASOFT
  - Spin-off from a news content aggregator
- 2000: TEXTML Server
  - Native XML database server
- 2006: DITA CMS
  - CCMS to manage technical documentation
- 2017: DITA CMS: leading CCMS
  - Flagship product; global, industry leading customers

Global Presence

- 62% in North America
- 30% in Europe
- 8% in Asia

People and Expertise

- Keith Schengili-Roberts
  - Chair, Adoption Committee
- Leigh White
- Eric Sirois

Customers in Multiple Industries

- 40+ customers
  - SAP, Infor, Workday, SolidWorks, Teradata
  - Toshiba, GazMetro, Ericsson, BlackBerry
  - Heavy Manufacturers: Edwards, Paccar, Qualcomm
  - Medical Device: AGFA Healthcare, Brainlab
  - Others

IXIASOFT Inc.
- Headquarters: Montréal

IXIASOFT K.K
- Subsidiary: Global team: in Canada, Europe and Japan
What We’ll Cover...

• Faster Content Development?
• Creating More User-focussed Workflows
  • Collaborator persona
  • Workflow possible enhancement
• How a CCMS Can Help
• Use Case
• Questions & Answers
Benefits of Faster Development?

- Ship **products on-time** when the documentation is ready
- **Avoid fines** when audited in regulated industries
- Gain **more market shares** for knowledge industries
- Provide **better user experience** for all with the products
- **Spread** knowledge faster
- **Re-inforce** the overall content quality
Some Known Problems on Collaboration

• Formats changes impose manual transformation and changes
• Change tracking and audit trail are missing
• Collaborators review the same content again and again
• Collaborators have to search and sift through large documents (not topic-based)
• Multiple collaborators review make the same comments
• Collaborators loose time searching the latest applicable content
Known Solutions for Collaborations

- **Adopt a topic-based standard format**
  Collaborators concentrate on new and updated topics

- **Adopt a CCMS** for audit trail, review assignments and workflows
  Helps handling the content but also the teams

- **Adopt new processes** to lighten the load required by the collaborators
  User-focused workflow will lighten the load
  Automate when human tasks have no added value
Let's start here
Getting to know your collaborators
Who are the Collaborators?

Has a primary job – a support engineer, a subject specialist, a researcher, a trainer...

Has a distinct work environment, locations, tools knowledge

Use different language, speech levels, colloquialisms, jargon...

Respond to other tasks and processes, and priorities

Has his/her own experience with authoring, reviewing and content development
A Few Examples
Defining a Persona for your Collaborators

Sven, the auditor
Oslo / 40-year old
Separated, one child

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Pipe Quality evaluator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaks</td>
<td>Norwegian-English-Swedish</td>
</tr>
<tr>
<td>Work location</td>
<td>60% field work overseas</td>
</tr>
<tr>
<td>Devices</td>
<td>Laptop, smartphone, iPad tablet</td>
</tr>
<tr>
<td>Connectivity</td>
<td>Generally good but irregular when travelling</td>
</tr>
<tr>
<td>Teams</td>
<td>Quality team</td>
</tr>
<tr>
<td>Best times for contributing:</td>
<td>While travelling or at the end of the work day (in the field)</td>
</tr>
</tbody>
</table>
Defining a Persona for your Collaborators

Sven, the auditor

Favorite communication tools:
- Email & Wiki

Previous authoring experience:
- As a Reviewer only

Process knowledge & experience:
- Authoring: minimal
- Reviewing: some experience reviewing standards
- Validating: strong
Questionnaire Sample

Where is it easier for you to author content?
- At work / at home / other
- In the office / while travelling / other
- On my laptop / my tablet (add the make): .......

When is it easier for you to review content?
- At the end of the day / shift: .......
- At noon: .......
- At the end of the week: .......
- When I receive the task notification

What tool do you use the most?
- Microsoft Word
- HTML-like editor
A Reminder about Personas

• A persona is NOT a person – he/she is a typical user drawn from several actual people (survey).

• A persona is defined by its specific needs/requirements:
  • If two personas have very close requirements, they can be merged.
  • If the survey shows separate requirements, two personas need to be created.

• The persona is, however, someone you can relate to: “What would Sven do?”
Content Strategy Framework

Let's start here

Substance
What is the content?

Workflow
Who executes? how? with what?

Structure
How is it organized? How is it structured on the backend?

Governance
Who makes decisions?

Content
How will an org use its content to meet its users needs?

People
Do you need new processes?
Source Content Development Workflow

- Content Dev
- Content Checks
- Content Styling
- Content Rendition
- Content Delivery

- Tech
- Linguistic
- Tests

- Tech writing
- Engineering
- Factory
- Tech writing
- Customers
- Support

Translation
Control and Shared Responsibility

Translation

Procedure test

Technical/linguistic review

And Quality, Legal, Regulations...
You should know the answers to those questions:

• What are your company’s overall goal – will your project fit?
• What are the expected benefits from faster developments?
  • For the organisation, overall
  • For the collaborators’ point of view
  • For the technical writing team
• Do you have a sustainable content framework?
• What content will you deliver in 5 years from now?
• Should you propose a different way of doing things?
How Can a DITA CMS Help?

- Workflow Support
- Automation
- Reuse
- Administration
CCMS Helps: Remove Formatting Workload
CCMS Helps: Automate Publishing & Offer Consistent Delivery & Styling

- Content Dev
- Content Checks
  - Tech
  - Linguistic
  - Tests
- Content Rendition
  - Tests
- Content Delivery
  - Feedbacks

Tech writing
Engineering
Factory
Tech writing
Customers
Support
CCMS Helps: Automate Publishing & Offer Consistent Delivery & Styling

Content Dev -> Content Checks

- Tech
- Linguistic
- Tests

Content Rendition & delivery

- Tests
- Feedbacks

Tech writing
Engineering
Factory
Tech writing
Customers
Support
CCMS Helps: Lessen Overall Volumes Checked

- Content Dev
- Content Checks: Tech, Linguistic, Tests
- Content Rendition & delivery
- Tech writing, Engineering, Factory, Support, Customers
CCMS Helps: Start Translation Earlier

Content Dev → Content Checks → Content Rendition & delivery

Tech → Linguistic → Tests

Translation

Tech writing → Engineering → Factory → Tech writing

Customers → Support
... Diminish Content Vol. Remove Extraction/Insertion Steps, Accelerate Multilingual Delivery

- Content
- Extraction
- Transfer
- Reviews
- Insertion
- Delivery

- Tech
- Linguistic
- Tests
- Product
- Tests
- Tests

Tech writing
Project manager
Translator
Editor
Project manager
... Publishing Benefits as for Source Content

- Content
- Transfer
- Reviews
- Tests
- Product
- Tests
- Delivery

- Tech writing
- Project manager
- Translator
- Editor
- Project manager
Other Popular Helps Include:

- Faster retrievability of content
- Email notification, dashboards and ‘push’ to collaborators
- Control on changes, versions and published content
- Easy Web tools to accelerate reviews
- Global support for product, audience and other variants...
Better and Faster Content?

- Automate when there is no added value
- Create consistent message and focussed content
- Approved, translated content is reused ad lib.
- Collaborators work on their main tasks, creating better content
- Contributors don’t waste time
- Faster deliveries means more market shares
- Automation means you can create more outputs: web, mobile, apps, displays
Final Thoughts / Conclusion

As for any Content Strategy project, you should:

1. Plan and strategize
2. Prepare and envision the future
3. Involve and nurture your collaborators
4. Deliver reports and indicators
5. Check results against your plans and go forward!
Let’s Discuss


Twitter: @IXIASOFT | @nolwennIXIASOFT

IXIASOFT Online: http://www.ixiasoft.com

Meet us HALL 2/F2