

Stop Writing Documentation!

JoAnn T. Hackos, PhD
President

Comtech Services, Inc.
710 Kipling Street, Suite 400
Denver, CO 80215
303-232-7586

joann.hackos@comtech-serv.com
www.comtech-serv.com

Who we are

- Comtech Services Inc.



1978

- The Center for Information-Development Management

CIDM

1998

Comtech

- Consulting practice



- Enterprise content management
- Single Source
- Customer studies
- Process maturity
- Strategic planning

Comtech

- Training opportunities



- Single Source and Content Management Strategies
- SingleSource methodology
- Project management
- Structured design and writing
- Online and Web standards
- Task and user analysis

CIDM

- Community



- Senior managers in information development, training, support
- Best practices
- Industry direction
- Trends and trend-setters

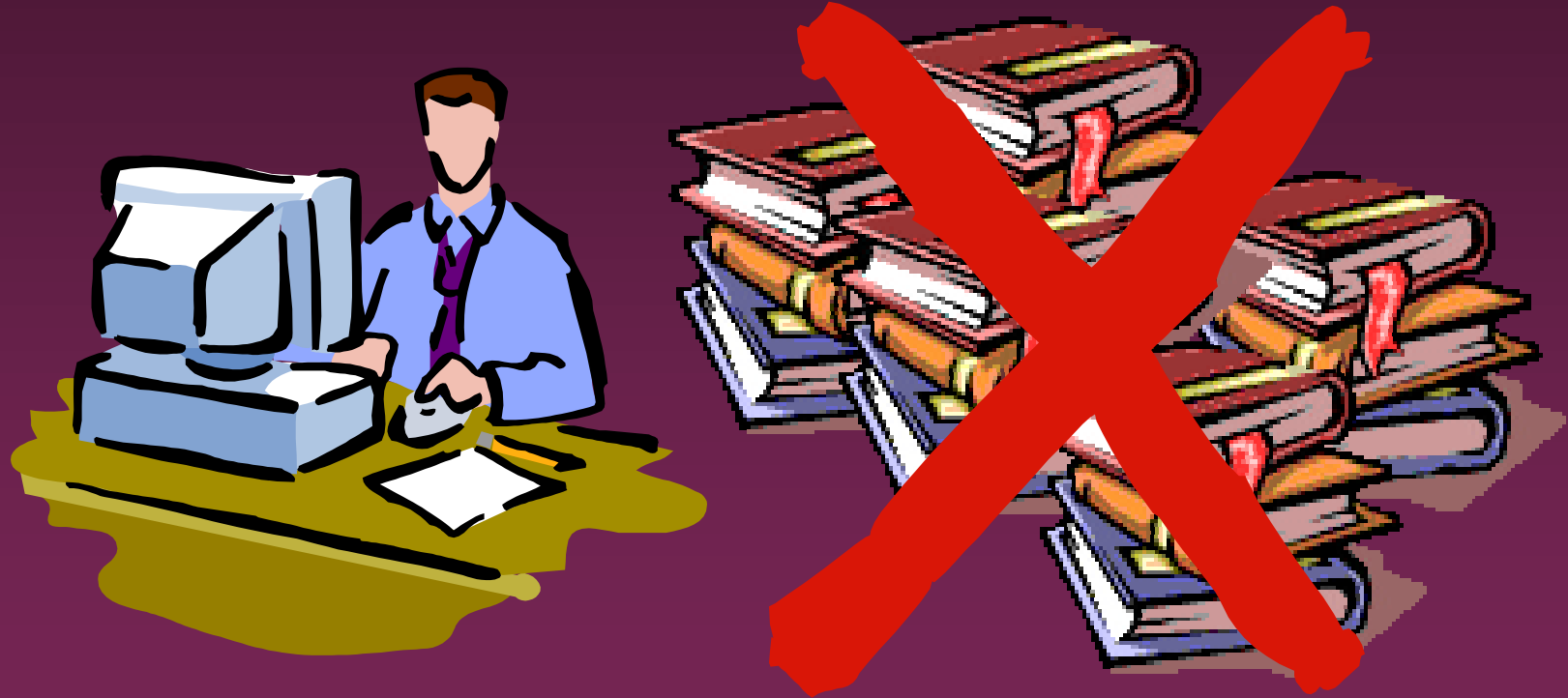
CIDM

- Benchmark and Research studies



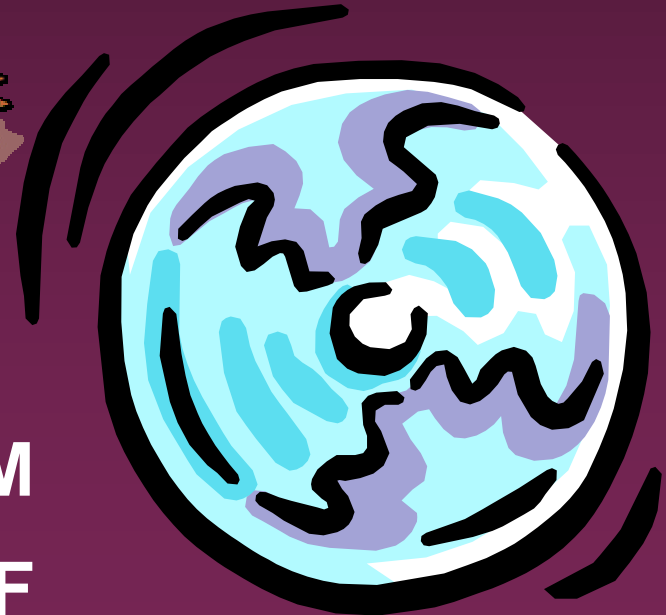
- Best practices
- Industry focus
- Management focus
- Strategic direction
- Technology
- Sponsorship

STOP!



STOP!

Bright idea!



CD-ROM
PDF

Stop Writing Documentation



- Customers want immediate answers
- Customers want just enough
- Information is inaccessible
- Information is focused on the happy path
- Troubleshooting is often absent
- Deadlines are more important than usability

Start Working for the Customer

- Get out of your office
- Visit your customers
- Watch them use information
- Find out how they do their work
- Discover what is important



Redesign your Information

- Write topics, not books
- Create information types
- Assign information types to topics
- Label topics with customer-targeted metadata



Add Customer Intelligence

- Measure your customer's size
- Label the content units according to customer needs
 - Titles
 - Action steps
 - Troubleshooting tips
 - Purpose
 - Definitions



Create Relationships



- Label the content with effectivity tags
- Use tags to create links
- Link to related and relevant topics
- Make search work
 - Highest % relevant
 - Lowest % irrelevant
 - Just right
 - Just in time

Deliver an Interactive e- Workplace

- Relate information topics to customer workflow
- Customize information dimensions
 - Product
 - Industry
 - Country
 - Language
- Push information from a dynamically-updated repository



Enable Personalized Content

- Create My e-Workplace
- Push information from a dynamically updated repository
- Monitor customer use
- Respond to changing needs



Change your Workplace

- Focus on the customer
- Spend time with customer support
- Study the feedback (Enigma's CommunitySight)
- Spend time with training
- Understand the learning styles



Move to an XML Strategy



- Move to an XML authoring environment
- Manage XML objects in your repository
- Deliver content dynamically

CIDM Events

- Conferences
 - Best Practices
October 23 –25
Chatham, MA
 - Single Source 2002
April 2002
- Best practices initiatives
 - SingleSource benchmark
 - Telecomm standards initiative
 - Customer satisfaction initiative

Contact Information

- CIDM
 - www.infomanagementcenter.com
 - Joann.hackos@comtech-serv.com
- Comtech
 - www.comtech-serv.com
 - www.usabledesign.com
 - www.singlesourcing.com