

Technical Content Writing Sample - OnTheGoSystems Application

****Applicant:**** Karmen Kardum
****Position:**** Junior Content Manager
****Sample Type:**** Multi-format technical documentation site

🎯 Project Overview

This Docusaurus documentation site demonstrates my approach to creating coordinated technical content that balances accuracy with accessibility. Built for Enthusiast (an open-source AI framework), the site showcases how I plan, organize, and execute content strategy for developer audiences.

****Live Site:**** <https://karmen87.github.io/enthusiast-blog/>

📋 Content Management Skills Demonstrated

Strategic Planning

- ****Information architecture****: Organized content into logical sections (marketing → docs → tutorials)
- ****User journey mapping****: Structured content to guide from awareness → evaluation → implementation
- ****Content coordination****: Aligned multiple content types into a cohesive experience

Multi-Format Writing

1. ****Marketing Copy**** (`/` homepage)
 - Value proposition-focused landing page
 - Clear feature benefits for decision-makers
 - Scannable format with visual hierarchy
2. ****Technical Documentation**** (`/docs/`)
 - Introduction and product overview
 - Quick Start guide with step-by-step instructions
 - Prerequisites, installation, and troubleshooting sections
3. ****Educational Blog Content**** (`/blog/`)
 - ****Developer's Guide****: In-depth technical tutorial with practical use cases
 - ****Docker Setup Tutorial****: Hands-on walkthrough with common issues addressed
 - Interactive challenges to encourage engagement

Writing Approach

- ✅ ****Clarity first****: Complex concepts explained without unnecessary jargon
- ✅ ****Scannable structure****: Headers, bullets, code blocks, and visual breaks
- ✅ ****Action-oriented****: Every section guides readers toward next steps
- ✅ ****Conversational tone****: Technical accuracy with approachable language
- ✅ ****Marketing flavor****: Benefits-focused messaging throughout

👤 Target Audience Analysis

- ****Primary****: Full-stack developers evaluating AI frameworks
- ****Secondary****: Engineering managers assessing tools for their teams
- ****Tertiary****: DevOps engineers handling deployment

****Content adapted for each audience:****

- Quick TL;DR sections for experienced developers
- Detailed explanations for those new to the concepts
- Visual aids and code examples for hands-on learners

📊 Content Strategy & Goals

Content Goals

1. **Awareness**: Help developers understand what Enthusiast is and why it matters
2. **Evaluation**: Provide enough detail for informed decision-making
3. **Onboarding**: Enable successful first-use experience within 5-10 minutes
4. **Adoption**: Encourage deeper exploration and integration

Strategic Decisions

- **Why blog + docs separation**: Blogs for discovery/SEO; docs for reference/implementation
- **Why Docker tutorial**: Reduces setup friction, the #1 barrier to framework adoption
- **Why TL;DR sections**: Respects experienced developers who want quick answers
- **Why conceptual workflow**: Bridges gap between "what it does" and "how to use it"

Development Approach

- Content structure modeled on successful open-source docs (Docusaurus, Next.js, React)
- Tutorial tested with actual setup to ensure accuracy
- Original dev.to blog post version validated through community engagement

🛠️ Technical Implementation

Framework: Docusaurus 3.9.2 (React-based static site generator)

Content Organization:

```
├── docs/                # Product documentation
│   ├── intro.md         # Overview and key features
│   └── enthusiast-guide/
│       └── quick-start.md # Installation tutorial
├── blog/                # Educational content
│   ├── harnessing-enthusiast-ai-ecommerce/
│   └── docker-setup-tutorial/
└── src/pages/           # Marketing homepage
```

Design Choices:

- Purple gradient theme (AI/tech-forward aesthetic)
- Mobile-responsive layout
- Clear visual hierarchy for scannability
- React Icons for modern UI elements

📁 Skills Demonstrated

Content Skills:

- Technical writing & editing for developer audiences
- Content strategy & information architecture
- Multi-format content creation (marketing, docs, tutorials)
- SEO-friendly structure and organization
- User journey mapping and progressive disclosure

Technical Skills:

- Modern documentation tools (Docusaurus, MDX, React)
- Git version control and GitHub Pages deployment
- Markdown/MDX formatting and best practices
- Static site generation and configuration

Soft Skills:

- Project planning and organization
- Audience analysis and adaptation
- Attention to detail and quality

- Self-directed learning (learned Docusaurus for this project)

Potential Content Metrics

If this were a production documentation site, success would be measured by:

- **Time-to-first-success**: < 10 minutes for Docker setup completion
- **Documentation bounce rate**: < 40% (indicates content meets user needs)
- **Tutorial completion rate**: > 60% (indicates clear, achievable steps)
- **Return visitor rate**: 25%+ (indicates docs are valuable reference material)
- **Search traffic**: Strong rankings for "AI framework e-commerce" keywords

Links & Resources

This Portfolio Sample:

- Live Site: <https://karmen87.github.io/enthusiast-blog/>
- GitHub Repository: <https://github.com/karmen87/enthusiast-blog>

Author:

- Portfolio: <https://karmen87.github.io/>
- LinkedIn: <https://www.linkedin.com/in/karmen-kardum/>
- GitHub: <https://github.com/karmen87>

Original Enthusiast Framework:

- Official Site: <https://upsidelab.io/tools/enthusiast>
- Comprehensive Documentation: <https://upsidelab.io/tools/enthusiast/docs/>
- GitHub: <https://github.com/upsidelab/enthusiast>

Note on Project Scope

This is a portfolio demonstration project created to showcase technical content writing and content strategy skills. While Enthusiast is a real open-source framework with comprehensive official documentation, this site was created independently as an educational resource to demonstrate:

1. How I approach content planning for technical products
2. My ability to write for multiple formats and audiences
3. My understanding of documentation architecture and user experience
4. My capacity to balance technical accuracy with accessibility

The focus is on demonstrating **content creation and strategy skills** rather than competing with or duplicating the official Enthusiast documentation.

Thank you for reviewing my work!

I'd welcome the opportunity to discuss how I can bring this strategic, user-focused approach to OnTheGoSystems' content team.
