

Content Writing Process

Out of date: See [Content Creation Process](#) for the latest version

STEP 1: WRITE USER NEEDS.

Process for Writing User Needs:

1. Consider and list as bullet points who **each** of the user groups are, one at a time, and their individual barrier (as if you were a self-advocate or other advocate). Write this list in the User Needs Extended Description section.
2. Identify the common need across these multiple user groups and write it as the first sentence in User Need Extended Description. Identify unique needs of specific user groups and include those as bullet points. Identify conflicts that may exist within and between user groups, and list these conflicts as additional bullet points.
3. Are there terms in the short sentence that need specific examples or description to explain the context? This does not replace eliminating words nor is it a glossary. This becomes the second sentence of the User Needs Extended Description.
4. Write the crux of the solution to meet that need. That is a minimal concept. It becomes the third sentence of the User Needs Extended Description.
5. Consider the perspective of a beginner user. Re-draft the paragraph so your beginner user will have a functional understanding of the paragraph. Copy the refined paragraph and bullets into Step 4 Get Started under Why?
6. Refine list from Step 1 in plain language. Copy this into the “Who?” in the Step 4: Get Started page.
7. Write a one sentence summary line of the user needs paragraph. This becomes the short description of the “identifying user needs Short Description” as well as the first sentence of the “Summary” in the Get Started page.

STEP 2: WRITE TESTS OF USER NEEDS.

Process for Writing Testing:

1. Are there current [Techniques](#) or [ACT Rules](#) - link to them.
2. Map the current Techniques & ACT Rules to the Step 1 Extended Description.

- a. Identifying where given rule or technique addresses the user need.
 - b. Which orphan tests don't map to a user need? Should the user need be expanded to address this? Or should the test be dropped?
 - c. Which user needs are not met by the current tests? Are there any reasons why this gap exists (e.g. emerging area, or difficult user need to address)? Are there barriers to address this gap?
 - d. How can existing tests be improved?
 - e. How do we ensure that tests are for testing "content"/interaction, versus testing the tester?
3. Looking at the gaps where there are no existing tests to address a user need listed in Step 1, what are the possible tests that could be written?
 - a. Are there other known suggested tests? (link to suggestion)
 - b. Which of the new test types may be helpful in creating a new test: scale, rubric, task completion or usability of any kind? Why one type of test over the other?
 - c. Write a possible test, indicating which type(s) of test you chose.

STEP 3: WRITE METHODS THAT MAP TO USER NEEDS.

Process for Writing Methods:

1. Are there current Methods - link to them.
2. Map the current methods to the Step 1 Extended Description.
 - a. Identifying where given method addresses the user need.
 - b. Which orphan methods don't map to a user need? Should the user need be expanded to address this? Or should the method be dropped?
 - c. Which user needs are not met by the current methods? Are there any reasons why this gap exists (e.g. emerging area, or difficult user need to address)? Are there barriers to address this gap?
3. Looking at the gaps where there are no existing methods to address a user need listed in Step 1, what are the possible methods that could be written?
 - a. Are there other known suggested methods? (link to suggestion)
 - b. Write a possible method, indicating which user need you are addressing.

STEP 4: WRITE TESTS TO EVALUATE METHODS.

We added this step because there are two types of tests needed: test #1 (step 2) is “did you understand the user need and meet it overall” and test #2 (step 4) is “did the method help you achieve the user need”?

1. Map current or proposed methods to existing tests.
2. Where methods don't map to an existing test at all, write a test for that method to evaluate how well it meets the user need.
3. Where a test for that method exists, consider whether this is the best test: Is there a better quality test to measure how well the method meets the user need (compared to other methods), or does the method require additional tests? If so, write the new tests.
4. Consider what potential new problems may arise from the method, or if the method may present new barriers to user needs? Is there a test to measure this? If possible, write this test. (e.g. high contrast, emerging tech - VR, IoT, etc.) - flag to customization/personalization (where conflicts arise)

STEP 6: QUALITY CONTROL.

1. Does our guideline, method and test promote use early and often, including by people without extended knowledge of digital accessibility? (plan tab)
2. Did we fill in the plain language prototype with corresponding user needs (Get Started), Methods (Develop/Design), and Tests (Test/Audit tab).

Additional Tools for Migrating content or creating new content (process):

Is there a visualization tool to take people through steps who are more visually-oriented? (Chuck and I were discussing overlapping circles model)

How do we integrate this into style guide, with plain language principles? And what else, besides plain language principles and process should be in the style guide?