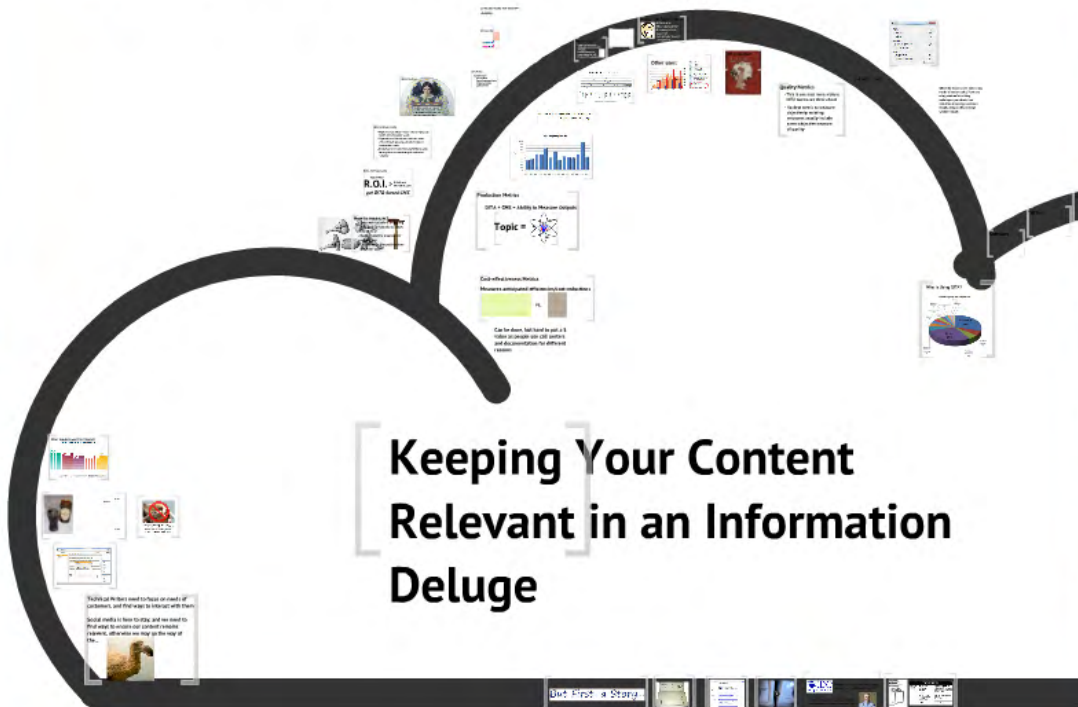


The Rainmaker, The Cloud and The Downspout



Increasingly, Technical Writers will need to find their audience to stay relevant

The masked Kachinas (Hopi) Arizona

or, Not Just Another Talk About DITA
(hopefully)

DITA (Non-XML)



from
Dar
diff



Who is this guy?

- **Lecturer on Information Architecture at the University of Toronto**
- **Formerly Manager for Documentation @ AMD**
- **Freelance DITA consultant**





DITA Writer | Let's Talk DITA!

[Home](#) [About](#) [DITA Conferences](#) [DITA Books](#) [Companies Using DITA](#) [Consulting Work](#) [SDIG Webinars](#)

[Mail](#)

[RSS](#)

Toggle posts

Feb/12

1

"DITAWriter" Will Be the Keynote Speaker at Content Management Strategies / DITA North America 2012

No comments · Posted by [ditawriter](#) in [Uncategorized](#) · [Edit](#)



Keith Schengili-Roberts (aka "DITAWriter") Speaking {Photo credit: Mr. Fung}

I've known about this for a while now, but it has now been officially announced: I will be giving the [keynote presentation](#) at the upcoming [Content Management Strategies/DITA North America](#) conference happening April 23-25, 2012 in La Jolla, California.

My presentation is called "The Rainmaker, The Cloud and The Downspout: Keeping Your Content Relevant in an Information Deluge".

Here's the abstract:

Structured technical writing has become the most efficient way of producing content for users, but how sure are we that they are getting

*information where and when they need it? When information is pervasive, users can either walk *in* a cloud of scattered data, or happily *on* a cloud if they find*

Search...

Recent Posts

["DITAWriter" Will Be the Keynote Speaker at Content Management Strategies / DITA North America 2012](#)

[DITA Company Listing Mk. II](#)

[The Latest Trends in DITA XML Use in Tech Writing \(Part 2\)](#)

[The Latest Trends in DITA XML Use in Tech Writing \(Part 1\)](#)

[Free DITA 1.2 Learning and Training Specialization Webinar from Comtech](#)

Subscribe to Blog via Email

Enter your email address to subscribe to this blog and receive notifications of new posts by email.

Join 1 other subscriber

What I'll Be Talking About:



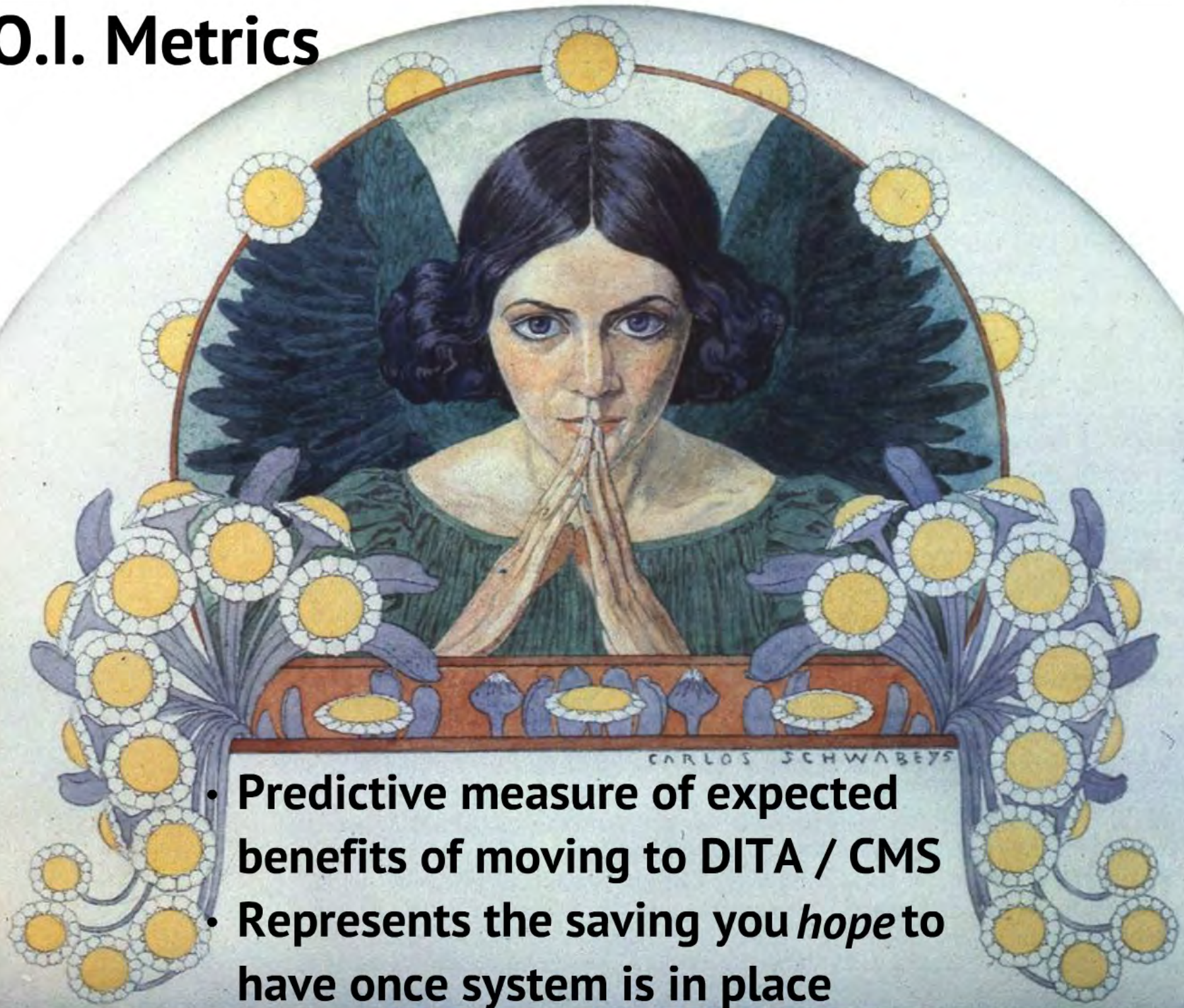
- **DITA Metrics**
- **Who is Using DITA?**
- **Relevancy of tech docs in an increasingly "cloudy" environment**

DITA Metrics

Four main types:

- **R.O.I. Metrics**
- **Cost-effectivness Metrics**
- **Production Metrics**
- **Quality Metrics**

R.O.I. Metrics



- Predictive measure of expected benefits of moving to DITA / CMS
- Represents the saving you *hope* to have once system is in place

R.O.I Metrics (Cont.)

- **Higher re-use rates = more efficient process
faster delivery/lower costs**
- **Separation of form from content = more
efficient work process, greatly reduced
localization costs**
- **Reduction in review times by SMEs by only
having them review changed content in
“chunks”**

Essentially:

R.O.I. >

get DITA-based

**\$ CMS and
attendant costs**

and CMS

Essentially:

**R.O.I. > \$ CMS and
attendant costs**

get DITA-based CMS

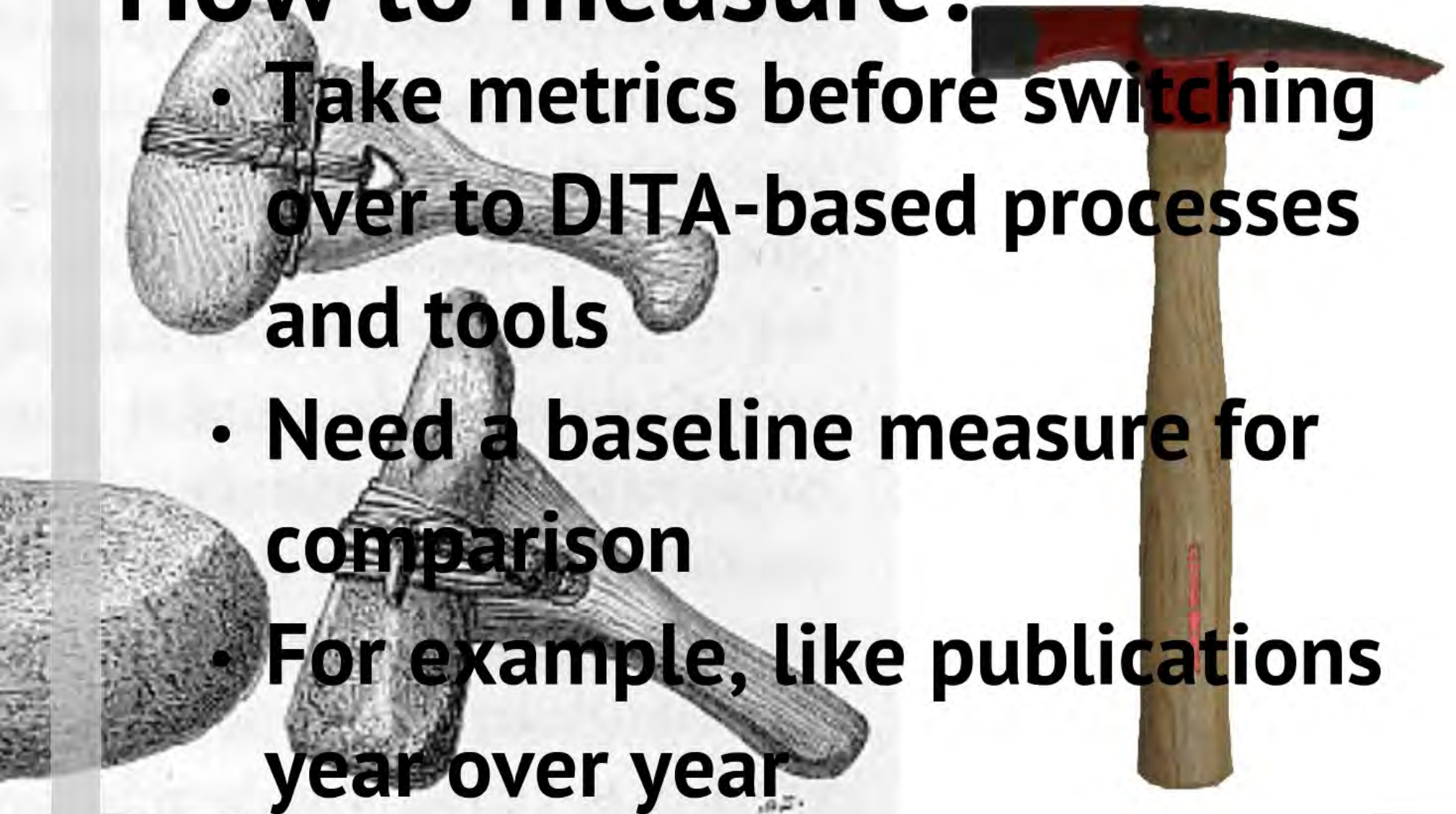
How to measure?

- Take metrics before switching over to DITA-based process and tools



How to measure?

- Take metrics before switching over to DITA-based processes and tools
- Need a baseline measure for comparison
- For example, like publications year over year



Cost-effectiveness Metrics

Measures anticipated efficiencies/cost-reductions



vs.



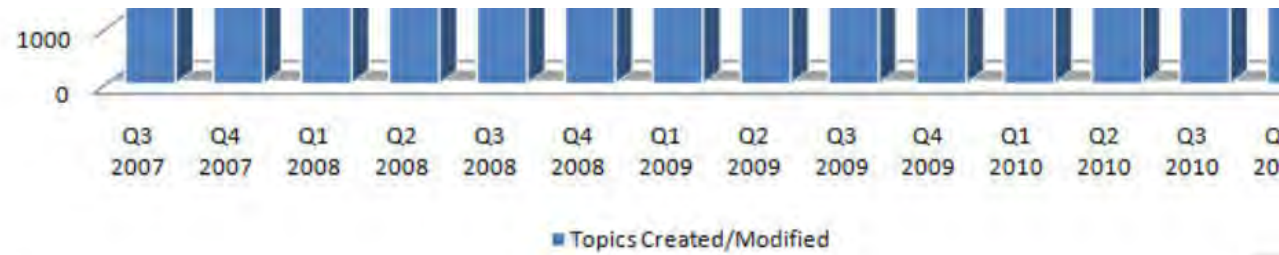
**Can be done, but hard to put a \$
value as people use call centers**



Can be done, but hard to put a \$ value as people use call centers and documentation for different reasons

Production Metrics

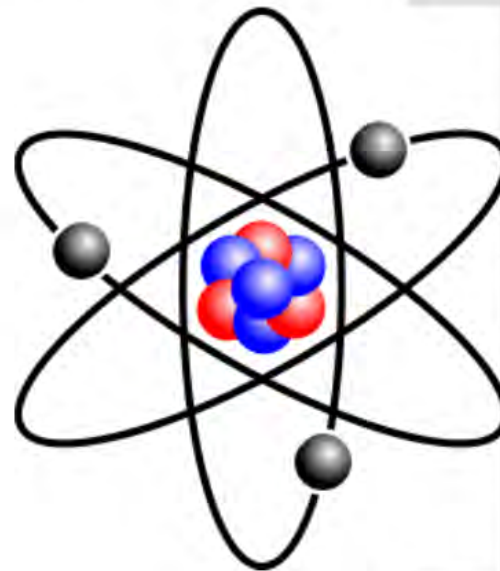
DITA + CMS = Abi



Production Metrics

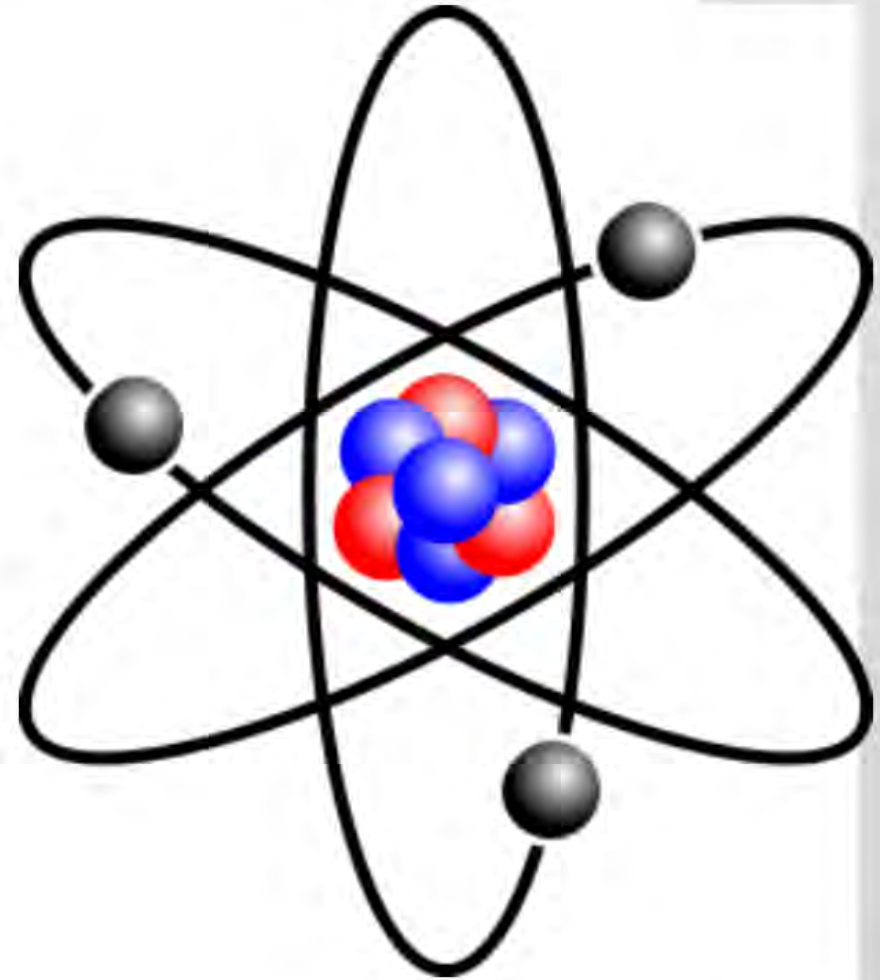
DITA + CMS = Ability to Measure Outputs

Topic =

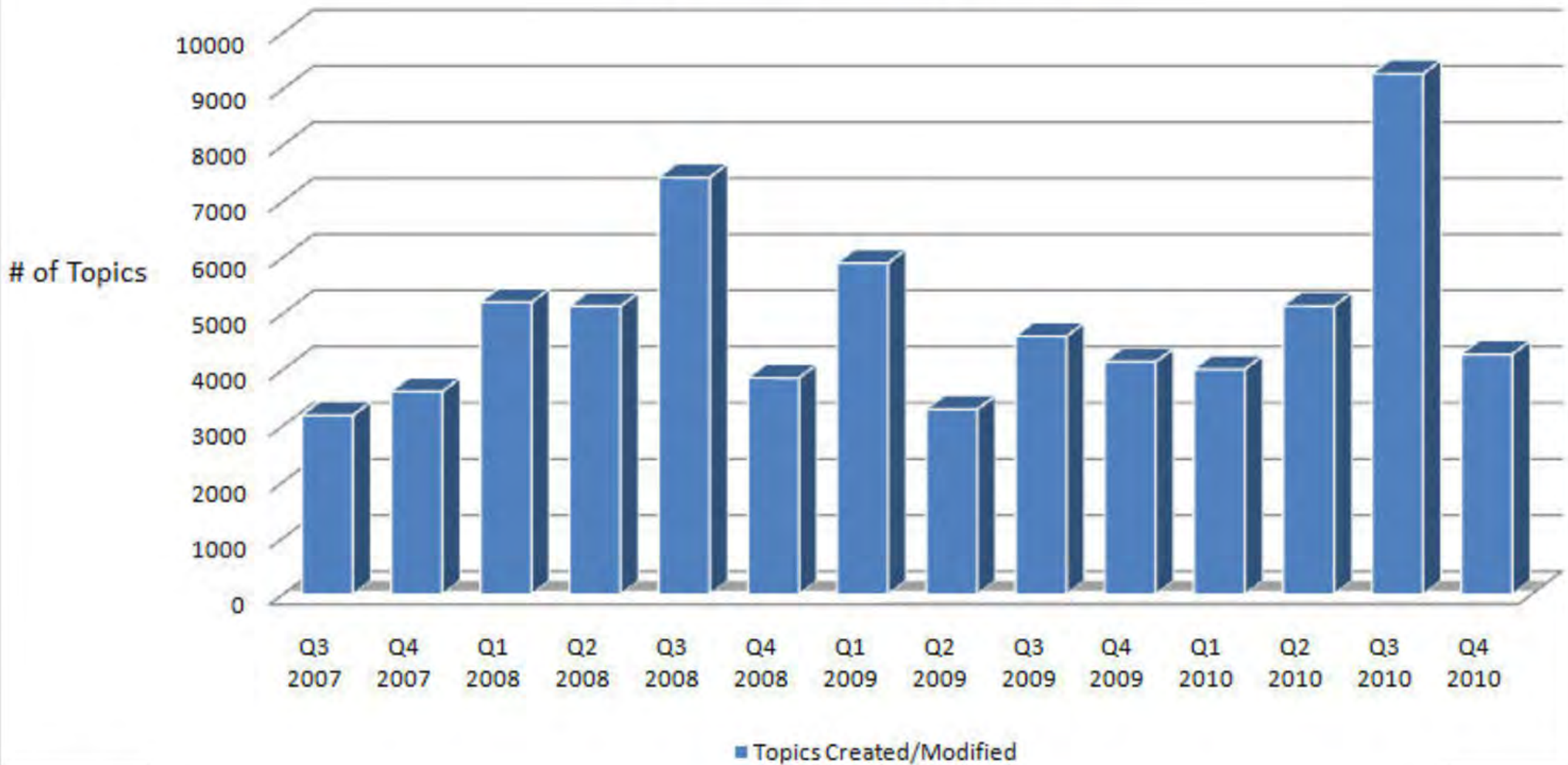


A + CMS = Ability to Measure

Topic =



Topic Output by Quarter



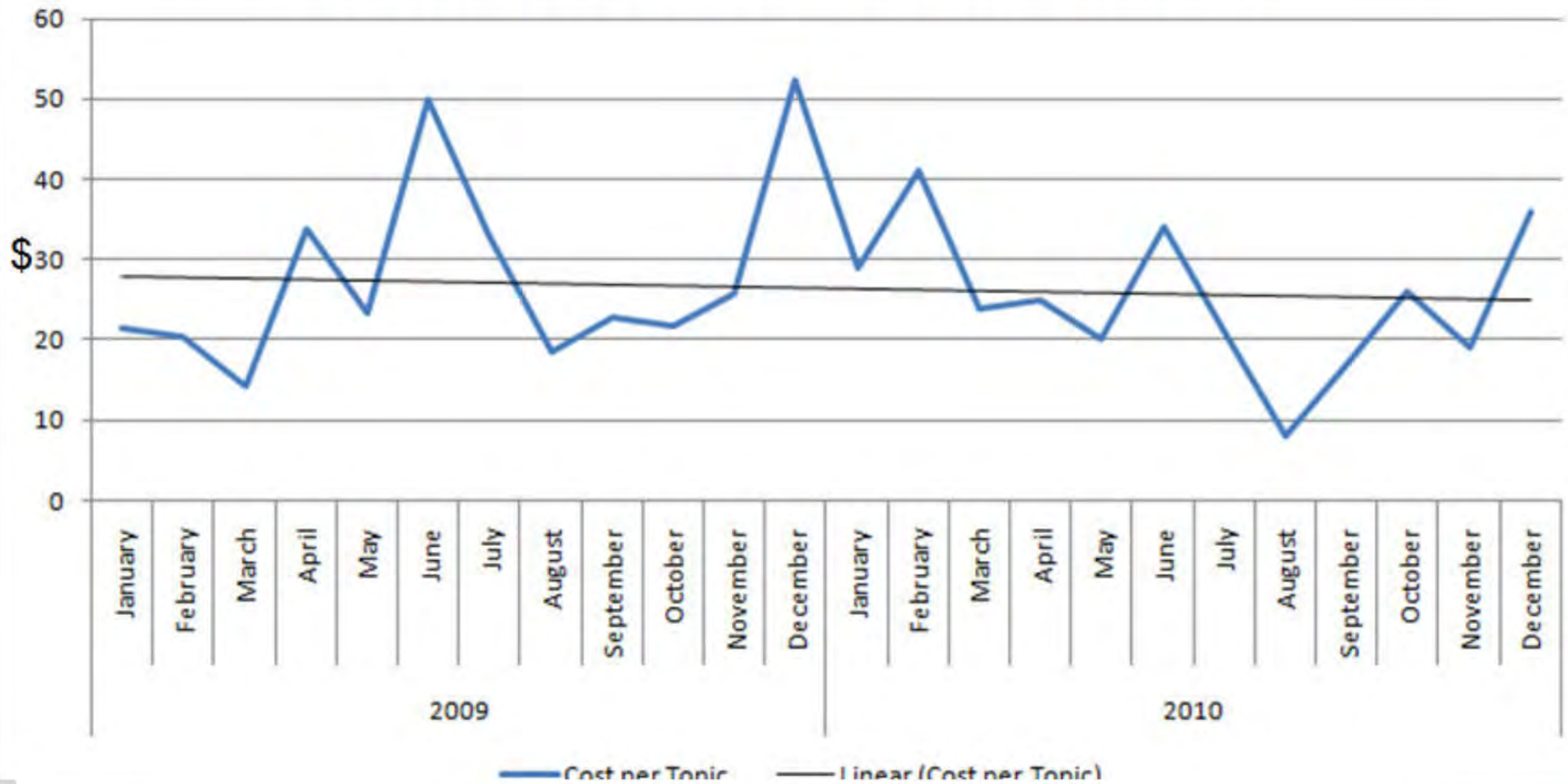
Janua	Februa	Mar	Apr	M	Ju	Ji

2009

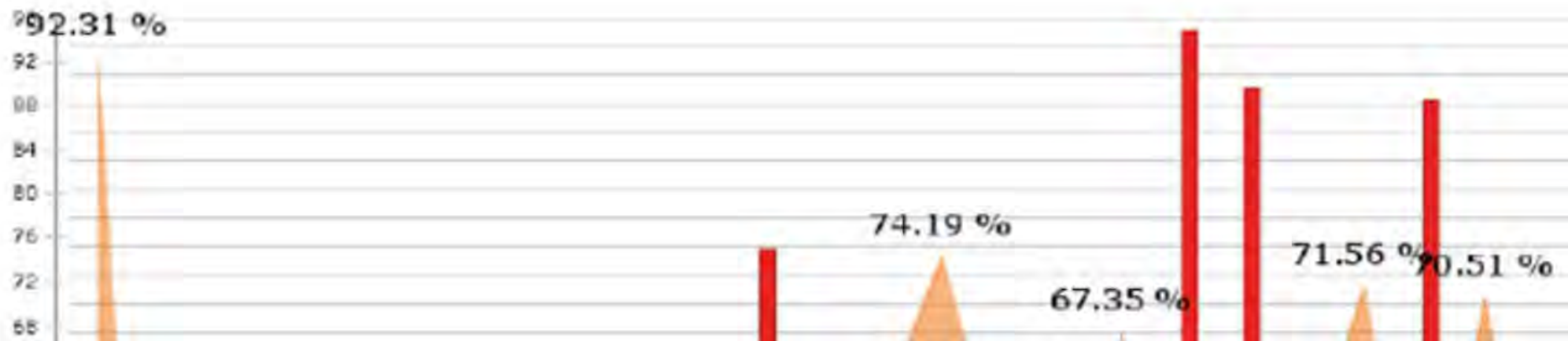
$$\text{cost per topic} = \frac{\text{monthly tech writer team cost}}{\text{topics produced monthly}}$$

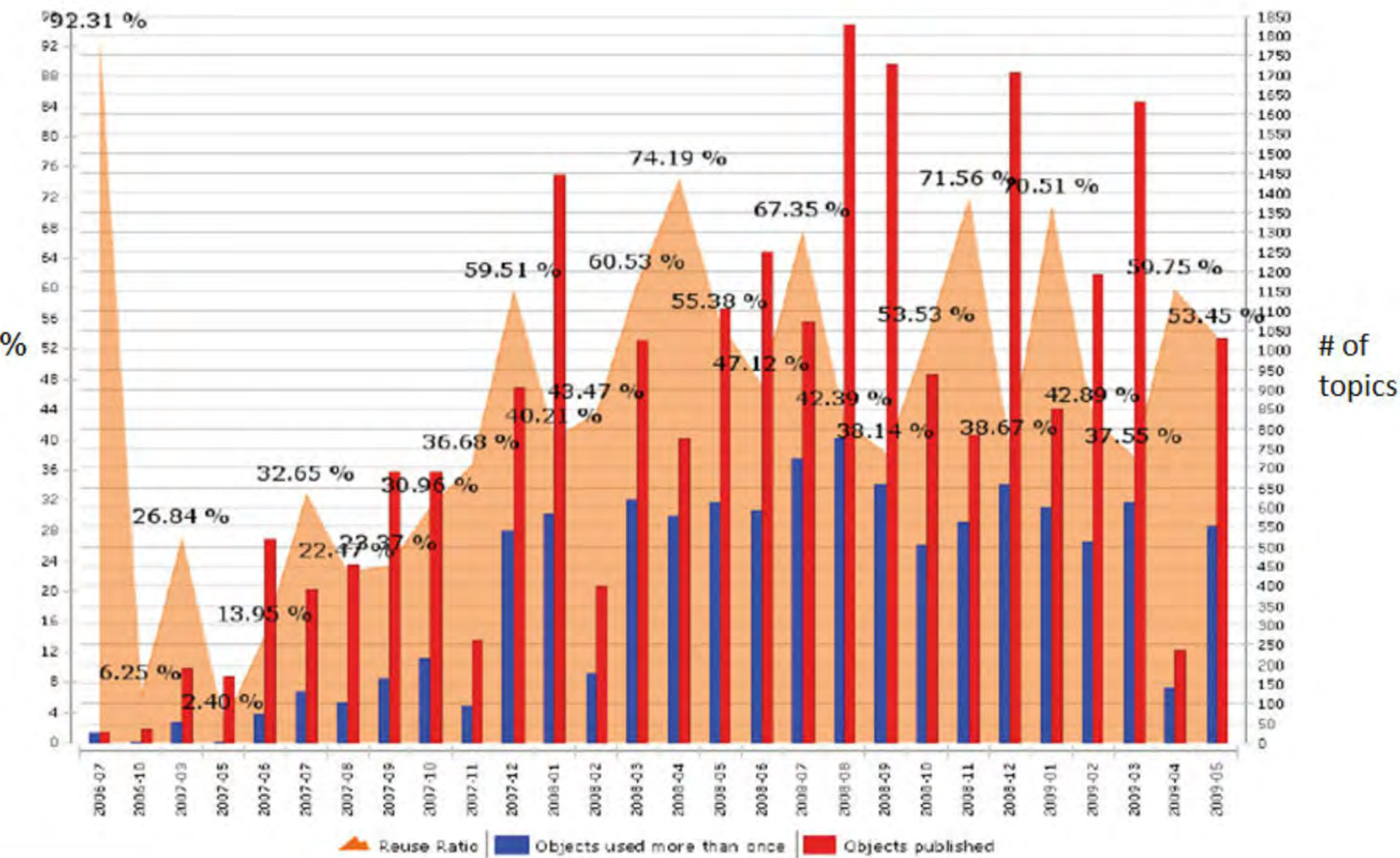
Topic Output by Quarter

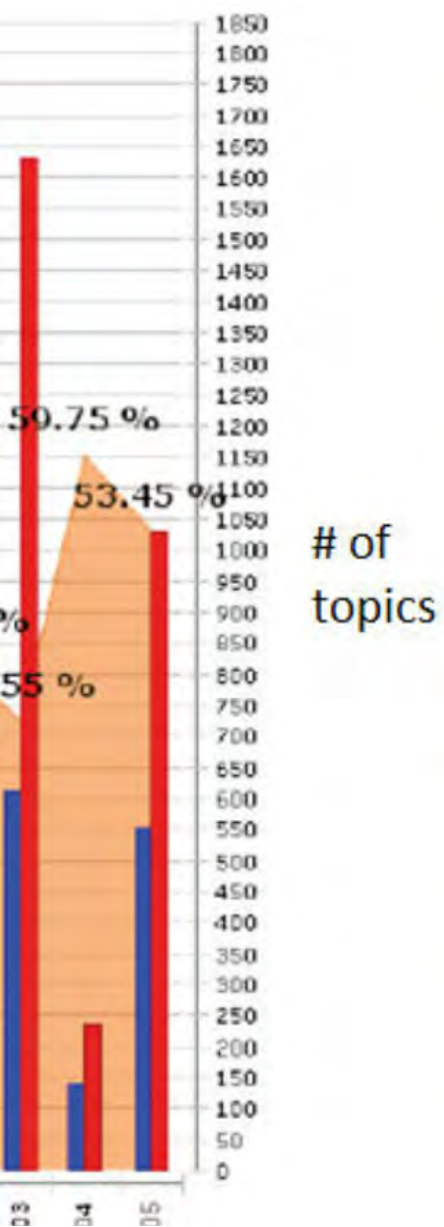
Cost per Topic for 2009-2010 with Trendline



Other uses:







60	107	<cite>
61	93	<sup>
62	76	<example>
63	76	<prereq>
64	76	<prodinfo>
65	69	<userinput>
66	62	<draft-comment>
67	49	<filepath>
68	48	<menucascade>
69	26	<cmdname>
70	21	<term>
71	20	<parml>
72	20	<pd>
73	20	<plentry>

But what about

Quality?

A HIGH CLASS
RAG



BY
JAMES SCOTT

Quality Metrics

- **This is one area more mature DITA teams can think about**
- **Hardest metric to measure objectively; existing measures usually include some subjective measure of quality**

but what about...

Readability Statistics



Counts

Words	706
Characters	3422
Paragraphs	16
Sentences	15

Averages

Sentences per Paragraph	3.0
Words per Sentence	39.1
Characters per Word	4.6

Readability

Passive Sentences	26%
Flesch Reading Ease	36.6
Flesch-Kincaid Grade Level	17.8

OK

While the Grade Level metric may not be directly useful, if you are using minimalist writing techniques you should see reduction in average sentence length, and possibly average syllable length

Who is Using DITA?

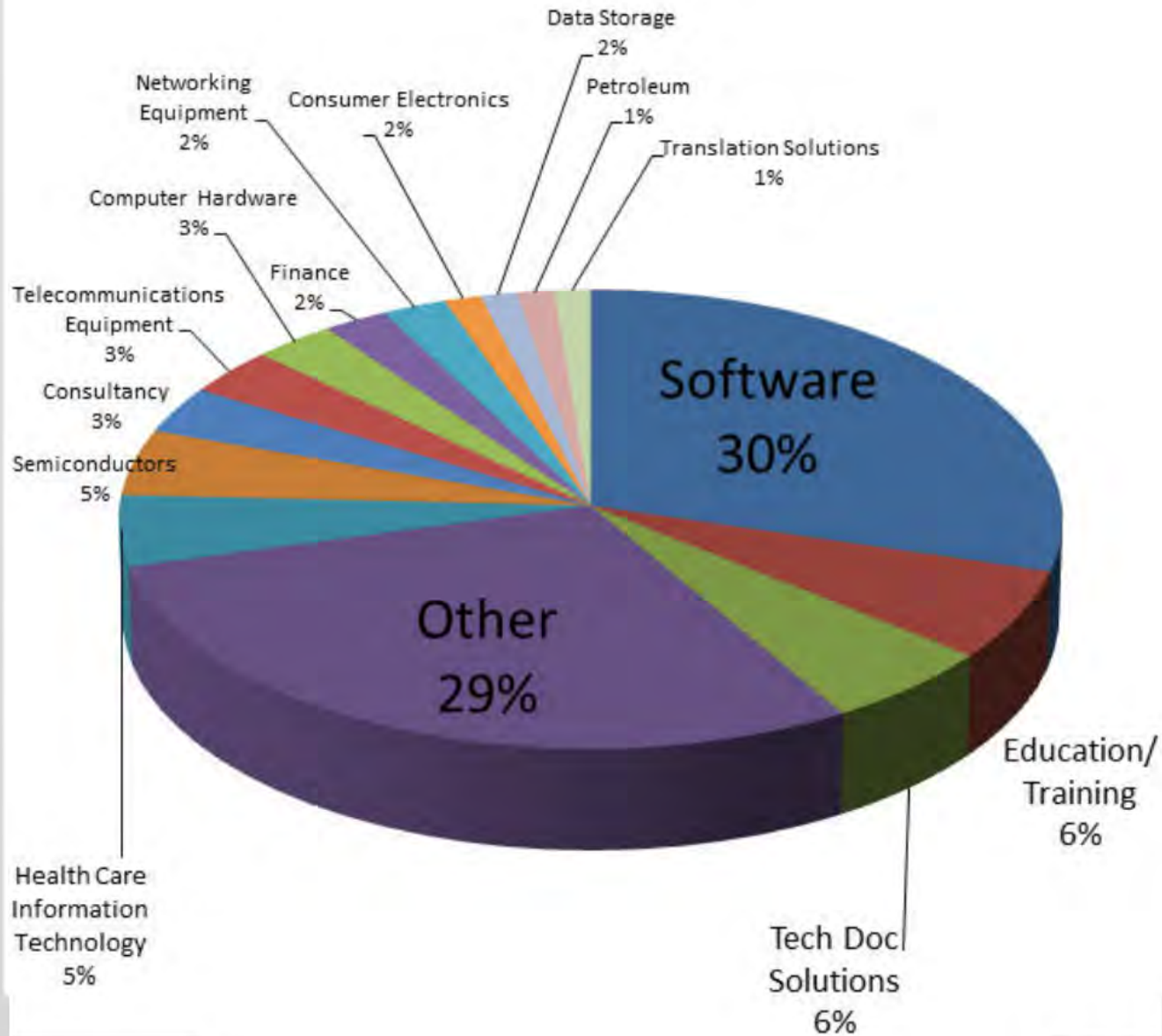
DITA Usage by Industry Sector

Data Storage

2%

Who is Using DITA?

DITA Usage by Industry Sector





Software

"Other"

Sectors with Significant DITA Representation:

- **Education/Training**
- **Tech Doc Solutions**
- **Health Care Info Tech**
- **Semiconductors**
- **Telecomm**
- **Computer Hardware**
- **Consumer Electronics**
- **Petroleum**

DITA is a Worldwide Phenomenon

Keeping

Relevant

But First, a Story...







Search

Everything

Images

Maps

Videos

News

Discussions

More

Toronto, ON

Change location

The web

Pages from Canada

More search tools



kenmore series 80 not **heating**
kenmore series 80 not **spinning**
kenmore series 80 not **draining**
kenmore series 80 not **working**

[Kenmore 80 Series won't spin or drain due to bad lid switch - YouTube](#)



www.youtube.com/watch?v=rjFuQQbj3-8

24 Dec 2010 - 3 min - Uploaded by rjskoko

Kenmore 80 Series washer lid switch access and replacement.
... the knob to rinse and it would spin the ...

More videos for [kenmore series 80 not draining](#) »

[Kenmore Series 80 not draining](#)

www.applianceblog.com/...kenmore/798-kenmore-series-80-not-drai...

6 posts - 1 author - 11 Jul 2005

My **Kenmore Series 80** washer (Part Number 8526039) works normally until it comes time to **drain** the water. It just goes silent and never does ...

[\[FIXED\] Kenmore Series 80 Washer NO Drain No Spin \(NOT ...](#) - 28 Feb 2012

[Kenmore Heavy Duty 80 not draining](#) - 18 Jun 2010

[Kenmore 80 Series Not Spinning](#) - 14 Jan 2008

[Kenmore 80 series washer won't drain](#) - 26 Jul 2005

More results from applianceblog.com »

[My kenmore 80 series washer is not draining or rinsing.? - Yahoo ...](#)

answers.yahoo.com » ... » [Maintenance & Repairs](#)

27 Dec 2010 – My **kenmore 80 series** washer is **not draining** or rinsing.? I started a load and it filled with water and agitated (washed) but when it came to ...

[Kenmore washer not draining?](#) - 15 Jun 2011

[Kenmore 80 series washer won't drain...?](#) - 1 Jun 2011

[Kenmore washing machine 80 series won't drain or spin...help ...](#) - 6 Jun 2010

[Kenmore 80 Series Washer won't drain?](#) - 13 Mar 2009

More results from answers.yahoo.com »

[Sears Kenmore Washer 80 series not draining but agitates and spin...](#)

appliancejunk.com » ... » [Sears Appliance Repair](#)



YouTube



"Information is useless if it can't be found and retrieved" - IDC Paper from 2001

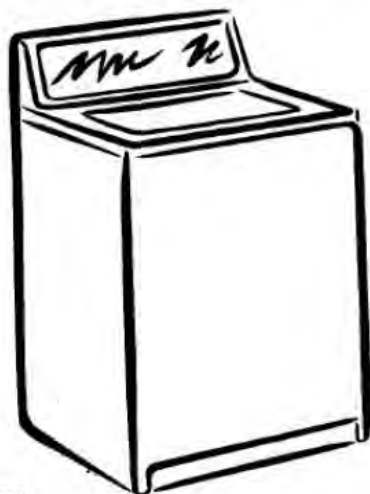
**"Content is useless if no one can FIND it"
Carl Frappaolo, AIIM Blog Post from 2008**



Owner's Manual and
Installation Instructions



Three-Speed with Speed Control
AUTOMATIC WASHERS



ENGLISH ESPAÑOL FRANÇAIS

IMPORTANT:
Read and follow all safety
and operating instructions
before first use of this product.

Sears, Roebuck and Co., Hoffman Estates, IL 60179 U.S.A. www.sears.com
Sears Canada Inc., Toronto, Ontario, Canada M5B 2B6 www.sears.ca

TROUBLESHOOTING

**Won't Drain/
Won't Spin/
Wet Loads**

Drain hose is kinked or
clogged.

Straighten or unplug hose (see
"Installation Instructions").

Correct operation of
neutral drain.

After a wash or rinse, the washer will
drain without spinning. After draining,
the spinning begins.

Lid is open.

Close the lid.

Drain hose is more than
96 in (2.4 m) above floor.

Lower drain hose (see "Installation
Instructions").

Too much detergent –
excessive sudsing.

Use less detergent.

Wrong cycle for load
being washed.

Choose a cycle with a higher spin
speed (see "Operating Your Washer").

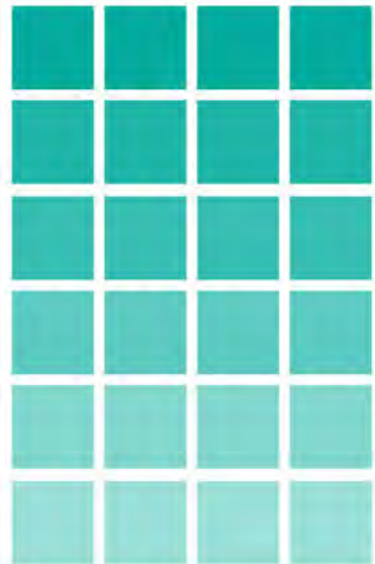
**Increasingly, Technical
Writers will need to find
their audience to stay
relevant**



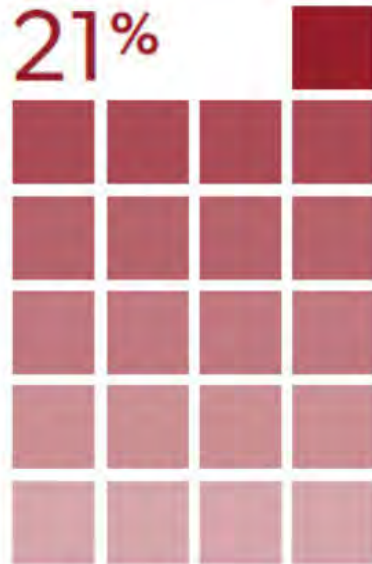
Your readers want to interact

Percentage of user-generated content contributed by age

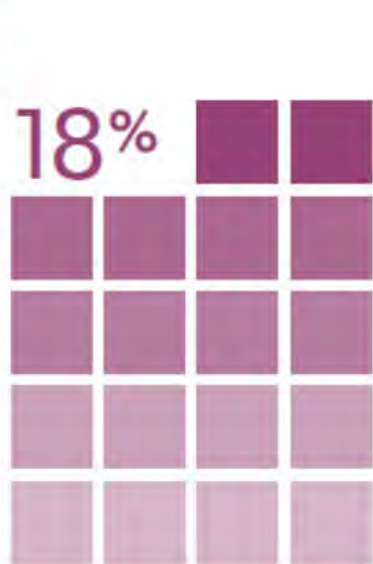
25%



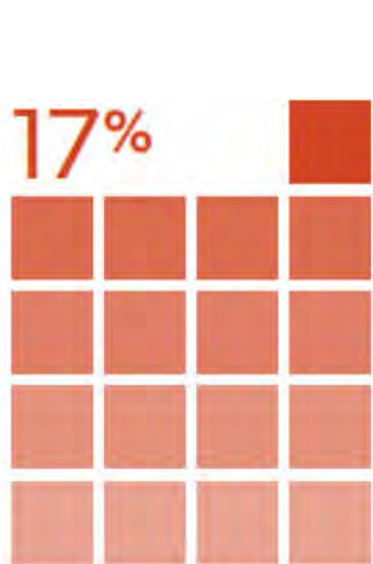
25-34
year olds



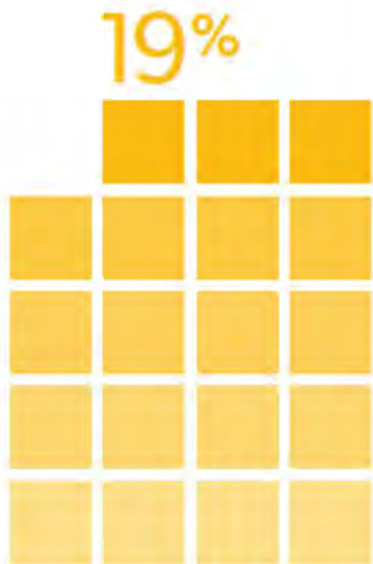
35-44
year olds



45-54
year olds

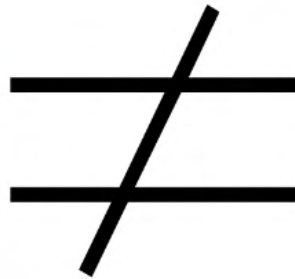


55-65
year olds



66+
year olds

Used with permission from BazaarVoice.com



TM 5-811-6

TECHNICAL MANUAL

ELECTRIC POWER PLANT DESIGN

HEADQUARTERS, DEPARTMENT OF THE ARMY
20 JANUARY 1984



*On Social Media and Tech Docs:
“we have to make it clear that it’s all
about collaboration and efficiency,
not videos of kittens”* **Noz Urbina**

Mekon

ditaweb.com/demo/

English (GB) Signed in as: noz.urbina Profile | Sign out

MEKON intelligent content solutions

Previous Next Bookmark Download Hide all Annotations Disable Annotating Rate this: ★★★★★

Technical Overview

DITAwab is a content delivery and collaborative reviewing platform for DITA content. It can be integrated with a component content management system (CCMS) to allow content to be published for delivery to both internal and external viewers or reviewers.

DITAwab is initially available as a hosted service accessed through RESTful web services and a AJAX web user interface. By using RESTful web services, mobile device connectivity is also available.

Content editors are able to determine who has access to content based on user login. Logged in users are able to annotate topics with notes or comments etc. A messaging system updates users of content changes and annotations which facilitates dynamic content collaboration. Authors are able to view comments in X...

By Keith at 27/01/2012
Test comment

DITAwab can store DITA content from Trisoft, can be published directly uploaded along with a manifest.

DITAwab integrates with a CCMS to get published into DITAwab. Content in the CCMS.

As all content is stored in DITAwab topics as PDF, eBook or other...

Technical Overview

Introduction

Description

Technical Overview

Related Content

No related content

Top Rated Content

Technical Overview

Description

Introduction

Most Viewed Content

Introduction

Description

[blank]

Technical Overview

Description

[blank]

Introduction

[blank]

[blank]

Technical Overview

My History

Technical Overview

Introduction

Introduction

Description

Description

Technical Overview

Introduction

Description

Annotate...

Type: Paste in text

Share this with:

Everyone Don't share

close

B **I** **U**

There's a KB article here on about this: <http://bit.ly/dwmkn>

Cancel Save

Comments	Author	Date
1 Test comment		27/01/2012 14:44:40
1.1 I think that you should mention RESTful web services here.	Noz.Urbina	07/02/2012 18:37:45

21. annot: SubType: comment; Target: public; Owner: noz.urbina; PubId: 00009412-MC; FileId: 00009397-MC; ItemId: 00013962-MC; Posted: 2012-02-07T18:37:45.531Z; Status: new; CommentId: 00013969-MC

Technical Writers need to focus on needs of customers, and find ways to interact with them

Social media is here to stay, and we need to find ways to ensure our content remains relevant, otherwise we may go the way of the...



ML)

“Ignore the critics...
Only mediocrity is safe
from ridicule.
Dare to be
different!”

