



Webinar On



Find, Scan, Read: A Structured Approach to Documentation Creation and Improvement



Speaker

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Gravitee

The Problem

- Documentation creation or improvement is scary and overwhelming.
- “How do I create a plan that works and shows results?”



The Problem

- People focus on the individual pages.
- More code examples
- More tutorials
- More guides
- More
- More
- More

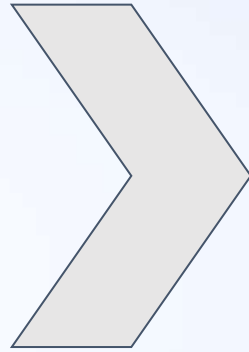


The Reality

5 Seconds

The Goal

90%



10%

The “Find, Scan, Read” Model

Find

Increase page discoverability and findability

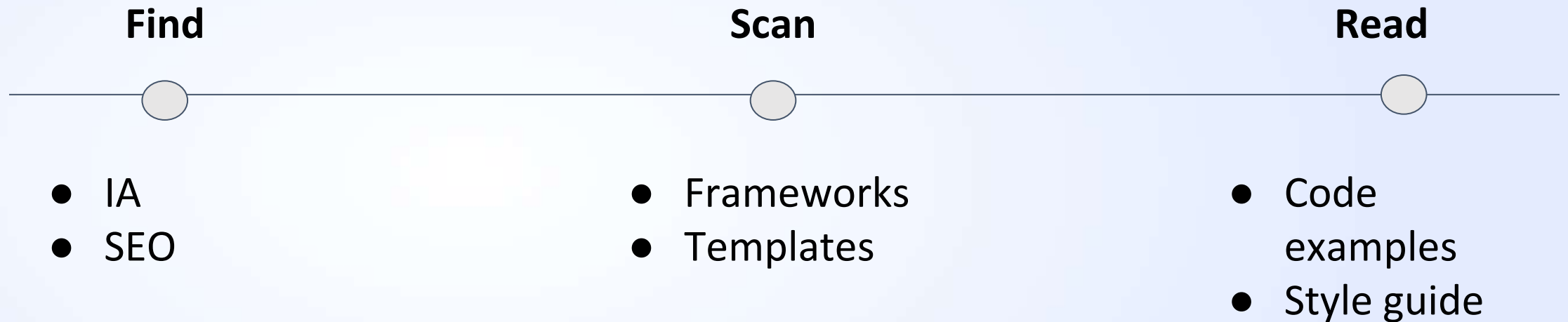
Scan

Increase content relevance, consistency, and confidence

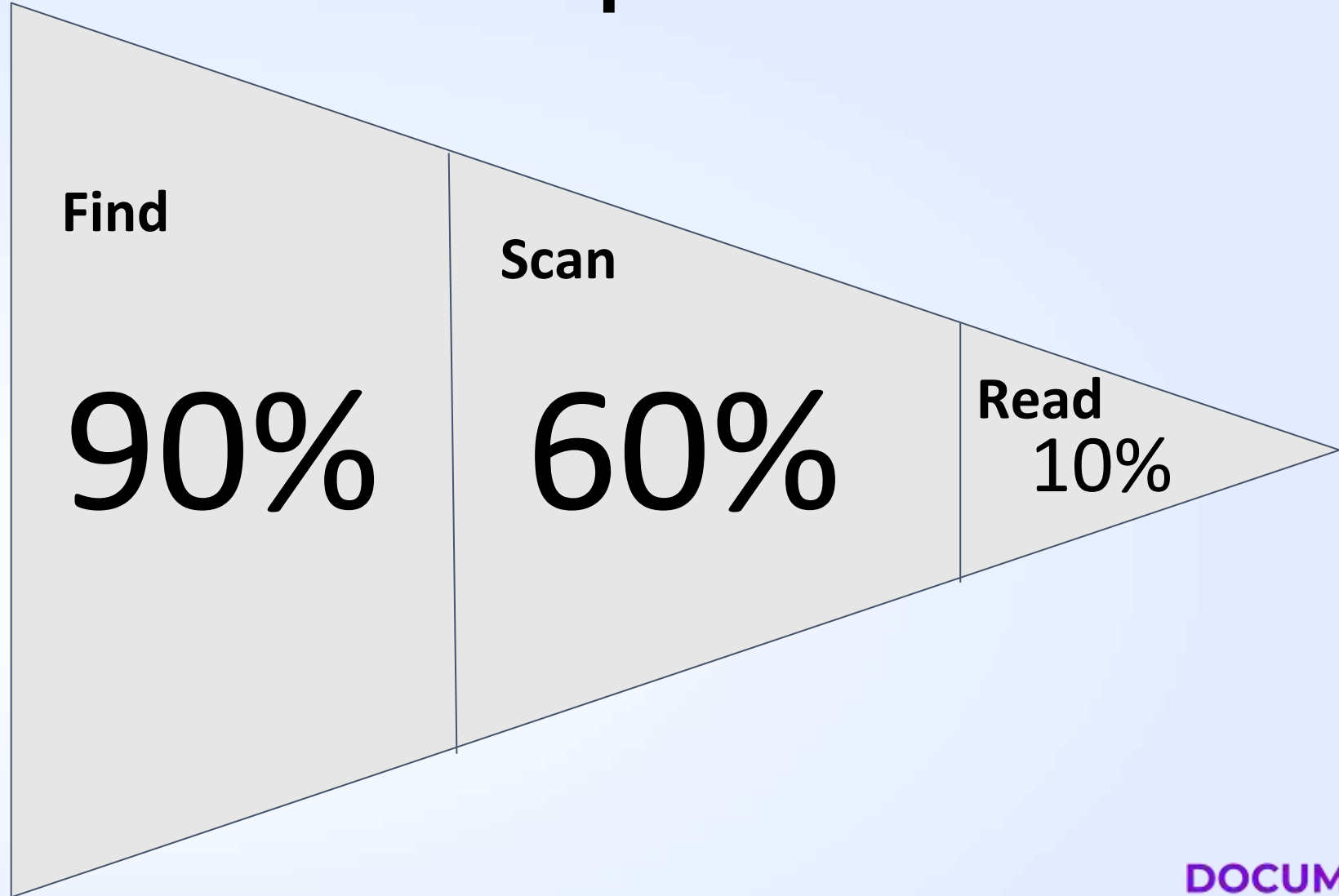
Read

Increase understanding and task success

The High-Level Roadmap



The Impact



The 'Find' Phase

Focus: SEO and Information Architecture

If users cannot find the page, the content on the page does not matter.

- Information Architecture is the map.
- SEO helps users find the map.



Practical Tips For The 'Find' Phase

- Pick a framework and stick to it.
- Do **not** focus on the page's content.
- Feedback from support and customer-facing roles is golden.

Success Metrics For The 'Find' Phase

- Baseline the amount of tickets for 'missing information'.
- Internal user testing.

The Goal for the 'Find' Phase

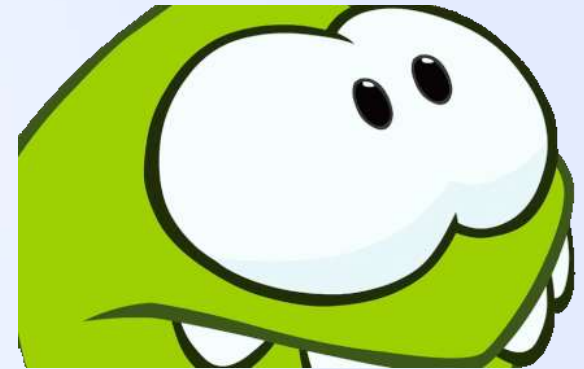
“We couldn't find information about X” to “The information about X is wrong”

The 'Scan' Phase

Focus: Page structure and consistency

If you make them read all the content, you are making them read too much.

- Create a consistent experience.
- Chunk the content of the page logically.



Practical Tips For The 'Scan' Phase

- Start with H1s only.
- Complete the heading test.
- Complete the 'chunking' test.

Success Metrics For The 'Scan' Phase

- Measure time spent on the page.
- Internal testing.



The Goal For The 'Scan' Phase

“The information about X is wrong” to “The information in the X section of Y page is wrong”

The 'Read' Phase

Focus: Content quality, clarity, and task success

If you do not have quality documentation, you have a bug.

- Eliminate trust breakers.
- Style guide implementation.
- Testing.

Practical Tips For The 'Read' Phase

- Theme your areas of improvement.
- Don't fix, build.



Success Metrics For The 'Read' Phase

- Baseline the support tickets for incorrect documentation.
- Internal documentation requests.
- Non-technical user test.

The Goal For The 'Read' Phase

“The information in the X section of Y page is wrong” to “You have a spelling error in X section of Y page” or “The command in X section of Y page is incorrect”.

Questions ?

Thank You!

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