

# Structured Content Reviews by SMEs

## Challenges and solutions

Dipo Ajose-Coker, Product Ambassador



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# Who am I?

Dipo Ajose-Coker

- Ex-TEFL Teacher and IT Facilitator
- CDMM M2 Graduate (2006)
- 14 years in MedTech and FinTech
- Product Ambassador - Componize



# Open architecture, flexible CCMS

for technical documentation and  
training content

## Manage DITA and other content

(XML, HTML, images, videos, PDF, PowerPoint, Word, Excel, CAD files, etc.)

Implement complex business workflows

Open standards, open APIs



# Why Review Content

Key step in the product life cycle to ensure

- Accuracy
- Completeness
- Understandable
- Consistency
- Compliance

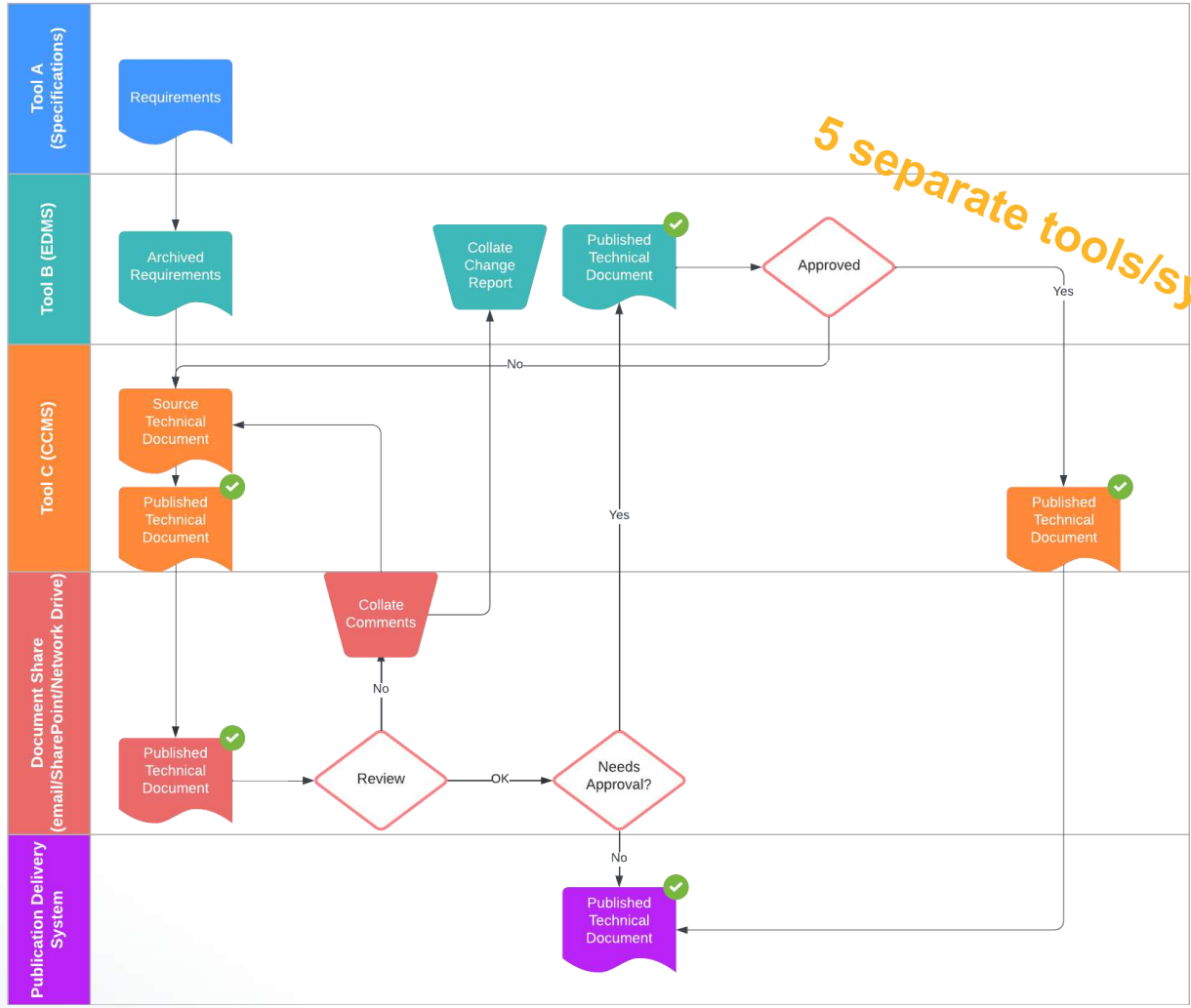


# Challenges

- Convoluted Workflows
- Collaboration/Silos
- Structured Content
- Engagement
- Regulatory



# Convolutéd Workflows



*5 separate tools/systems!*



# Collaboration/Silos

- Different schedules and priorities
- Multiplicity of systems & tools

=

- **Incompressible** delays in workflows





# Structured Content

- Complexity
  - Concept of structured writing
  - reuse mechanisms
  - No tags view



# Engagement

- Not my job
- Not my priority
- Learning Curve
  - Adequate review tools
  - Concepts of structured writing



# Regulatory

Mistrust of source content reviews

- PDF = Paper
- Integration within a QMS



# Inefficacy of PDF Reviews

## Inefficient Process

1



TECHNICAL WRITER



Publish source XML to output format (Often PDF)

Send PDF for SME review

Track progress & send reminders



## Repeated Process

On average, 3 to 4 times per topic

2



SUBJECT MATTER EXPERT



Identify content to review in PDF

Annotate, accept or reject

Send back reviewed PDF



3



TECHNICAL WRITER



Extract all comments and annotations

Identify & implement feedback in source XML

Go back to Step 1



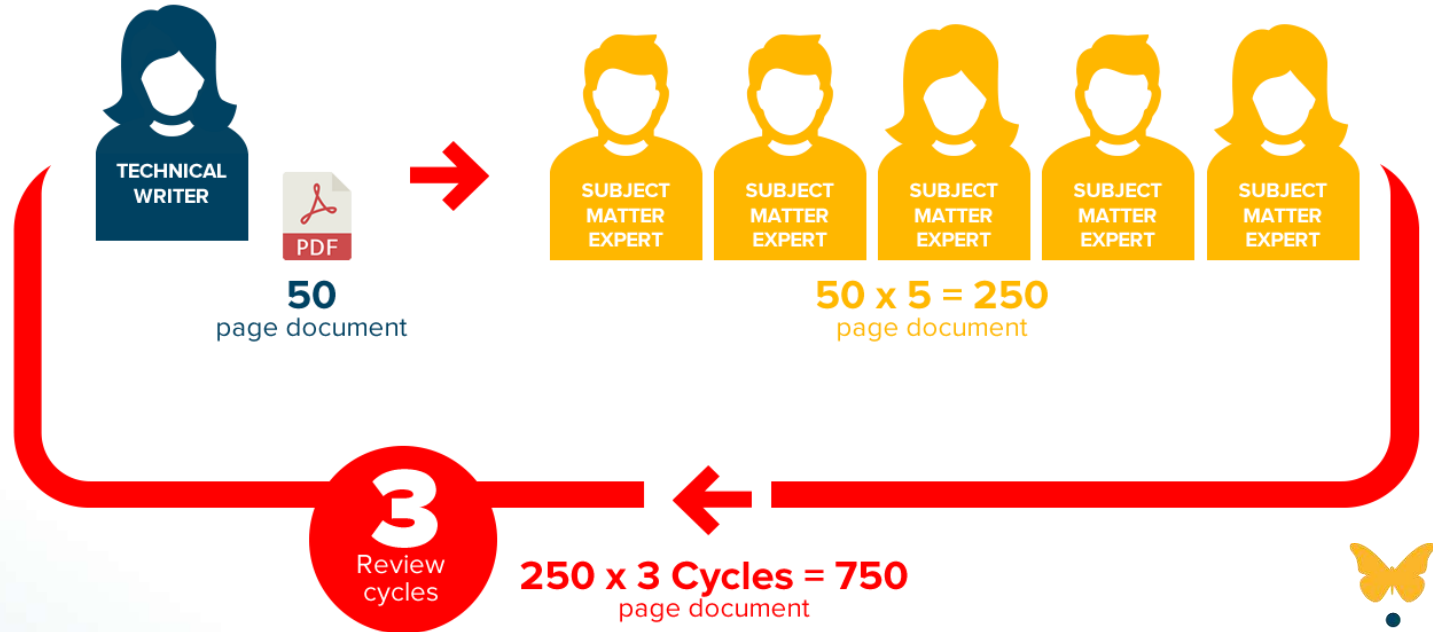
### Poor visibility on project progress

Multiple tools



## 50-page document = 750 pages

of reviewed content for the technical writer to comb through in order to collate feedback!

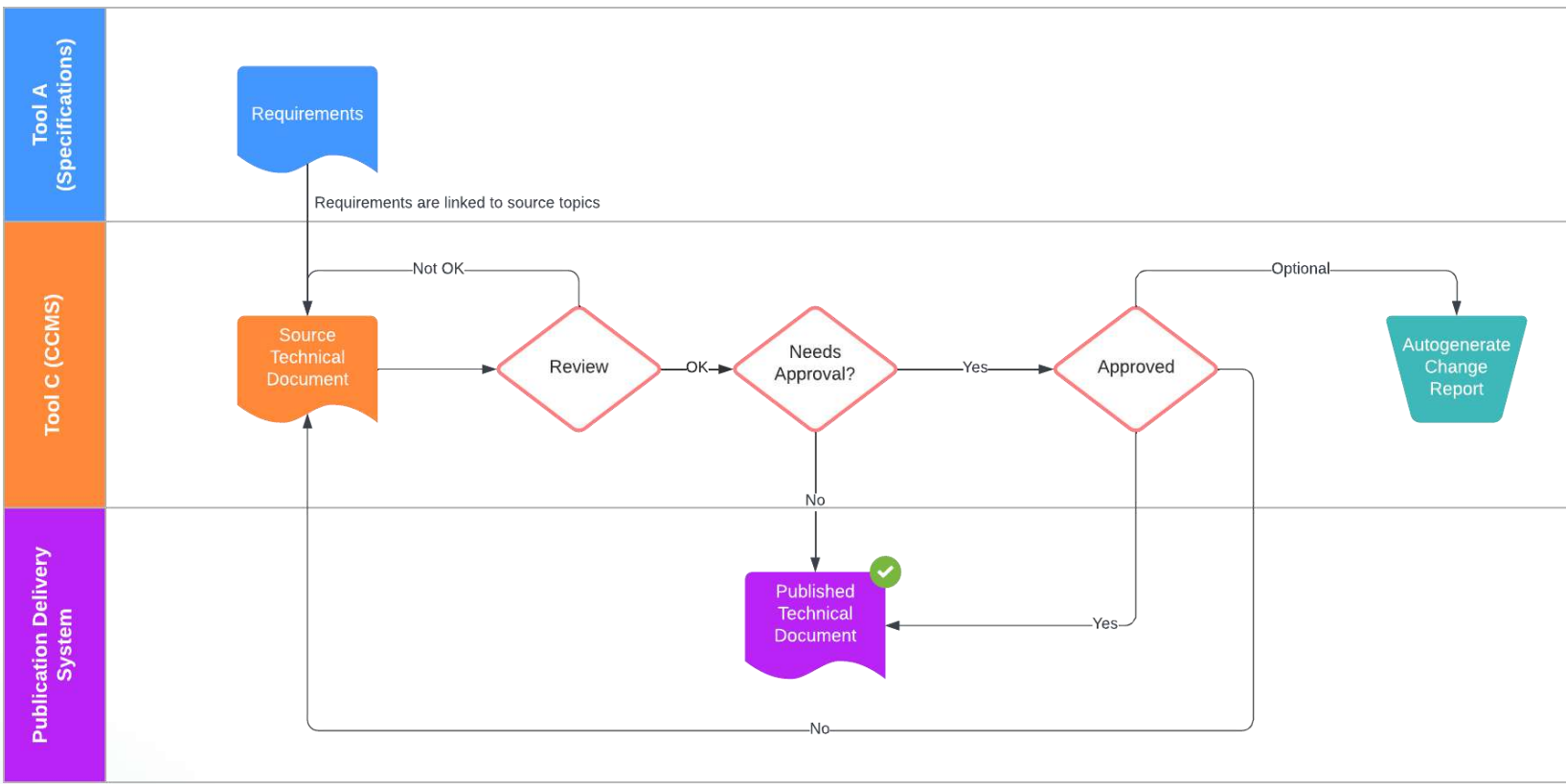


# How do I improve reviews?

- Analyze and improve workflows
- Use CCMS workflows
- Improve output format reviews
- Adopt source content reviews
- Limit output reviews



# Analyze and improve workflows



# Use CCMS Workflows

- Set up once, use many times
- Auto-track review cycle changes and versions
- Manage permissions per review type
- Manage document status per review type





# Improve Output Format Reviews

- Share in advance
- Seek feedback from SMEs before requesting reviews
- Establish review rules to eliminate confusion
- Engage with your SME during the review
- Reward SMEs for completing reviews



# Adopt synchronous reviews

- Real-time communication between SMEs
- Reduction in conflicting feedback
- Reduction in time spent collating feedback



# Limit output reviews

- Save the target output review till last
- Ensure that changes to content are easily identifiable
- Review Incrementally based on topics
- Create task-based reviews



# Conclusion

- Minimize final output reviews
- Use CCMS workflows
- Create task-based reviews
- Improve output format reviews
- Perform more real-time collaborative reviews
- Review Incrementally



# For more

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