



Redefining the Role of an Information Architect

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Agenda

- 1** Where We Are Today
- 2** How We Got Here
- 3** Artifacts: Supporting Materials
- 4** Artifact: Deliverable Map
- 5** Artifact: Publication Plan
- 6** Artifact: Content Strategy
- 7** Develop Your Own Content Strategy



Information Architecture

Wikipedia Definition

Information Architecture (IA) is the structural design of shared information environments; the art and science of organizing and labelling websites, intranets, online communities and software to support usability and findability; and an emerging community of practice focused on bringing principles of design and architecture to the digital landscape.

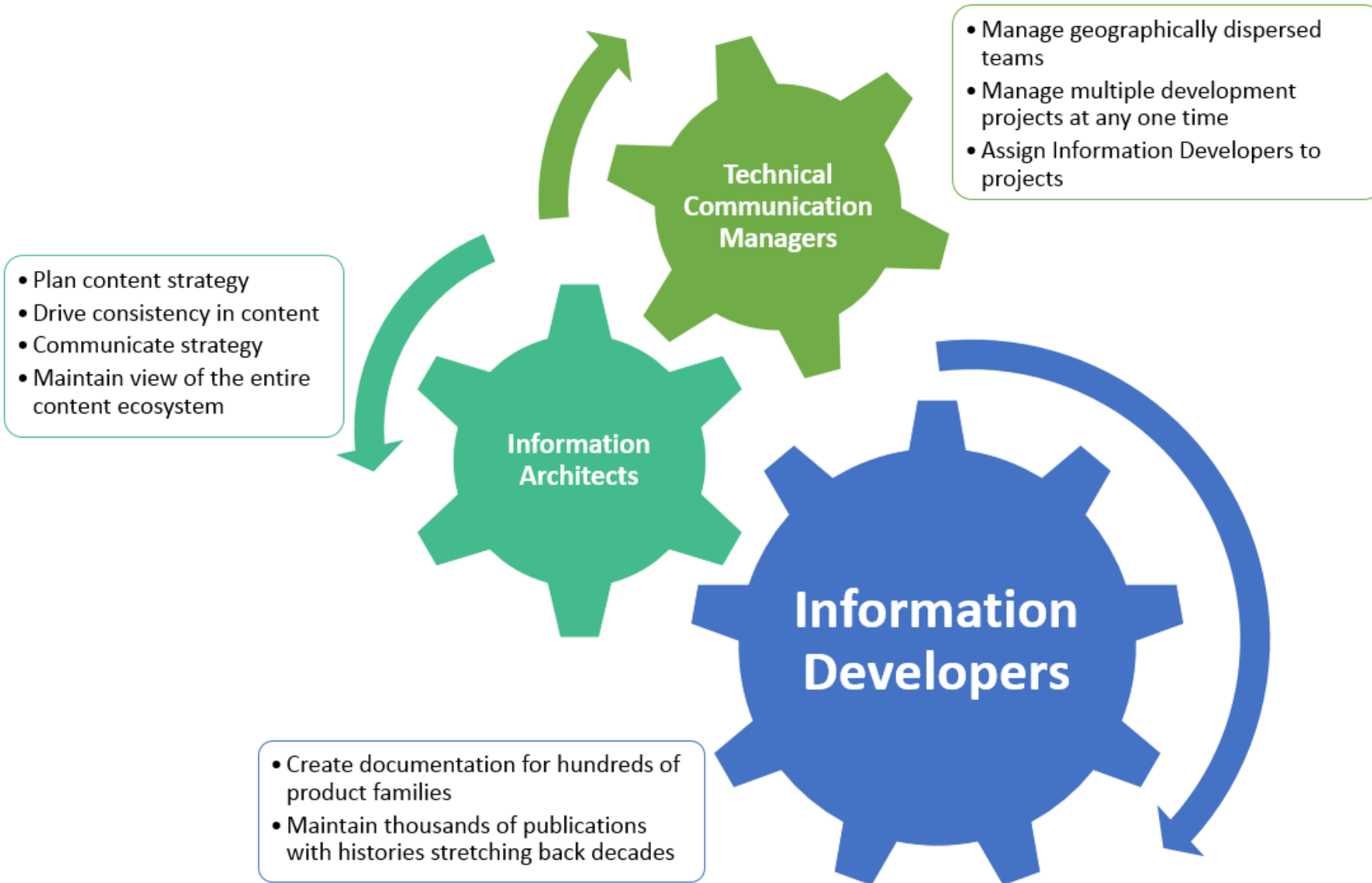
Information Architecture at Rockwell Automation is the structural and conceptual design of complex, technical content delivered primarily in long-form PDF (book). Optimize the content creation process for consistency and accuracy, and simplify the findability and consumption for our customers.

Information Architecture Goals

Why we needed to architect content for **print** deliverables

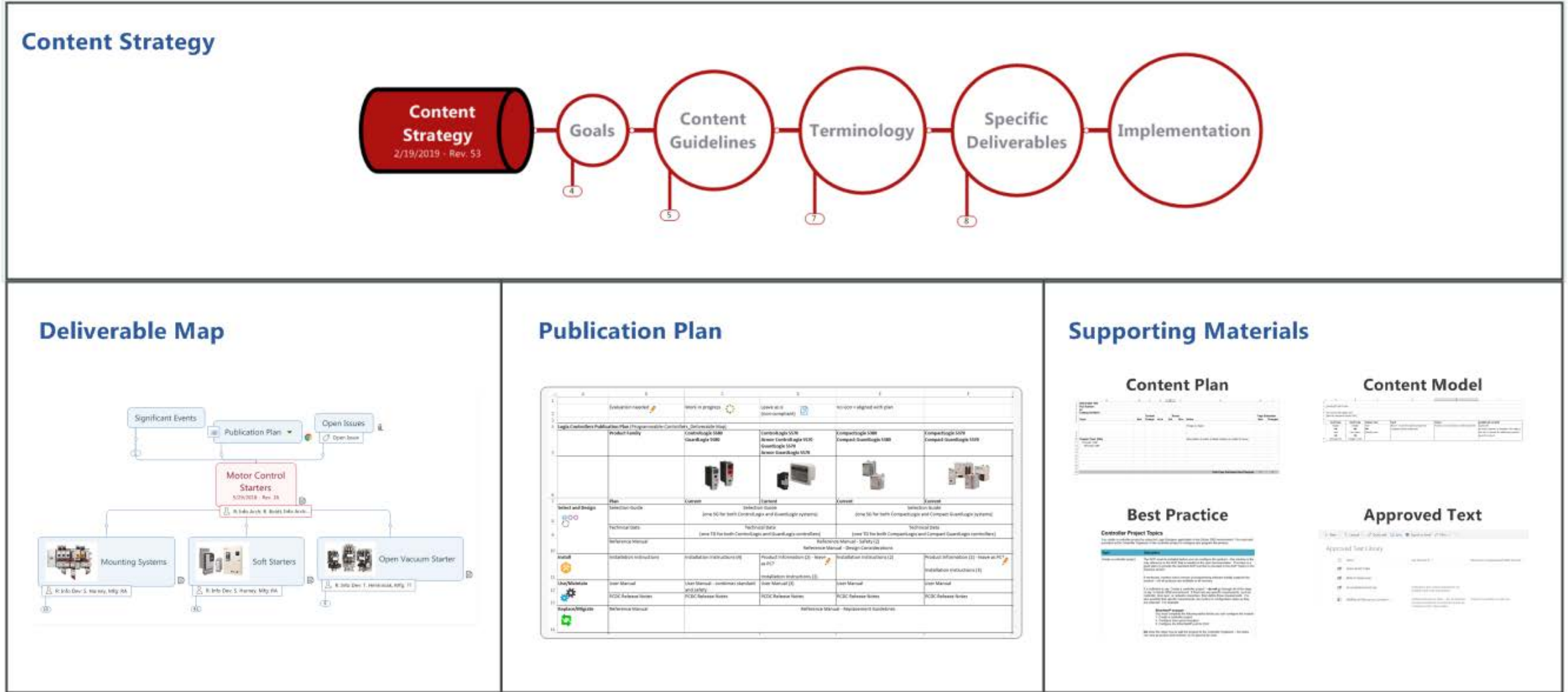
- Manage a complex, large content ecosystem that is ever-growing
- Explain the depth and coverage of our content across a diverse product portfolio
- Identify where technical content intersects, while we manage overlaps
- Document the evolution of content as products change and improve

Role of Information Architects




Information Architect Canvas

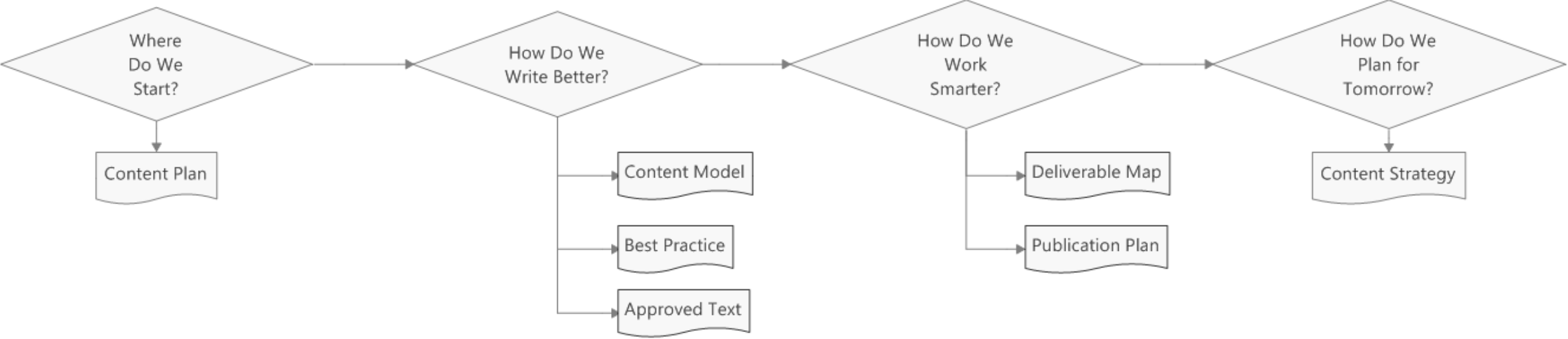
Overview of the artifacts we created to support our content strategy





Journey to Our Content Strategy

 This is where we are today





Content Plan

Where do we start?

Content Plan provides outlines that define the content for a specific deliverable or set of deliverables.

	A	B	C	D	E	F	G	H	I
1	Deliverable Title								
2	Pub Number								
3	pn								
4	Catalog Numbers								
5		Content			Reuse			Page Estimates	
6	Topic	New	Change	As Is	Get	Give	Notes	New	Changed
7							Things to check:		
8							-		
9							-		
10	Chapter/Topic [title]						Description of action to take/Location of content to reuse.		
11	H1/Level 1 title								
12	H2/Level 2 title								
13									
14									
15									
16									
17									
18									
19									
20	Total Page Estimates New/Changed							0	0
21									

Focus: Create new content or modify existing content for a specific deliverable

Audience: Information Developer, Technical Communication Manager

Format: Excel spreadsheet, PDF markup



Content Model

How do we write better?

Content Model defines the structure and content for a publication type (for example, installation instructions) or content type (for example, fault codes).

	A	B	C	D	E	F
1						
2	[product] Fault Codes					
3						
4	For more information see:					
5	[link to Literature Library URL]					
6						
7	Fault Type	Fault Code	Display Text	Fault	Action	[additional content]
	integer OR text OR [blank]none	integer OR hex value OR integer + text	text OR [blank] none	Name - short description (required) Long description (optional)	Actions or or reponses to take (required)	(optional) As many columns as needed to the right of the 1st 5 columns for additional, product-specific content
8						
9						

Focus: Maintain consistency for similar, structured content

Audience: Information Developer

Format: Excel spreadsheet, FrameMaker template



Best Practice

How do we write better?

Best Practice provides guidelines for Information Developers on how to document:

- Topics that occur frequently across multiple product families
- Complicated topics
- Changes in product names or trademarks

Focus: Maintain accuracy and consistency for similar, unstructured content

Audience: Information Developer

Format: Word file; PowerPoint presentation

Controller Project Topics

You create a controller project by using the Logix Designer application in the Studio 5000 environment. You must add a product to the Controller Organizer in the controller project to configure and program the product.

Topic	Description
Create a controller project	<p>The AOP must be installed before you can configure the product – this mention is the only reference to the AOP that is needed in the user documentation. This topic is a good place to provide the standard AOP text that is provided in the AOP Topics in the previous section.</p> <p>If necessary, mention which version of programming software initially supports the product – not all products are available in all versions.</p> <p>It is sufficient to say 'Create a controller project' – do not go through all of the steps or say 'in Studio 5000 environment'. If there are any specific requirements, such as controller, time sync, or network connection, then define those requirements. It is also possible that specific requirements can surface in configuration steps as they are selected. For example:</p> <p style="text-align: center;">EtherNet/IP example <i>You must complete the following tasks before you can configure the module:</i></p> <ol style="list-style-type: none"> 1. Create a controller project. 2. Configure time synchronization 3. Configure the EtherNet/IP port for DLR <p>Do show the steps how to add the product to the Controller Organizer – the steps can vary by product and network, so it's good to be clear.</p>
Electronic keying	<p>Electronic keying can show up as an option during configuration. If your product supports electronic keying, you must use the approved text.</p> <p>The approved text is in the Approved Text Library here:</p>
Configure the product	<p>Focus on configuration; be consistent with the online help content. Step through the configuration steps.</p> <p>Do not mention AOP – configuration is about configuration and not about a file that has already been installed.</p>



Approved Text

How do we write better?

Approved Text provides text snippets that define common or complicated topics.

Name	Use This Text In	Restrictions or Requirements With This Text
China RoHS Table		
REACH Statements		
AccessAttachments.zip	Publications that contain attachments, for example Fault Code spreadsheet.	
Additional Resources_Common ...	Additional Resources tables - this spreadsheet provides descriptions for publications that are commonly used in these tables.	Follow the guidelines on each tab.

Focus: Maintain consistency and avoid content overlap

Audience: Information Developer

Format: Excel spreadsheet; FrameMaker file

Summary: Supporting Materials

Good place to start – provide a detailed view of existing content for specific projects

We still grouped content according to print deliverables – chapters, manuals

Benefits:

- Define a repeatable internal infrastructure
- Provide outlines, definitions, guidelines for the content needed for a product release
- Identify reusable content
- Help promote consistency of similar content across product families
- Result in a good understanding of the technical content we need our varied products

Challenges:

- Designed for Information Developers – not easily digestible by other stakeholders
- Focuses on content for product release – not necessarily reusable for future product development
- Not visual – text heavy
- No relationship to an overall Content Strategy – not extendible beyond the target product/deliverable

Deliverable Map

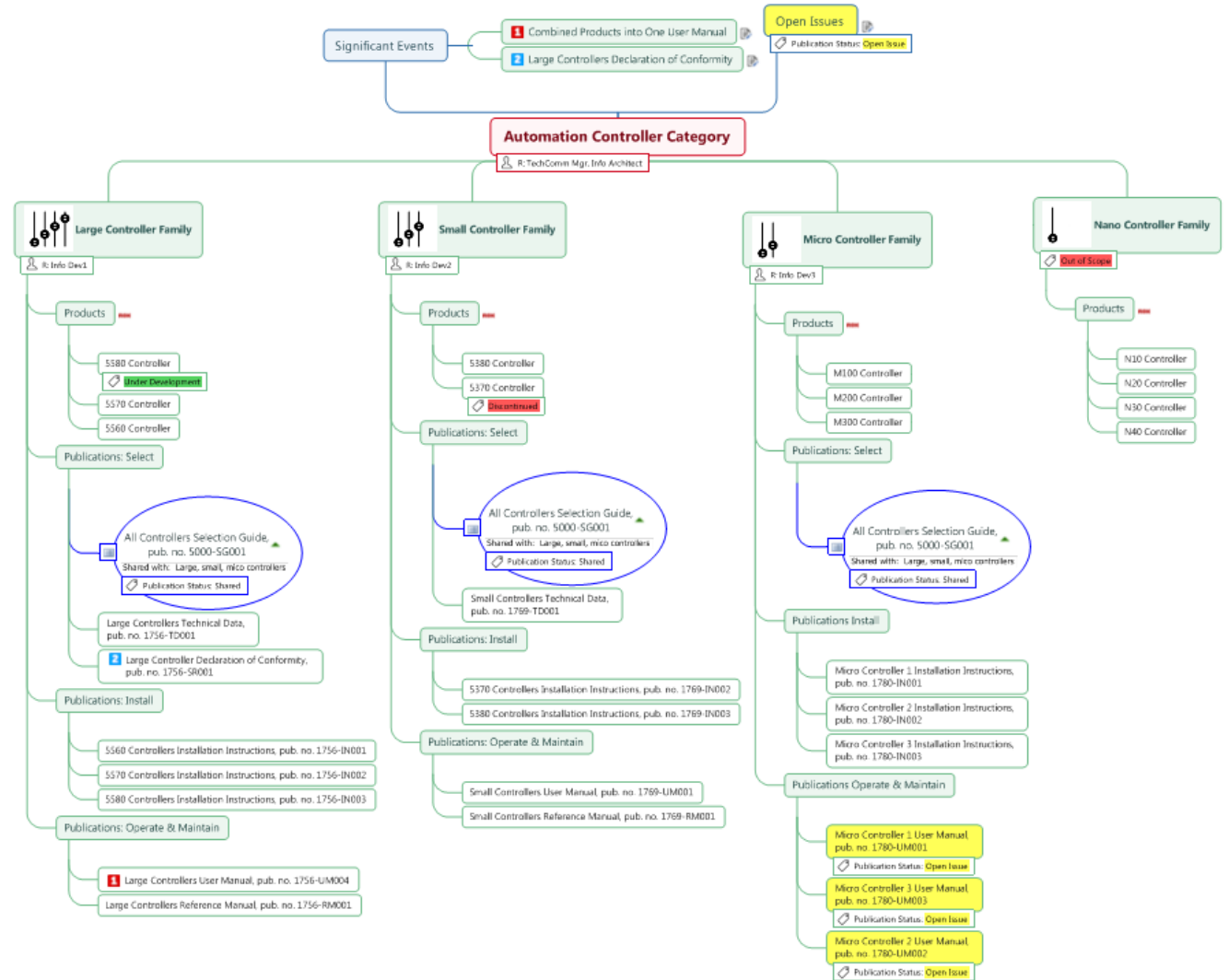
How do we work smarter?

Deliverable Map captures current publications and their relation to each other at the product or system level.

Focus: Visual inventory of current content landscape

Audience: Technical Communication Manager, Information Architect, Information Developer

Format: MindManager mind map



Watch for our article 'Visualizing Content Strategy for Complex Content Ecosystems' in the upcoming STC Special Issue on Content Strategy.

Summary: Deliverable Map

Detailed content inventory at the deliverable level

Considers documentation sets and related product families

Benefits:

- Visually represents the current state of technical publications for product families and systems
- Provides mechanism to record significant events, open issues, and other metadata
- Provides input for more detailed content analysis and content strategy work

Challenges:

- Complex artifact meant for Technical Communication Managers and Information Architects – not easily digestible by other stakeholders
- Manual process to update, requiring inputs from multiple sources



Publication Plan

How do we work smarter?

Publication Plan visually summarizes the current state vs. desired state of the deliverables across multiple, related product families.

Focus: High-level view of the current vs desired content landscape for a product family

Audience: Business Manager, Product Manager, Technical Communication Manager

Format: Excel spreadsheet

	A	B	C	D	E
1		Evaluation needed	Work in progress	Leave as is (non-compliant)	no icon = aligned with plan
2					
3					
4	[product] Publication Plan (name_Deliverable Map)				
5		Product Family	Family1	Family2	
6		Product Sub Family (delete if only one family)	Product1	Product2	ProductA
7			[small ab.com photo]	[small ab.com photo]	[small ab.com photo]
8		Recommended	Current	In Development	Current
9	Select and Design 	Selection Guide			
10		Technical Data			
11		Reference Manual			
12	Install 	Installation Instructions			
13	Use/Maintain 	User Manual			
14	Replace/Migrate 	Reference Manual			
15	[other]	[other]			
16					
17	Associated Content Strategy		none		Safety Security
18					
19	Out of Scope	[product, product, product - no text wrap or span]			
20					

Summary: Publication Plan

High-level view that shows current and recommended publication types

Provides assessment on whether deliverables in a product family align with standards

Benefits:

- Provides a visual summary of deliverables multiple, related product families
- Focuses on publication types, not publication numbers or titles
- Highlights work in progress and work needed
- Can be used with stakeholders

Challenges:

- Manual process to update
- Revisions to a Publication Plan also mean revisions to the associated Deliverable Map

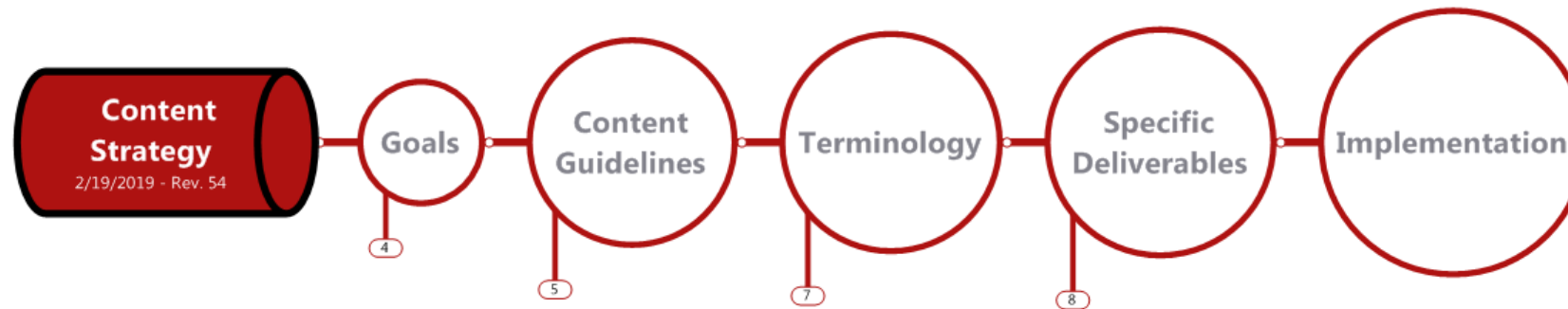


Content Strategy

How do we plan for tomorrow?

Content Strategy is a high-level vision that:

- Guides content development to meet specific business goals.
- Provides a plan for the creation and delivery of content across multiple deliverables to fulfill users' needs.
- Provides a roadmap for complex content ecosystems.



Focus: Plan for future content development

Audience: Business Manager, Product Manager, Technical Communication Manager, Information Architect, Information Developer

Format: MindManager mind map, Visio file

Summary: Content Strategy

Still under development

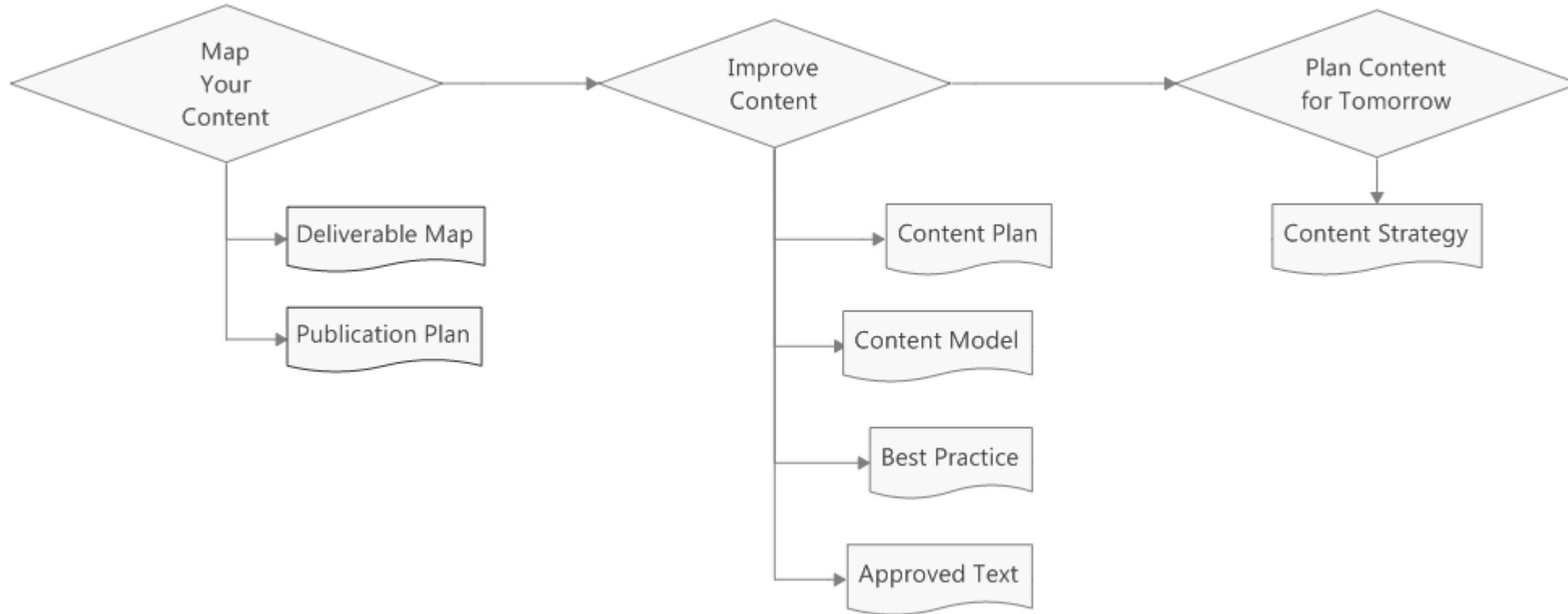
Benefits:

- Identify what content is needed and why
- Determine what content exists and identify content gaps
- Recommend how and where to deliver the content to maintain consistency, maximize reuse
- Define who owns the content, how it will be maintained, and governance
- Define a metadata strategy for the content
- Terminology considerations

Challenges:

- Different products/industries have different needs/expectations
- No clear 'one size fits all' template

Develop Your Own Content Strategy





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Automation**

Questions?



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