

JEKYLL VERSUS DITA

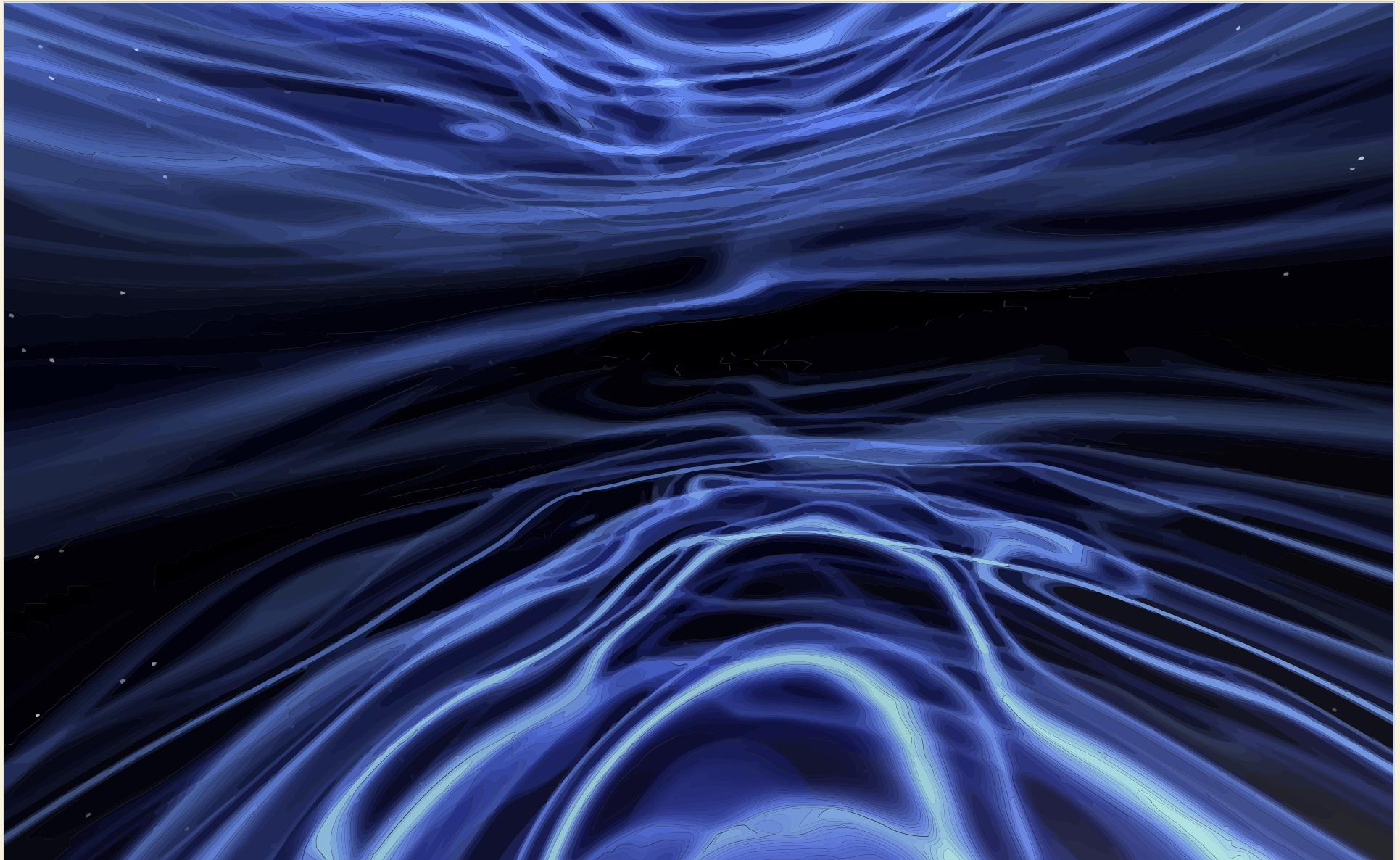
BRIDGING THE GAP BETWEEN TECH COMM AND THE WEB

BERKELEY STC CHAPTER

MAY 13, 2015

Created by Tom Johnson / [@tomjohnson](#)

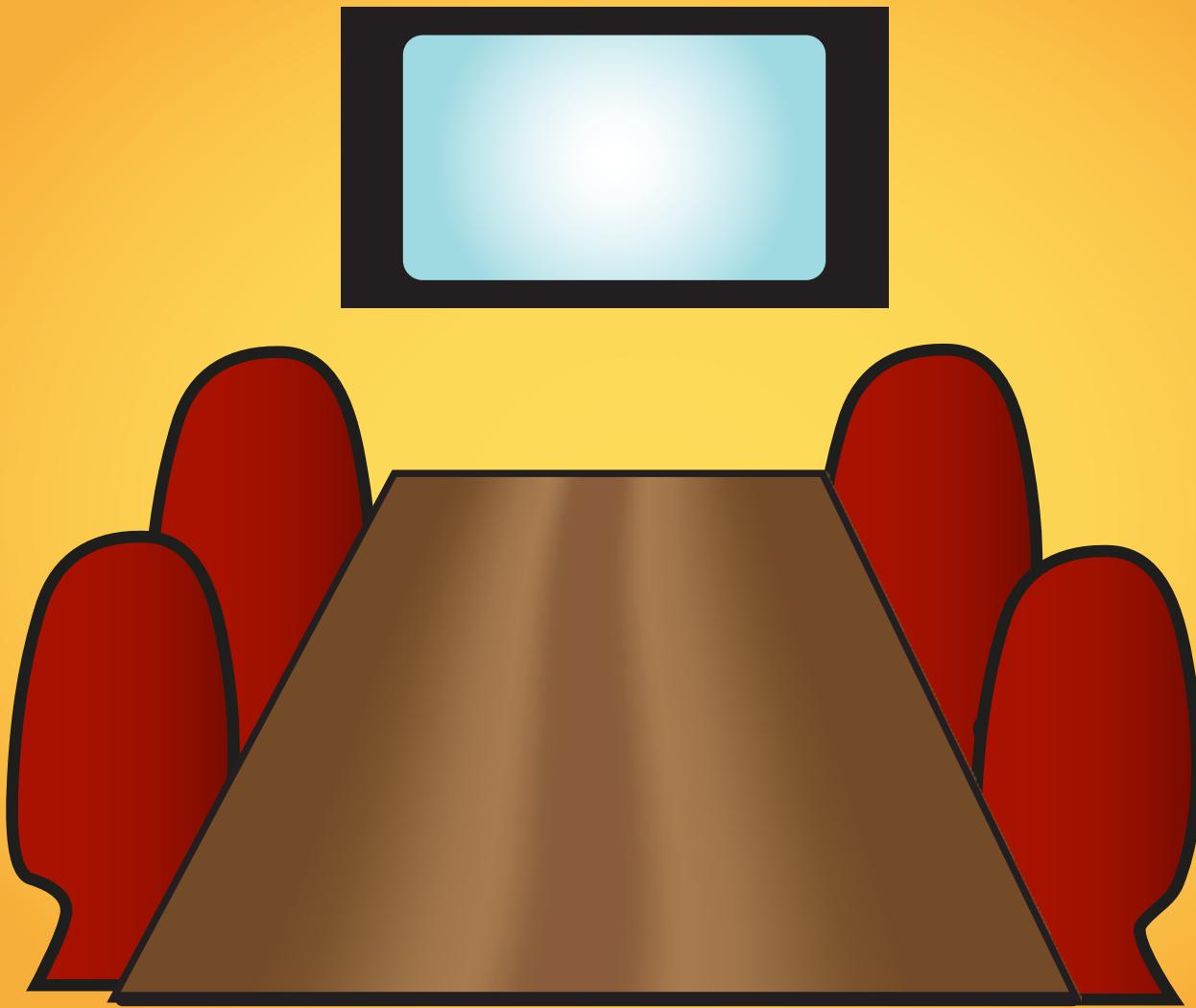
HOW I ENDED UP IN THIS DILEMMA



*"As to what your journey says, I think it says
that all the current models of tech comm
development are deeply unsatisfactory in one
way or another."*

– *Mark Baker, Every Page Is Page One*

"THINK BIG THURSDAYS"

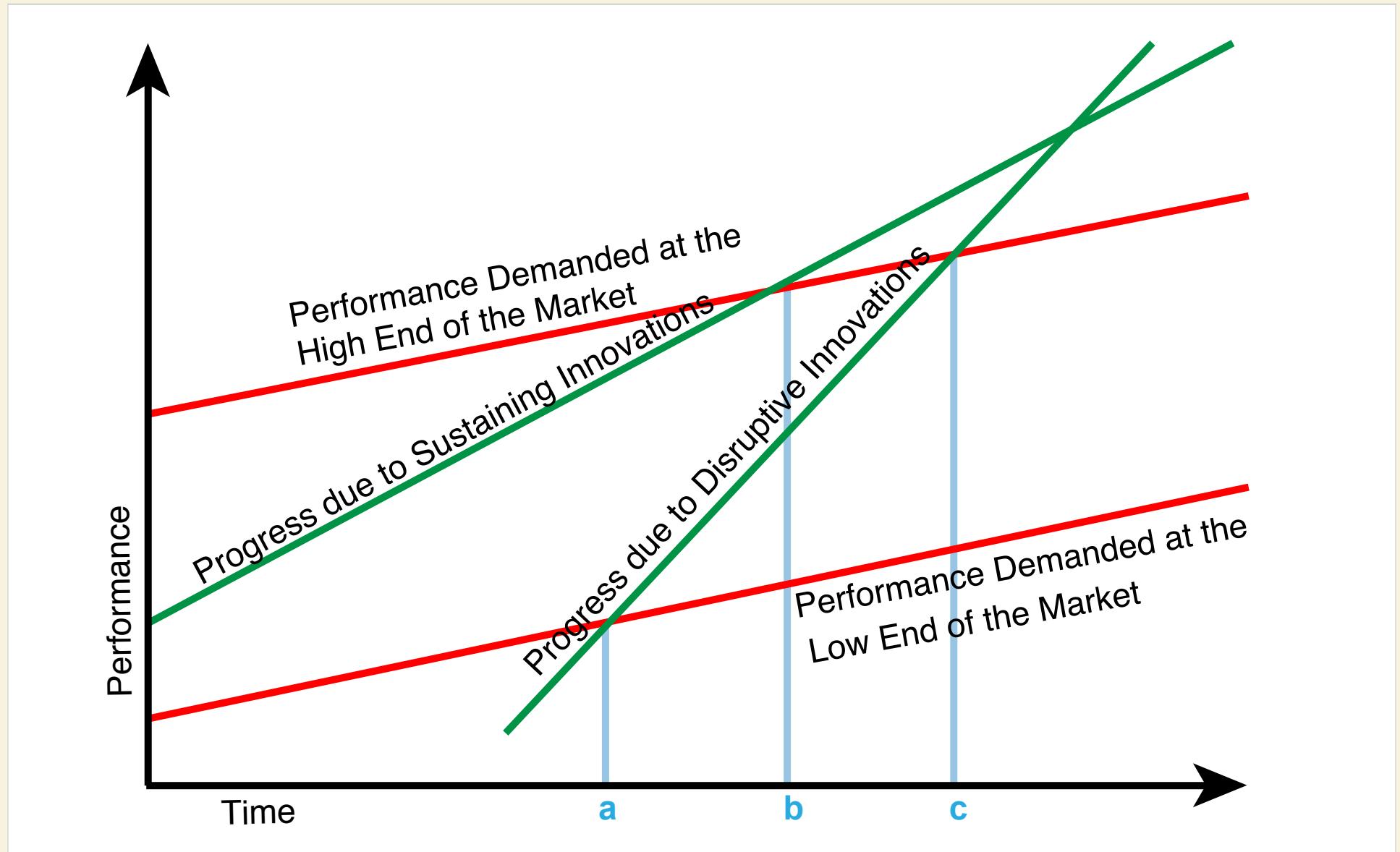


STORY OF TELEGRAPH AND TELEPHONE



Bell and an early model of the telephone

A FRAMEWORK FOR INNOVATION



SURVEY OF INNOVATIONS

INNOVATIONS WITH TECHNOLOGY

HTML5 • REST APIs • CSS media queries • oAuth
• AJAX • instant search • SVG • augmented reality
• Internet of Things • big data • social networks •
YouTube • Bootstrap • static site generators •
jQuery • YouTube • StackOverflow • Github •
continuous integration • LESS & Sass • wikis

INNOVATIONS WITH IDEAS

decentralization • agile • crowdsourcing •
gamification • Cluetrain Manifesto (user-to-user
communication) • "Everything Is Miscellaneous" •
The Long Tail • semantic web • information
architecture • content marketing • transparency •
simplicity of design • open source • social coding

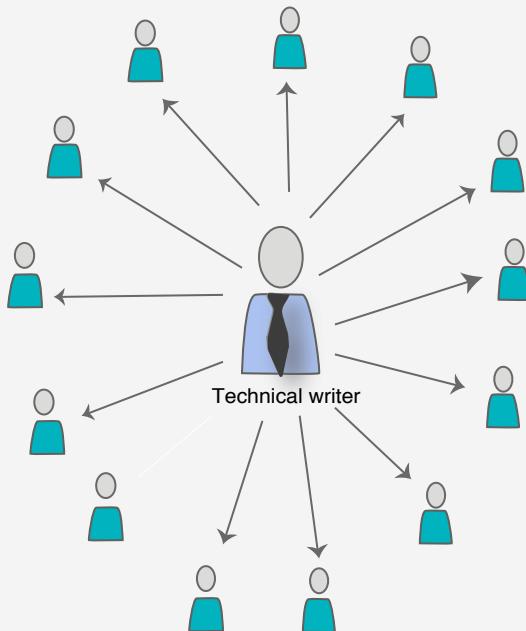
INNOVATIONS IN TECH COMM

information typing • minimalism • task-based documentation • topic-oriented documentation • DITA • DocOps • Every Page Is Page One • emotional language • personalization • interactive video • user-generated content • content strategy • single sourcing

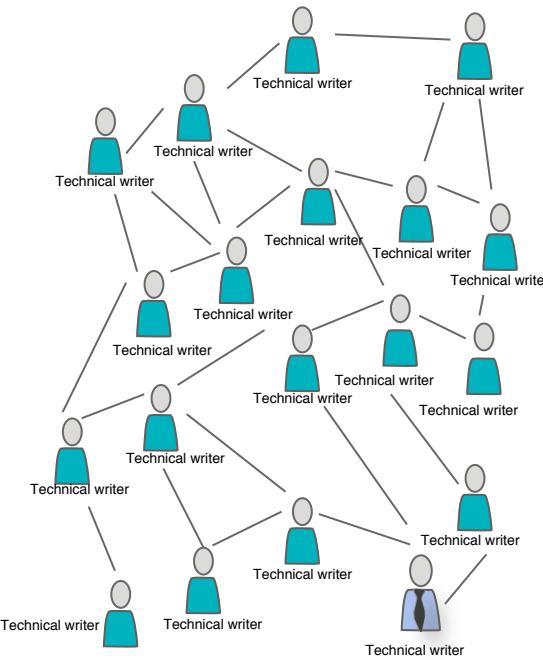
MOST SIGNIFICANT INNOVATION FOR TC?

EVERYONE IS A TECHNICAL WRITER

Before the web



After the web



Information Distribution

UNOFFICIAL TECHNICAL WRITER

StackExchange ▾ 7 +5 user:6884

Questions Tags Users Badges Unanswered Ask Question

Christian Specht less info meta user network profile

 bio website christianspecht.de
location Kerpen, Germany
age 34

visits member for 6 years, 5 months
seen 13 hours ago

17,797 stats profile views 1,475
reputation 6 45 91

In-house developer (C#/T-SQL/VBA) and DBA at [weinor](#), a mid-sized manufacturing company in Cologne, Germany.

My hobby projects:

- [Bitbucket Backup](#) - backup your Bitbucket repositories
- [MissileSharp](#) - .NET library to control an USB Missile Launcher
- [Recordset.Net](#) - convert .NET POCOs to ADODB.Recordsets
- [RoboShell Backup](#) - simple personal backup tool (PC -> NAS -> USB disk, with optional TrueCrypt integration)
- [SimpleLeague](#) - minimalistic tool to display tabular league data in existing websites.
- [Tasko \(WORK IN PROGRESS!\)](#) - simple to-do list app for your own server (with Android client)
- [VBA Helpers](#) - a collection of useful VBA functions

summary answers questions tags badges favorites bounties reputation activities

632 Answers votes activity newest 17,797 Reputation top 2% overall

82 What NoSQL solutions are out there for .NET?
34 How to create jobs in SQL Server Express edition +10 Multi-row blog list in Jekyll

www.unofficialtechnicalwriter.com

JOB TRENDS FOR "TECHNICAL WRITER"

Job Trends

"technical writer" Job Trends

Scale: Absolute - [Relative](#)

Job Trends from Indeed.com
— "technical writer"

Percentage of Matching Job Postings

Jan '06 Jan '07 Jan '08 Jan '09 Jan '10 Jan '11 Jan '12 Jan '13 Jan '14 Jan '15

Indeed.com searches millions of jobs from thousands of job sites.
This job trends graph shows the percentage of jobs we find that contain your search terms.

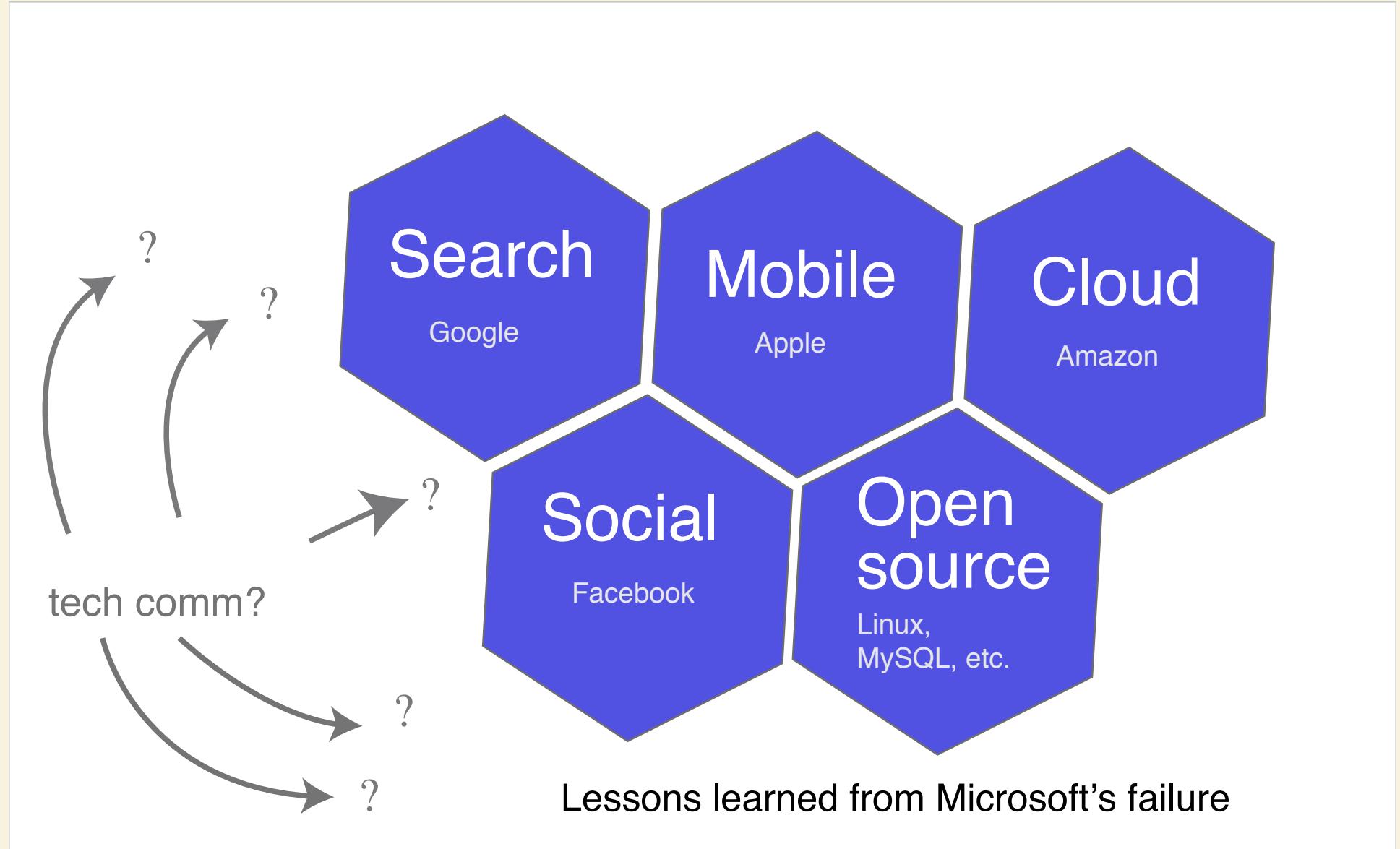
Find "[technical Writer](#)" jobs

indeed[®]
one search. all jobs.

Top Job Trends

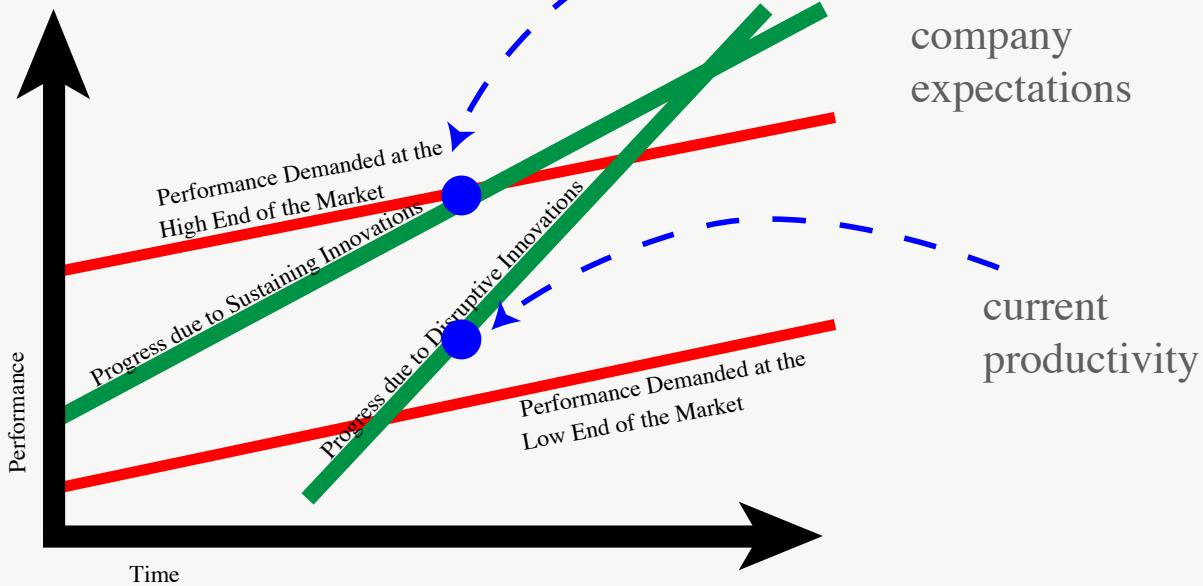
1. [HTML5](#)
2. [MongoDB](#)
3. [iOS](#)
4. [Android](#)
5. [Mobile app](#)
6. [Puppet](#)
7. [Hadoop](#)
8. [jQuery](#)
9. [PaaS](#)
10. [Social Media](#)

HOW TO STAY RELEVANT?



DILEMMAS WITH INNOVATION

HOW LONG CAN YOU OPERATE AT A HIGH-PERFORMING LEVEL WHILE YOU DO RESEARCH AND DEVELOPMENT?



HOW CAN YOU SWITCH MODELS WHEN YOU'RE MIRED IN LEGACY CONTENT AND SYSTEMS?



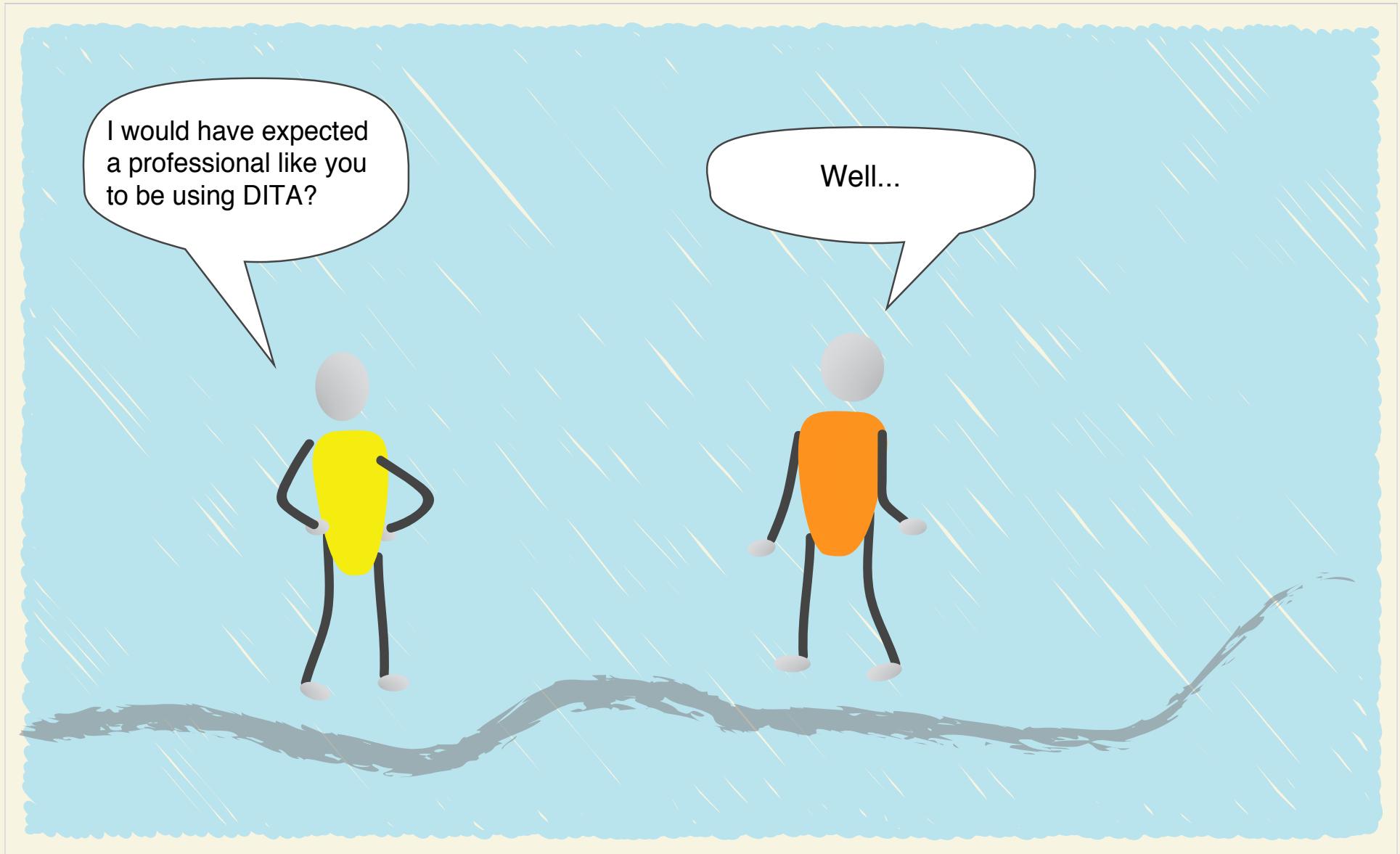
HOW CAN YOU BUILD ANYTHING IF YOU'RE NOT REALLY AN ENGINEER?



WHAT HAPPENS TO YOUR CAREER SKILLSET WHEN YOU INVEST IN AN OBSCURE TECHNOLOGY?



PRESSURE TO CONFORM TO MAINSTREAM



SO MANY LIMITATIONS

HTTP GET

Returns the single Call resource identified by {CallSid}.

Example

JSON

XML

PHP

Python

C#

Java

Ruby

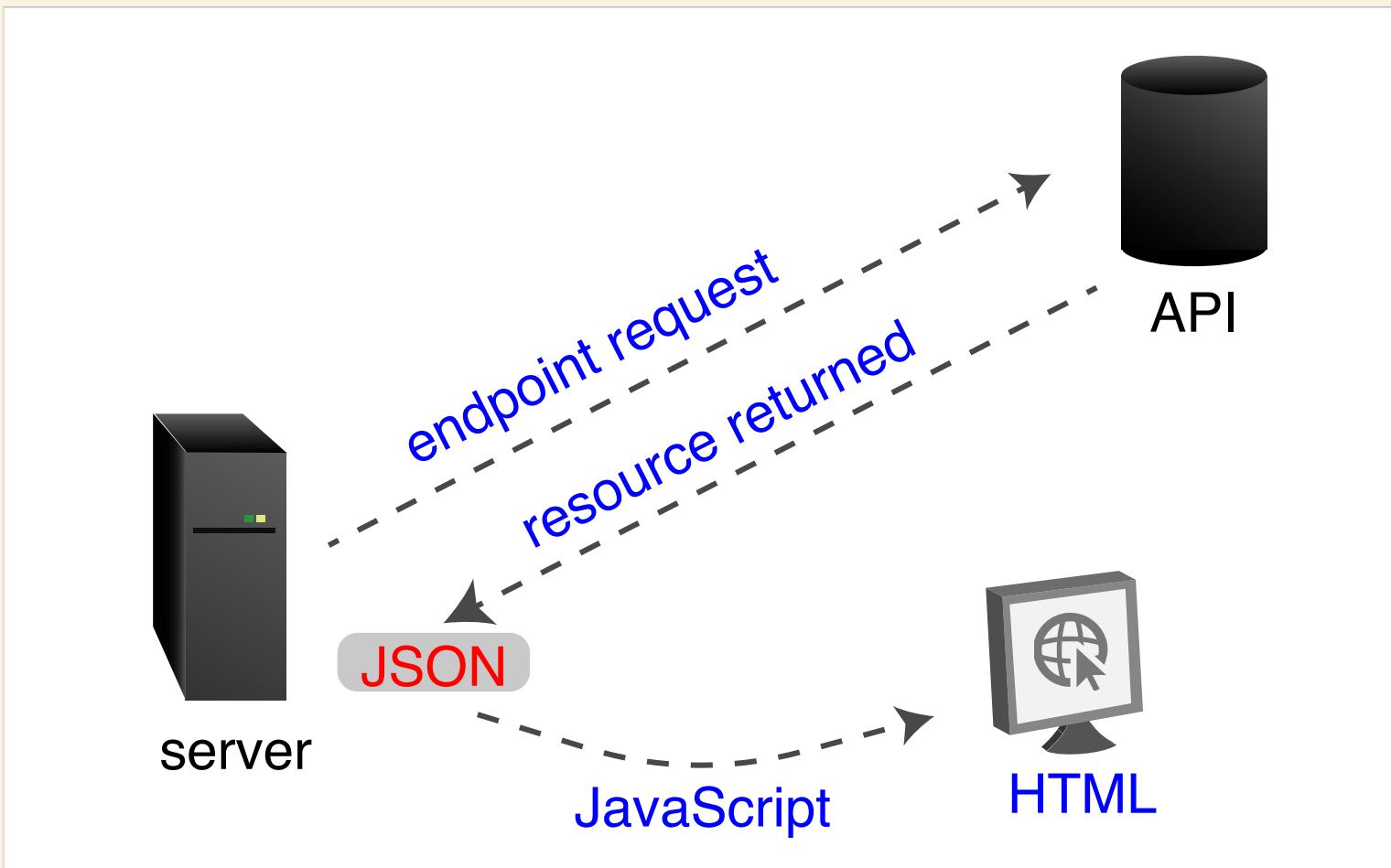
Node.js

```
1 <?php
2 // Get the PHP helper Library from twilio.com/docs/php/install
3 require_once('/path/to/twilio-php/Services/Twilio.php'); // Loads the library
4
5 // Your Account Sid and Auth Token from twilio.com/user/account
6 $sid = "AC5ef8732a3c49700934481addd5ce1659";
7 $token = "{{ auth_token }}";
8 $client = new Services_Twilio($sid, $token);
9
10 // Get an object from its sid. If you do not have a sid,
11 // check out the list resource examples on this page
12 $call = $client->account->calls->get("CA42ed11f93dc08b952027ffbc406d0868");
13 echo $call->to;
```

HTTP POST

XML AND THE WEB: DRIFTING APART?

JSON IS STANDARD



TECHNOLOGIES USED BY WEB DEVELOPERS



THE TURNING POINT

The web is where innovation is happening.
To keep up, tech comm needs to ride the wave of innovation of the web.



THE GENIUS OF GITHUB AND OPEN SOURCE

COLLABORATE, VERSION, DISTRIBUTE

The screenshot shows the GitHub homepage with the following elements:

- Header:** Search GitHub, Explore, Gist, Blog, Help, User profile (tomjohnson1492), and various navigation icons.
- User Profile:** tomjohnson1492, News Feed, Pull Requests, Issues.
- GitHub Bootcamp Guide:** A modal window titled "GitHub Bootcamp" with four steps:
 - Set up Git:** A quick guide to help you get started with Git.
 - Create repositories:** Repositories are where you'll work and collaborate on projects.
 - Fork repositories:** Forking creates a new, unique project from an existing one.
 - Work together:** Send pull requests, follow friends. Star and watch projects.
- Recent Activity:**
 - 27 minutes ago: elizar edited the [jekyll/jekyll wiki](#). Edited [Sites](#). View the diff »
 - 5 hours ago: tamouse commented on issue [jekyll/jekyll#3409](#). @FooBarWidget -- I think using Traveling Ruby is probably the best way to make Jekyll good for non-programmers. I have a lot of problems trying to ...
- News Feed:** A notification for "The new face of committing in GitHub for Mac".

We've just redesigned GitHub for Mac's Changes tab to make it even easier to review and commit.

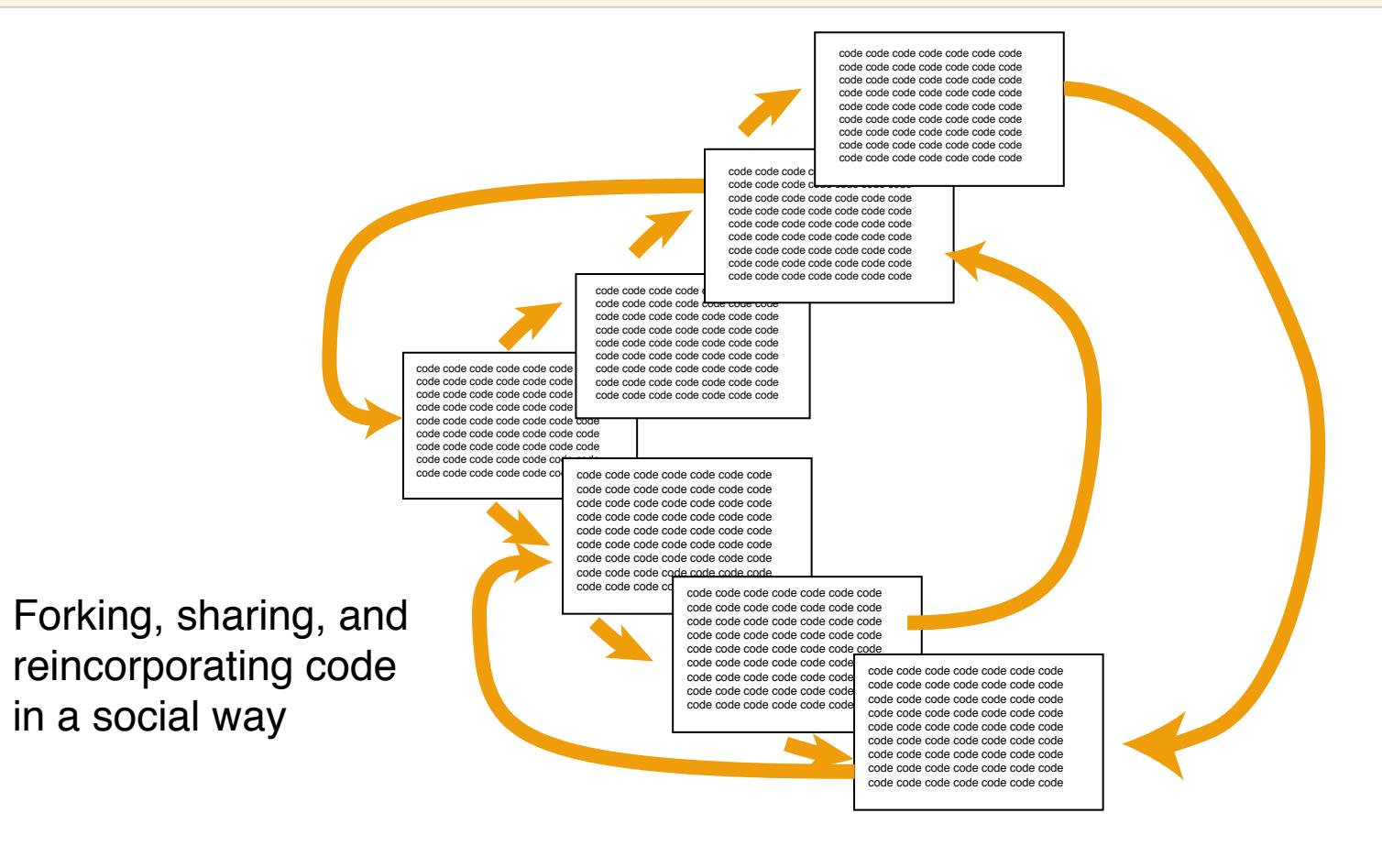
[View 44 new broadcasts](#)
- Repositories you contribute to:** [jekyll/jekyll-help](#) (154 stars)

REVOLUTIONARY FOR SOFTWARE DEVELOPMENT

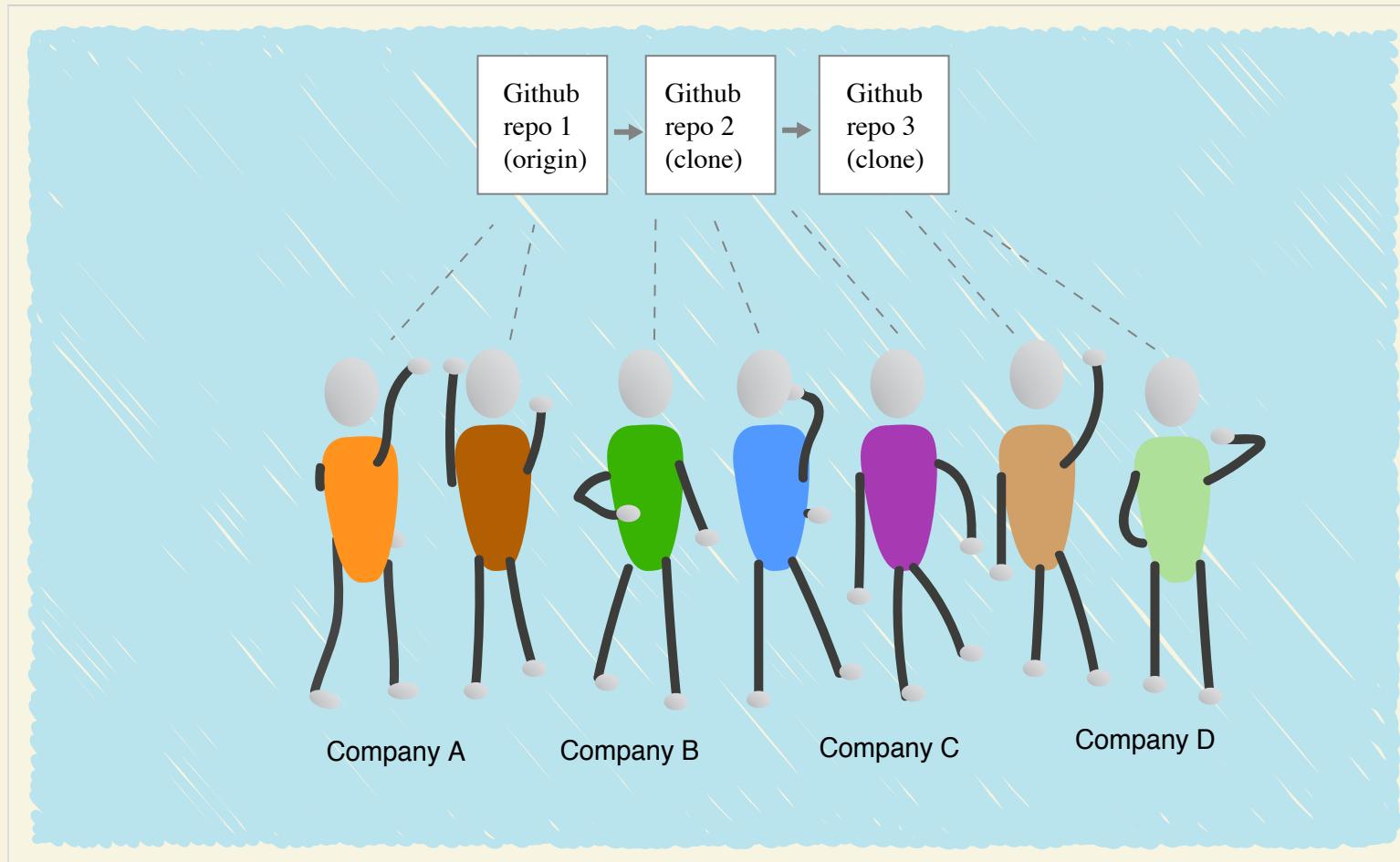
"Github, in my humble opinion, is one of the most revolutionary things that has happened to software in 20 years."

— Joe Malin

"SOCIAL CODING"



WHAT IF EVERYONE'S HELP WERE IN AN OPEN GITHUB REPO?



TREATING DOCUMENTATION AS CODE

WRITING DOCUMENTATION LIKE A DEVELOPER

File format: Text files

Authoring: Text editor

Building: Continuous build scripts

Collaborating: Source control

Versioning: Source control

Pushing live: Terminal commands

THIS SLIDEDECK IS JUST HTML5.

Here's the code for this slide:

```
<section>
  <h3>This slidedeck is just HTML5.</h3>
  <p>Here's the code for this slide:</p>
    <p>Github repo: <a target="_blank" href="https://github.com/tomjohnson1492/innovation">https://github.com/tomjohnson1492/innovation</a></p>
    <p><i>So much more satisfying to work in text
      file formats.</i></p>
</section>
```

Github: <https://github.com/tomjohnson1492/innovation>

So much more satisfying to work in text-file formats.

DISRUPTIVE TECH: STATIC SITE GENERATORS

LIGHTWEIGHT, FLEXIBLE, NO DATABASE

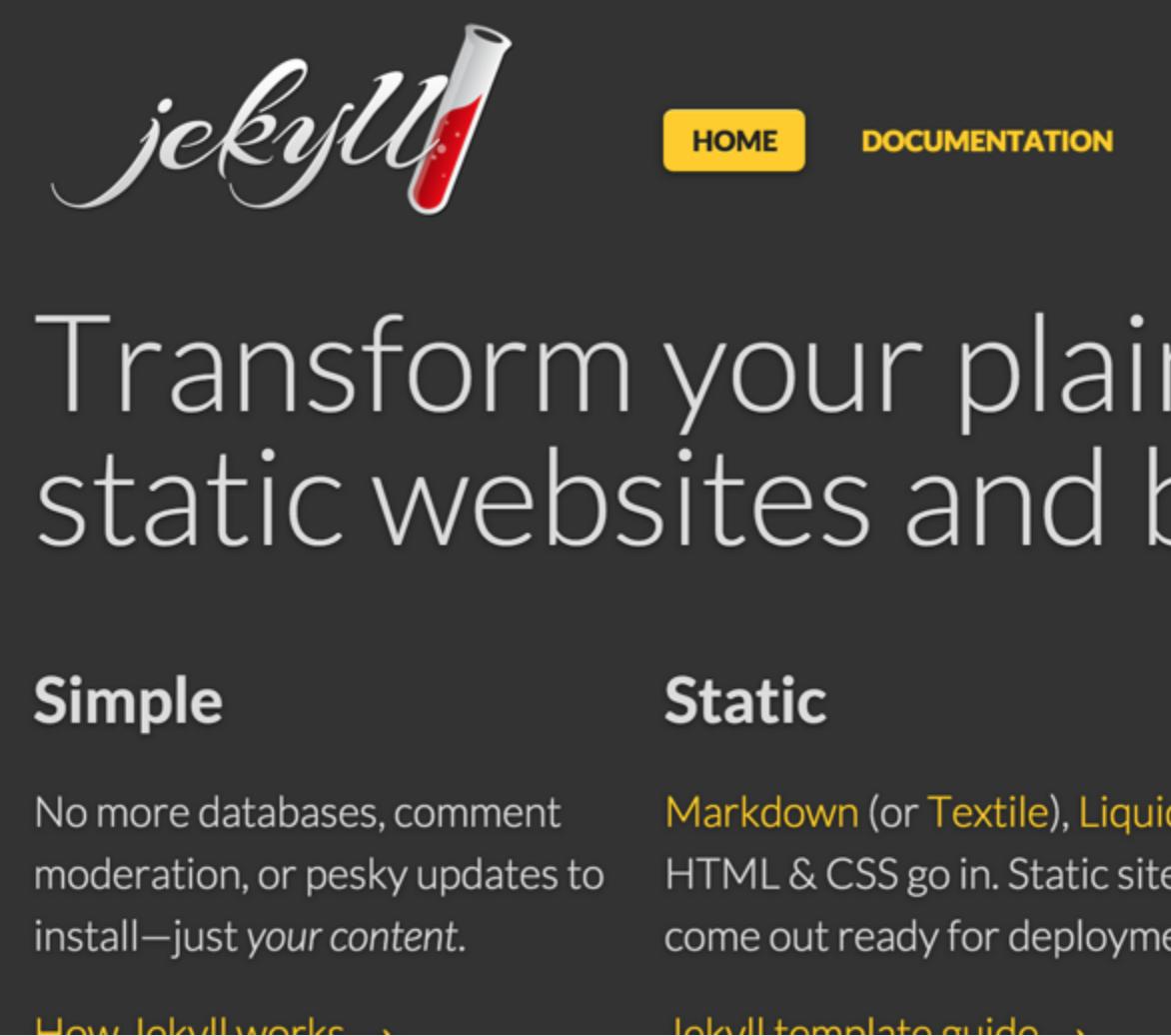
The screenshot shows the homepage of the StaticGen website, which lists eight popular open-source static site generators. Each card includes the generator's name, website, star count, commit count, and PR count, along with a brief description and language information.

Generator	Website	Stars	Commits	PULL Requests	Description	Language
Jekyll	jekyllrb.com	18834	3874	113	A simple, blog-aware, static site generator.	Ruby
Octopress	octopress.org	8781	3180	258	A blogging framework for hackers based on Jekyll.	Ruby
Pelican	blog.getpelican.com/	4364	1023	159	A static site generator, imports from Wordpress, multi-lang publishing.	Python
Hexo	hexo.io/	4175	626	170	Hexo is a fast, simple and powerful blog framework.	JavaScript
Middleman	middlemanapp.com	3957	387	48	Language: Ruby Templates: Liquid License: MIT	Ruby
Brunch	brunch.io/	3930	270	35	Language: Ruby Templates: Liquid License: MIT	Ruby
Hugo	gohugo.io/	3468	488	152	Language: Python Templates: Jinja2 License: GPL	Python
Metalsmith	www.metalsmith.io/	3075	238	9	Language: EJS, Swig Templates: EJS, Swig License: MIT	JavaScript

STATIC SITE GENERATOR CHARACTERISTICS

- Lightweight
- Fast
- Usable
- Flexible
- Secure
- Suitable for hackers

JEKYLL IS MOST POPULAR



The screenshot shows the official Jekyll website. At the top left is the Jekyll logo, which consists of the word "jekyll" in a white, cursive, handwritten-style font next to a test tube containing red liquid. To the right of the logo are two buttons: a yellow one labeled "HOME" and a white one labeled "DOCUMENTATION". The main title "Transform your plain static websites and b" is displayed in large, light gray letters. Below this, there are two sections: "Simple" and "Static". Each section has a brief description and a link at the bottom.

Simple	Static
No more databases, comment moderation, or pesky updates to install—just <i>your content</i> .	Markdown (or Textile), Liquid HTML & CSS go in. Static site come out ready for deployment.
How Jekyll works →	Jekyll template guide →

LIVE PREVIEW REBUILDS WITH EACH SAVE

The screenshot illustrates a workflow for developing Jekyll documentation. On the left, a browser window shows the live preview of a page titled "Conditional logic" from the "Content re-use" section of the "Documentation theme for Jekyll". The page content includes a sidebar with navigation links and a main area with text and a code block. On the right, a code editor displays the corresponding Markdown file ("conditional_logic.md") with numbered line numbers. A terminal window at the bottom left shows the command `tjohanson-mbp13:jekyll-doc tjohanson\$. doc.sh` being run, which starts the Jekyll server. The terminal output indicates the server is running at `http://127.0.0.1:4000/documentation-theme-jekyll/`.

conditional_logic.md

```
1 ---  
2 title: Conditional logic  
3 permalink: /conditional_logic/  
4 ---  
5 If you want to create different outputs for  
6 different audiences, you can do all of this  
7 using a combination of Jekyll's Liquid  
8 markup and values in your configuration file.  
9 {{alertinfo}} Definitely check out [Liquid's  
10 documentation](http://docs.shopify.com/themes/  
11 /liquid-documentation/basics) for more  
12 details about how to use operators and other  
13 liquid markup. The notes here are a small,  
14 somewhat superficial sample from the  
15 site.{{end}}  
16  
17 ## Where to store filtering values  
18  
19 You can filter content based on values that  
20 you have set in your config file or in a  
21 file in your _data folder. If you set the  
22 attribute in your config file, you need to  
23 restart the Jekyll server to see the  
24 changes. If you set the value in a file in  
25 your _data folder, you don't need to restart  
26 the server when you make changes. Therefore  
27 it's preferable to store values in your  
28 _data file rather than your config file, but  
29 do what makes sense to you.  
30  
31 ## Conditional logic based on config file  
32 value  
33  
34 Here's an example of conditional logic based  
35 on a value in the _data/project.html file.  
36 In my project.html file, I have the  
37 ...
```

Line 1, Column 1 | 0 misspelled words | Tab Size: 4 | Markdown Extended

Conditional logic based on config fi

DOCUMENTATION THEME I BUILT ON JEKYLL

Documentation theme for Jekyll

About News Jekyllrb Github Repo Getting started More drop-downs search...

Getting started with the theme

Content reuse

General info

Supported features

Formatting

Blog content

Special layouts

Conditional filtering

Publishing Content

Documentation theme for Jekyll

This is a Jekyll theme intended for documentation projects. What makes this theme unique is the approach in using Jekyll for single sourcing, that is, producing multiple outputs from the same theme. For example, you might have 3 different help systems that you're generating from the same Jekyll files. More than anything, this Jekyll theme shows you how to use Jekyll for documentation projects from the perspective of a technical writer.

I'm using this theme for my own technical writing projects, replacing my previous OxygenXML DITA workflow, so this is an evolving project. I'm still in the pilot phase of the experiment.

Intended audience

Although this theme could be used for any website, I'm assuming that my main audience involves technical writers. Very few technical writers are even aware of Jekyll as a platform, let alone how to use it for tech comm scenarios. The instructions for this theme, therefore, are extensive because they discuss a lot of Jekyll basics as well. I'm not going to assume that you're already familiar with Jekyll, or that you're a UX guru, or that you know how to do backflips in Liquid. I'll try to hold your hand as much as possible.

Supported tech comm features with Jekyll

As far as I can tell, Jekyll supports most of the features a technical writer needs to author and publish content. See [Supported features for an extensive list](#). Most importantly, using Jekyll allows you to take full advantage of a modern web development platform.

Clone me here: <http://tomjohnson1492.github.io/documentation-theme-jekyll/>

5 REASONS WHY STATIC SITE GENERATORS CAN BE A DISRUPTIVE TECHNOLOGY



REASON 1: SNUG FIT INTO WEB TECHNOLOGIES

HTML, JS, CSS



BOOTSTRAP

Bootstrap Getting started CSS Components JavaScript Customize [GitHub](#)



Bootstrap is the most popular HTML, CSS, and JS framework for developing responsive, mobile first projects on the web.

[Download Bootstrap](#)

Currently v3.3.2

JQUERY

The screenshot shows the official jQuery website. At the top, there's a dark header bar with several small icons (RSS, Twitter, GitHub, etc.) on the left, and 'Plugins', 'Contribute', 'Events', and 'Support' links on the right. Below the header is a large blue banner featuring the jQuery logo ('jQuery write less, do more.') on the left and a download section on the right. The download section includes a 'DOWNLOAD FREE' button, a preview image of a computer monitor, and a 'moder...' link. The main content area has a dark background with a grid pattern. It features four main promotional icons: 'Lightweight Footprint' (a cube icon), 'CSS3 Compliant' (a stylized '3' icon), 'Cross-Browser' (a globe with arrows icon), and a 'Download' button for version v1.11.2 or v2.1. Below these are links to 'View Source on GitHub →' and 'How jQuery Works →'. At the bottom, there's a light gray footer bar with 'What is jQuery?' on the left and 'Resources' on the right, which includes a link to 'jQuery Core API'.

Plugins Contribute Events Support

jQuery
write less, do more.

DOWNLOAD FREE
to test your jQuery acro

e | moder

Search

Download API Documentation Blog Plugins Browser Support

Lightweight Footprint

Only 32kB minified and gzipped. Can also be included as an AMD module

CSS3 Compliant

Supports CSS3 selectors to find elements as well as in style property manipulation

Cross-Browser

IE, Firefox, Safari, Opera, Chrome, and more

Download
v1.11.2 or v2.1

[View Source on GitHub →](#)
[How jQuery Works →](#)

What is jQuery?

Resources

[jQuery Core API](#)

MARKDOWN



UX TALENT WILL HELP WHEN PLATFORM IS WEB

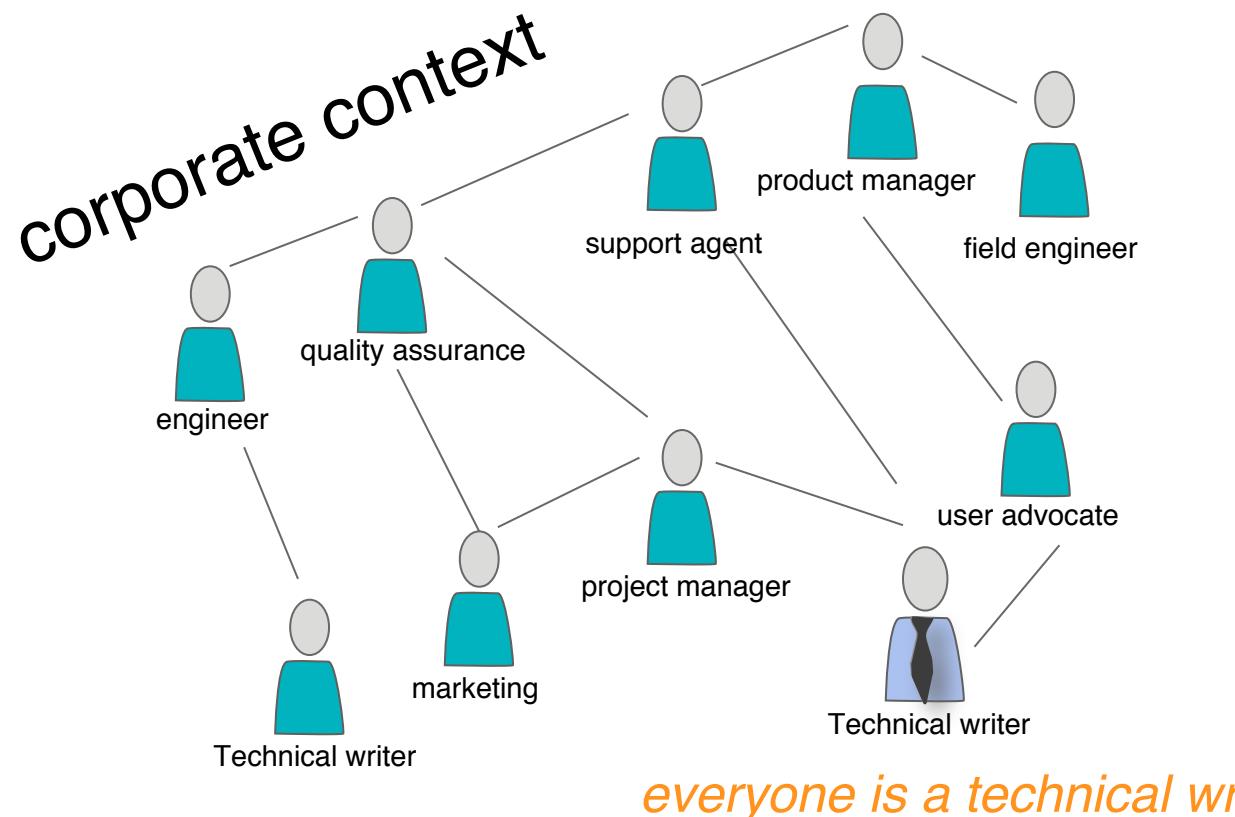


REASON #2: SCALE INFINITELY

GROW AS NEEDED WITHOUT BUDGET CONSTRAINTS

- Allow unlimited number of authors.
- No price per "seat."
- Avoid free-for-all content junkyard of wikis.
- Handle any type of content.

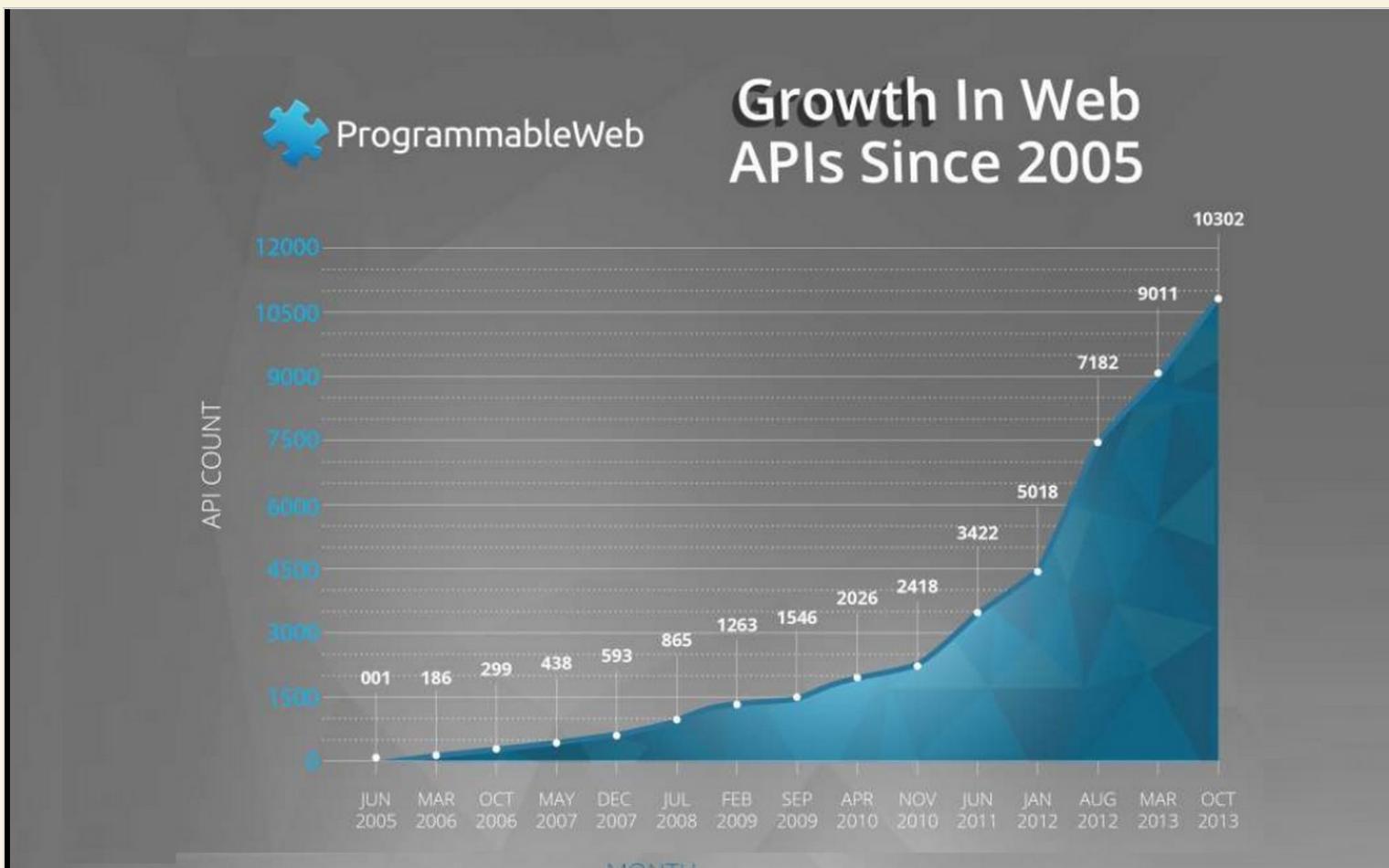
ALLOWS EVERYONE TO BE A TECH WRITER



*One person writing from one perspective in
one company, especially an outsider to the
actual business context of the user, can't
possibly cover all the information needs for
every user.*

REASON #3: CONTENT APIs

GROWTH IN REST APIs



HEALTHCARE.GOV SITE AS API

The screenshot shows the top navigation bar of the HealthCare.gov website. It features a white header with the "HealthCare.gov" logo on the left. To the right are three main categories: "Individuals & Families", "Small Businesses", and "Log in". Below this is a dark blue secondary navigation bar with links for "Get Coverage", "Change or Update Your Plan", and "Get Answers". On the far right of this bar are a search input field and a "SEARCH" button. At the very bottom right of the page is a small "Snagit" watermark.

HealthCare.gov for Developers

We're making our source code freely available on GitHub. All of our educational content about the [Health Insurance Marketplace](#) is available in machine-readable formats so that innovators, entrepreneurs, and partners can turn it into new products and services.

Open Source and Accessible

All content is available through an API. Everyone can use the API to embed content from HealthCare.gov. As official content gets updated on HealthCare.gov, the new content will update automatically and appear on websites using the HealthCare.gov API.

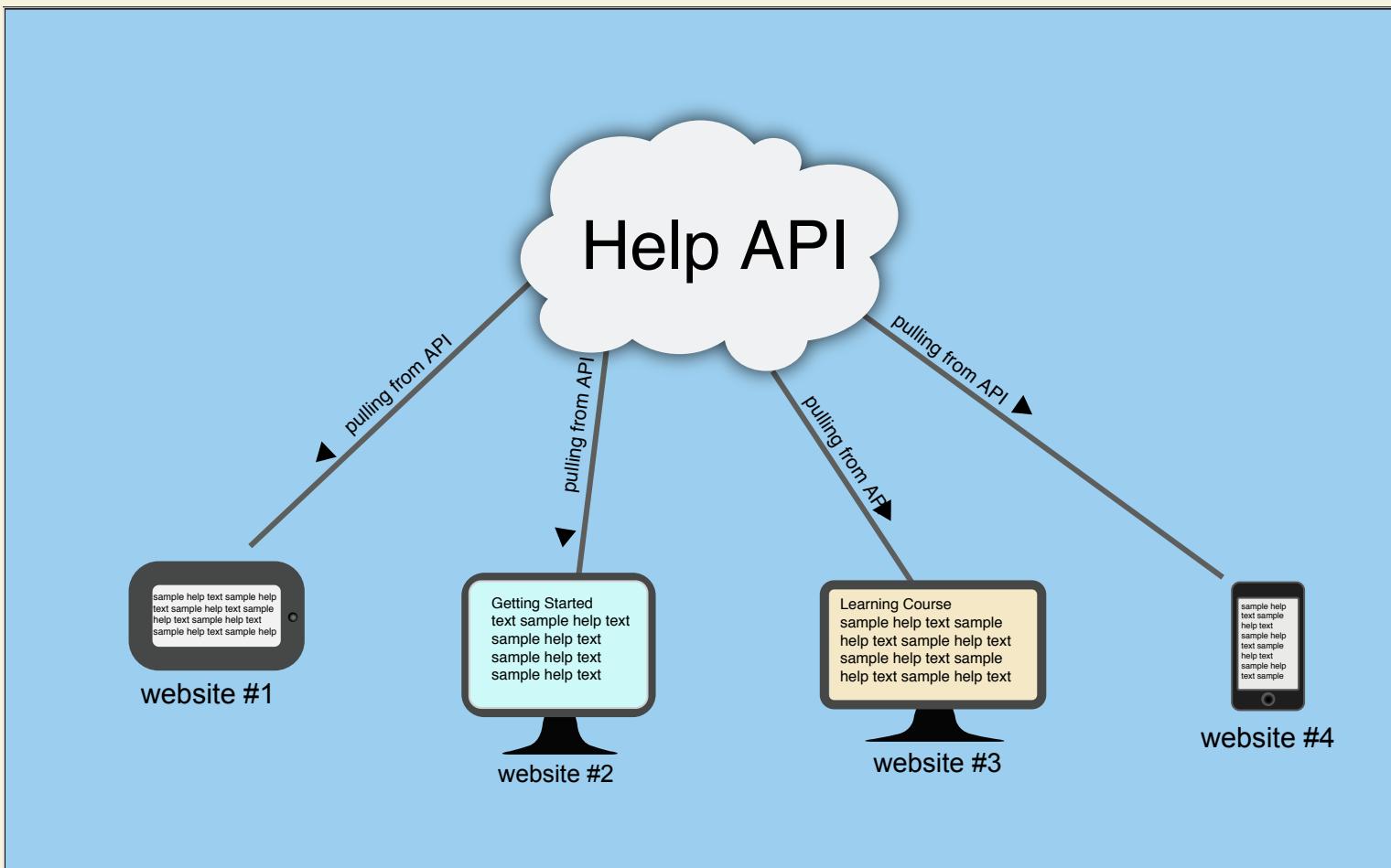
From day one, we embraced the principles of open data, universal access, and accessibility through simplicity. We produce standards compliant code to make our content [accessible](#) to people with disabilities.

HealthCare.gov Content API

Our web content is published as HTML pages and JSON data. JSON stands for [JavaScript Object Notation](#) and it is a machine-readable data exchange format. Use our JSON API to build applications and websites that share the latest content from HealthCare.gov.

Snagit

WHY NOT CREATE HELP CONTENT APIs?



POPULATE UI TEXT DYNAMICALLY FROM API

The screenshot illustrates a tooltip demo where UI text is populated dynamically from an API. On the left, a browser window displays a page titled "Tooltip Demo". The page content includes a note about basketball and a list of sports with their respective icons. A tooltip for basketball is shown, containing a note and a detailed description. An orange arrow points from this tooltip to a screenshot of a JSON file on the right, which defines the data for the tooltip. The JSON file contains three entries: baseball, basketball, and football, each with an ID and a body text.

tomjohnson1492.github.io/documentation-theme-jekyll/tooltip_demo

Tooltip Demo

This page is purposely separated out from the rest of the theme so you can see the bare minimum.

Content in the tooltips (actually "popovers" according to Bootstrap lingo) is pulled in dynamically from [content/apidemos/tooltips.json](#).

Note: Make

Basketball

Baseball

Football

Soccer

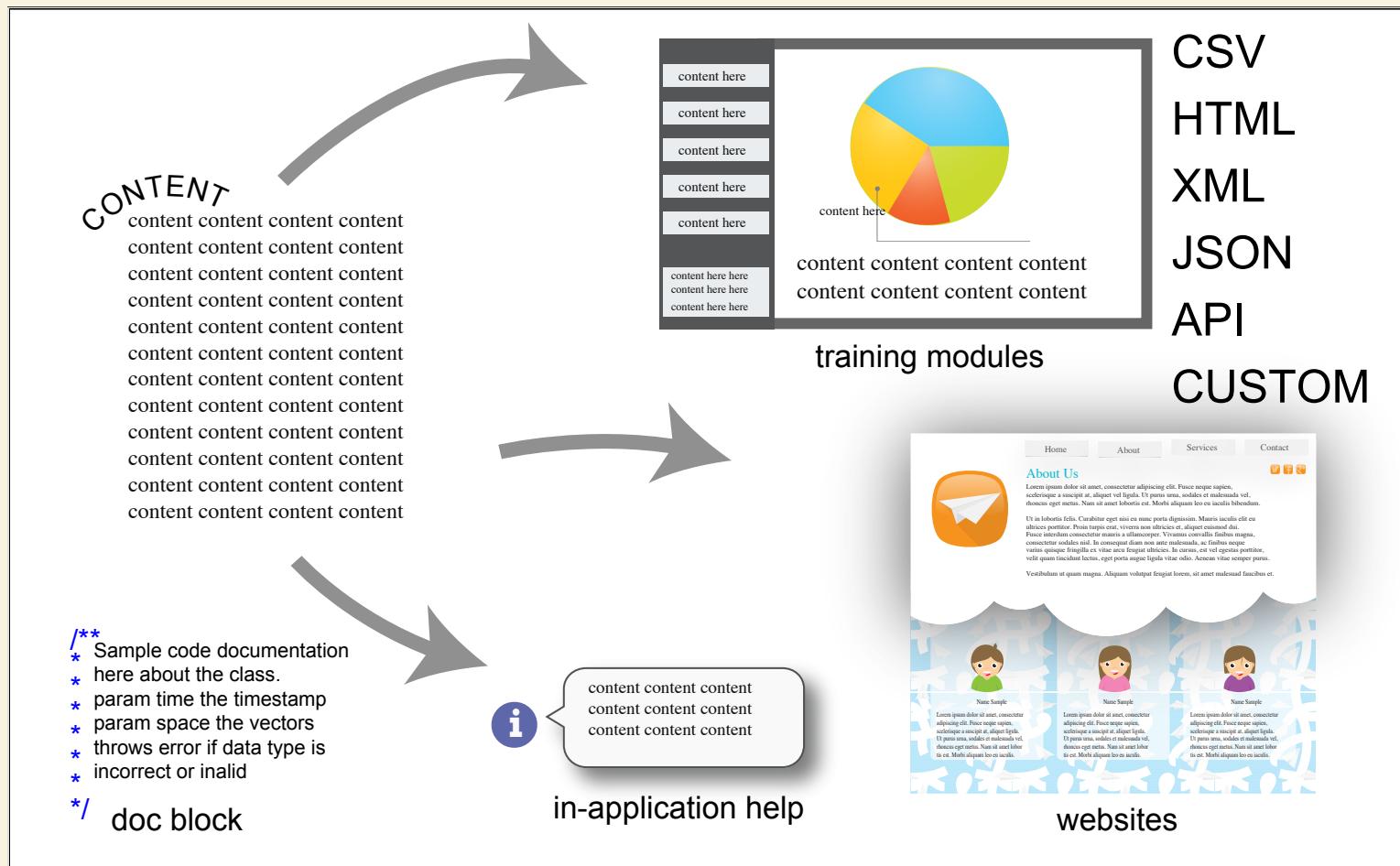
Basketball is a sport involving two teams of five players each competing to put a ball through a small circular rim 10 feet above the ground. Basketball requires players to be in top physical condition, since they spend most of the game running back and forth along a 94-foot-long floor.

idratherbewriting.com/wp-content/apidemos/tooltips.json

```
{ "entries": [ { "id": "baseball", "body": "Baseball is considered America's pastime sport, though that may be more excitement about football than baseball. A baseball game is somewhat of a" }, { "id": "basketball", "body": "Basketball is a sport involving two teams of five players each competing to put a ball through a small circular rim 10 feet above the ground. Basketball requires players to be in top physical condition, since they spend most of the game running back and forth along a 94-foot-long floor." }, { "id": "football", "body": "No doubt the most fun sport to watch, football also manages to accrue blown knees, football players have short sport lives." } ] }
```

REASON #4: PUSH CONTENT INTO TEMPLATES

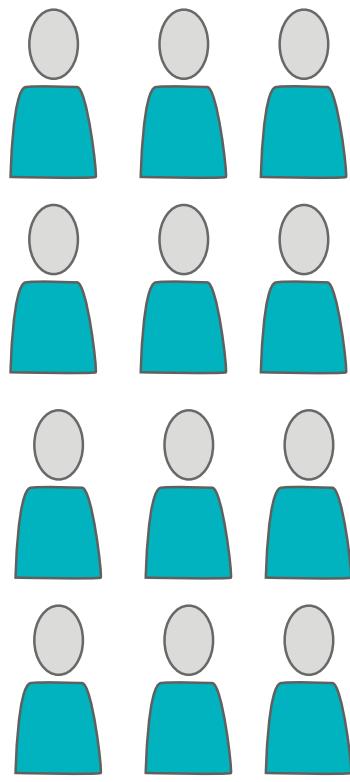
CUSTOM TEMPLATES FOR CUSTOM CONTENT TYPES



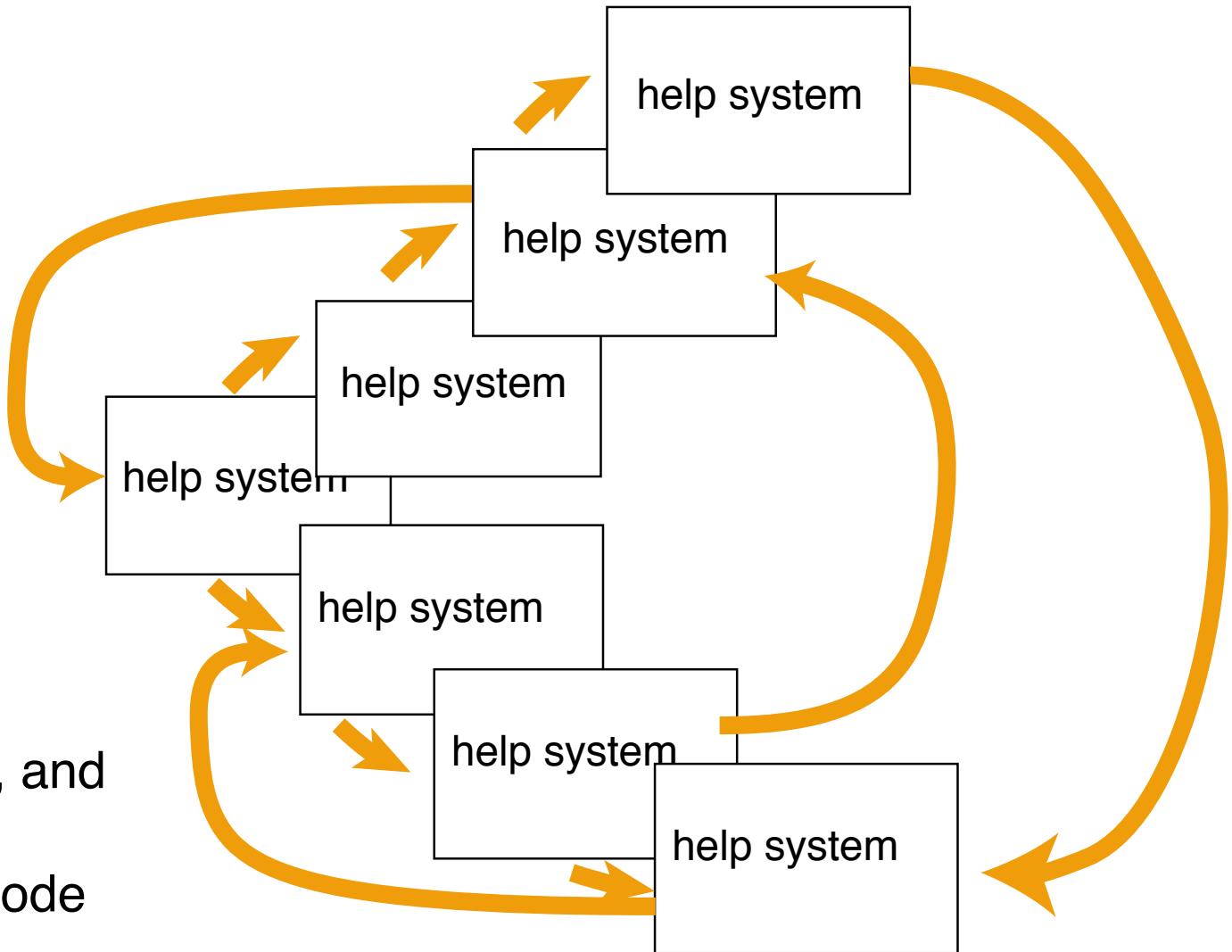
ITERATE THROUGH ITEMS

```
{  
  "entries":  
  [  
    {% for page in site.tooltips %}  
    {  
      "id" : "{{ page.id }}",  
      "body": "{{ page.content | strip_newlines | replace: '\\', '\\\\\\\\' |  
                replace: '\"', '\"' }}"  
    } {% unless forloop.last %},{% endunless %}  
    {% endfor %}  
  ]  
}
```

REASON #5: LEVERAGE OPEN SOURCE MODEL



Forking, sharing, and
reincorporating
documentation code



MY LARGER POINT:

MAYBE NOT JEKYLL, BUT ...

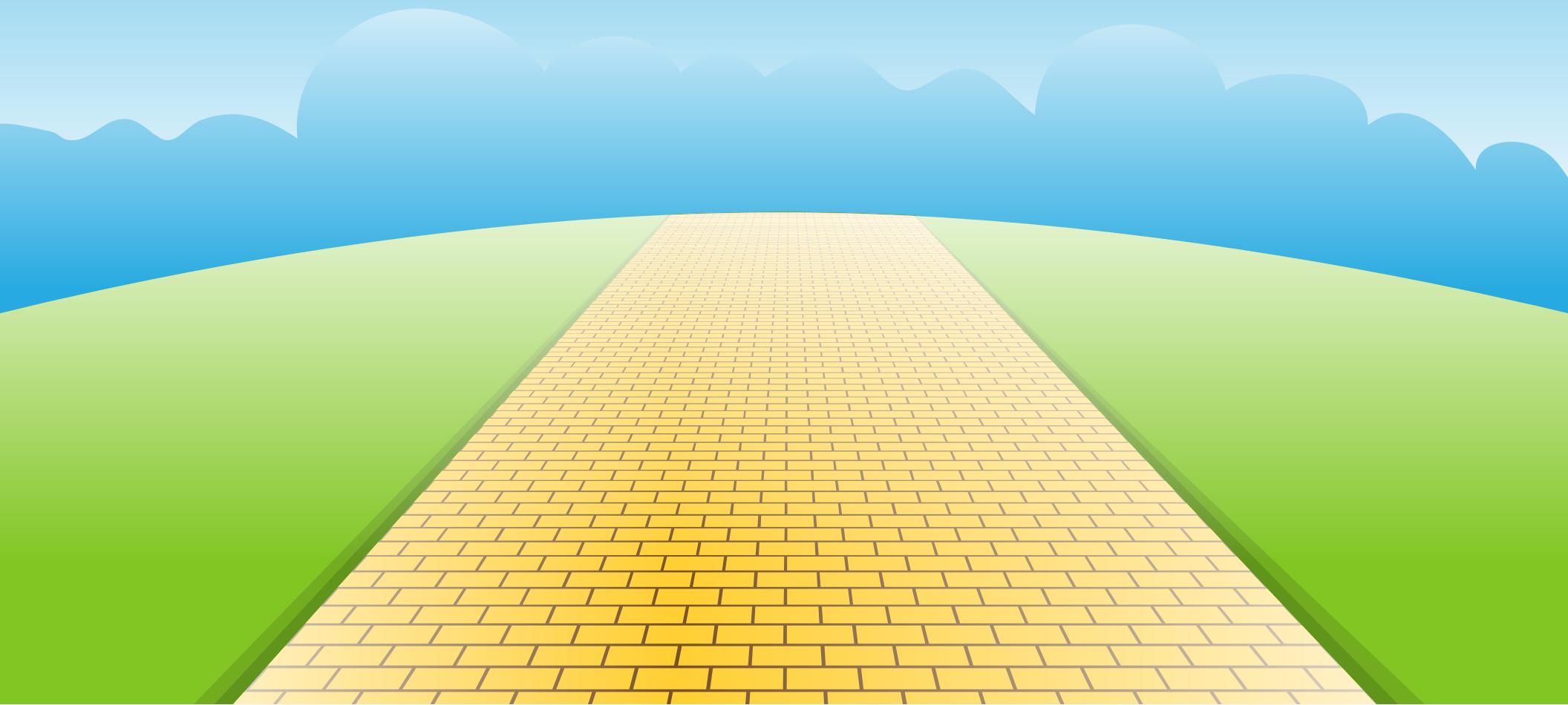
LOOK OUTSIDE THE TECH COMM BUBBLE

tech comm

web

3 STRATEGIES FOR INNOVATION

1. Look outside the tech comm bubble.
2. Ride the innovation of the web.
3. Share with the community around you.



COMPARING JEKYLL WITH DITA

1A. AUTHORIZING CONTENT IN DITA

```
<task id="task_mhs_zjk_pp">
<title>Printing a page</title>
<taskbody>
  <steps>
    <stepsection>To print a page:</stepsection>
    <step>
      <cmd>Go to <menucascade><uicontrol>File</uicontrol>
          <uicontrol>Print</uicontrol></menucascade></cmd>
    </step>
    <step>
      <cmd>Click the <uicontrol>Print</uicontrol>
          button.</cmd>
    </step>
  </steps>
</taskbody>
</task>
```

101

1B. AUTHORING CONTENT IN MARKDOWN

000

```
## Print a page
1. Go to **File > Print**.
2. Click the **Print** button.
```

010

101

101

010

010

101

010

101

101

001

010

101

2A. CONDITIONAL PROCESSING IN DITA

101

```
<p audience="mac">Your MacBook Pro is going to make you so happy!</p>
<p audience="pc">Thanks for supporting the dying PC industry.</p>
<p>Congratulations on the purchase of your new computer.</p>
```

010

101

101

010

010

101

010

101

101

001

010

101

2B. CONDITIONAL PROCESSING IN JEKYLL

101

```
{% if site.audience == "mac" %}  
Your MacBook Pro is going to make you so happy!  
{% elsif site.audience == "pc" %}  
Thanks for supporting the dying PC industry.  
{% else %}  
Congratulations on the purchase of your new computer.  
{% endif %}
```

3A. CONTENT RE-USE IN DITA

```
<topic id="topic_123">
  <note type="warning" id="bolt_warning">Don't overtighten the bolts,
    as it may cause stripping.</note>
  ...
  <note conref="notes.dita#topic_123/bolt_warning"/>
```

3B. CONTENT RE-USE IN JEKYLL

```
_includes/bolt_note.md  
<b>Warning:</b> Don't overtighten the bolts, as it may cause stripping.  
...  
{% include bolt_note.md %}
```

4A. BUILDING A TOC IN DITA

```
<topichead navtitle="Links">
  <topicref href="keyref_links.dita">
    <topicref href="inline_links.dita" audience="field_engineers"/>
  </topicref>
  <topicref href="related_links.dita">
    <topicref href="relationship_tables.dita"/>
  </topicref>
</topichead>
```

4B. BUILDING A TOC IN JEKYLL

```
entries:
  - title: Sidebar
    subcategories:
  - title: Overview
    items:

    - title: Introduction
      url: /introduction/
      audience: customer
      print: true

    - title: Release Notes
      url: /release_notes/
      audience: customer, fe
      print: false

    - title: Getting Started
```

101 5A. CREATING INFORMATION PATTERNS IN DITA 101

```
<task id="task_123">
  <title>How to wash dishes</title>
  <shortdesc>My short description ...</shortdesc>
  <prereq>Before doing the dishes, you will need soap and
    gloves.</prereq>
  <taskbody>
    <context>
      <p>This is my context...</p>
    </context>

    <steps>
      <step>
        <cmd>This is step one</cmd>
        <info>This is a note...</info>
      </step>

      <step>
        <cmd>This is step two...</cmd>
      </step>
    </steps>
  </taskbody>
</task>
```

5B. CREATING INFORMATION PATTERNS IN JEKYLL

YML (in data files or frontmatter) and for loops

```
---
title: My Doc Collection
summary: "My summary here..."
parameters:
  - param1:
      title: "my param title"
      data_type: "boolean"
      description: "my param description"
  - param2:
      title: "my param title"
      data_type: "boolean"
      description: "my param description"
...
{%
  for parameter in site.doc.parameters %}
  {{parameter.title}}
  {{parameter.data_type}}
  {{parameter.description}}
```

6A. PDF CREATION IN DITA

Set up XSL-FO transform

6B. PDF CREATION WITH JEKYLL

No easy workflow, but possible via PrinceXML



7A. REVIEWING CONTENT IN DITA

- OxygenXML webhelp with feedback
- PDF for annotation
- Vendor review tool (e.g., easyDITA)

7B. REVIEWING CONTENT IN JEKYLL

- Github workflow
- Online platforms: Poetica, Beegit, CloudCannon
- Comment forms: Disqus, Discourse, Juvia

8A. FEATURES DITA HAS THAT JEKYLL LACKS

- Enforced information types
- Out-of-the-box transforms beyond HTML
- Universal, interchangeable format
- Relationship tables
- Chunk attribute with TOC
- Conref range
- Indexing tools

8B. FEATURES JEKYLL HAS THAT DITA LACKS

- Tags
- Liquid templating language
- Variables
- Different layouts/sidebar per page
- Auto-preview server
- Subheadings; topics with multiple tasks
- Custom JavaScript directly on pages

BROAD COMPARISONS

DITA

Jekyll

Open source

Open source

Text-file format

Text-file format

Rigid

Flexible

Vendor heavy

Vendor light

CMS-oriented

Github-oriented

XML architecture

Web architecture

Committee driven

Developer driven

XML editor

Text editor

WHICH TO USE?

DITA

Jekyll

Large team

Small team

Lots of PDFs

Web deliverable

GUI documentation

Developer documentation

Enforce consistency

Flexibility in design

\$\$\$\$

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Love XML

Love HTML, CSS, JS

Prefer CMS

Prefer revision control

THANKS!

- Blog: idratherbewriting.com
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CREDITS

- Read the innovation series on my blog, <http://idratherbewriting.com/series/innovation-in-tech-comm/>
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