Workflow Component

Content strategy proposal for remote e-learning product

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Introduction

The following documentation is the Workflow Component of the Content Strategy proposal. This document contains the following sections of the strategy:

- Opening scenario
- Workflow component
- Content workflow

Opening scenario

The Resource Development department helps our company accomplish content integration and streamlined product implementation by providing descriptive and concise content that makes the government clients feel fluent and empowered so they can register their employees to the Portal.

Workflow

Plan	Define	Develop	Edit	Review	Revise	Approve	Publish
Deliverables:	**Deliverables:**	**Deliverables:**	**Deliverables:**	**Deliverables:**	**Deliverables:**	**Deliverables:**	**Deliverables:**
Core statement	Product Mapping	Write content	Copy edit content	Review adherence to standards and policies	Substantive edit	Save list of all topic-based headings for future reference	Publish on product Knowledge Base
KPI list	Deliverable profiles	Source images for content	Validate all functionalities with QA test plans		Re-integration of all content types		Refine metrics for analysis
Audience profile	Information modelling	Implement structural organization for content	Validate that content follows company Style Guide	Validate all topic headings and information model	Revise content according to feedback	Approve metrics	**Roles:**
Content maintenance system and schedule	Information mapping			Validate KPI list			Content Manager
	Define standards & policies		Usability test		**Roles:**		
Roles:		**Roles:**		**Roles:**	Technical Editor	**Roles:**	
	Roles:		**Roles:**		Technical Writer		
Content Manager	Technical Writer	Technical Writer	Technical Editor	Technical Writer	Graphic Designer	Content Manager	
Technical Writer	Technical Editor	Graphic Designer	Graphic Designer	Technical Editor			
Technical Editor	Graphic Designer						

Workflow Component

The Content Workflow accounts for all KPIs, project deliverables, and project collaborators. The purpose of this workflow is to ensure that all content produced for this project can be completed using an Agile framework.

Standard

- To ensure all content is cohesive, all new content must adhere to the pre-approved template and information model for the Knowledge Base.
- To appeal to government clients, all new content must adhere to WCAG 2.0 standards for accessibility.

Metrics

- At least 75% of QA test plans for UI functionality must be available by the **Define** stage.
- Technical Editor and Writer must verify all KPIs before the **Develop** stage.

Success

- 80% of content must fit within the defined organizational structure by the **Edit** stage. This measure ensures that the organizational structure suits all content types.
- 80% of content must be edited by the **Review** stage. This measure ensures that content revision can be completed by the Technical Writers and Technical Editors by the **Revise** stage.

Failure

- Less than 90% of the KPI list isn't validated by the **Review** stage. This measure ensures that all content can be measured to produce actionable optimization reports.
- Less than 90% of topic-based headings are not organized and archived for future reference by the **Approve** stage. This measure ensures that documentation can function within a defined organizational structure.

Content Workflow

Content Type | *Knowledge Base webpages for Educational Portal and Modules*

	Writer	Graphic Designer	Editor
Plan	• Research Module objectives • Identify Module milestones • Identify Module evaluations	• Research Module and Portal colour coding • Research company logo • Research potential Outline layout	• Verify Module objectives • Verify Module milestones • Verify Module evaluations
Define	• Establish relationship between all Module elements • Make flowchart showing all the steps in the Learning Path	• Define accessibility requirements • Define interaction development requirements • Define project requirements with PO (Product owner)	• Define accessibility requirements • Define PO requirements • Verify writer's flowchart
Develop	• Write list of Module objectives • Write topic-based procedures • Write descriptions of Module evaluations	• Finish logo design • Finish webpage layout design • Finish design of all images and icons	• Develop content management schedule • Contextualize webpages in content architecture
Edit	• Edit Module objectives • Edit topic based procedures • Edit descriptions for Module evaluations	• Edit all images and icons used • Edit Learning Path visual structure • Make list of content that does not work with layout	• Edit any language used in graphic design • Second edit for all content produced by Writer • Verify Graphic Designer's list of content issues
Review	• Review feedback from Editor • Review accessibility requirements • Review PO requirements	• Review accessibility feedback • Review interaction development feedback • Review PO feedback	• Review PO feedback • Review accessibility feedback
Revise	• Revise content (language) based on feedback from Graphic Designer and Editor	• Revise design based on feedback from Editor	• Go over the newly revised content and graphic design and make sure all defined requirements are met
Approve	• Submit to Content Manager for approval	• Submit to Content Manager for approval	• Submit to Content Manager for approval
Publish	Content Manager meets with Project Manager and webpages are published on the Knowledge Base	Content Manager meets with Project Manager and webpages are published on the Knowledge Base	Content Manager meets with Project Manager and webpages are published on the Knowledge Base