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Brandon Lau

UCR Extension: Technical Communication – Managing Content Projects (MGT X424.1)

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## **AUDIENCE**

This Content Management Plan has been prepared for the Blue Cross and Blue Shield of Louisiana Information Systems team, which includes the Chief Information Office (CIO), Documentation Manager of Software Databases, and their technical writers.

## **INTRODUCTION**

Blue Cross and Blue Shield of Louisiana is an independent licensee of the Blue Cross and Blue Shield Association and incorporated as Louisiana Health Service & Indemnity Company. Our documentation is instrumental to helping our software engineers and product managers prepare the best applications and resources available for our Blue Cross members to access.

Blue Cross is planning on releasing a major update version 2.9, which includes an improved user interface, and new features to our mobile app. Our documentation team has identified a need to create new internal user documentation for our new software update.

This Content Management Plan includes the project objectives, as well as lays the foundation and deliverables required for the successful completion of the project.

The Content Management Plan includes the following:

1. Online Help Files with specific troubleshooting steps and procedures for the app development team to take.
2. Reference Guides to provide specific tasks and goals for the app development team to take note of regarding the project.

## **OBJECTIVES**

1. Ensure that all project deadlines are met/on time, so that the final product can be released on schedule.
2. Ensure that user documentation is clear, easy-to-understand, and well-written to the standards of the App Development Team (target audience).

## **METRICS**

The following metrics will be used to measure the success of the project objectives listed above:

### METRIC 1: REQUIREMENTS

Specific requirements could include mobile app compatibility with the software on users’ phones (Ex: iOS 13 compatible). Listing the compatibilities clearly for Blue Cross members to meet on their mobile devices allows them to have a much smoother experience on the BCBSLA mobile application and to improve bugging issues that they may face if their application version was outdated.

### METRIC 2: PROJECT/PROCESS MEASURES

Certain project measures all but include the following: **Project Budget Performance**, **Process Errors**, **Time to Market**, and **Project Risks**. Taking these specific project measures into consideration allows the Project Planning Committee and the Software Development Team to come up with the right resources to efficiently work on the project.

## **CONTENT MANAGEMENT CONCEPTS IN ACTION**

### CONTENT CREATION

Electronic online deliverables that will be designed and distributed to the App Development Team include:

* Online Help Files with specific troubleshooting steps and procedures
* Reference Guides to provide specific tasks and goals

### CONTENT STORAGE

A Content Management Storage will be used by the App Development Team and utilized for management, storage, and retrieval of content used for the development of the BCBSLA application’s software update.

### CONTENT SHARING

**Online Help Files**

When sharing multiple versions of the Online Help Files internally, users must list the version number in the file name in order to ensure clear identification of latest Online Help Files written.

**Quick Reference Guides**

Strict access control policies will be enforced to allow only authorized users to share any deliverables, objectives, and content between the App Development Team and the Documentation Team. This allows for secure sharing and content reuse throughout the project and even future projects as well.

CONTENT PUBLISHING (INTERNAL)

**Online Help Files**

Online Help Files will be shared internally through the BCBSLA Microsoft Teams channel between the Documentation Team and the App Development Team. This allows both teams to work together closely on the documentation and the app development project to ensure that both are on the same page and understand each team’s objectives and deliverables to make the project a success.

**Quick Reference Guides**

Quick Reference Guides will be delivered in .pdf format as clearly written electronic checklists with bullet points and numbered lists. This format will be applied to future Quick Reference Guides being written to ensure a consistent layout for the App Development to understand.

### CONTENT REMOVAL

**Quick Help Guides**

Quick Help Guides will be archived as new updates to the software documentation of the BCBSLA mobile app are uploaded and published. This ensures that the content published is consistent with the latest software update.

**Quick Reference Guides**

Quick Reference Guides will be archived as updates to the BCBSLA app are released. This ensures that the content in the Quick Reference Guides is consistent with the latest software release.

## **ADDITIONAL FUNCTIONALITY**

**Choosing Software**

Make sure that the correct and the most efficient software tools are used for creating user documentation for the App Development Team. For all and future BCBSLA projects, we will be using Madcap Flare because of its frameless website output for HTML5, which will make the online output of the documentation look more contemporary like a website and less like an online book.

**Documentation Lifecycle**

All project documentations will be quality checked by the Documentation Team before final submissions to ensure that they support the various software updates that are made to the BCBSLA mobile app.

**Change Management**

All teams need to be aware of changes being made to different aspects of the whole project. This creates transparency and clarity on the project’s directions and progress.