



Webinar On

# Role of technical writers in product experience



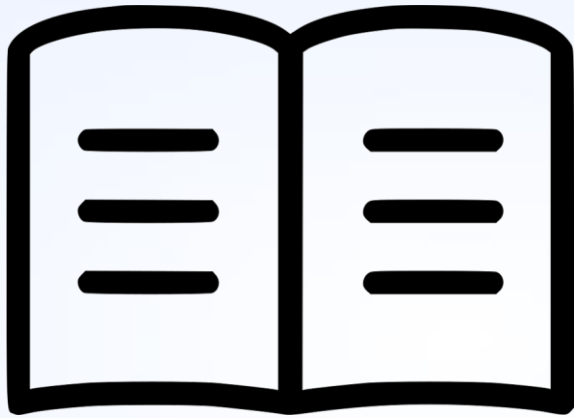
Speaker

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Director - Knowledge Experience

Torq

# Thesis



- In the world of SaaS, tech docs as an industry is archaic and rigid.
- Continuing on the same path will render us irrelevant.

# Who are you?

- **Product teams**  
PMs, designers, UX
- **Knowledge teams**  
TWs, UX writers, IDs, videographers
- **Marketing & sales**  
SDRs, PMMs, MMs, SMMs
- **Leadership**  
Founders, C Suites, VPs

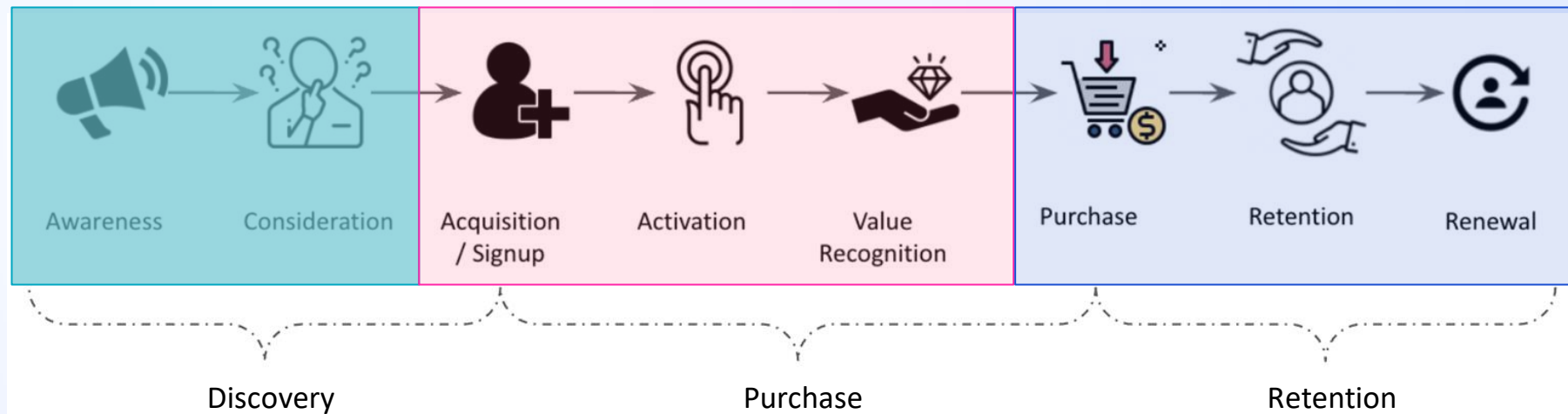


# What we'll discuss

- What is PX?
- What is KX?
- Current state of tech docs
- Where do we go from here

# Product Experience (PX)

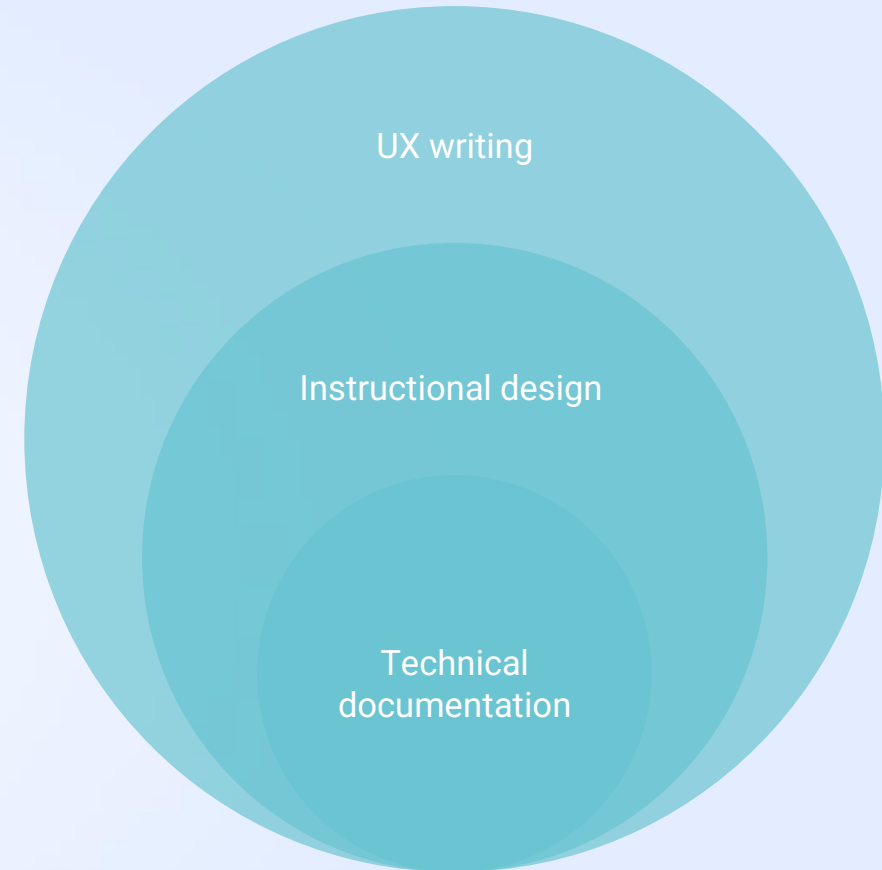
Product Experience (PX) is the journey and interaction a customer has with a product from discovery to purchase and retention.



# Knowledge Experience (KX)

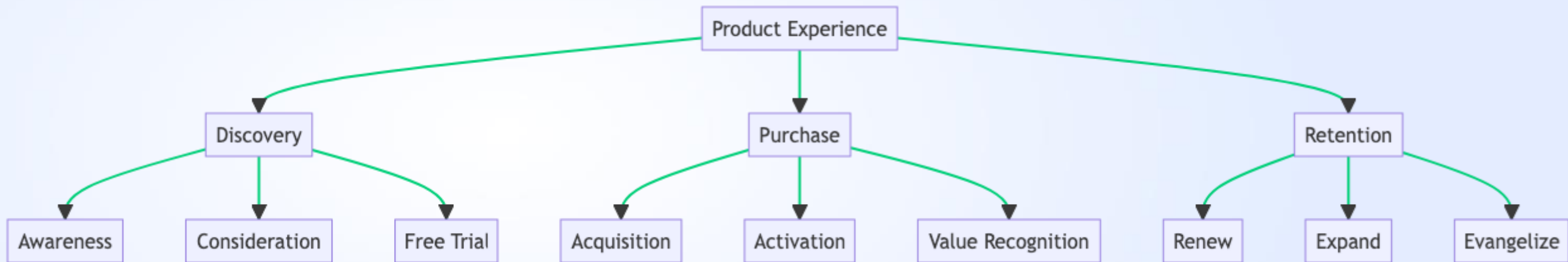
## KX: PILLARS

- 1 UX writing**  
Product taxonomy, texts, voice and tone.
- 2 Instructional design**  
Structured product learning.
- 3 Technical documentation**  
Answer, troubleshoot, reference.
- 4 Videography**  
Well... videos.

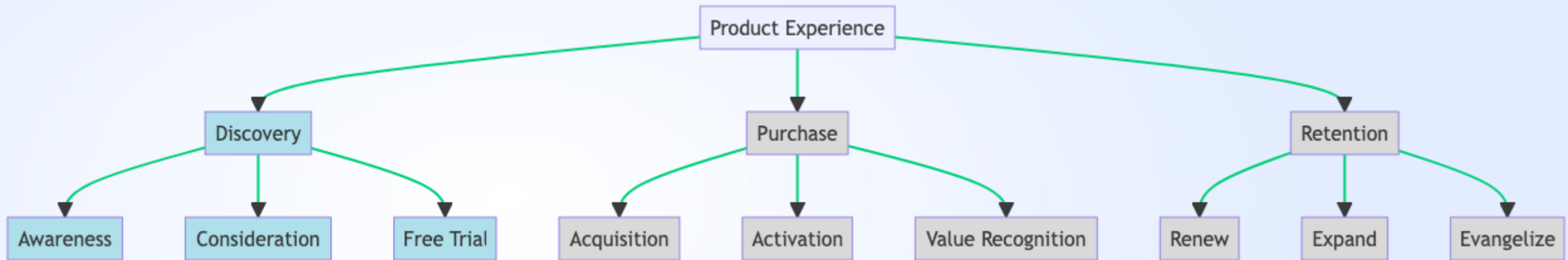


# Product Experience (PX)

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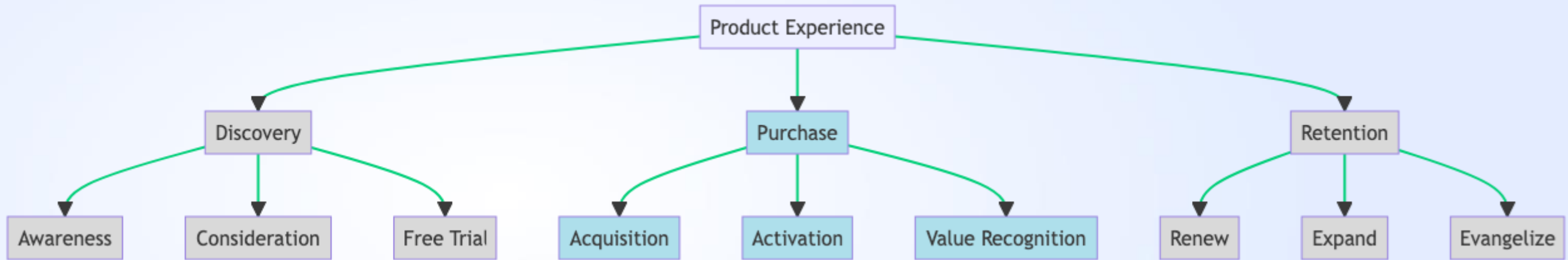


# Discovery

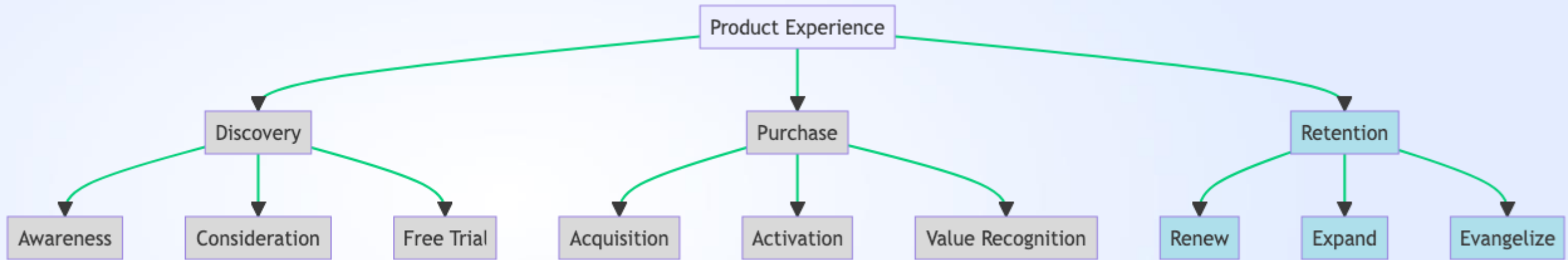




# Purchase



# Retention



Questions ?

**Thank You!**

