



Abstracts

Presentation: Information Development: The Symbiotic Approach

Is the information we produce (manuals, screen text, datasheets, plans, etc.) part of the product? Is writing completely detached from localization?

What's at risk if we are not aware of the target audience and involved parties? These and other questions will be discussed in Alex Lik's presentation Information Development: The Symbiotic Approach. Let's connect links of the information development chain, from the first line of documentation to multilingual release.

Presentation: DevOps in Documentation

By using DevOps, documentation development process merges with product R&D process. Consequently, we can release high-quality documentation and product simultaneously, improving project documentation capability greatly.

A Case Study of SMEs Converting to DITA-based Structured Authoring

Sharing the experience of a pilot group of technical writers who tried to convert non-structured content to DITA structured writing. It mainly covers following aspects: general process of conversion, content modularization, customization of DITA and DITA-OT in Weihong Company. Besides, we'd like to explore how to customize DITA such as DTD, EDD according to actual needs in SMEs.

Workshop: Why you Should Customize DITA, and How to do it Easily

DITA is often perceived as too complex. Authors are overwhelmed by the 600+ elements and 20+ attributes. But DITA was never meant to be used as is. You are supposed to use a subset of all the available elements and attributes - a subset that is tailored to your specific needs. The unique characteristic of DITA is that you can change the standard without breaking it. You can even add semantics to DITA without any of the standard DITA tools choking on your content. None of the other technical communication standards (like DocBook or S1000D) allow you to use anything but the full standard.

The problem with customizing DITA has always been that you needed a DTD specialist to do the work for you. With DITA 1.3, the basis for structure is expressed in a set of RelaxNG files, which make customization a lot easier. This workshop shows you the basic techniques to include or exclude a domain, create constraints and even do specialisation.

After taking this workshop, you will be able to make your DITA environment fit your content like a glove. Your authors will only see the DITA elements and attributes that make sense to them, and they will no longer be overwhelmed by DITA's complexity. The biggest plus: your content will still be 100% compliant.

Presentation: Planning a Global Content Strategy

A global content strategy provides your company a solid foundation to tightly manage, automate and integrate information development and translation processes. Product content – typically documentation, help, user guides, release notes, etc. – provides relevant information for customers to use your products. Critical for success is to interlock content authored by documentation teams with the translation processes by the localization teams. Companies working with global teams can closely coordinate efforts with product development for more rapid global product releases. Smooth and automated processes requires planning, management and governance across



Abstracts

organizations. Investing in key initiatives such as terminology, translation, content management and publishing provides the automation and infrastructure to speed your content to global markets.

This session will present and discuss emerging best practices and approaches to invest in modular product content to support a global content strategy. You will gain a perspective of how to develop key initiatives with other groups in their company, manage changes within your organization and hear about how other companies are successful with content strategy initiatives.

Presentation: IEC 82079-1 – The Standard for Technical Documentation

The technical documentation standard “IEC 82079-1 – preparation of instructions for use – structuring, content and presentation” describes the state-of-the-art in technical writing and provides general principles and detailed requirements for all types of instructions for use. It is one of the most important standards in the field of technical communication at an international level. This standard covers all types of instructions for use and products of all kinds.

The presentation gives an overview of standard IEC 82079-1 and provides details on its implementation when creating technical documentation. The presentation discusses requirements on content, compliance with ANSI Z535, and talks about how to assure conformity with IEC 82079-1.

Presentation: Picture Perfect: Visualization Techniques for Monitoring Content Quality

This presentation introduces a set of visualization techniques to monitor the quality of content in repositories. Typically, the main goals of any CMS are to reduce the amount of existing content redundancy and to increase consistency across documents. Accomplishing these goals can greatly reduce the cost of supporting a company's technical publishing operations. Additionally, most CMS software provides direct access to metadata about the shared document components that are re-used. However, there exists no standard way to monitor the critical metrics needed to determine to what degree the original goals of the system were met.

Consequently, this presentation introduces a series of visualization techniques that can be used to monitor base line metrics of content quality and editor productivity. These techniques include:

- * Content Dashboards - used to provide an instant snapshot of content quality.
- * Intensity Charts - used to monitor content consistency using color codes.
- * Usage Graphs - used to monitor content usage using color codes.
- * Annotated Time Lines - used to monitor content volume across releases.
- * Motion Charts - used to monitor content re-use as new content is added to the repository.
- * Geo Maps - used to monitor content updates from multiple technical writing locations.

Once a system-wide base line is established, progress over time can be monitored and used to justify the initial implementation cost of the content delivery system.

The main benefit of this presentation is that it provides a set of visualization techniques to monitor the quality of content in technical publishing systems. It introduces a series of visual report templates that can be used to establish



Abstracts

baseline metrics for content reuse and editor productivity. Once a baseline is established, progress over time can be monitored and used to justify the initial implementation cost of the content delivery system.

Presentation: Unifying the Software and Doc Development in the Same Process

User information or documentation is an integral part of a software product. Delivering high-quality documentation should be a complex set of activities that parallel the development of the software. But this is not the case in many companies. There are some areas that we can improve.

Doc development starts in the middle of or close to the end of a release. Consequently, doc runs the risk of being incomplete, inaccurate and unusable.

TWs own the deliverables and are the major content contributors. Doc content may be not as technical or readable as expected due to TWs' limited technical background.

Lack of a review mechanism limits feedbacks and comments on docs. Hard to hear voice from actual product users, like customer support and external users. Even if there are some, lack of notification system or tracking system discourages the interest of reviewing docs.

Doc development has no continuous integration environment and the latest version is not sync with the code or not convenient to retrieve.

Workshop: Developing Customer-Centric Document

Even though we have detailed writing standards and guide documents, and we have learnt many writing theories, in practice, we cannot write logically and clearly, and users seem to be dissatisfied with our documents. What are we doing wrong?

I'll use a range of cases and methods to show how to develop documents clearly and appropriately by writing from the customer perspective.

During the communication, we'll learn:

1. What makes a Chinese document excellent
2. How to write logically and based on customer perspective
3. Cases for deepening understanding

Presentation: Chatbot and Technical Content. Beyond the Demo, Myth and Reality.

Analysts predict that chatbots will overtake websites and apps as your customers' preferred interface in the near future. How do you get past the exciting, carefully staged demo presentation into the world of real-life customers? Demos are brief and can be successful with only a few lines of conversation, guided by some simple rules. This is how almost all chatbots work today. But tech content is textual and not rule-based. In fact, it is impossible to revamp the many thousands of pieces of content written for human readers into a formal rules-based system. The problem is how to connect the textual content, whether XML, legacy, Wikis or anything else, with the inner processes of the bot. One way or another we are going to be having verbal conversations with our devices. We will review the various approaches and what the maturity of this technology allows.



Abstracts

How Data Queries will Dramatically Increase your Content Reuse?

True single sourcing implies there is only one location where content is edited - all other locations are referencing this unique item. Nowadays, many companies are using a CCMS to implement this winning strategy.

But we are not doing this with product data. Every new version of a product requires copies of the same procedures, just because some of the data fields are different. Using variables for all variable data becomes impossible as the number of data items is growing. Also, the technical author still needs to copy the data item from the database into the variable. Also, each data item must be checked before publishing, as the data may have changed in the product database.

This presentation shows how data queries into a variety of databases can be added to structured content, allowing a simple refresh in the editor to make the content show the latest updated data items. Instead of adding all the product-specific data to the appendix, it becomes possible to pull the various data items into the procedure text, while keeping the reusability of the procedure.

Presentation: How to Develop "User Manual AI Chatbot" through the Case of Bank AI Chatbot

Chatbot is one of the most popular applications of Artificial Intelligence. As banks have a lot of customer support people, they introduced AI chatbots before other areas. In 2017, Saltlux developed AI chatbot to support customers in two large Korean banks. This paper shows the technical composition of AI chatbot and explains the development process. It also shows how to collect and reconstruct the data needed for AI from existing data and the necessary technical structure to develop a question / answer system to support user's request. Then we will look at what should be checked when developing smart AI chatbots.

We propose a method to develop a chatbot that replaces or supplements the user manual from the bank chatbot case.

First, I explain how to collect basic information, how to reconstruct information, and how to convert it into knowledge. I also suggests how to configure the Q & A system so that users can get the information they want in the manual. We also present various UI / UX that utilize manual chatbot.

Presentation: Technical Documentation Management in Roche Diagnostics

In this presentation, Jianhong will show you how technical documentation projects are managed in Roche Diagnostics. She will explain the structure, concept, setup, workflow, challenges and achievements of Roche documentation organization to you. This might inspire you to shape your organization in a more international and standardized way.

Presentation: Automated UX

The future is here. The future is now. It is trendy to talk about AI, machine learning, chatbots, conversational UIs, localization, augmented and virtual realities, ... In an age of exponential growth, the future is coming faster and



Abstracts

faster. Information technology develops in a geometric progression. The advances in technology allow us to automate. Devices take decisions. Apps perform actions autonomously.

How does this look like from a user point of view? What does it mean for user interactions and experiences? Will users have free will and control or will they comply and follow? I can't predict the future. I don't think I can make a reasonable forecast. Still, I'll take a chance and talk about what I think about the future of UX.

When designing and building a product, it is easy to forget the users. This talk is a reminder that the real purpose of our products is to help users be better at what they do.

Workshop: Design of Conversations

Chatbots and conversations are a hot topic. Designing a conversation is not rocket science. Technical writers have the qualifications and thinking necessary to design good conversations. This workshop will give you a chance to try and convince yourself.

Workshop: The Measure of Success: Key Metrics for Monitoring Content Quality

This presentation introduces techniques to quantitatively measure the success of component content management systems (CCMS's). Typically, the main goals of any new CCMS are to reduce the amount of existing content redundancy and to eliminate manual formatting tasks. Accomplishing these goals can greatly reduce the cost of a company's technical publishing operations. Additionally, most CCMS software provide direct access to metadata about the shared document components that are re-used. However, there exists no standard way to track the critical metrics needed to determine to what degree the original goals of the system were met.

Consequently, this presentation introduces a series of models that can be used to establish base line metrics for content reuse and editor productivity. These models include metrics that are derived from:

- * Direct re-use of components from ditamaps as content is loaded into the system.
- * Profiled components as content is loaded into the system.
- * Content references as content is loaded into the system.
- * Links to external documents as content is loaded into the system.
- * Links to images as content is loaded into the system.

Once a system-wide base line is established, progress over time can be monitored and used to justify the initial implementation cost of the system.

The main benefit of this presentation is that it provides techniques to quantitatively measure the success of technical publishing systems. It introduces a series of techniques that can be used to establish baseline metrics for content reuse and editor productivity. Once a baseline is established, progress over time can be monitored and used to justify the initial implementation cost of the publishing system.

Presentation: Hi, I'm Tina. I'm your Digital User Assistant.

People tend to spend a lot of their time on mobile devices and in messaging platforms where they interact through conversations. Conversational UIs and chatbots have been around for a while. We decided to check whether we can



Abstracts

provide user documentation in a conversational manner and how it will feel to consume user assistance information in such a way. Here comes Tina: our first try in implementing a chatbot in a documentation website. Let's see how users interact with Tina, how successfully they find what they are looking for, and how they feel about her presence.

Presentation: Simplifying Your Documentation—How Far Are You Willing to Go?

Do you really believe that your customers have the time and the patience to read through every word you write? Probably not—because people want answers fast. If your documentation is too long or too complicated, people might just give up because it's too difficult to find the answer. In a piece of good technical writing, every word counts. We must think about how to simply what we write.

But the job is easier said than done. Simplifying the documentation is not another word for omitting content here and there. How can we reduce the documentation volume without compromising the completeness and the usefulness of the content?

In this presentation, I will talk about a few approaches for simplifying our documentation. The question for you is: how far are you willing to go?

Presentation: Technical Content for Industry 4.0 and the Internet of Things

We start by giving an overview of the challenges involved in providing Industry 4.0 or Internet of Things devices, with the required technical content for installation, use and maintenance. We assume the content is multilingual and highly dependent on the specific, configurable target device. Content has to be completely in sync with the fast update cadence made possible by agile development methodologies. Content updates have to be automatic, global, specific, safe, size optimized and cryptographically secure. We provide an overview on how a Component Content Management System (CCMS), tightly integrated with a Content Delivery System (CDS), addresses all of these challenges with manageable complexities and costs.

Workshop: Creating (Machine) Translation-Friendly Text for the Localisation Industry

Our customer is a manufacturer of mobile X-ray based imaging solutions. They created an operator manual and a service manual in Standard English. This manual, in turn, is to be translated into 7 other languages.

This lecture will examine a short piece of text from our customer to illustrate how cost savings and substantial ROIs can be achieved by streamlining your technical content through the employment of sound technical English writing rules. We will also present real numbers from our translation projects to highlight the practical benefits of applying controlled English writing rules to your documentation.

Controlled language, or Simplified Technical English in this case, stresses on the use of unambiguous terminology where one word only has one meaning. This lecture will demonstrate how optimum re-usability of technical terms on the word, phrase, and sentence levels is to be expected. The resulting text is much easier to translate which is especially relevant when machine translation is part of your localisation strategy.



Abstracts

In Shumin's words: "The benefits of implementing and writing in Simplified Technical English (STE) are manifold – audience engagement through high-quality content, improved product safety, lower life cycle cost and reduced logistics footprint!"

Workshop: 通过用户旅程图优化内容体验

本次工作坊聚焦用户旅程图（User Journey Mapping）在信息设计与内容体验中的应用。作为一个设计与分析用户的方法，用户旅程图将使用流程分成阶段，细化分析每一阶段的用户目标、任务、触点、痛点、感受，以及改善用户体验的机会点。使用用户旅程图时，技术传播者首先要做前期调研，了解用户需求，搜集用户反馈。接着基于调研制作用户角色。这些具体的角色是有效分析用户旅程的主体。技术传播团队根据每一个主要角色，分析绘制其旅程图。这一方法需要团队充分运用移情（empathy），设身处地的从用户角度考虑，由点及面的提炼出用户的路径，明确哪里轻车熟路，哪里步履蹒跚，从而对症下药的找准改善用户体验的机会点，提出优化产品的策略。演讲将举案例分析。

Presentation: Powerful Content Together--The Relationship between Technical Writing and Marketing Writing in China

Technical writing and marketing writing are always two separate terms in various aspects for most professionals in either field. However, there are someone with working experience of both technical communication and marketing content development. As such a "transboundary" professional, the speaker has been reflecting on "What's the relationship between the two fields" and "How shall I make a nice mix-and-match with them", form and prove her answers in daily work and industry communication.

From the open-minded and forward-looking perspective and based on her own experience, the speaker summarizes the groups of ideas regarding the relationship between technical writing and marketing writing, analyzes their similarities and differences, provides heuristic opinions about personal career development, and envisions the trends in future.

Presentation: 集团企业文档管理体系框架

- 1、文档管理体系框架（包括目标、流程、制度、组织、平台、运营、文化等）；
- 2、文档管理体系建设案例分享（计划是能源企业 1 个、通讯企业 1 个、医药研发企业 1 个）；
- 3、文档管理人员能力模型（通用能力、专业能力、相关专业能力、技术能力等）

Presentation: Utilizing Analysis Technologies for Usability Assessments in Transmitting Internet (Web) Information

In this IoT (Internet of Things) era, users are spurring on the mutual linking of lots of products and devices.

The information for use which is being sought after as a premise is greatly different than that of Documents heretofore.

Analysis technologies are technologies which are indispensable for planning and assessing the information for use which is being newly sought after.



Abstracts

Those who are associated with the Japan Technical Communicators Association are freshly starting to work on this, and Mr. Satoshi Kuroda is involved in working on introducing the analysis technologies to technical communication.

Presentation: Documentation Refactoring

I would like to share the experience of a group of technical writers who worked systematically on content modularization (topic-based writing / structured authoring).

The company's user manuals had a history of more than 20 years. The existing user information was in the old-fashioned book-writing style, redundant, and became more difficult and error-prone to maintain.

To solve the problems, more than 4000 pages of obsolete user information were consolidated, 100% re-organized, and re-written using the topic-based approach. The re-writing was done intermittently during the past 5 years.

Finally, ~2000 topics of the state-of-the art modular content were created, with high quality and the flexibility for the maximum reusability, for all the user information of the company's all products and for all projects.

tcworld China 2018 Abstracts