

### Description of process

To complete the exercise, I divided the task into 5 steps:

#### 1. Preparation

Answering questions such as: Who are the readers? What are their needs in relation to the topic? What do readers know? Should I define basic terminology? The goal was to establish the purpose, identify the target audience / context and choose documentation format.

#### 2. Research

Using internet research to better understand the topic to be documented, but also the blog's style guide and tone of voice.

#### 3. Organisation

Creating a paper-plan to choose the medium of development (sequential), outlining the features to be explained and the layout and design (use case or flow description, with screenshots complementing the text).

#### 4. Writing

Creating a first draft without worrying about word choice or formatting. Focused on the topic and technical accuracy, rather than the delivery mode.

#### 5. Revision

Reading the draft several times to check for accuracy, completeness and effectiveness in meeting the needs of the audience. This means checking for best flow, usefulness, consistency, spelling and grammatical mistakes and then proofreading, but also validating the flow with experienced and first-time users.

### Assumptions made

Based on the information provided, I assumed that not all users have CSS and HTML knowledge; since I have macOS, I assumed all the writers have macOS.

### Decisions explained

- I used the instructions format for this assignment because it is a flow description: users are guided on how to preview headlines to make their work easier.
- I considered secondary and primary potential readers and their needs; since not all of them have CSS and HTML knowledge, I decided to use plain language and avoid technical terminology and jargon.
- With this purpose in mind, I created clear instructions for internal communication, I used the imperative mood, active voice and present tense.
- I valued clarity over conciseness and decided to keep some articles. Moreover, the *Improbable blog* makes use of articles creatively by highlighting product features or putting the perspective from the user's point of view.
- I considered including key combination alternatives for the flow, but realised it is better to keep it simple.
- I tested the instructions with a first-time user, as the chances to find a missing step are greater in this way. In addition, I asked an experienced user to check the guide and give feedback.
- I considered content findability and user engagement aspects, but my primary focus was usefulness.