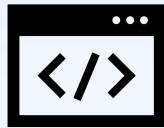


Evolution of Technical Writing



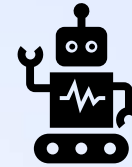
1960s–1980:
Computers and Word
Processing



1990s–2000s:
Desktop Publishing
and the Internet



2000s –2020s:
Content
Management and
Collaboration



2010s –2025:
Mobile, Video, In-
product help, and AI



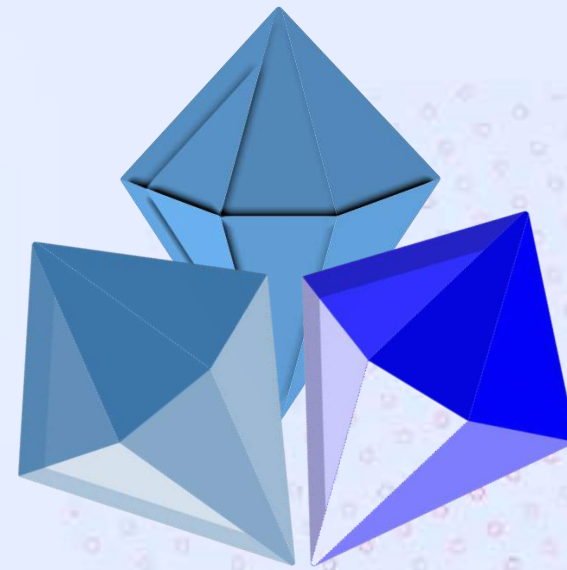
2030s –Beyond
(Projected): Full
Automation and
Immersion

Webinar On

UX & AI: Two Must Have Gems for Technical Writers

Speaker

Arka Sarkar
Technical Writer
ServiceNow



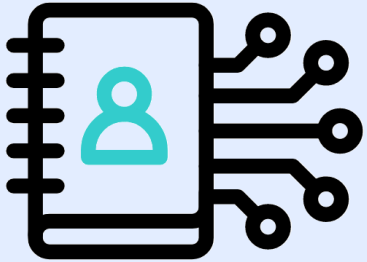
About Me

- I am a Technical Writer
- I love product and UX
- New found love AI
- Live with my parent and wife
- Live to have fun, play music, long drive, and read books

Find me on LinkedIn



Agenda



- **Understanding UX: Beyond Traditional Technical Writing**
- **The Role of Technical Writers in UX and Modern Documentation**
- **UX writing for Technical Writers**
- **Must Know UX Writing Principles**
- **AI: The Technical Writer's New Ally**
- **Closed and Open AI**
- **AI and the Don'ts**
- **The Future-Proof Technical Writer**

UX: Cost of Poor Design

- App Abandonment
- Slow Websites
- Brand Perception
- Competitive Disadvantage
- Loss of Reputation and Customer
- Revenue Loss

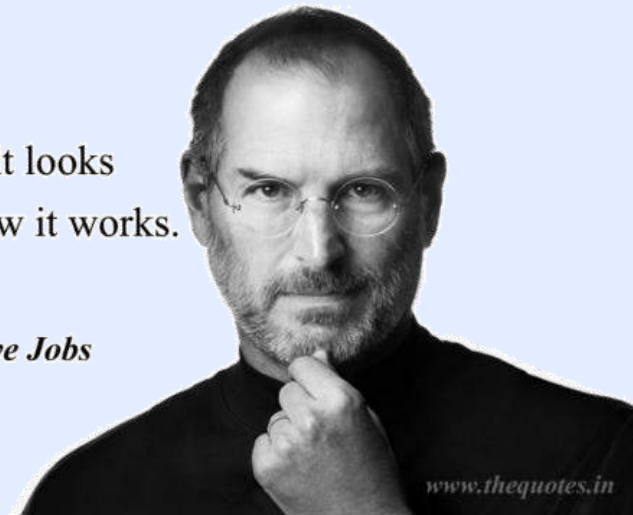


UX: What's It's All About

- Good product design is about functionality and usability, not aesthetics.
- Users are naturally drawn to easy-to-use products.
- Digital products must be well designed, just like physical products.
- UX Writing is a multifaceted role involving research, testing, and optimization, whose ultimate aim is to create intuitive and enjoyable digital experiences.
- Product design can be delightful or deadly; understand your responsibility.

Design is not just what it looks
and feels like. Design is how it works.

Steve Jobs

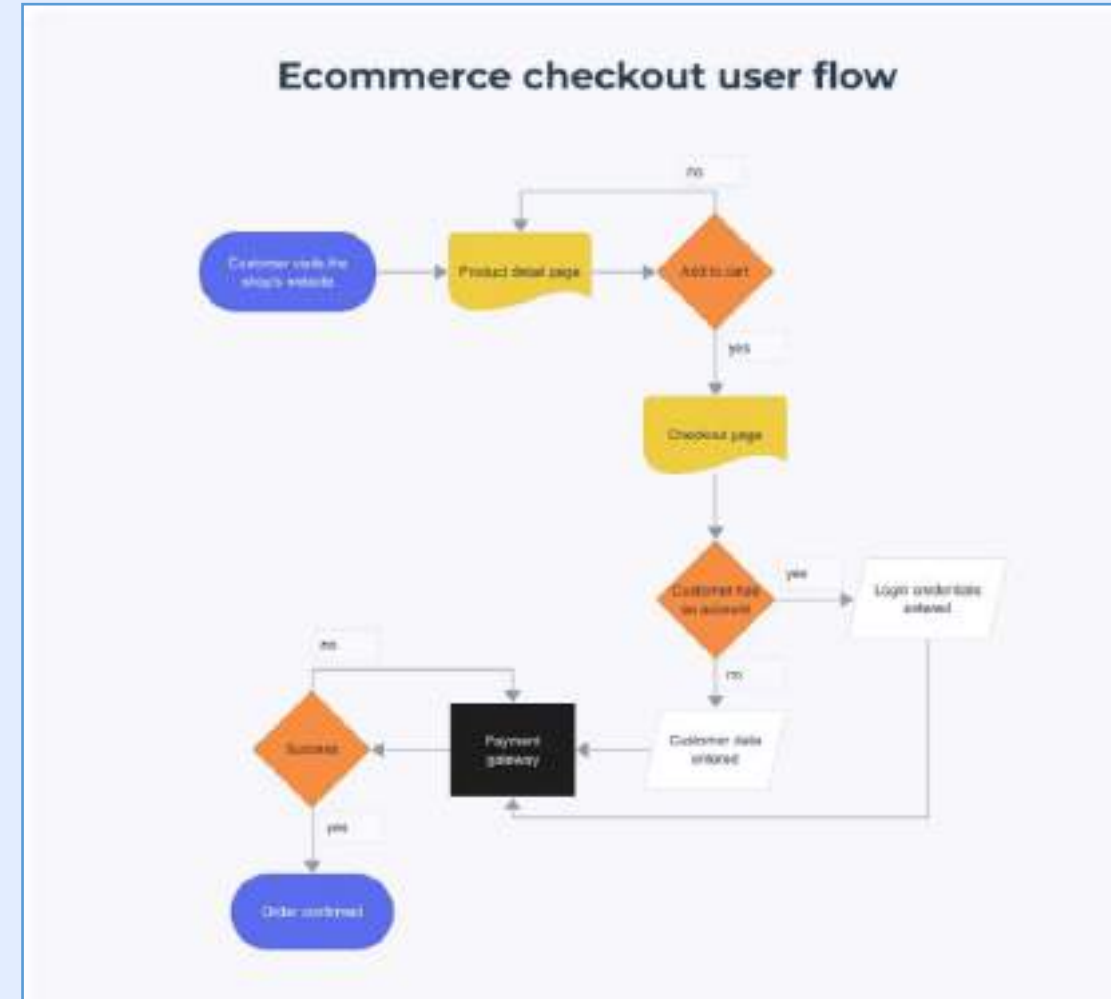


www.thequotes.in

UX: User Flow

User Flow in User Experience (UX) design refers to the path or sequence of steps a user takes to complete a specific task or achieve a goal within a product, such as a website, app, or software.

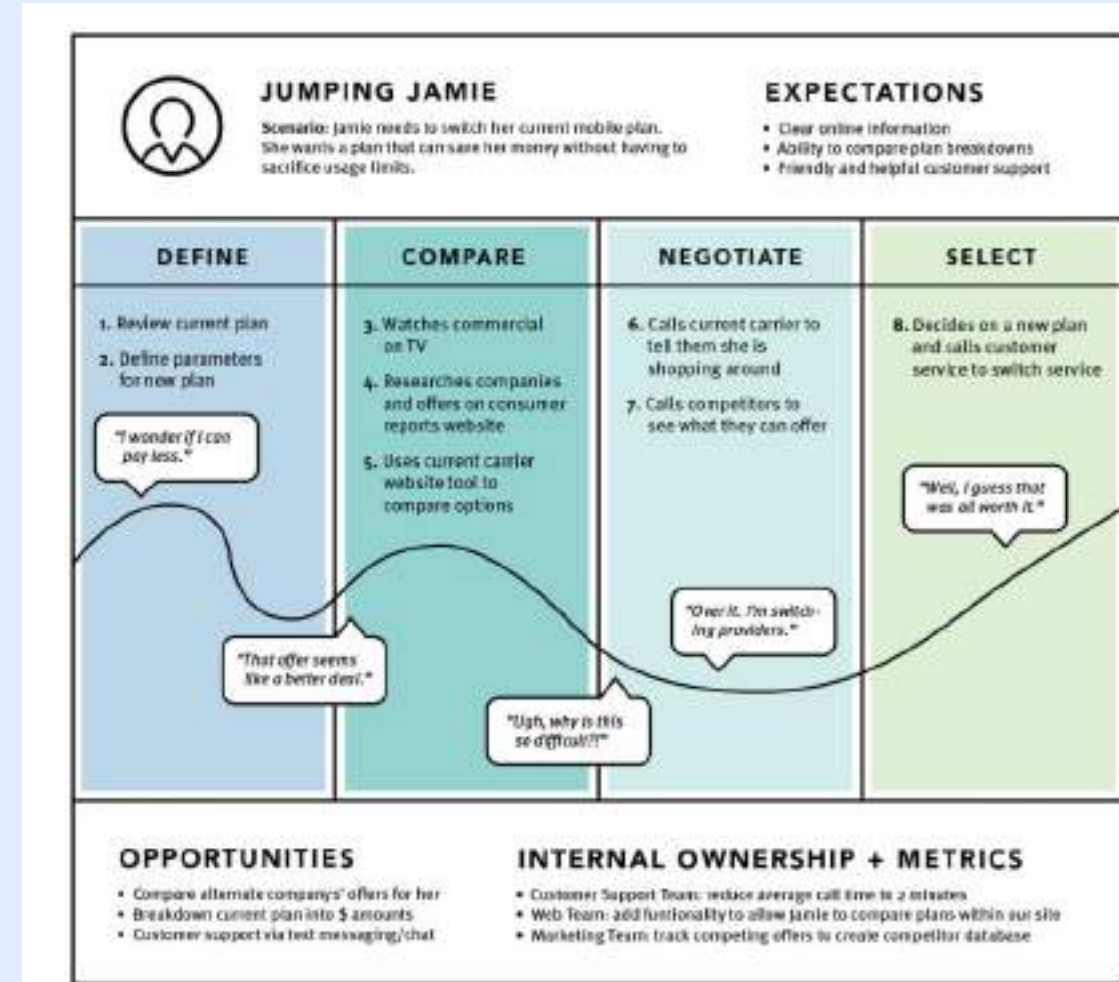
- Components:
 - Entry Point: Where the user starts (e.g., homepage, ad link).
 - Steps/Actions: Interactions like clicking buttons, filling forms, or navigating menus.
 - Decision Points: Choices users make (e.g., "Buy Now" vs. "Continue Shopping").
 - End Point: The successful completion of the task (e.g., confirmation) page.



UX: User Journey

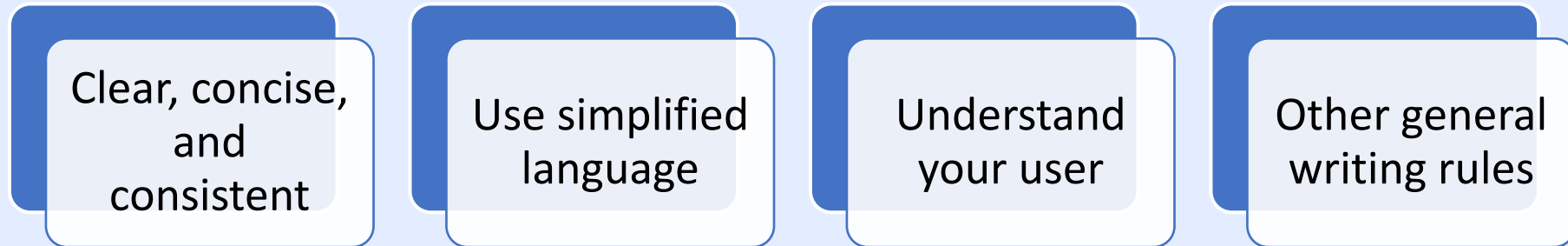
User Journey captures not just the steps they take, but also their emotions, motivations, pain points, and touchpoints across multiple channels

- Components:
 - **Stages:** Awareness (discovering the product), Consideration (exploring options), Decision (using/purchasing), and Retention (ongoing engagement).
 - **Touchpoints:** Interactions like ads, landing pages, emails, or support chats.
 - **Emotions:** Feelings at each stage (e.g., curiosity, frustration, satisfaction).
 - **Goals:** What the user wants (e.g., solve a problem, buy something).



cc: journey mapping 101 by sarah gibbons

Similarities between UX and Tech writing



Voice & Tone in UX Writing



Voice is constant

Amitabh Bachchan



Tone is flexible

Amitabh Bachchan as emotional
man or romantic or Angry

UX: Brand Archetype



Good UX: Examples



No Communities yet

Join or create a Community and it will show up here.

Create Community

Need inspiration? Check out our [recommended communities](#).



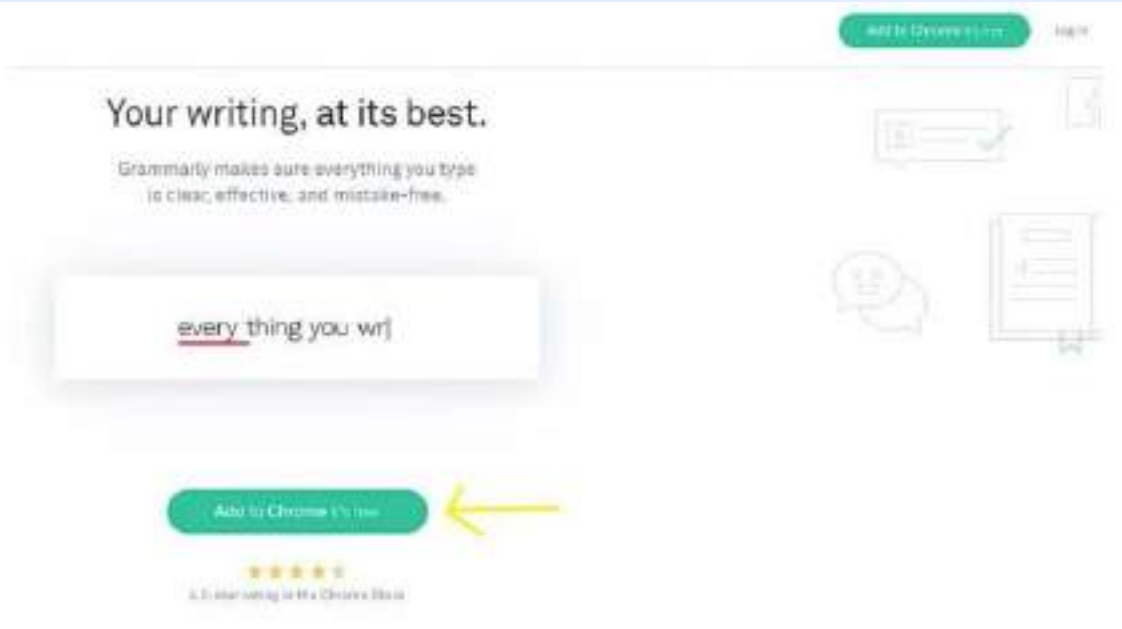
Hey! I'm Maya. I'll get you an awesome price in seconds. Ready to go?

Yusuf

Keshav

LET'S DO THIS

Good UX: Examples



Good UX: Examples

Design and prototype effective microcopy in your web and mobile apps with Justinmind

Download Free



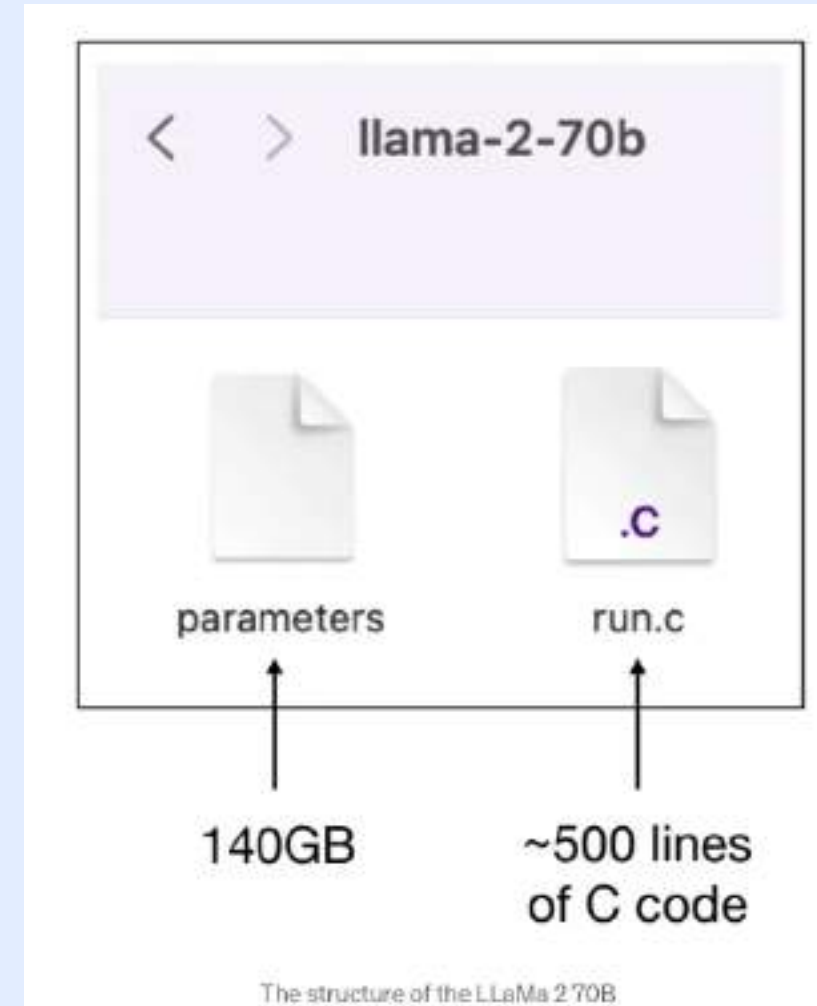
AI: The Technical Writer's New Ally

Parameters

- A very large file that stores parameters.
- A lot of training data is used to train this parameter.
- Required large processing power.

Run File

- Written in C or Python
- Relatively small file



The structure of the LLaMa 2 70B

Closed and Open AI



- ☐ Publicly available for anyone to view, modify, and distribute.
- ☐ Users can modify and customize the software to their needs.
- ☐ Often free to use, but may require payment for support or commercial use.
- ☐ High transparency, as the source code is publicly available for review.



- ☐ Proprietary, not publicly available.
- ☐ Users cannot modify or customize the software.
- ☐ Typically requires a license for use, often with restrictions.
- ☐ Lack of transparency in how the software functions and is maintained.

AI Assistance UI

🏆 Chatbot Arena LLM Leaderboard: Community-driven Evaluation for Best LLM and AI chatbots

[Twitter](#) | [Discord](#) | [Blog](#) | [GitHub](#) | [Paper](#) | [Dataset](#) | [Kaggle Competition](#)

This is a mirror of the live leaderboard created and maintained at <https://huggingface.co/spaces/lmarena-ai/leaderboard>. Please link to the original URL for citation purposes.

Chatbot Arena (lmarena.ai) is an open-source platform for evaluating AI through human preference, developed by researchers at UC Berkeley [SkyLab](#) and [LMSYS](#). With over 1,000,000 user votes, the platform ranks best LLM and AI chatbots using the Bradley-Terry model to generate live leaderboards. For technical details, check out our [paper](#).

Chatbot Arena thrives on community engagement — cast your vote to help improve AI evaluation!

New Launch! Copilot Arena: VS Code Extension to compare Top LLMs

Arena [NEW!](#) Overview [Arena \(Vision\)](#) [Arena: Hard-Auto](#) [Full Leaderboard](#)

Total #models: 219. Total #votes: 2,811,226. Last updated: 2025-03-24.

Code to recreate leaderboard tables and plots in this [notebook](#). You can contribute your vote at lmarena.ai

Category

Overall

Apply filter

☒ Style Control

☐ Show Deprecated

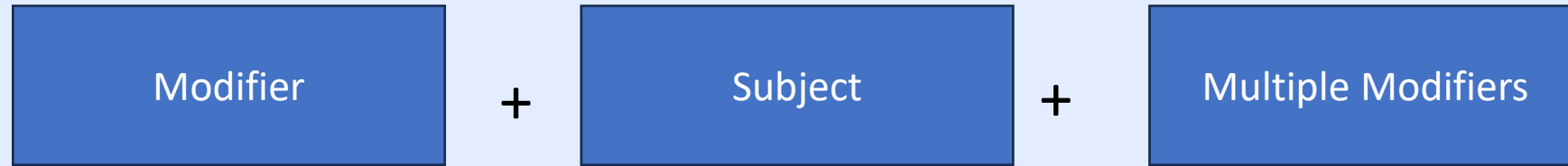
Overall Questions

#models: 219 (100%) #votes: 2,811,226 (100%)

Rank+ (UB)	Rank (StyleCtrl)	Model	Arena Score	95% CI	Votes	Organization	License	Knowledge Cutoff
5	4	Gemini-2.0-Flash-Thinking-Exp-02-21	1361	+4/-3	22659	Google	Proprietary	Unknown
5	5	Gemini-2.0-Flash-Thinking-Exp-02-05	1360	+5/-5	20293	Google	Proprietary	Unknown
5	3	ChatGPT-4o-latest (2025-01-29)	1374	+5/-4	22517	OpenAI	Proprietary	Unknown
8	6	DeepSeek-R1	1368	+5/-5	12772	DeepSeek	MIT	Unknown
8	13	Gemini-2.0-Flash-001	1355	+4/-4	18327	Google	Proprietary	Unknown
8	5	o1-2024-12-17	1351	+4/-4	25644	OpenAI	Proprietary	Unknown

<https://huggingface.co/spaces/lmarena-ai/chatbot-arena-leaderboard>

Prompt Engineering Basic



A modifier could be:

Instruction: write, summarize, compare, analyze, or generate

Type of output: Blog post, tweet, LN post.

Target Audience

Specific request: SEO compliant, marketing style language

Length

Structure

Tone

Voice

Role

Prompt Engineering Advance

Shot Prompting

create a linkin post for me, i am dev expert in python. I have worked on xyz, suo1, su2
i like this style:Hi everyone! I'm seeking a new role and would appreciate your support. If
you hear of any opportunities or just want to catch up, please send me a message or
comment below. I'd love to reconnect. hashtag#OpenToWork

About me & what I'm looking for:

👤 I'm looking for Technical Publications Specialist, Lead Technical Writer,
Documentation Specialist, Documentation Manager, and Documentation Consultant
roles.

🌐 I'm open to roles in Pune.

★ I've previously worked at EY, xyz, and EdgeVerve.
generate post in this style

Task: Classify the following statements as either Positive or Negative.

- 📦 **Example 1:** "I love this product! It works perfectly." → Positive
- 📦 **Example 2:** "This is terrible. I want a refund." → Negative
- 📦 **Example 3:** "The service was quick and the staff was friendly." → Positive
- 📦 **New Prompt:** "The product broke after one use. It's a waste of money." → Negative

Chain-of-Thought Prompt

Standard Prompting

Model Input

Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

A: The answer is 11.

Q: The cafeteria had 23 apples. If they used 20 to make lunch and bought 6 more, how many apples do they have?

Model Output

A: The answer is 27. ❌

Chain-of-Thought Prompting

Model Input

Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

A: Roger started with 5 balls. 2 cans of 3 tennis balls each is 6 tennis balls. $5 + 6 = 11$. The answer is 11.

Q: The cafeteria had 23 apples. If they used 20 to make lunch and bought 6 more, how many apples do they have?

Model Output

A: The cafeteria had 23 apples originally. They used 20 to make lunch. So they had $23 - 20 = 3$. They bought 6 more apples, so they have $3 + 6 = 9$. The answer is 9. ✅

Image Source: <https://arxiv.org/html/2401.14423v3>

(a) Few-shot

Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

A: The answer is 11.

Q: A juggler can juggle 16 balls. Half of the balls are golf balls, and half of the golf balls are blue. How many blue golf balls are there?

A:

(Output) The answer is 8. ❌

(b) Few-shot-CoT

Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

A: Roger started with 5 balls. 2 cans of 3 tennis balls each is 6 tennis balls. $5 + 6 = 11$. The answer is 11.

Q: A juggler can juggle 16 balls. Half of the balls are golf balls, and half of the golf balls are blue. How many blue golf balls are there?

A:

(Output) The juggler can juggle 16 balls. Half of the balls are golf balls. So there are $16 / 2 = 8$ golf balls. Half of the golf balls are blue. So there are $8 / 2 = 4$ blue golf balls. The answer is 4. ✅

(c) Zero-shot

Q: A juggler can juggle 16 balls. Half of the balls are golf balls, and half of the golf balls are blue. How many blue golf balls are there?

A: The answer (arabic numerals) is

(Output) 8 ❌

(d) Zero-shot-CoT (Ours)

Q: A juggler can juggle 16 balls. Half of the balls are golf balls, and half of the golf balls are blue. How many blue golf balls are there?

A: Let's think step by step.

(Output) There are 16 balls in total. Half of the balls are golf balls. That means that there are 8 golf balls. Half of the golf balls are blue. That means that there are 4 blue golf balls. ✅

Good Vs Bad Prompt

Good prompt:

“What are the key differences between the American Revolution and the French Revolution in terms of their causes, goals, and outcomes?”

Bad prompt:

“Tell me about revolutions.”

Good prompt:

“Please summarize the main points and conclusions of the following research paper, focusing on the methodology, results, and implications for future studies in the field. Keep the summary under 300 words.”

Bad prompt:

“Sum up this text.”

Good prompt:

“Analyze the sentiment (positive, negative, or neutral) of the following customer reviews for a recently launched smartphone. Identify key aspects that contribute to the sentiment and provide a brief summary of the overall sentiment distribution.”

Bad prompt:

“What do people think about this phone based on these comments?”

What Not To DO

- **Never share your proprietary data with AI**
- **Look for bias.**
- **Always edit your content**
- **Check your company policy**
- **Always use your basic sense on what not to ask**

The Future-Proof Technical Writer

- 1.Faster turnaround times:** AI automates repetitive tasks, freeing up time for creative work.
- 2.Higher-quality output:** UX and UX writing ensure that the content is user-centered and easy to understand.
- 3.Scalability:** AI enables multilingual support and helps adapt content to different audiences.
- 4.Competitive advantage:** Writers who master these skills are more valuable to employers and can do their job faster.



Questions ?

Thank You!

Scan to Connect

