

Regardless of the value-add of a product/feature, a standardized, comprehensive content creation process follows a pattern that is tailorable to *any* product/feature.

1. <i>discover</i>	2. <i>analyze</i>	3. <i>design</i>	4. <i>review</i>	5. <i>publish</i>
<i>discover</i>	What is the subject matter? <ul style="list-style-type: none"> <input type="checkbox"/> Ensure clarity of description of the product/feature in question, with emphasis on value add. <input type="checkbox"/> Who are the subject matter experts? QA? Product management, Marketing? <input type="checkbox"/> What are the links to any related materials already written? <input type="checkbox"/> Who is the target audience? External customers? Internal colleagues? Beta or GA? <input type="checkbox"/> What is the due date/planned release date? <input type="checkbox"/> What is the urgency of this documentation? <input type="checkbox"/> What is your estimated scope/time to produce? <input type="checkbox"/> What is the intellectual property sensitivity of the product/feature and its docs? 			
<i>analyze</i>	Digest all available materials. Identify existing content chunks that can be reused or “stolen”, such as conceptual graphics. <ul style="list-style-type: none"> <input type="checkbox"/> Impact across entire product portfolio? <input type="checkbox"/> Relevant standards compliance? <input type="checkbox"/> Exact prerequisites/setup required by the target audience before any tasks/procedures? <input type="checkbox"/> Required safety procedures? 			
<i>design</i>	After digesting in Action #1, do the technical writing work. <ul style="list-style-type: none"> <input type="checkbox"/> Devise a topic outline/template suitable for the scope of the content. <input type="checkbox"/> Before any deep writing, share your WIP outline with the subject matter experts to make sure your outline covers what they say is necessary. Do a gap analysis. <input type="checkbox"/> Recall the standard division of info: concept, task, reference. <input type="checkbox"/> plug them in any chunks-to-reuse you might have identified in Action #2,. <input type="checkbox"/> In your content architecture, determine where to put your new material. <input type="checkbox"/> Do the writing. 			
<i>review</i>	Doreviews/signoff of your drafts by the subject matter experts, product managers, and any other people who need to sign off. Standard review cycle: <ul style="list-style-type: none"> <input type="checkbox"/> 1st draft <input type="checkbox"/> 2nd draft rework <input type="checkbox"/> 3rd draft final 			
<i>publish</i>	Make sure you have done trial publishing test runs to ensure no difficulties on GA release. <ul style="list-style-type: none"> <input type="checkbox"/> Local doc build? <input type="checkbox"/> Push staging? <input type="checkbox"/> Push GA? 			