A "document as product" concept treats documentation not just as a supplementary resource but as an integral part of the product offering itself. In this approach, the documentation is developed with the same care, planning, and continuous improvement processes as the product itself. Here’s how documentation can be approached as a product:

**1. User-Centric Design**

* Just like the product, the documentation should be designed with the end user in mind. Understand the user's needs, pain points, and goals to create effective documentation.
* Documentation should provide a seamless user experience, offering intuitive navigation, easy-to-find content, and a clear structure.

**2. Version Control and Updates**

* Documentation should be versioned, tracked, and updated continuously, just like the software or hardware it describes. This ensures that it evolves with the product and remains accurate.

**3. Measurable KPIs**

* Treating documentation as a product means applying key performance indicators (KPIs) to measure its effectiveness. Metrics such as user engagement, search effectiveness, and feedback loops can be used to optimize the documentation.

**4. Iterative Development**

* Documentation should be iterative, constantly improving based on user feedback and analytics. Updates and improvements should be released in parallel with product updates.

**5. Testing and Feedback**

* Like product features, documentation should go through testing phases. It could involve internal reviews, user testing, and gathering feedback post-release to identify gaps or confusing areas.

**6. Integration with Product Development**

* Documentation should be developed alongside the product, not as an afterthought. Technical writers should be part of the product development process to ensure documentation is accurate, timely, and comprehensive.

**7. Cross-Platform Access**

* Documentation should be treated as a standalone product that is accessible across multiple platforms, including web, mobile, and even embedded directly within the product interface.

By taking a "document as product" approach, organizations can ensure their users have a better experience and reduce the need for extensive support while improving customer satisfaction.