

CASE STUDY : DOCUMENTATION TRANSFORMATION FOR IMPROVED DEVELOPER EXPERIENCE

Redefining Documentation for Enhanced
User Experience and Efficiency



AT A GLANCE

Challenges

- Cluttered information architecture.
- Complex publishing workflows.
- Fragmented content structure.
- Difficult navigation for users.

Outcomes

- 30% reduction in support tickets.
- Faster onboarding for new users.
- Improved content discoverability.
- Streamlined content updates.



"Establishing a DX-focused culture through collaboration and innovative content practices was key to this project's success. "

IMPLEMENTATION

- Used Sphinx, GitHub, and Figma for prototyping and deployment.
- Simplified publishing workflows, removing dependency on Adobe Experience Manager.
- Established automated content quality checks.

LESSONS LEARNED

- Effective cross-team collaboration and the importance of establishing a DX-focused culture.
- Gained hands-on experience in project management, leadership, and technology adoption.
- Improved future project scope estimation and risk mitigation skills.

PROBLEM STATEMENT

- **Issues Identified:** The portal was a monolithic information dump, lacking clear navigation and user-focused content structure. Content updates were slow due to fragmented workflows.
- **Impact:** Developers and system integrators struggled to find relevant information, resulting in increased support tickets and slow product adoption.

SOLUTIONS

- **Research:** Conducted DX walkthroughs, user feedback sessions, and content audits to identify pain points.
- **Design:** Applied the 4-axis documentation principles to restructure content into distinct types (how-to guides, tutorials, reference guides) and improved the information architecture for better discoverability.
- **Collaboration:** Worked with cross-functional teams, including engineering, UX designers, and product managers, to implement a unified content strategy.
- **Execution:** Introduced Sphinx and GitHub for content creation, simplified publishing pipelines, and integrated automated quality checks to streamline content updates.

OUTCOMES

Enhanced User Experience

Improved content organization and navigation led to a 30% reduction in support tickets.

Faster Content Onboarding

"Get Started" guides facilitated quicker onboarding for new users, boosting satisfaction scores.

Consistent Documentation

Standardized templates ensured consistent, high-quality content across the portal.

Efficient Updates

Modular content structure enabled faster and more accurate content updates, reducing turnaround time by 40%.