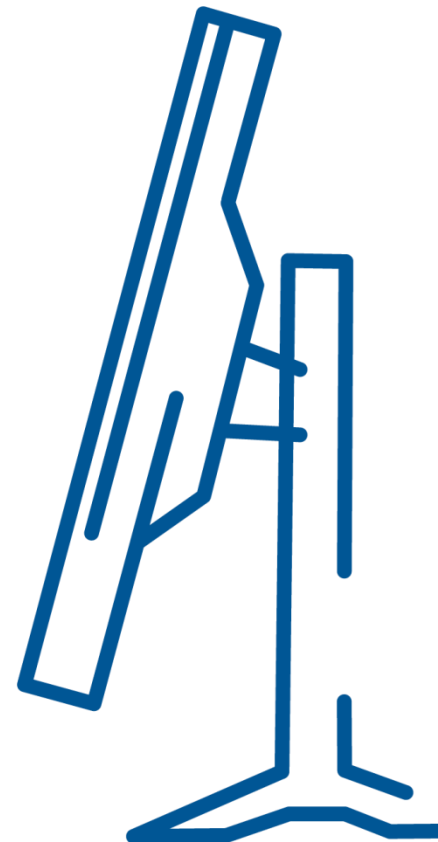


Joaquim Baptista

20 Years of Technical Writing



ISDOC'14
Lisboa
Portugal
17-May-2014

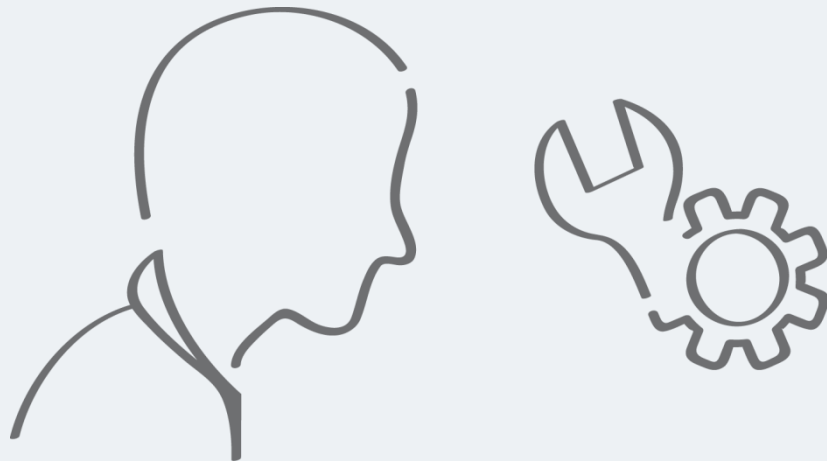
Why Start a Technical Writing Department?



English translation of
developer Portuguese?

Expensive, outdated,
outsourced documentation?

Learn before writing. "Clear thoughts in clear words."
Then, learn better, write better.



No formal training on technical writing.

1. Hire English, wits.
2. Train on product.
3. Train on writing.
4. Innovate.

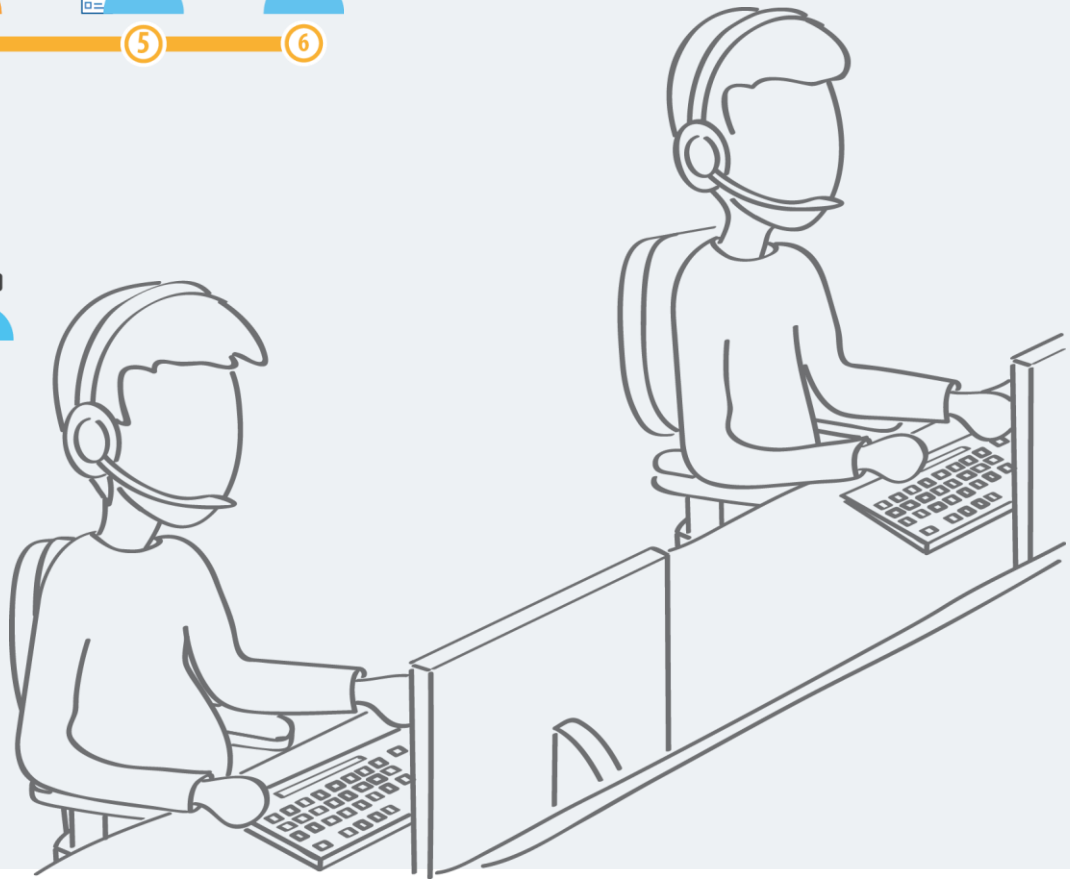
(Learning) Operations



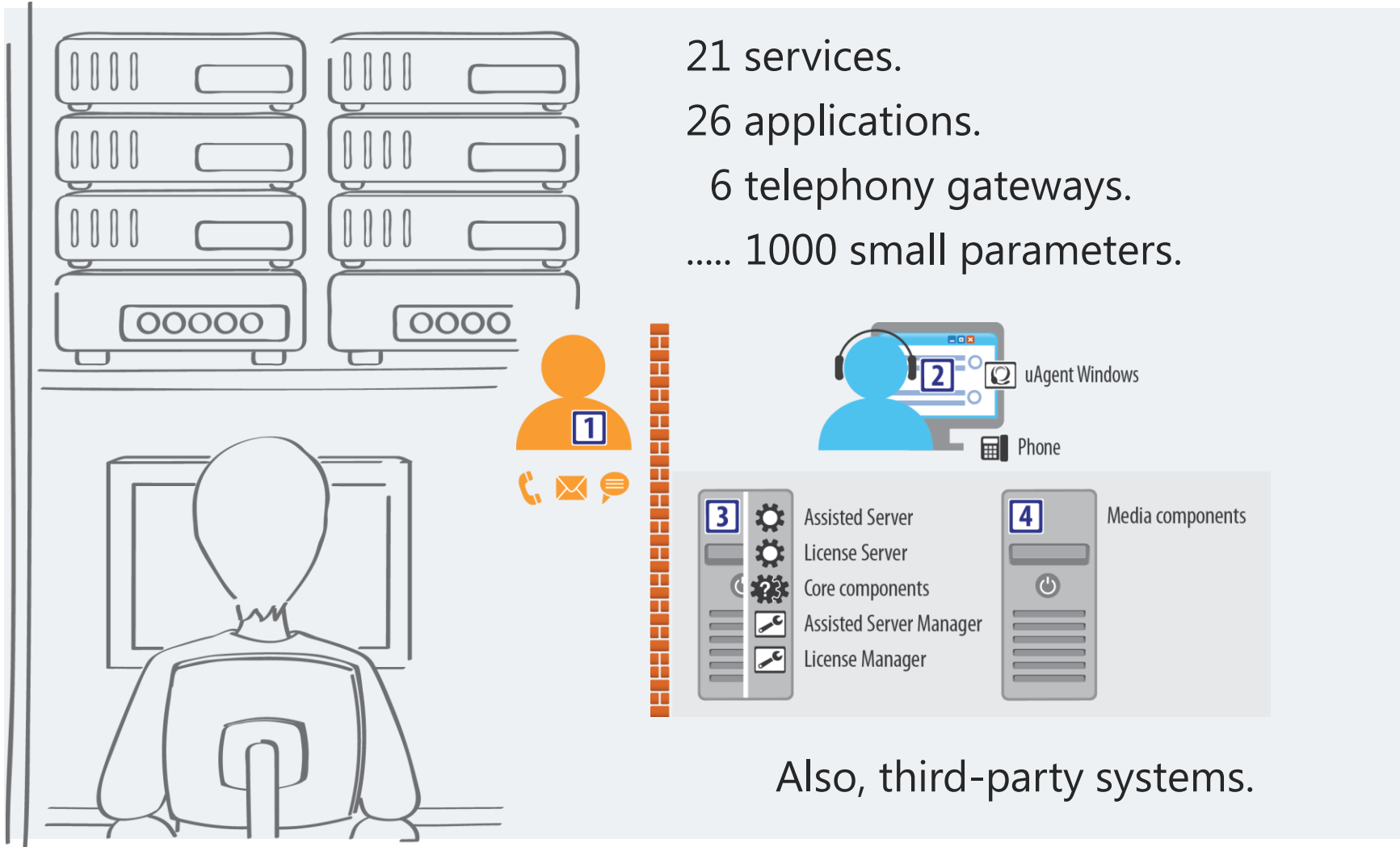
Unique concepts.

Business variation.

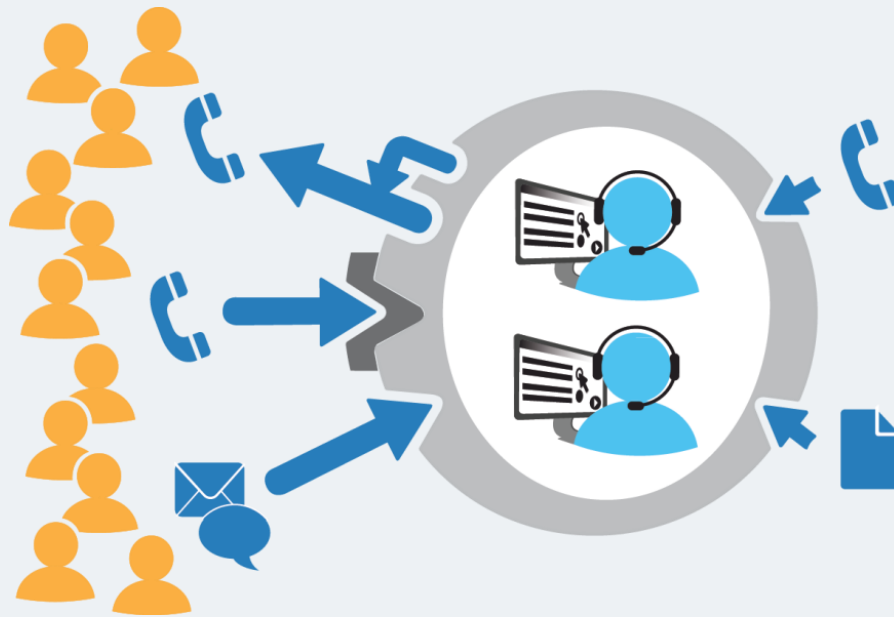
Operational implications
of technical decisions.



(Learning) Systems



Unified telephony model, but...



... varies with switch.

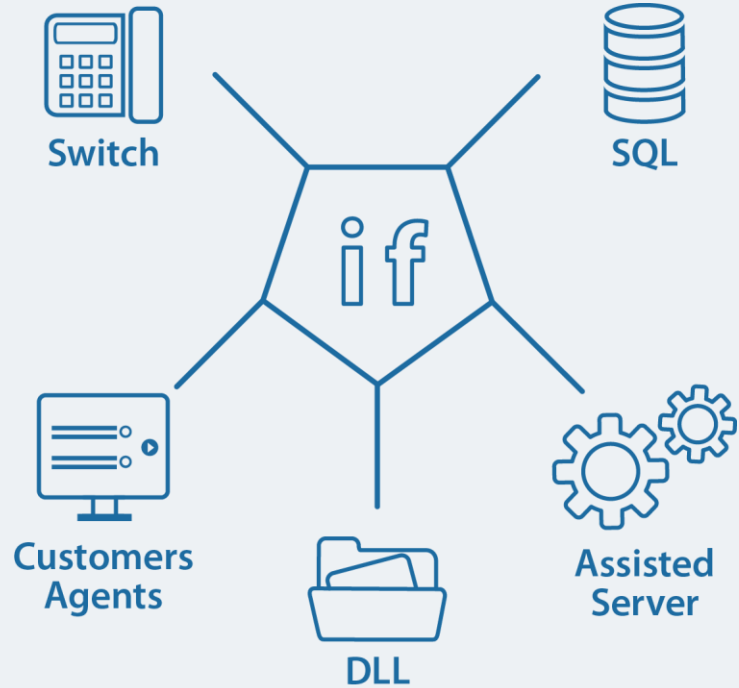
... varies with switch configuration.



(Learning) Scripting

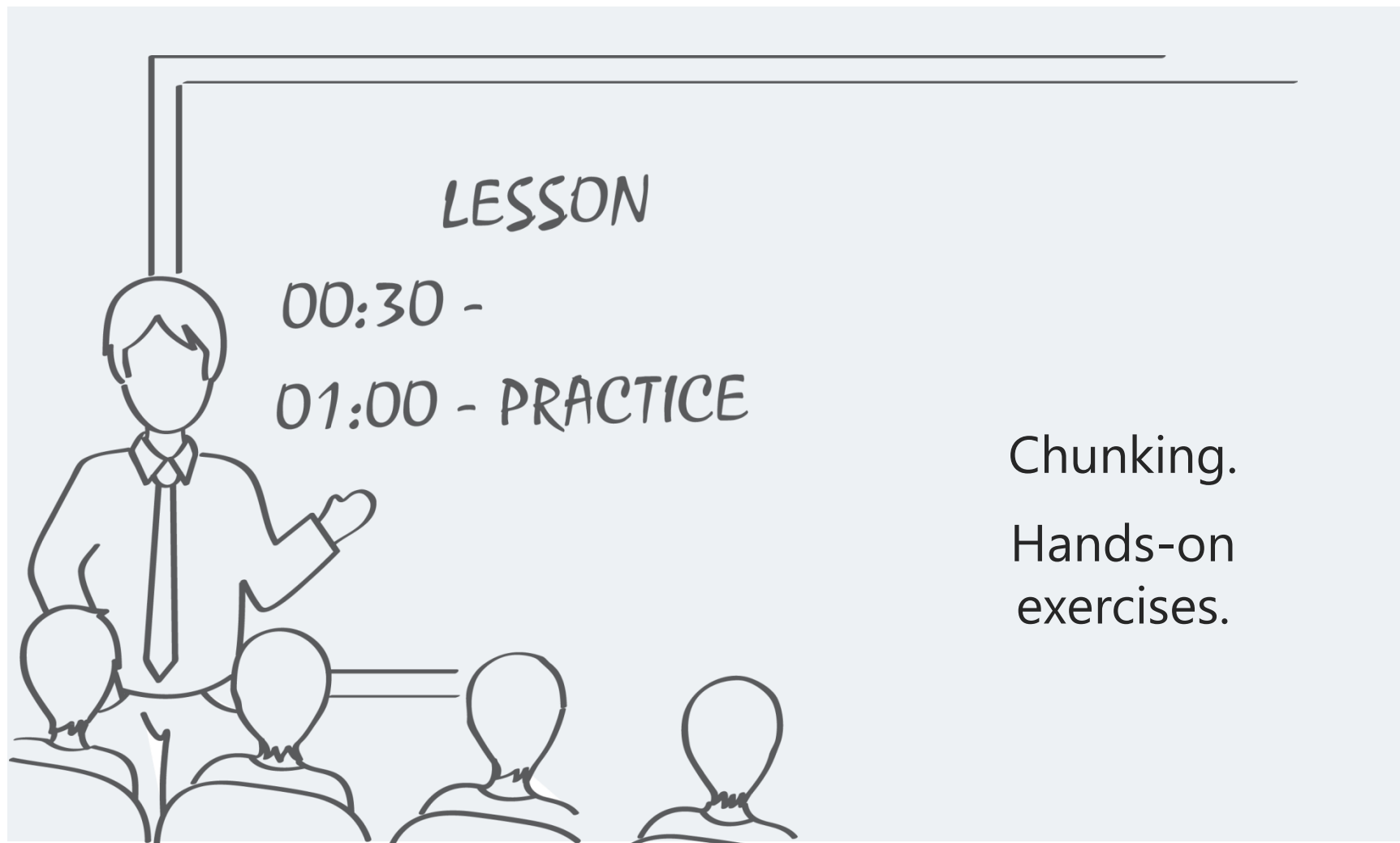
Proprietary language
with unique concepts.

(or your choice of language)

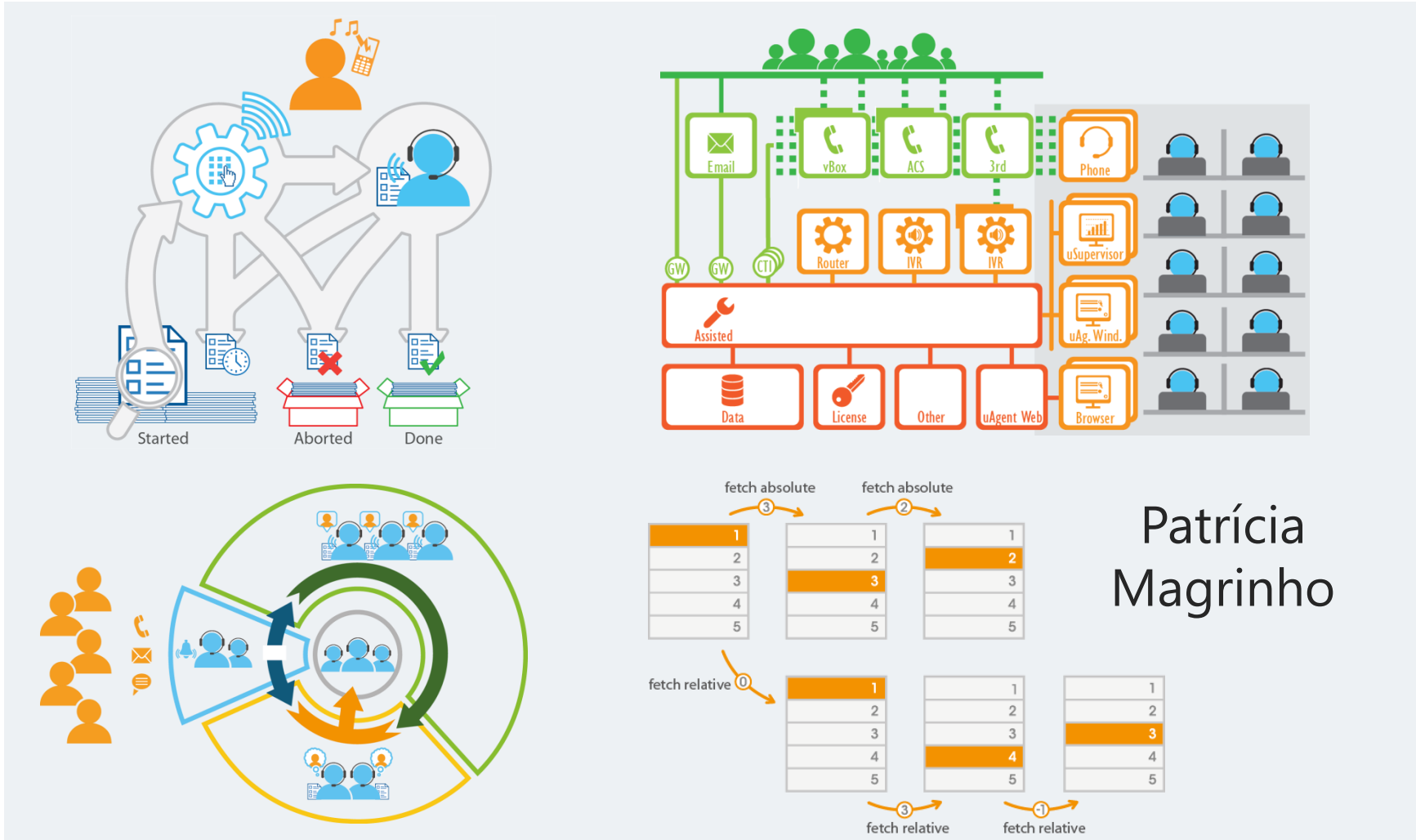


Several worlds to coordinate.
Specific roles to fulfill.

(Learning) Curriculum Development



Learning to Illustrate



Patrícia Magrinho

Operations



Books in HTML



Books in CHM



Contact Center Operations



Indicators and Reports



uAgent Windows



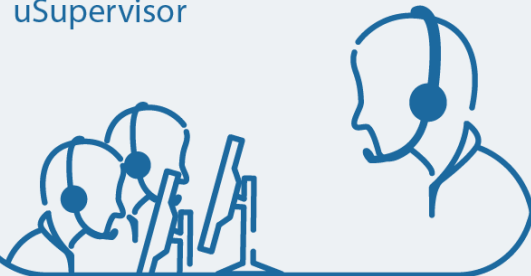
uAgent Windows Layout Editor



Quick Script Editor



uSupervisor



DITA Open Toolkit.

Serna XML Editor.

Subversion, Unix tools.

Scripts to generate topics.

1360k words.

6800 topics.

1075 slides.

3800 images.

170 maps.

Hiring Technical Writers



Newspapers. Recruiters. Recommendations.



English. Technically minded. Phone call?

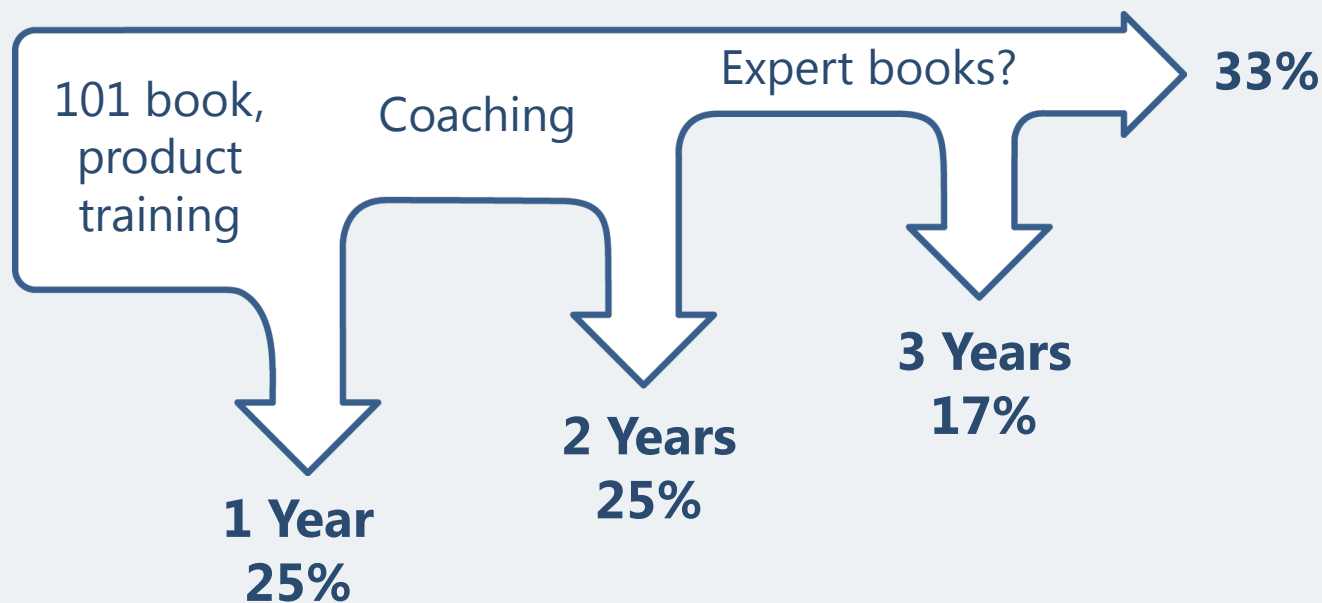


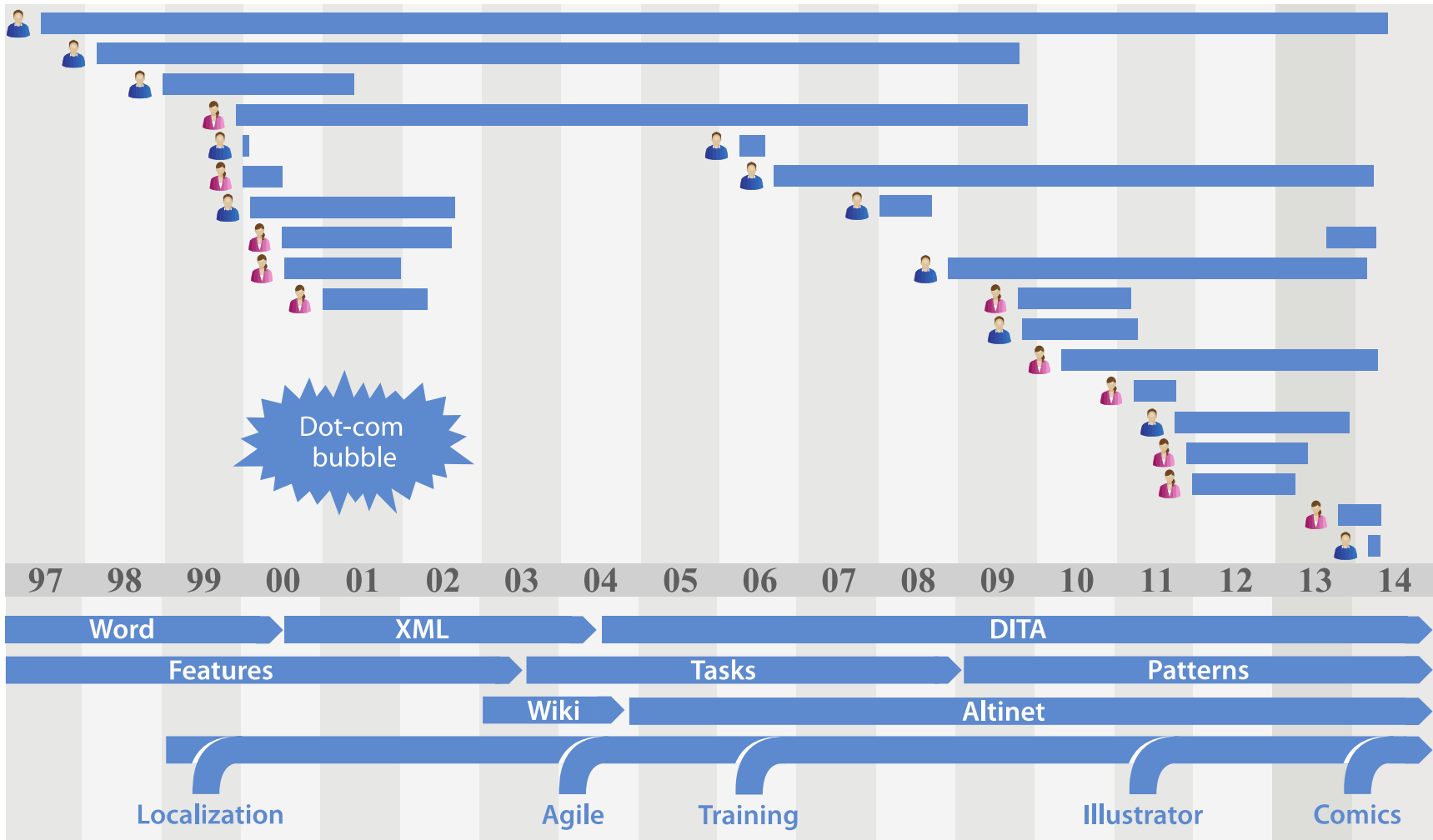
Write procedure. Rewrite confusion.
Change program?



Whole team.
Writing samples? Additional test?

Training Technical Writers



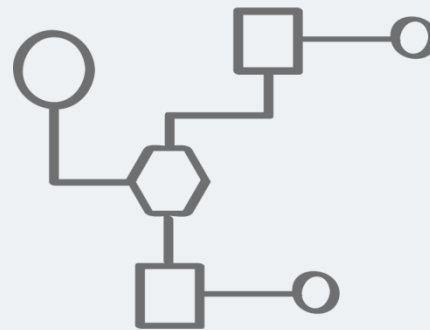


Professional learners (not just writers).

- Technical writing (for lack of formal training).
- Product (unique, vast).
- Audience background (several of them).

What has helped?

- Audience profiles.
- Improved training.
- Writing patterns.



“Everything is hard until someone makes it easy.” – xkcd.com/1349