



SCRIPTORIUM

The Content Strategy Experts

Not all digital is transformation

Gretyl Kinsey

IDEAS Winter Online Conference 2020

Gretyl Kinsey

- Technical consultant with Scriptorium since 2011
- Content strategy
- Information architecture
- DITA tools and technologies
- LearningDITA.com



“

**Digital transformation
is the use of technology
to enrich information
delivery.**

”

Checklist for digital transformation of content

- Change the cost of products
 - *Delivery cost basically eliminated*
- Speed up production
 - *Delivery time basically eliminated*
- Introduce new features not available in the incumbent product
 - *Structured content*
 - *Context and links*

Delivery cost and time

- Paper content requires distribution networks
- Electronic delivery shifts (minimal) cost onto consumer
- No cost to increase reach
- Instant delivery
- Power shifts from producer (controls distribution) to consumer (controls attention)



Structured content

- Define *and enforce* required components
- Use labels that describe the information
- Mix, match, repurpose
- Metadata

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  <learningGroup>
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    <learningOverviewRef href="MachineIntro_overview.dita"/>
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Your product content: asset or liability?

Your product content plays a vital role in achieving your business goals. An effective content strategy is the difference between making content an asset or letting it be a liability. We're Scriptorium Publishing, and since 1997, we've helped companies like yours manage, structure, organize, and distribute content in an efficient way. We're the content strategy experts. Let us prove it to you.

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Show me the weather in... city, zip, or place



60°

RECENTLY SEARCHED


Durham, NC

Day

10 Day

Weekend

Monthly

DURHAM, NC 
as of 10:10 am EDT

60°

MOSTLY CLOUDY

feels like 59°

H 74° / L 51°

UV Index 2 of 10



Powerful Cold Front May Bring Rapid, Intense Freeze



RIGHT NOW

Wind
NNE 9 mph

Humidity
71%

Dew Point
51°

Pressure
30.23 in ↑

Visibility
10.0 mi

NEXT 36 HOURS

HOURLY → | 10 DAYS →

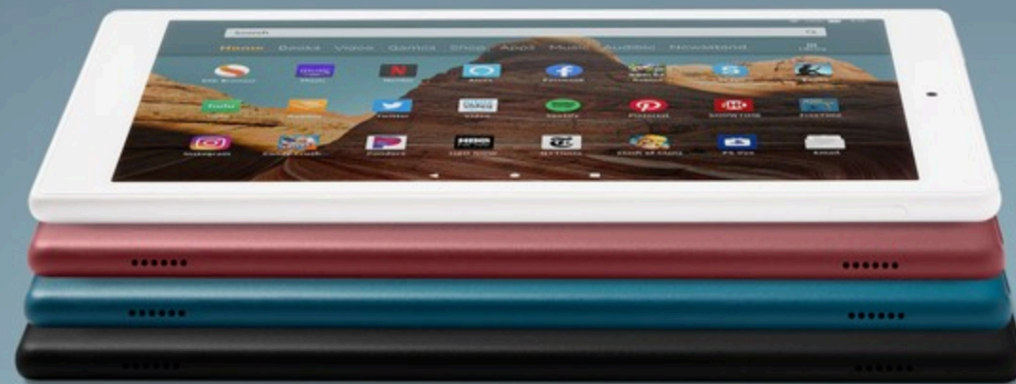
TODAY
PARTLY CLOUDY

TONIGHT

FRI

FRI NIGHT

SAT



Now shipping

fire HD10
hands-free with Alexa

All-new



Hi, Gretyl

Customer since 2011

Recommendations for you



Your orders



Electronics



Movies & TV



Computers & Accessories

Recently viewed



Today

Deal of the Day



\$4¹⁴ - \$47⁸⁴

Save up to 30% on top selling vitamins & supplements

FREE 2-hour delivery

Groceries sourced directly from your local Whole Foods Market delivered with Prime

[Shop Whole Foods Market](#)

Save 5%



L'ORÉAL PARIS

Glycolic Acid Serum

L'Oreal Paris Pure Glycolic Acid Face Serum Ski...

★★★★★ 241

Context possibilities include

- Rendering device (responsive design; screen reader versus browser)
- Location
- Time
- Level of interest or expertise
- Product configuration
- User or general usage data
- Cross-connecting content

Transformation examples



Analog



Not analog



Analog




Digital

Crossword puzzles



The New York Times crossword—online

0:08 

Rebus

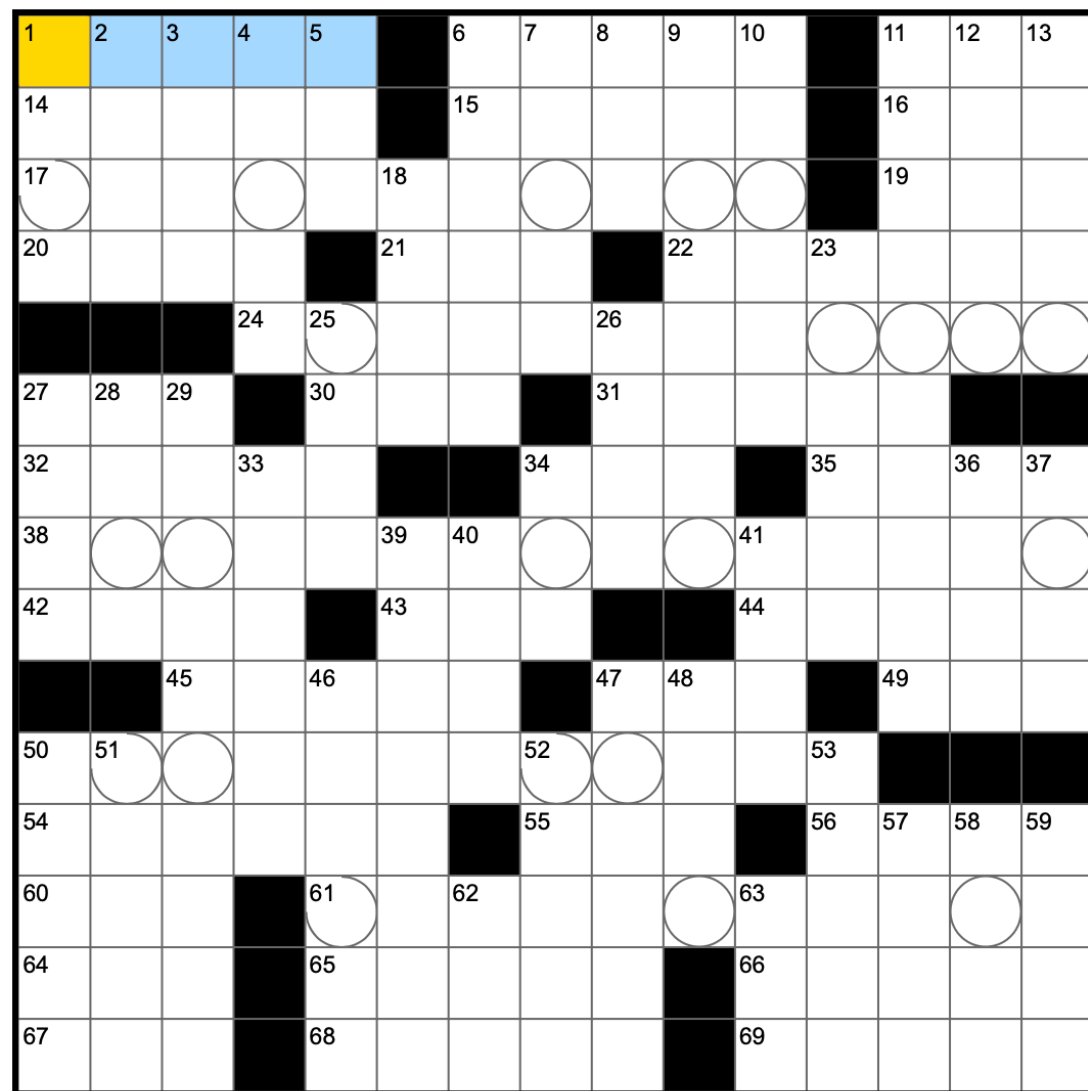
Clear

Reveal

Check



1A Piquant garnishes



ACROSS

- 1 Piquant garnishes
- 6 Female friend, to Felipe
- 11 Guffaw syllable
- 14 Top dog
- 15 Unseen title character in a classic play
- 16 Previously
- 17 *Bird in the hand?*
- 19 Headstone letters
- 20 R&B singer with the 2006 hit "So Sick"
- 21 ___ vez (once: Sp.)
- 22 Art often of marginal quality?
- 24 *Snake in the grass?*
- 27 Rarer than rare
- 30 Bourbon and Beale: Abbr.
- 31 Time off, informally
- 32 English architect Jones
- 34 Grab a stool, say
- 35 Head Stone?
- 38 *Come up in the world?*

DOWN

- 1 Former CNN anchor Paula
- 2 "Night" memoirist Wiesel
- 3 Nimble, especially for one's age
- 4 2000s Fox drama set in Newport Beach
- 5 Elegiac
- 6 Transportation safety workers, e.g.
- 7 Fable's end
- 8 Cards at a club, say
- 9 Olive oil and fish oil are high in them
- 10 When a nautical day begins
- 11 Screwdrivers, e.g.
- 12 Like gymnasts
- 13 One handy with a lariat
- 18 When repeated, a club game?
- 23 One who's "out"
- 25 Starting on
- 26 Home of the Blarney Stone
- 27 What some eyeglasses lack
- 28 Basic sushi for a surgeon

The New York Times crossword—online

- Timer
- Highlight the clue/grid area
- Highlight errors
- Statistics and streaks
- Puzzle archive

0:08

1A Piquant garnishes



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- 22 Art of
- 24 Snake
- 27 Rarer
- 30 Bourbon
- 31 Time
- 32 English
- 34 Grab
- 35 Head
- 38 Come



Analog



Digital

Digital books

- User can change font and font size
- Dictionary built in so that you can look up an unknown word
- Text search
- Potential for video, audio enrichment



Does paper to PDF count as digital transformation?

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Does paper to PDF count as digital transformation?

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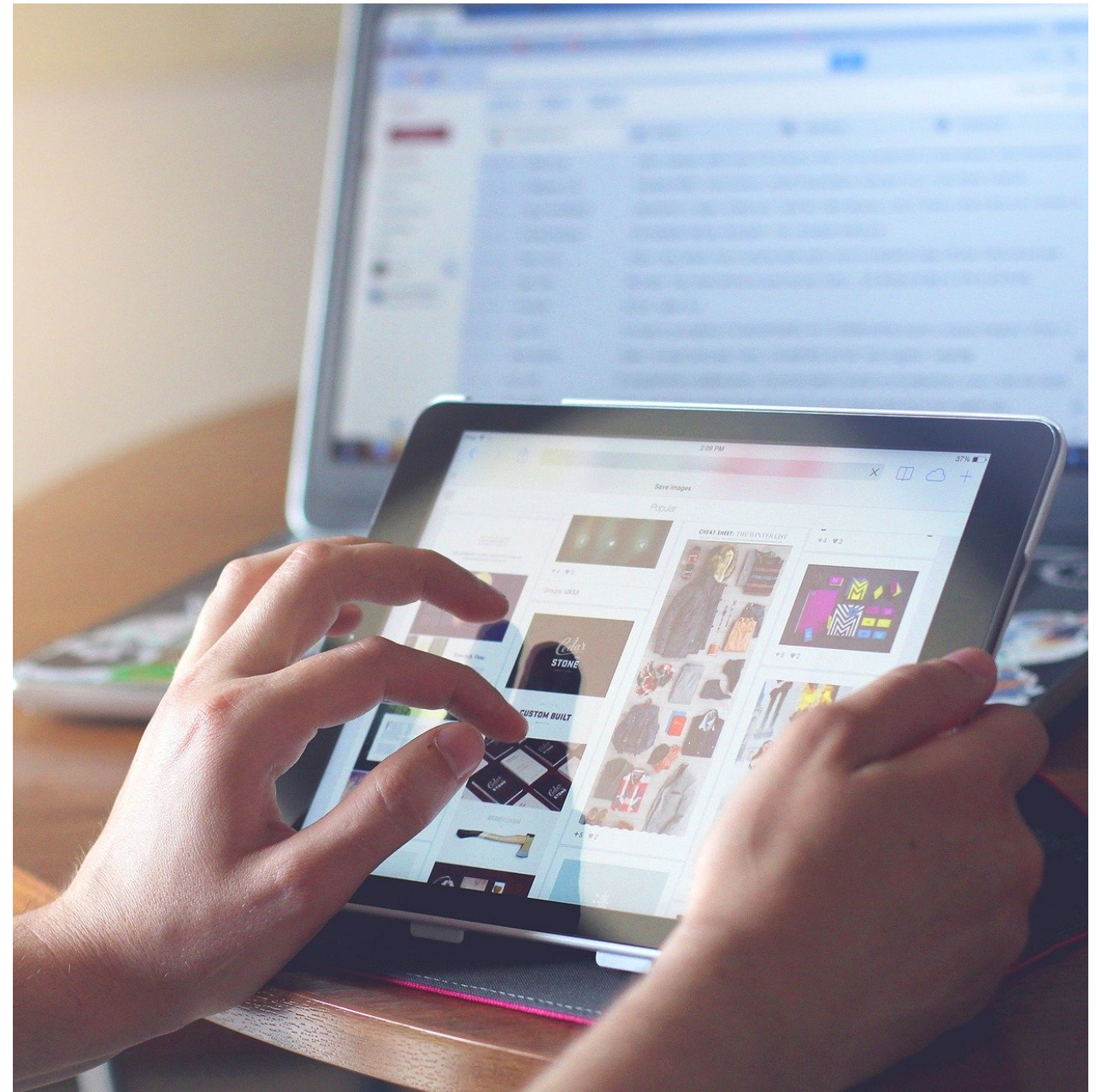
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NOPE

What transformation really means

- Digital has functions and features that analog does not
- The new product may be significantly different from the old product
- Not good enough to move the analog features into digital



**A need for
“digital transformation”
means you’re old school.**

New companies have a head start

- A startup doesn't have anything analog that needs transformation!
- Not starting with a legacy of print
- No baggage



A tale of two companies...



A tale of two companies...

...both seeking digital transformation.

The starting point

Company A

- Authoring in Word and other desktop publishing-based tools
- Other departments “reusing” help content via copy/paste
- Delivering web-based help and PDF for download online

Company B

- Authoring in Word
- Publishing content from a variety of sources, internal and external
- Delivering content as web articles and PDF for download online

**The goal: deliver custom
digital content to all users**

The plan: Company A

- Convert content to DITA XML
- Migrate content to a CCMS
- Serve personalized digital content to end users online and in-product
- Establish the CCMS as the central content repository for other departments reusing the help content

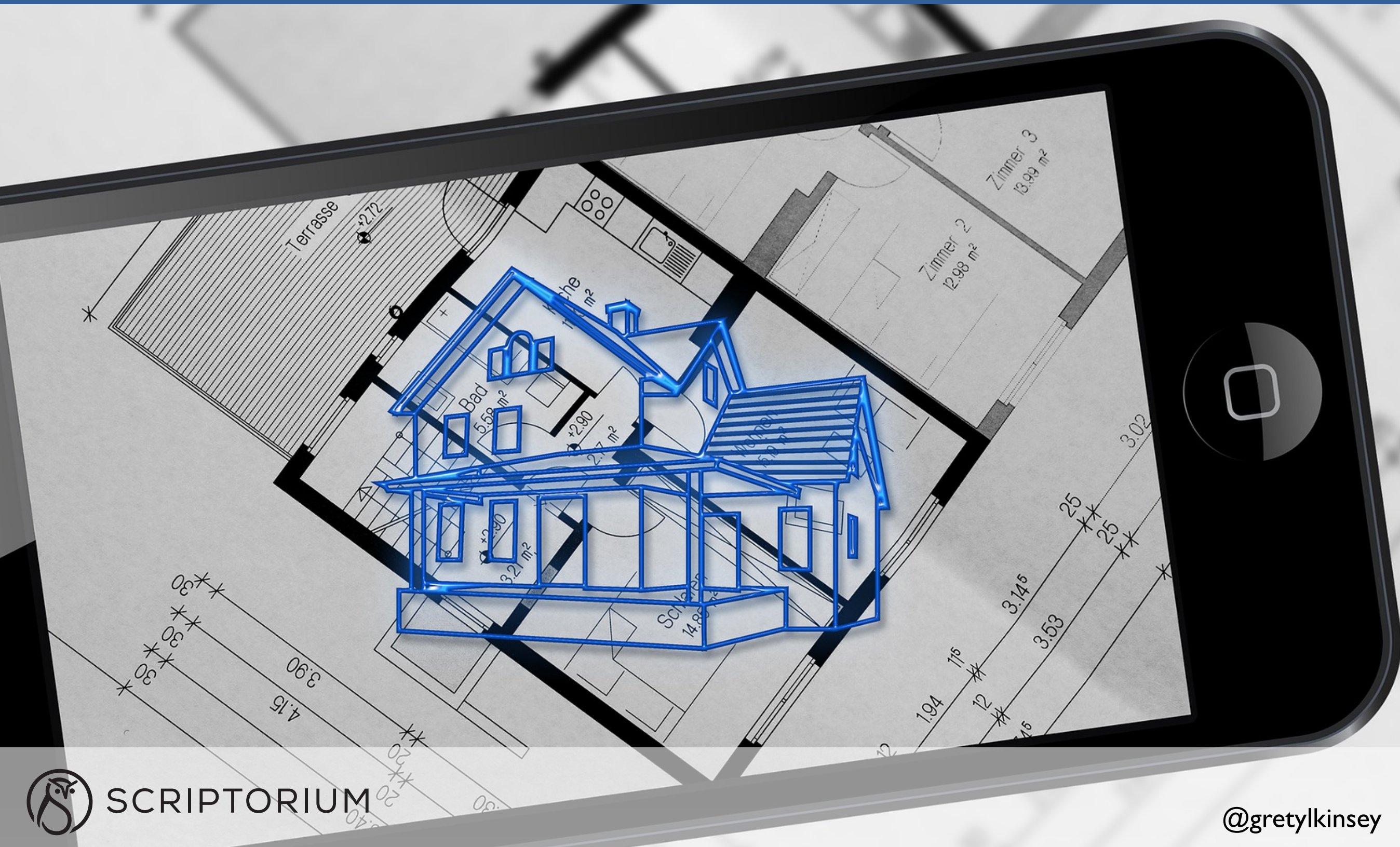


The plan: Company B

- Develop DITA XML model to handle all content
- Create templates and scripts for converting content to DITA
- Manage all content in a CCMS
- Serve personalized digital content to end users



What happened?



The result: Company A

- Converted help content to DITA
- Managed DITA content under source control during company realignment
- Executive champion approved CCMS and portal
- Migrated content into CCMS and reorganized for delivery via portal



Digital transformation!

The result: Company B

- Developed custom DITA content model
- Developed conversion scripts
- Prioritized formatting over structure
- Migrated to new CCMS without training writers



Digital = yes
Transformation = not yet

Lessons learned

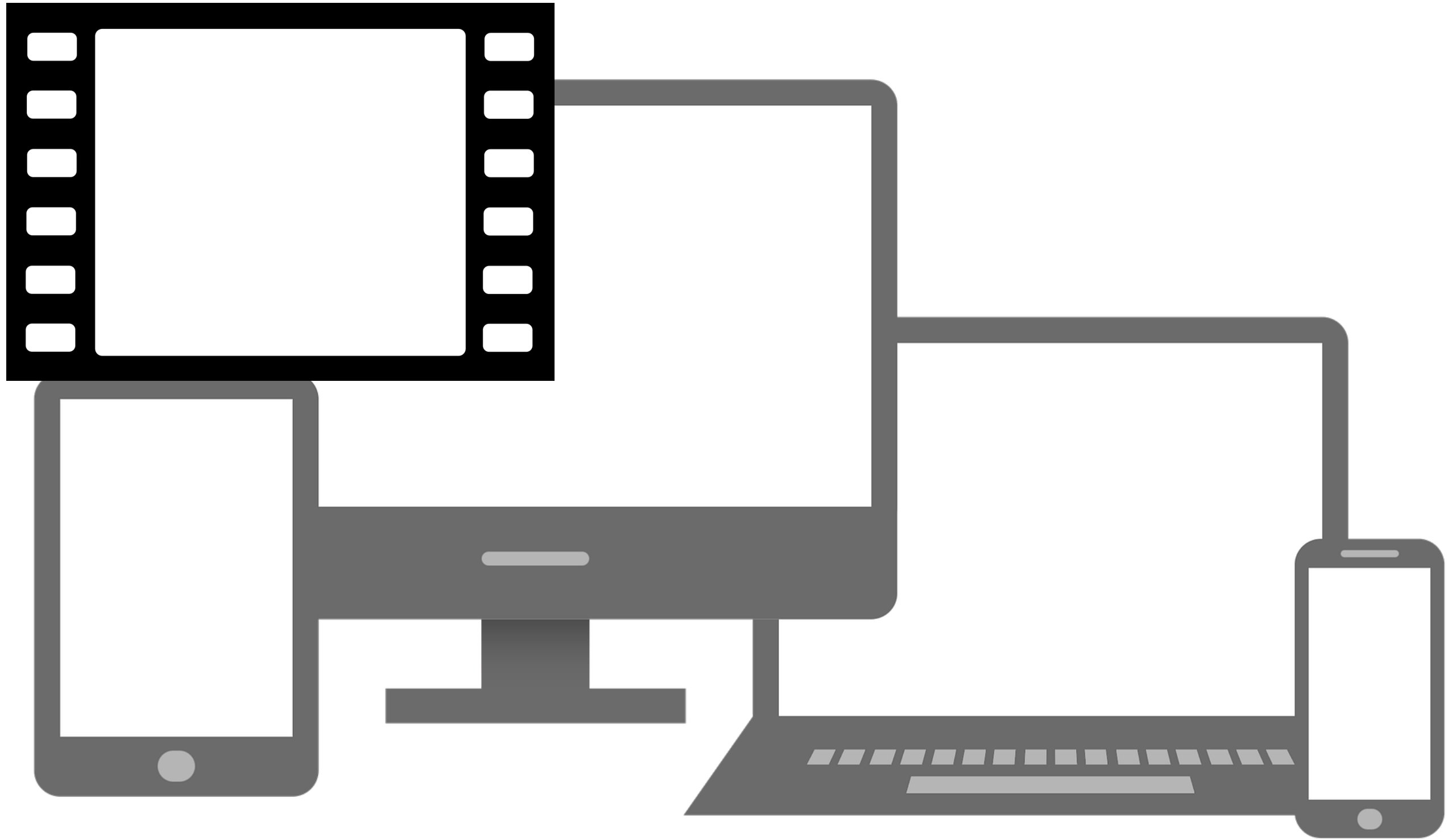
- Approach digital transformation in manageable chunks
- Be flexible about adapting to change
- Find an executive champion and solid project leadership
- Provide adequate training
- Keep your eye on the prize



The prize: flexibility



The prize: flexibility



The prize: flexibility



The prize: flexibility



Questions?

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