



Webinar On

Documentation is infrastructure for AI, and most companies aren't ready.

Speaker

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CEO & Founder, WriteChoice



About the speaker

Built a documentation company without a documentation background

- **Electrical Engineer** → **Master's**
- **PhD in Italy** — cancelled by COVID
- **2020: one Fiverr profile**
- **First client: solar inverter manuals** — his own thesis topic
- **Fiverr** → **Upwork** → **Team** → **WriteChoice**



About WriteChoice

The technical documentation company for API-first and SaaS teams



Embedded documentation ownership

Not a freelance pool. A named owner per account, integrated with your team.



AI for speed, humans for ownership

AI-assisted drafting paired with rigorous human review and accountability.



Accountable for outcomes

Support deflection, time-to-integrate, and product adoption, not just delivery.

150+

CUSTOMERS

~30

TEAM MEMBERS

7

YEARS OF EXP.



Buyers already switched to AI

Documentation just became the raw material of the purchase decision

51%

of B2B buyers now research via an AI chatbot more than Google, up from 36% seven months earlier

93%

say AI chatbots have fundamentally changed how they research

Source: G2 Answer Economy Report, 2026

Docs are what the AI trusts

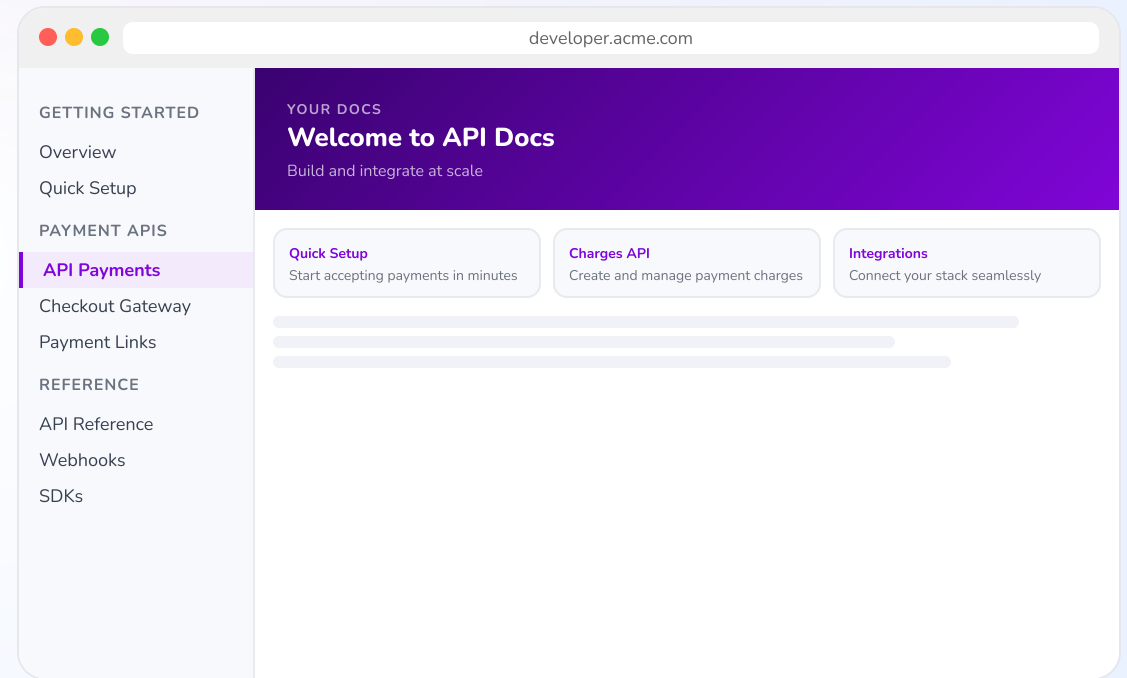
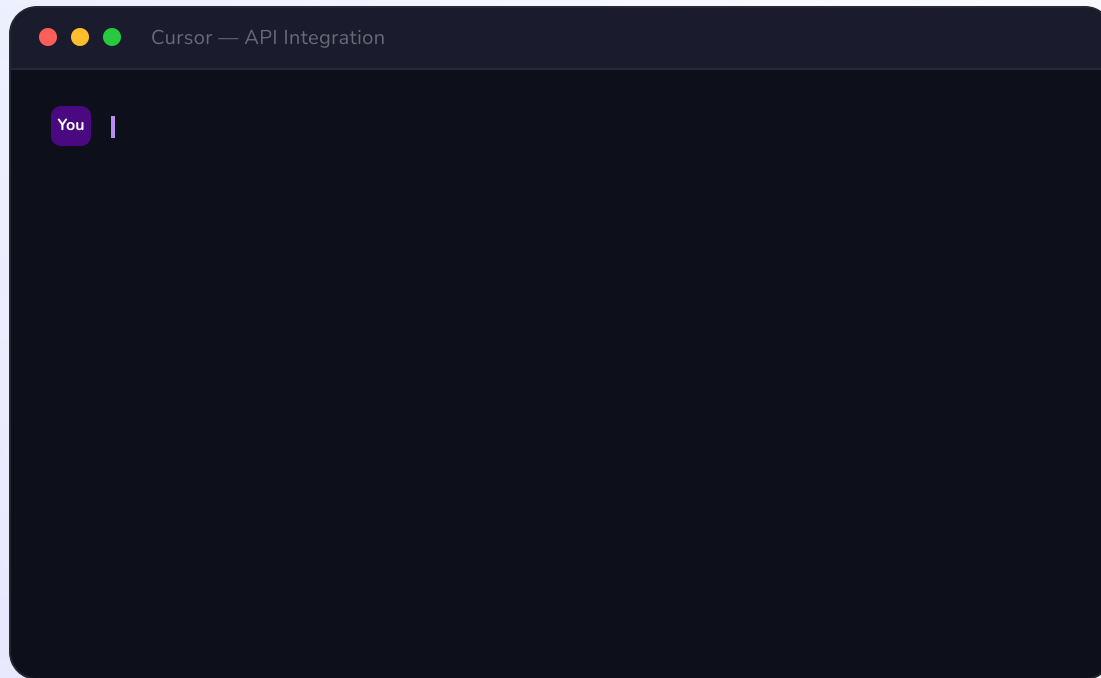
Structure beats style when a model decides who to cite

- Technical docs beat marketing copy for factual questions, rate limits, auth, API support, they're more verifiable and specific.
- Citing sources roughly doubles AI visibility, the single most effective structural tactic measured.
- Consistent references across your site, blog, and docs make AI-generated citations more likely to be accurate.
- **94% of buyers verify the AI's answer against your own docs** before trusting it. Confusing or outdated docs lose the sale even after you were the one recommended.

Sources: GEO study presented at KDD; HubSpot; TrustRadius

How users consume docs today

AI-readable docs answer developers and everyday users alike, no support tab needed



The front door has moved

AI agents are your new front door

50%

of documentation traffic now comes from AI agents, not humans

88%

of buyers say docs are critical to purchasing decisions

70%

of teams now design docs for AI, up ~40% YoY

Sources: Mintlify Series B; GitBook State of Docs 2026

If an AI agent can't parse your docs, your product is invisible.

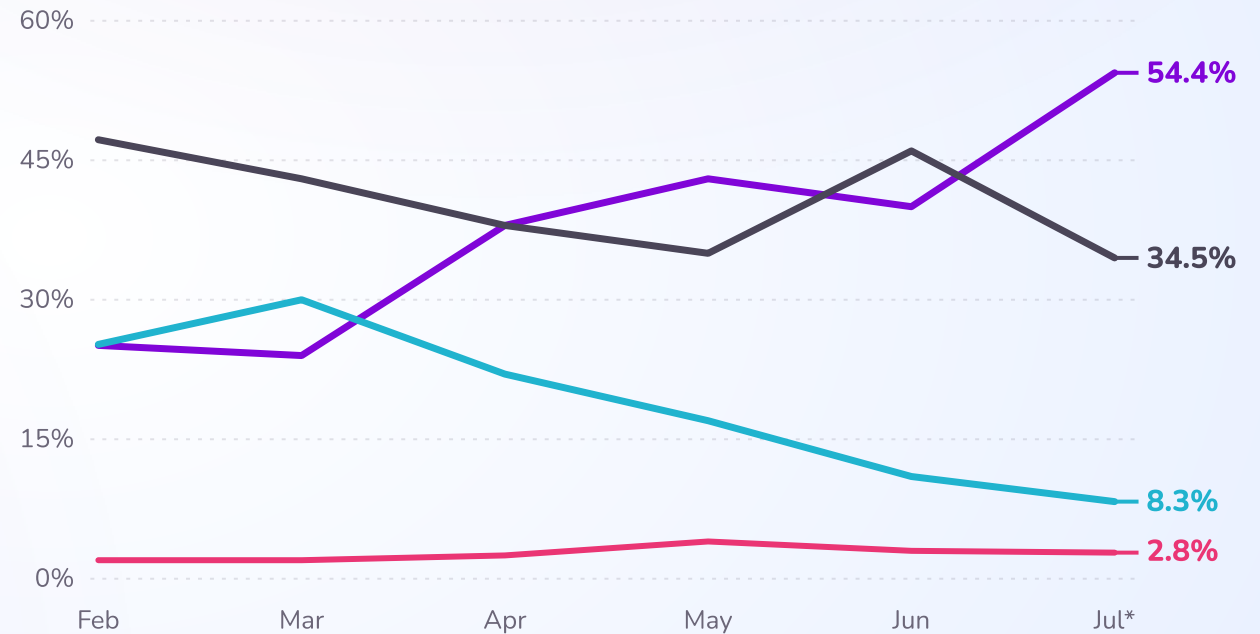
Machine-readable routes matter more than ever

Agents don't browse pages, they request routes

83.7%

of agent web requests now arrive through an explicit machine route, not an ordinary page load

- Direct .md requests — 54.4%
- Plain text — 34.5%
- text/markdown negotiated — 8.3%
- Other — 2.8%



Source: Mintlify

Modern tools, same bad habits

An AI-ready platform isn't the same as AI-ready documentation

- Modern docs platforms already support llms.txt, structured Markdown, machine-readable API references. The tooling isn't the bottleneck anymore.
- The docs can be AI-ready and the content is still weak: no clear journeys, no getting started, no use cases, no API examples.
- **So what's the point?**

AI was supposed to solve documentation

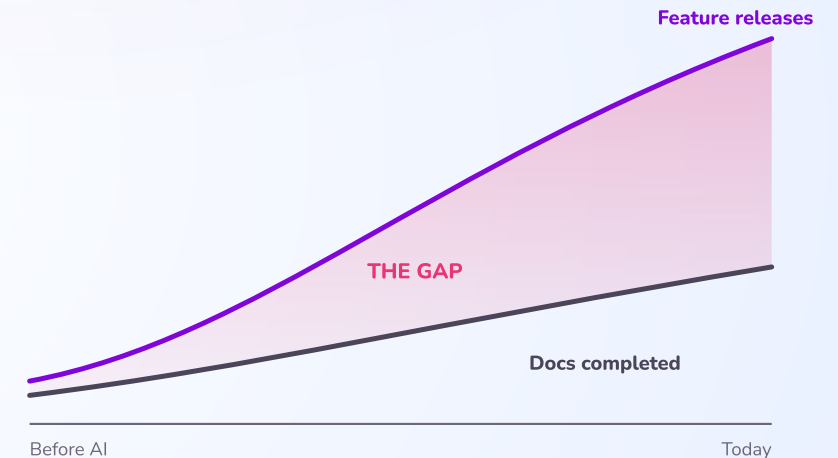
The backlog got bigger, not better

- The promise: *AI will write your docs.*
- The reality: the backlog grew faster than anyone could review it.

AI sped up shipping, not documentation

The gap didn't shrink, it widened

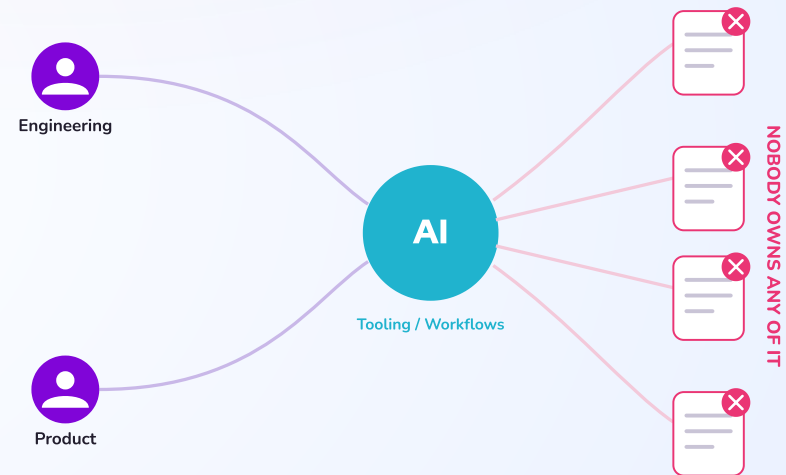
- AI didn't just fail to fix documentation. It made the underlying problem worse.
- AI-assisted coding compressed release cycles that used to take weeks into days. Engineering ships faster than ever.
- Documentation was already struggling to keep pace before. Now it has to keep pace with a development cycle that's accelerating on its own.
- **The backlog isn't shrinking because AI drafts faster. It's growing because shipping got faster than documenting ever could.**



Connect the repo, let AI write the docs

The pitch every team hears right now

- The belief: point an AI at the source code, and documentation writes itself.
- What actually happens: every team spins up its own AI, generating its own version of "the docs," with nobody reconciling tone, accuracy, or accountability across any of them.
- It doesn't fix an unowned process. It scales it, faster, from more places at once.
- **AI generating docs from code isn't ownership. It's the same mess, produced faster.**



The cost of bad docs just changed

The failure is the same, the blast radius isn't

	Before AI Agents	After AI Agents
Failure path	Doc error → support ticket	Doc error → wrong AI answer, at scale
Cost	Support time, slower adoption	Trust, credibility, churn

Why most organizations are not ready

Governance, architecture, process, metrics

Bottleneck	The Reality	The AI-Ready Standard
Governance	>80% have no single owner	One team, one owner
Architecture	<10% are machine-parseable	Clean, structured, no walls
Process	1 writer : 50–100 engineers	Continuous, not one-off
Metrics	Pageviews, bounce rate	Retrieval accuracy, deflection

Source: WriteChoice client data

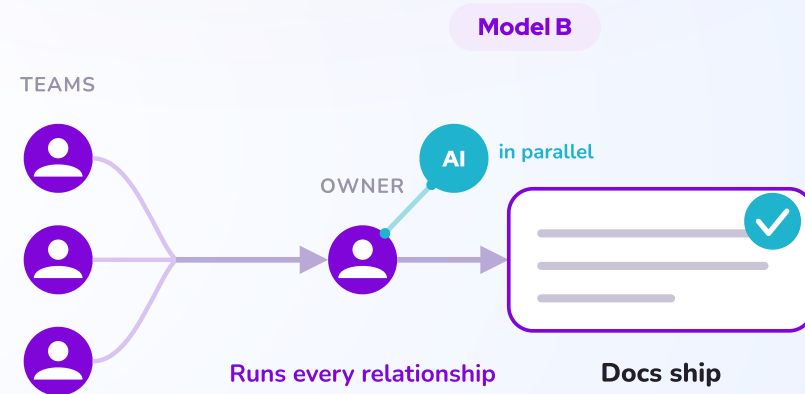
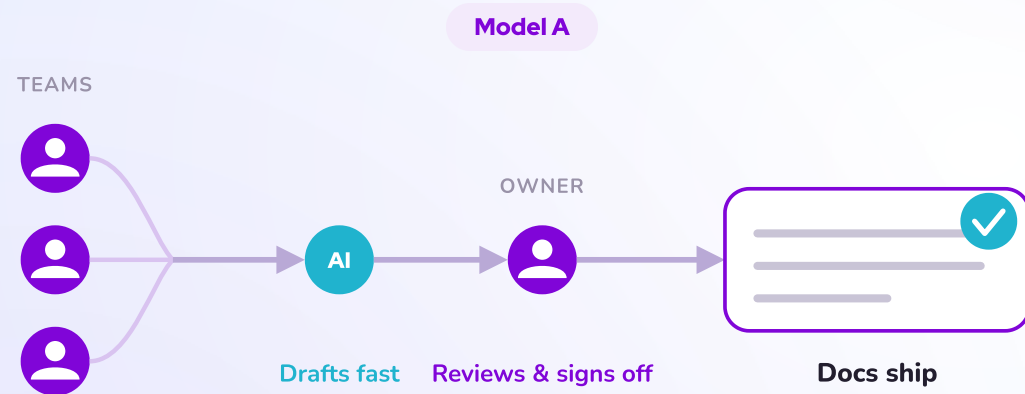
What it looks like when nobody owns the docs

Five ways ownership quietly disappears

Pattern	What it looks like
The orphan problem	Published once, never updated
The scattered signal problem	The truth lives in Jira, Linear, Slack, tickets — not the docs
The metric vacuum	Nobody measures if it's working
The alignment gap	Product moved. Docs didn't.
The AI readiness gap	Stale docs → wrong AI answers

Who's accountable when the docs are wrong

Ownership means more than writing the words



WriteChoice's Ownership Playbook

Docs run on the sprint board

Tracked and reviewed like any other product surface

- Documentation work lives on a Jira or Linear board, not a spreadsheet or a "someday" list.
- Planned and reviewed every sprint alongside the engineering and product roadmap.

Every doc is tested before it ships

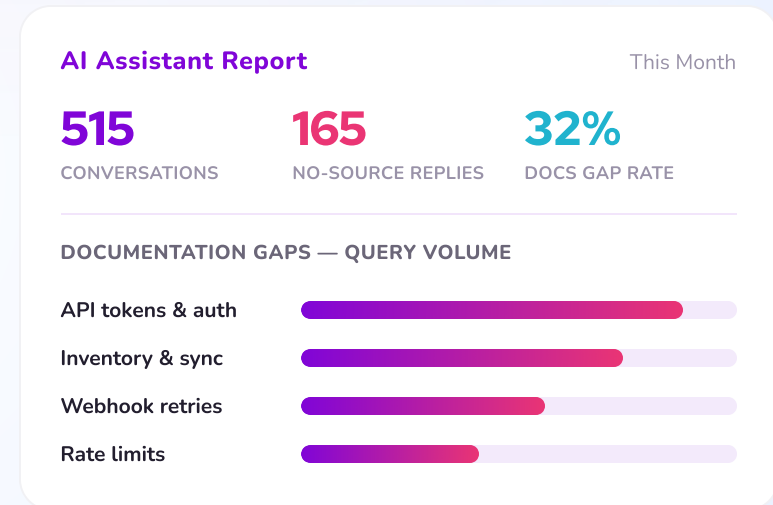
Once for a human, once for an AI agent

- Can a human follow it? Can an AI agent retrieve the right answer from it?
- Two different failure modes, two different tests.

We read what people actually ask AI

Chatbot conversations reveal the gaps nobody flagged

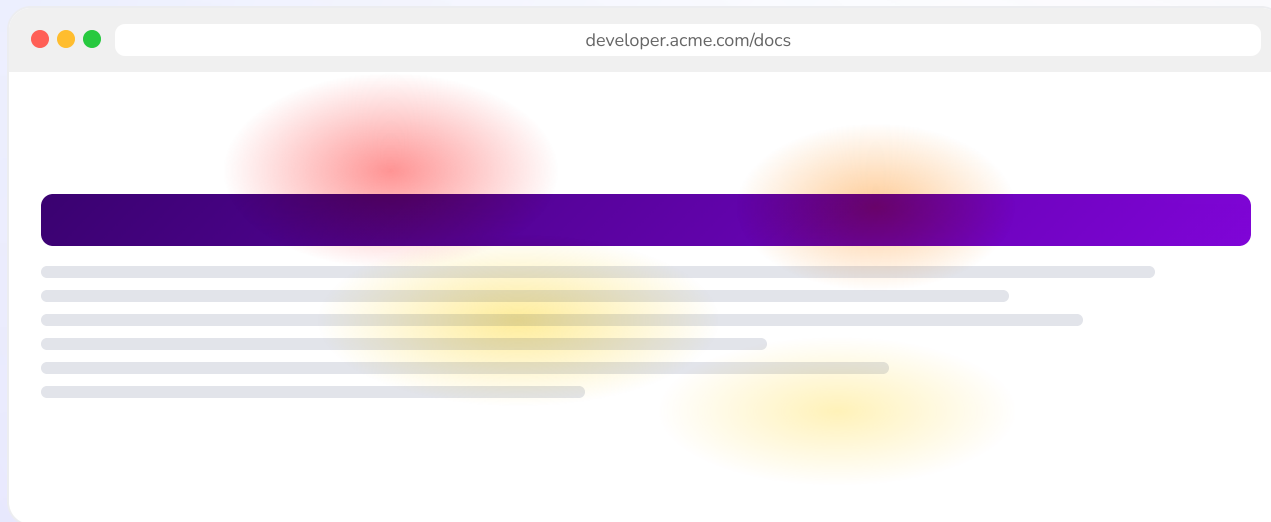
- The team reviews real questions and conversations people have with AI chatbots and support bots.
- Those conversations surface exactly where the documentation is missing, before a support ticket ever gets filed.



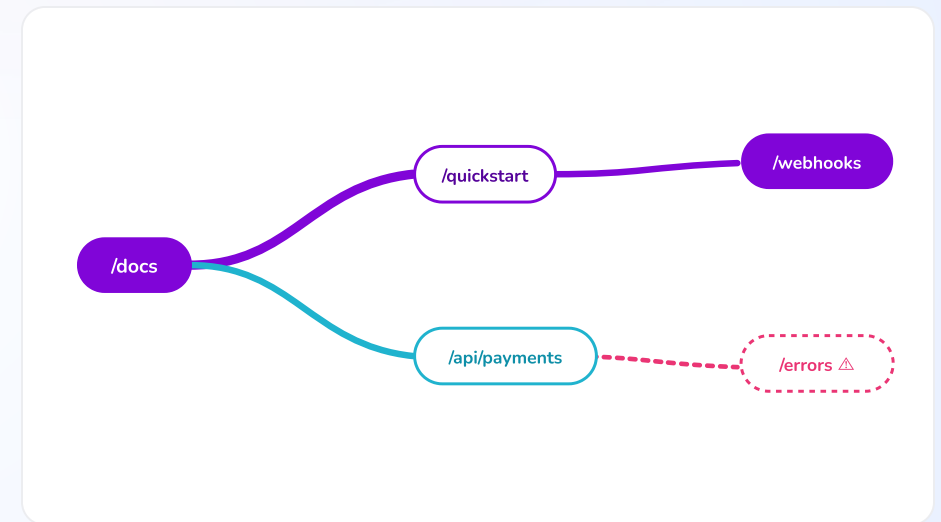
We track what's actually being read

Heatmaps and session monitoring, not just publish-and-hope

DOCS PORTAL — READ HEATMAP



FLOW BETWEEN DOC PAGE URLS



The ROI of documentation ownership

The business case, in three numbers

Metric	Outcome
30–40% fewer support tickets	Lower overhead, faster resolution
50% faster developer onboarding	Faster time-to-value for new customers
One accountable owner	The one thing every solved case has in common

Should we stop writing documentation for humans?

The honest answer is both, for different reasons

- AI agents don't care about UX, design, or tone. They need accurate, structured, machine-readable content, nothing more.
- But the human decision-maker on the other end, often arriving at your docs because an AI recommended you, still judges what they see.
- **Write for both. Machines get you found. Humans still decide.**

Open floor

Questions?