

Checklist:

Structured Authoring Readiness

Use this checklist to help you decide if you're ready for structured authoring. The questions aren't exhaustive. They're meant to probe key areas in which structured authoring initiatives sometimes stall or fail to make an impact.

Readiness questions		Yes	No
I	Documentation fit		
	<i>Does your documentation require</i>		
	Content reuse	<input type="checkbox"/>	<input type="checkbox"/>
	Multiple layouts	<input type="checkbox"/>	<input type="checkbox"/>
	Multiple product versions	<input type="checkbox"/>	<input type="checkbox"/>
	Multiple authors and contributors	<input type="checkbox"/>	<input type="checkbox"/>
	Multiple formats (HTML5, PDF print, SCORM eLearning, Zendesk, Salesforce)	<input type="checkbox"/>	<input type="checkbox"/>
	Design-heavy outputs or layouts	<input type="checkbox"/>	<input type="checkbox"/>
	Single product only	<input type="checkbox"/>	<input type="checkbox"/>
II	Structured authoring tools		
	<i>Does your structured authoring tool of choice provide</i>		
	Good user experience for authors and contributors	<input type="checkbox"/>	<input type="checkbox"/>
	Multi-channel publishing	<input type="checkbox"/>	<input type="checkbox"/>
	Easy content reuse	<input type="checkbox"/>	<input type="checkbox"/>
	Robust content versioning	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Does your structured authoring tool of choice require experience or training in XML, DITA, or DocBook?</i>	<input type="checkbox"/>	<input type="checkbox"/>
III	User adoption		
	<i>Can you convince and support contributors outside of the core content team to work in structured authoring?</i>	<input type="checkbox"/>	<input type="checkbox"/>
IV	Calculate content ROI		

	<i>Do you know what it costs to create documentation in your enterprise?</i>		
	Cost to create documentation, training and support	<input type="checkbox"/>	<input type="checkbox"/>
	Cost of delayed or inaccurate content releases	<input type="checkbox"/>	<input type="checkbox"/>
	Cost of hardware and software authoring tools	<input type="checkbox"/>	<input type="checkbox"/>
	Cost of implementation/migration support	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Do you know how much you can save by implementing structured authoring in your enterprise?</i>		
	Savings from content reuse	<input type="checkbox"/>	<input type="checkbox"/>
	Savings from faster authoring, reviewing and translation	<input type="checkbox"/>	<input type="checkbox"/>
	Savings from publishing efficiencies	<input type="checkbox"/>	<input type="checkbox"/>
	Savings from support costs and ticket deflection	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Have you calculated your content ROI? (Savings divided by costs)</i>	<input type="checkbox"/>	<input type="checkbox"/>
V	Onboarding and Implementation planning		
	<i>Do you have capacity to organize your project around these fundamental areas?</i>		
	Implementation	<input type="checkbox"/>	<input type="checkbox"/>
	Information architecture	<input type="checkbox"/>	<input type="checkbox"/>
	Layout and style	<input type="checkbox"/>	<input type="checkbox"/>
	Standards and structure	<input type="checkbox"/>	<input type="checkbox"/>
	Delivery	<input type="checkbox"/>	<input type="checkbox"/>
VI	Stakeholder buy-in		
	<i>Have you made your case to</i>		
	Enterprise and domain leaders	<input type="checkbox"/>	<input type="checkbox"/>
	Subject matter experts	<input type="checkbox"/>	<input type="checkbox"/>
	Writers and content creators	<input type="checkbox"/>	<input type="checkbox"/>