Preparing content for the future of self-service

Speaker
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Overview

- Who am I?
- Shopify's documentation journey
- Self-service needs to change
- AI opportunities
- Future of Knowledge bases
Shopify’s documentation journey

- Migrated content from a collaborative wiki
- Started as a static site powered by Jekyll
- Use markdown
- Moved Help Center to a Rails app
- Now using a docs-as-code approach with few benefits
Shopify’s documentation journey

- We have attempted to convert our content to DITA before
- Previous attempts failed because internal alignment was difficult to secure
- We are exploring converting our content to DITA again!
- Why now?
- Structured content is a fundamental aspect of AI
- AI will blur the line between product and product documentation
Self-service needs to change

- What is Self-service?
- Users are changing
- Our approach to Self-service is not
- Outmoded models despite advances in technology
- The change needed is not a small one, it is a paradigm shift
- Think (and take out content) outside of the box
Content is key

- AI is a true blend of tech and content
- Content must be structured and machine readable
- Each component must have rich metadata
- “There is no AI without IA” - Seth Earley
A.I. Opportunities

- Extend Self-service beyond support
- Raise product awareness and adoption
- Truly personalized and customized support and product experience
- Progressive exposure to more information/features based on the degree of proficiency a user exhibits
Emergence of Artificial Intelligence

• Natural Language Understanding (NLU) – Ability to understand context

• Machine to Machine interaction -> Human to machine conversation

• NLU -> Future of customer support

• E.g Chatbots, help through voice-assistant
DITA – Rich in metadata

- Conditional processing attributes
- Translation and Localization attributes
- Other custom attributes
NLU Engine - DITA

- Scan through rich DITA metadata to understand context and use associated content
- Able to understand customer’s questions in natural way and provide accurate answers
- Able to answer question in natural way based on customer preference
Role of taxonomy and ontology

- Organise content, associated metadata and other data by ontology
- Understand semantics, and relationships
- Able to reason and generate new knowledge based on existing information
Answer complex queries

- Building content for machines to understand semantics is important than ever
- Knowledge graphs help to answer complex queries
- Personalized contextual help
Resources

- The AI-Powered Enterprise, Seth Earley
- Thinking Documentation, Michael Iantosca
- Docs-like-code, Anne Gentle
- Every Page is Page One, Mark Baker
Discussion
Questions ?
Thank You!