

Substance components

Content strategy proposal for remote e-learning product

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Introduction

The following documentation is the Substance Components section of the Content Strategy proposal. This section contains the following elements of the strategy:

- Opening scenario
- Product Mapping
- Product Profiles

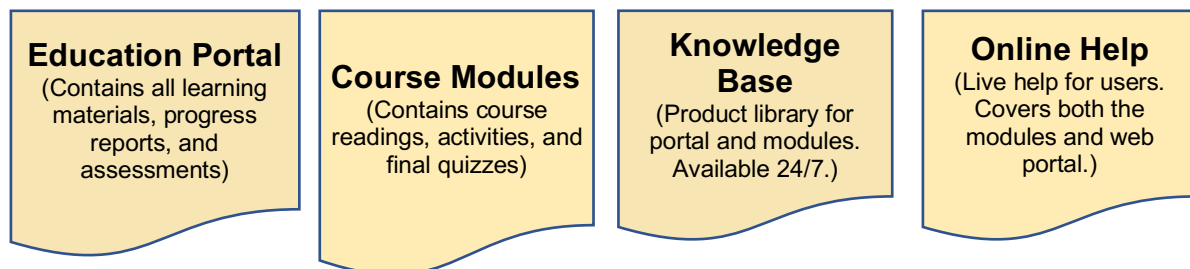
Opening Scenario

As the major educational clients of the Pack-it-Up remote e-learning company continue to provide courses to students online, concise, and easily accessible documentation is crucial to ensure end-user fluency with the educational products. This content strategy is intended to function both as an update of current documentation quality, practices, and a guide to maintaining documentation for products in the future. The target audience for this content strategy is comprised of students and teachers who are all taking or teaching multiple courses using the legacy Portal and Modules. This content strategy will serve both groups of the target audience by laying the groundwork for a robust organizational overhaul of documentation and ensuring all documents meet WCAG 2.1 standards.

Substance Components – Online Portal & Modules

Product Mapping

The following map identifies the major deliverables produced by technical publications:



There are three major deliverables for the Online Portal and Modules product and one small information package. To streamline all documentation and avoid overwhelming the live agents with user questions, the major information package with the highest priority level is the Knowledge Base. The goal for the business is to account for all

product functionalities and features in the Knowledge Base and provide a strong organizational structure so end-users can successfully locate the specific information they need. By centralizing all information in the Knowledge Base, the business will build trust in users by maintaining a consistent writing style and cohesive organizational structure that users can always rely on. At this point, the special resources needed are input from the accessibility QAs and support from both back and front-end engineers to determine the navigational flow and organizational structure of the Knowledge Base. The largest gap at this time is the organization of the documentation in the Portal. The Modules documentation can be contained in each individual module for quick accessibility, but the Portal organizational structure needs more research.

Education Portal Profile

The purpose of the Reports page of the Portal is to allow end-users to locate and open any report in under 10 seconds. Users will scan/skim through all report types to locate the report they need. Cohesive and scannable organizational structure is a high priority for this page. Success is fast retrieval of the correct report type. Failure is the retrieval of the wrong report type.

The KPI for the Portal profile is:

- 80% of users visit the page at least three times during a semester.
- 30% of users must go back to the Reports page after opening the wrong report type.
- 80% of users retrieve the correct report type on their first visit to the page.

Review period: every 3 months

Course Modules Profile

The purpose of the Course Modules documentation is to provide end-users with relevant documentation at the beginning and end of the module. Users must successfully complete the "Getting Started" documentation before they work on module activities and complete the "Review" documentation before they take the end of module quiz. Success is a high completion rate. Failure is a low completion rate.

The KPI for the Modules profile are:

- 80% of users successfully locate and complete the "Getting Started" documentation before visiting the module activities.

- 80% of users successfully locate and complete the “Review” documentation before visiting the final quiz.
- 80% of users can quickly navigate to the rest of the module activities/quiz after completing documentation.

Review period: every 5 months

Knowledge Base Profile

The purpose of the knowledge base profile is to provide users with answers in under 20 seconds. Users must be able to access specific information by navigating the structural organization of the knowledge base. Success is quick retrieval of information using the organizational paths. Failure is only locating information by using the search bar.

The KPI for the Knowledge Base profile are:

- 80% of users successfully retrace their steps using the breadcrumb.
- 80% of users successfully locate information by following an organizational path.
- 30% of users use the search bar to locate information lost in the knowledge base.

Review period: every 6 months

Online Help Profile

The purpose of the online help profile is to direct users to information that is not already located within the knowledge base. Users should only have to use online help if they need detailed help that is not covered by the knowledge base, online modules, and portal. Success is live agents helping with topics that are not covered in the knowledge base. Failure is live agents providing links to the knowledge base in the chat.

The KPI for the Online Help profile are:

- 90% of users can open a chat no matter what page of the Portal they are on.
- 80% of users can open a chat on the Online Modules without refreshing the page and losing their work.
- 30% of users open a chat to ask for assistance on topics already covered in the knowledge base.

Review period: 6 months