Content Design for Data & AI tools

ROLE OF CONTENT DESIGNERS

Content is at the front line of our customer's product experience. Our role as content designers is to transform the complex nature of technical information into explainable user-friendly content. We don't only focus on documenting accurate information, we also ensure that our content strategy aligns with IBM's brand narrative. Our content can influence the perception of how AI can be used, for instance, through the tutorials and samples that we create. As content designers, we frame the story of our AI product to users.

IBM FOUNDATIONAL PILLARS FOR AI ETHICS

| Explainability | Transparency | Fairness | Robustness | Privacy |

IBM's foundational pillars for AI ethics guide the user's trust in the technology. Transparency is one of the pillars which entails that the user understands how the technology works.

CONTENT DESIGN GUIDELINES

What are the guidelines that our Content Designers use to assess content quality?

Our content design team focuses on developing technical documentation that is easy to understand and implement by the user. There are 9 characteristics recommended by our *Developing Quality Technical Information* (DQTI) guide which helps us assess our content quality; hence, adhering to IBM's pillar of Transparency.

Content Transparency

Accuracy • Clarity • Completeness • Concreteness • Organization • Retrievability • Style • Task Orientation • Visual effectiveness

UNDERSTANDING CONTENT TRANSPARENCY

Misconception	Reality
⚠️ Explaining errors or risks may lead to losing customers trust.	✅ Adoption of Responsible AI practices promotes the customer and the public's trust.
⚠️ Publishing risks of a tool can make the product or service face legal action.	✅ Transparent documentation protects the service or the product from legal action and presents an opportunity to highlight efforts of legal compliance.
⚠️ Transparency means disclosure of trade secret.	✅ Transparent documentation helps users understand how the software tools process inputs and present outputs. For the case of data and AI tools, we can do this through: • Identifying types of machine learning models used • Explaining how data scientists train the data • Defining the variables that impact the outcome and what are potential risks of the process?