



Webinar On



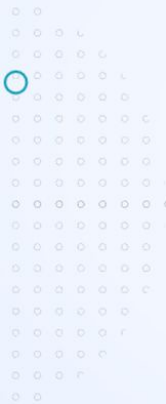
# Latest Trends in Technical Writing



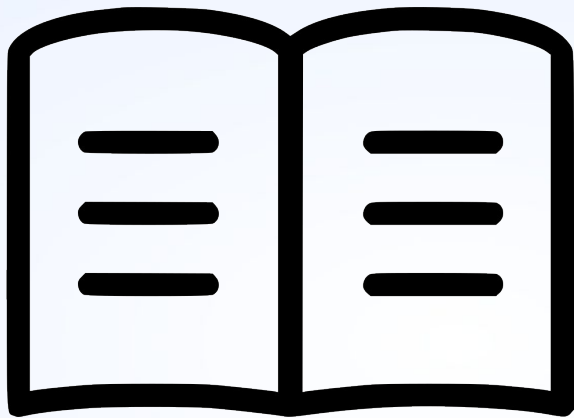
Speaker

**Sriparna Saha**

Associate Director, Technical Writing  
Razorpay

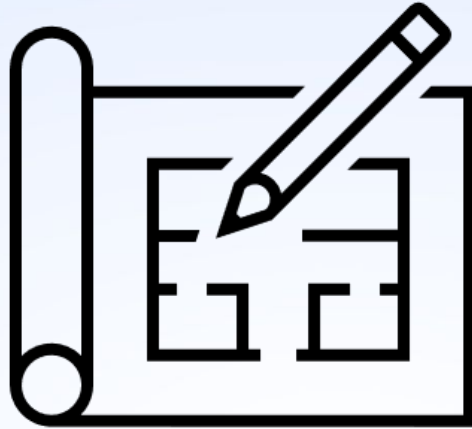


# Overview



A quick look at what is trending in Technical Writing this year.

# What is trending



1. Use of AI
2. Media Rich Documentation and Interactive Content
3. Data-driven approach
4. User-Centric Content Design
5. Content Personalisation

# Use of AI

**Content Creation - Ideation, Research and Authoring**

**Reviews-Content Proofreading**

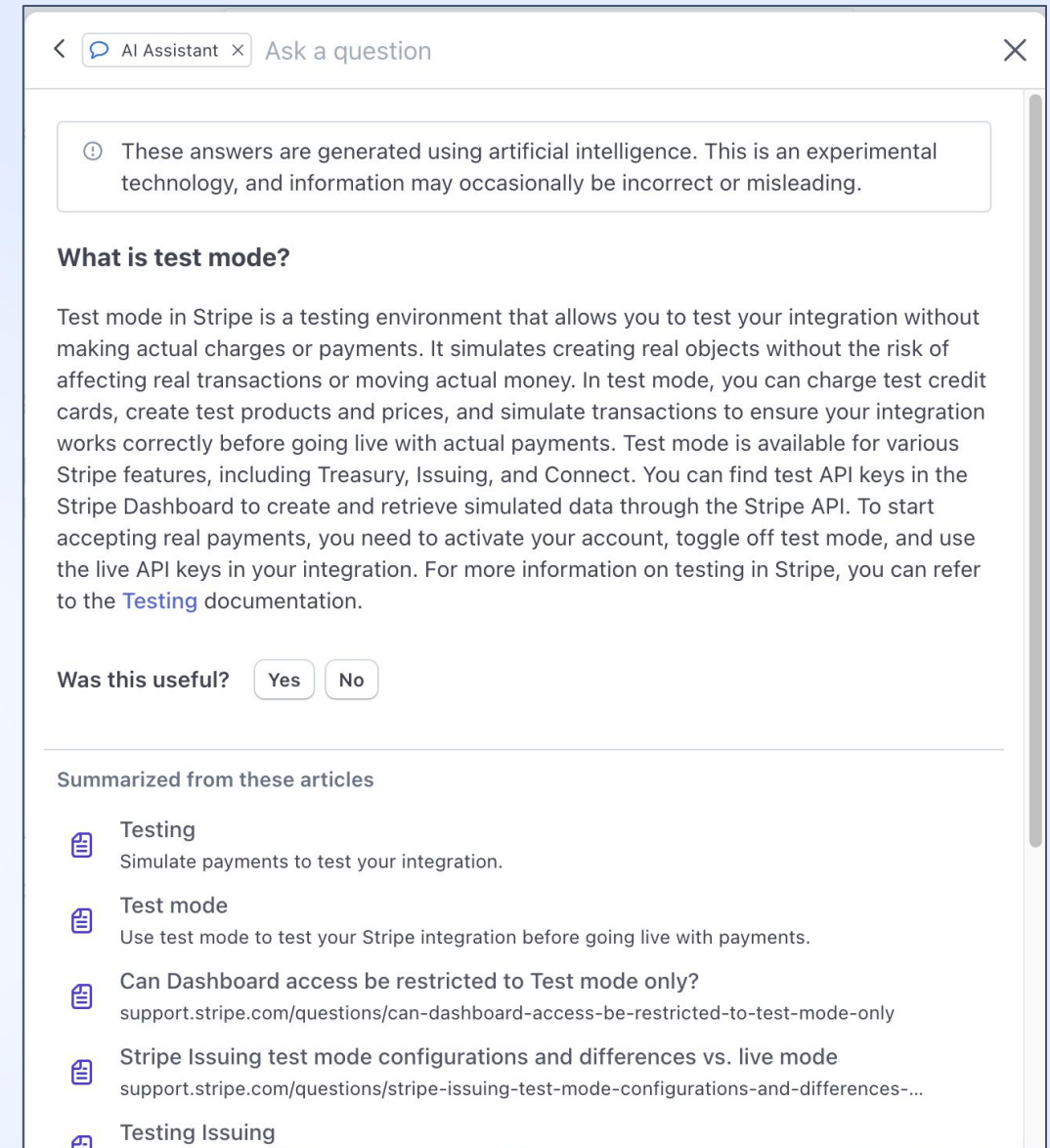
**Video Script and Creating Videos**

**Testing sample codes**

**Translation and Localisation**

**Create images and diagrams**

**AI-assisted help on Documentation portal**



The screenshot shows the Stripe AI Assistant interface. At the top, there is a search bar with the text "AI Assistant" and "Ask a question". Below the search bar, there is a warning message: "These answers are generated using artificial intelligence. This is an experimental technology, and information may occasionally be incorrect or misleading." The main content area displays the question "What is test mode?" followed by a detailed answer explaining that test mode is a testing environment for Stripe integrations. Below the answer, there are "Yes" and "No" buttons for feedback. At the bottom, there is a section titled "Summarized from these articles" with a list of related articles, each with a document icon and a brief description.

< AI Assistant × Ask a question ×

ⓘ These answers are generated using artificial intelligence. This is an experimental technology, and information may occasionally be incorrect or misleading.






### What is test mode?

Test mode in Stripe is a testing environment that allows you to test your integration without making actual charges or payments. It simulates creating real objects without the risk of affecting real transactions or moving actual money. In test mode, you can charge test credit cards, create test products and prices, and simulate transactions to ensure your integration works correctly before going live with actual payments. Test mode is available for various Stripe features, including Treasury, Issuing, and Connect. You can find test API keys in the Stripe Dashboard to create and retrieve simulated data through the Stripe API. To start accepting real payments, you need to activate your account, toggle off test mode, and use the live API keys in your integration. For more information on testing in Stripe, you can refer to the [Testing](#) documentation.

Was this useful?

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Summarized from these articles

-  **Testing**  
Simulate payments to test your integration.
-  **Test mode**  
Use test mode to test your Stripe integration before going live with payments.
-  **Can Dashboard access be restricted to Test mode only?**  
[support.stripe.com/questions/can-dashboard-access-be-restricted-to-test-mode-only](https://support.stripe.com/questions/can-dashboard-access-be-restricted-to-test-mode-only)
-  **Stripe Issuing test mode configurations and differences vs. live mode**  
[support.stripe.com/questions/stripe-issuing-test-mode-configurations-and-differences-...](https://support.stripe.com/questions/stripe-issuing-test-mode-configurations-and-differences-...)
-  **Testing Issuing**

# Media Rich Documentation and Interactive Content

## Screenshots, images and diagrams

Our minds are naturally built to process visual information. Human brain processes visuals 60,000 times faster than text. Example: <https://razorpay.com/docs/payments/route/use-cases/>

## GIFs and Videos

Increase engagement, better information processing and retention, and more visibility

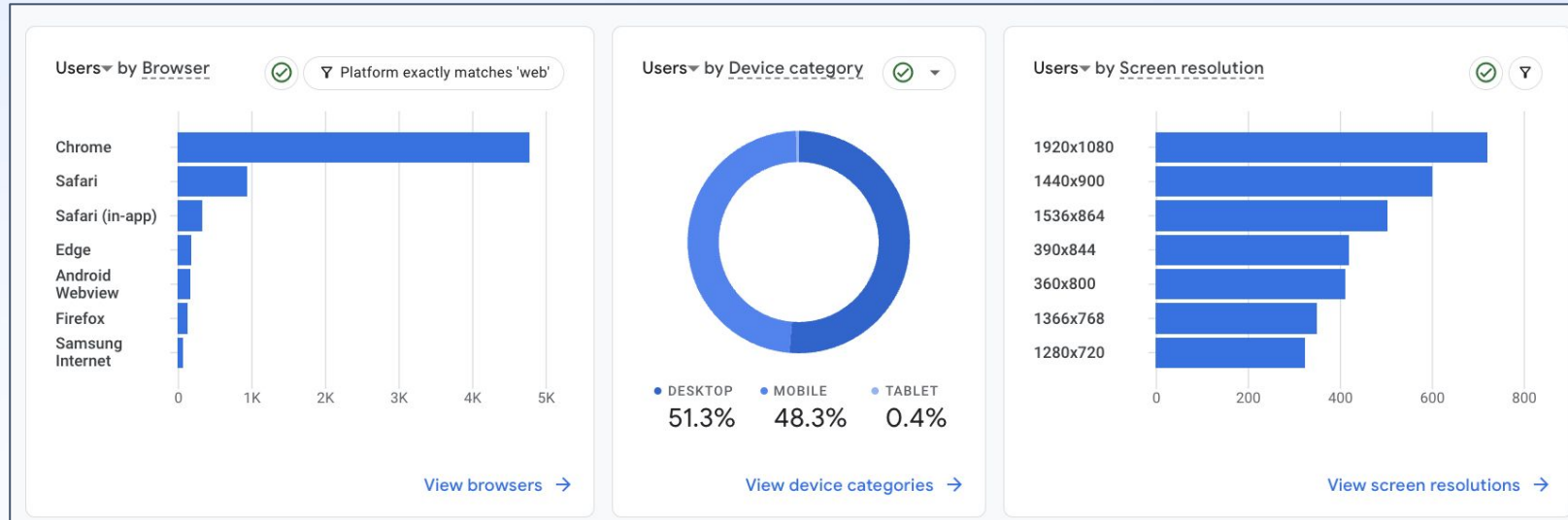
<https://razorpay.com/docs/payments/payment-gateway/web-integration/standard/>

## Interactive Content

Involve your audience. Interactive content gains two times more engagement than static content. (Source: [DemandGen](#))

<https://apidocs.document360.com/apidocs/get-article>

# Data-Driven Approach



## Docs Impact

Good read:

<https://www.linkedin.com/pulse/measuring-roi-technical-writing-diedra-steward-otqtc/?trackingId=t%2B83Vj5ZShqarazMOlFDjw%3D%3D>

## Instrumentation

SEO - Google Analytics and Google Search Console

Efficiency of the TW Team

# User-centric Content Design

Audience Analysis

User Research

Understanding User Journey

User-centered content design

User Interviews, Surveys and Feedback

The screenshot displays the Microsoft Build website interface. At the top, it says "Microsoft Build" with a "Register now" button and the dates "May 21-23, 2024". Below this is a navigation bar with "Learn" and various dropdown menus. A search bar and "Sign in" link are on the right. The main content area features a sidebar with a "Version" dropdown set to ".NET 8.0" and a "Filter by title" input. The main article is titled "Tutorial: Create a WPF application with .NET" and includes a "Download .NET" button. A feedback survey overlay is centered on the page, asking "Was this page helpful?" with "Yes" and "No" buttons. Below the survey, there is a text input field for "Tell us more." and a "Submit" button. The survey also includes a "Privacy policy" link and a "Provide product feedback" link. The article content below the survey discusses creating a new Windows Presentation Foundation (WPF) app with Visual Studio.

# Content Personalisation

## User Profiling

## Personalised content and responses

### Example:

<https://help.shopify.com/en/manual/online-store/themes/theme-support/documentation>

The screenshot displays the Shopify Help Center interface. At the top, there is a navigation bar with the Shopify logo, 'shopify help center', and dropdown menus for 'Topics' and 'Resources'. On the right side of the navigation bar, there are links for 'English', 'Log in', and a 'Start free trial' button. Below the navigation bar is a search bar with the placeholder text 'Search the Help Center'. A breadcrumb trail shows the path: 'Contents > Home > Online Store > Themes > Theme support'. The main content area is titled 'Theme documentation' and contains a paragraph explaining that users can use theme documentation to learn about sections and settings. Below this, there is a section titled 'On this page' with two links: 'Free themes from Shopify' and 'Paid themes'. Further down, there is a section titled 'Free themes from Shopify' with a paragraph explaining how to access documentation for free themes. At the bottom, there is a section titled 'Paid themes'. On the right side of the page, there is a chat window for a virtual assistant. The assistant's message says: 'Hello! I'm your virtual Help Center assistant. I can help you find the information you need or connect you with our support team. How can I help with [Theme documentation](#)?'. Below the message is a button that says 'Log in to get personalized answers'. At the bottom of the chat window is a text input field with the placeholder text 'Ask assistant anything...' and a send button.



Questions ?

**Thank You!**

