**XML Process**

It took a while for me to understand the difference between XML and HTML. Once again, when I tried to read about XML, I felt lost. I finally began to understand what I had read after I started watching the Lynda.com tutorials. I found the Anderson article discussing the importance of transitioning from document-based communication to topic-based interesting, but trying to apply that to my specific website and client was difficult for me at first.

Luckily, I am not alone in thinking this is a complicated topic. Anderson (2014) says, “Building a content strategy framework and transitioning an organization from a document-based to a topic-based approach to ID is a complex undertaking that requires leadership from decision-makers who have a broad range of knowledge and skills in business, technology, design, and communication” (p. 134). Using the knowledge I have gained in Technical Writing and Communications program has been essential for learning and developing both the XML and DTD components of the assignment. Rhetoric has been one of the most important lessons that I have utilized during this portion of the assignment.

This project is the first time I have built a website for a real person. Anderson (2104) describes the rhetorical tradition as, “a tradition that positions technical communicators as user advocates concerned with accommodating technology to the user” (p. 118). It was important for me to remember by rhetorical training and build the site for the user and not the client I am speaking with. Because of that, I have to remember the user will not want to be overloaded with information. My client thinks that the more information on the website, the better it is. I had to try and explain that in the age of web 2.0, having overly complicated websites can detract from its effectiveness. I think Anderson (2014) said it best, “Customers are increasingly unwilling to search for information about a product or a service in different locations. They want all the information they need to make informed decisions about a product or a service in one centralized location, and they want to be able to access that information quickly and from any device” (p. 127). Classes throughout my education have reaffirmed the importance of this point.

After I talked to my client, I had to figure out the specific XML and DTD components of the assignment. After watching the Lynda.com tutorials, I realized the business card example he uses throughout the course was similar to the form I needed for my website. Instead of a person, I had the name of the restaurant. Just like the business card example, I also needed to include a phone number and email. I decided to add a website, address, and open hours portion to the XML because the user would want to know these details. Although my structure was similar, I had to understand how the code work to make it adequate for my client’s needs.