

## Promotion document – Veronica Starovoit

The following document outlines reasons for promoting Veronica Starovoit from an L5 Technical Writer to an L6 Sr. Technical Writer. Since joining the Ad Platform team in late 2015, she had the following four big wins that exemplify her positive contributions to the Ad Platform team:

### Win 1: Establishing a help center content review and release process

**Teams involved:** All teams outlined in Appendix II: Teams supported.

**Customers impacted:** All external AAP SS, Self-Service Reporting, and Audience Explorer users.

**Date started and completed:** Entire span of employment.

**Summary of work:** Veronica single-handedly maintains the AAP Help Center. Before her arrival, there was no owner and the help center was several months out of date, providing a very poor customer experience. Now, the help center is not only kept up to date with each new feature release, new help resources based on customer FAQs and requests have been added such as creative specifications and campaign setup best practices for multiple campaign goals.

Veronica also helps others contribute to help center content, such as the Marketing team. Some collaborative efforts with that team include embedding training videos in help for certain complex workflows where walkthroughs are helpful, AAP accreditation (a sort of AAP 101), and release notes (more on that later in Win 4).

To ensure help content meets the highest standards, Veronica worked with the Analytics/EAT team to embed Takt metrics into help. More information on available queries can be found on the [AAPHelp Analytics](#) wiki. Veronica then independently disseminated these metrics to measure the success and usefulness of the help center. For example, search terms entered by customers where results aren't found are tracked. Deducing users may look for synonyms like "associate creatives" instead of "assign creatives", which is an existing help topic, Veronica adds these terms each time she finds them so they yield results in the future.

More users than ever are using the help center to reference product information. We've seen **almost a 100% increase** in usage since metrics started being tracked in early December 2016. See Appendix III: Week over week AAP Help usage for metrics.

### Win 2: Establishing a UI copy review and editing process

**Teams involved:** All teams outlined in Appendix II: Teams supported.

**Customers impacted:** All external AAP SS, AAP Managed Service, Self-Service Reporting, and Audience Explorer users; all Vendor Self-Service users using Marketing Packages

**Date started and completed:** Entire span of employment

**Summary of work:** Veronica wears multiple hats, both as the sole content developer and UX/UI writer for AAP, as well as other platforms under the Advertising organization (see Appendix II for a full list). In her capacity as UI writer, she has, through coordination with the User Experience and EAP Development teams:

1. Formalized a [String Translator updating process](#) that allows on-the-fly updating of AAP strings including error messages, tooltips, field names, and other in-UI copy. Veronica gets an estimated 5 new String Translator editing requests per month.
2. Created and promoted [AAP copy guidelines](#) and works with development and design teams to adhere to these guidelines so AAP maintains a consistent style and tone. Adding new guidelines based on FAQs on almost a monthly basis and promoting new additions in monthly AAP Help Roundup emails.
3. Onboarded updating banners when there are AAP outages or issues to alert customers about, including writing [pre-canned banners](#) that any AAP administrator can reuse in the future. Pre-canned banners are used by on call developers and PMs on at least a monthly basis. Additionally, Veronica writes and posts new banners for one-off, more complex issues. There have been about 4 cases of these one-off issues in 2017 (all itemized in [this wiki](#)). Before Veronica's involvement, SDEs were going in and creating banners. There was no pre-canned language to use and banners were less customer-friendly.
4. Embedded herself in the UI design process so all UX Designers for AAP know to include her in reviewing designs before closing out their stories. About 25-50% of Veronica's requests have to do with reviewing and revising UI copy of some sort. This percentage fluctuates depending on how copy-intensive (vs. design-intensive) stories are.
5. Established a relationship with developers so they know to come to her with content review requests in the form of copy-related code reviews and emails. Through code reviews sent by developers alone, Veronica reviewed and signed off on 16 releases in 2017 and 32 in 2016. 100% of code review responses were received within 48 hours so they wouldn't block development or product launches.

## Win 3: Implementing a content management system and redesign

**Teams involved:** UX Design, Product, other Technical Writing teams across Amazon for consultation.

**Customers impacted:** All external AAP SS, AAP Managed Service, Self-Service Reporting, and Audience Explorer users.

**Date started and completed:** May 2016 (preliminary research started) – May 9 2017 (launch date to all customers)

**Summary of work:** Veronica moved the help center to a Content Management System, which enabled content reuse, localization, and a scaleable redesign that was both appealing and created room to add more help content.

Before the migration, help content lived in a simple Markdown-based solution similar to Amazon's old internal wiki (before it was migrated to its current version). This solution didn't enable content reuse (the same content couldn't be referenced in a few places but maintained in one), didn't enable a simple way to localize (a separate instance of the help center would have to be created), and had a design that outgrew the amount of content in it. For example, all help topic links were exposed on the side navigation, which with a few dozen links left the design elongated and strange-looking for smaller help topics. Screenshots of the old and new designs can be found [on this wiki](#).

Veronica migrated the help content to another Markdown-based solution but this time with content management features. This tool is [Middleman Pagegroups](#), which came pre-canned with common help center features like breadcrumbs, expanding and collapsing side navigation, and localization support. Pagegroups is an open source solution that incurred no cost beyond labor and is used by a few other

groups at Amazon including Kindle Apps, a subset of AWS, and Client Side Metrics. Veronica researched Amazon-wide content management principles and systems before settling on Pagegroups. She met with Retail's content management support team, AWS', the App Store's, and other teams to determine what everyone was using. Also got trial copies of the two more popular systems and did a trial run of producing help content in them before determining the best system to use.

This migration also enabled support for multiple help centers (AAP SS, SSR, and AudEx at launch) through content reuse which will save incalculable time from content managers' perspective and translation dollars down the line. Veronica presented the redesign to Tim Craycroft (VP of Advertising) and other stakeholders at a monthly demo to positive reviews. More information about this project can be found on [this wiki](#).

## Win 4: Creating externally-facing release notes

**Teams involved:** Product and AAP TAMs

**Customers impacted:** All external AAP SS, AAP Managed Service, Self-Service Reporting, and Audience Explorer users.

**Date started and completed:** April-May 2017

### Summary of work:

- Before the externally-facing one, customers were emailed or not even told about new releases. There were repeated cases of customers not being aware a new feature was launched.
- Now, AAP SS and Self-Service Reporting customers have an easy to find (on the help homepage) view of new features
  - o AAP SS: <https://ams.amazon.com/aap/help/ss/en/release-notes>
  - o Self-Service Reporting: <https://ams.amazon.com/aap/help/ssr/en/release-notes>
- I'm also currently working on a project with the UX Design team to surface new feature notifications in the AAP UI. Customers will get alerts when new features launch, which I and the rest of the Technical Writing team will write and manage, that links to the help center's release notes for more information.

## Appendix I: Positive feedback from customers and peers

- "Veronica builds a Help Center for a multi-million dollar platform on her own! She is on so many topics across the platform but she never lost track of things. I can always count on Veronica with "live" help. She is also curious and passionate to know about how our system works, and translates that into great contents in writing." – Anon, Performance review
- "The head of analytics at (redacted) just told me he was impressed with the quality of some of the ecommerce pages on the help center. DEA specifically." – Antoine Petrucci, Nov. 2016
- "Veronica is amazing at taking control of what she is working on, and delivering results. She requests almost no oversight, and makes the right judgement calls. Overall, she is a highly productive and well-organized individual who has established Technical Writing as the discipline in the team and shown the initiative to execute effectively." – Anon, Performance review
- "Juggling, Veronica is great at managing expectations and working across several different teams to ensure that content can be used universally and on short notice. She is great at also helping crowd source content to add to the wiki from power users/knowledgeable product managers to help ensure that the information being posted externally to customers is accurate." – Anon, Performance review

- “Veronica is great at asking clarifying questions and coming to understand a problem space she’s trying to document. She’s not afraid to dig into the details, which I appreciate, because the better she understands a feature, the clearer and more helpful by the existing customer. Our help content and UI text will be for our customers.” – Anon, Performance review
- “Veronica is on top of her game more than most Amazonians I work with; she is quick to act and is an all-star at prioritizing her help center to do list – and providing full visibility into it. She is a roadrunner quick to respond to emails, ask smart questions, and move fast.” – Anon, Performance review
- “Veronica is our tech writing wizard. Any task put before her she conquers. The most impressive one for me this year was her finagling to get Takt added into the help center and then her ability to get all sorts of useful analytics from the data. She leverages Takt better than anyone else at Amazon.” – Anon, Performance review
- “Veronica’s super power is her attention to detail and ownership. This has manifested itself in an improved consistent voice throughout the AAP UI and in the incredible amount of content that she has created for the AAP help center. She’s using Takt to monitor customer search queries and identify needs that may not be met by the existing customer.” – Anon, Performance review
- “Veronica’s super power is ownership. She has taken complete control of all things related to AAP UI language and customer help content. This is no small task, but she has single-handedly developed a JIRA/SIM backlog, instituted a process for submitting requests, and inserted herself into the code review process to eliminate renegade language from entering the GUI.” – Anon, Performance review
- “Love the click navigation at the bottom of the page that directs users from one page to the next. This, alongside the search box and right rail nav bar and makes finding relevant information straightforward!” – Guru Raj, May 2017
- “Awesome work, this is really cool – nice work! I also like the fact it automatically redirects so that we don’t have to do any engineering to get these benefits!” – Mike Wong, 2017
- “Veronica is incredibly self-sufficient. She owned Technical Writing in a group with very little expertise and made a very large impact with very little guidance. She independently identified areas for improvement, such as the content management system, and built very strong customer relationships. I never received a single negative piece of feedback. – Anon, Performance review
- “Looks really great and my clients will love the release-note section.” – Sebastian Voelkel, May 2017