



Webinar On

# Preparing content for the future of self-service



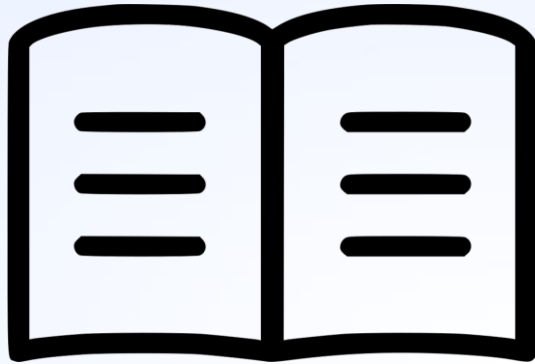
Speaker

**Jason Christie**

Sr. Lead Documentation Team  **shopify**



# Overview



- Who am I?
- Shopify's documentation journey
- Self-service needs to change
- AI opportunities
- Future of Knowledge bases

# Shopify's documentation journey



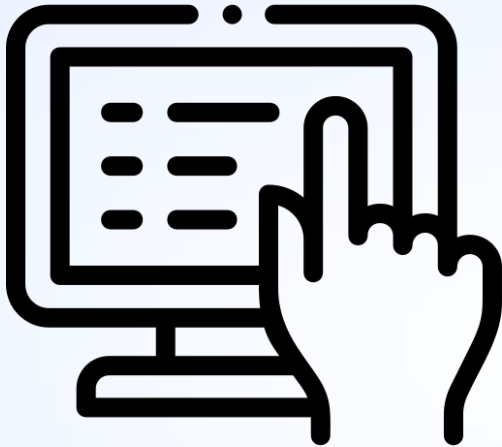
- Migrated content from a collaborative wiki
- Started as a static site powered by Jekyll
- Use markdown
- Moved Help Center to a Rails app
- Now using a docs-as-code approach with few benefits

# Shopify's documentation journey



- We have attempted to convert our content to DITA before
- Previous attempts failed because internal alignment was difficult to secure
- We are exploring converting our content to DITA again!
- Why now?
- Structured content is a fundamental aspect of AI
- AI will blur the line between product and product documentation

# Self-service needs to change



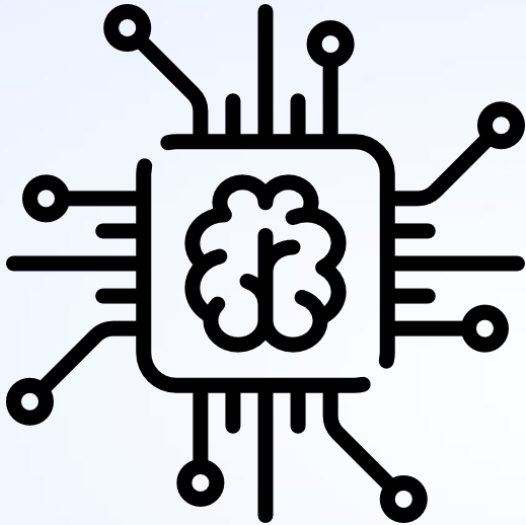
- What is Self-service?
- Users are changing
- Our approach to Self-service is not
- Outmoded models despite advances in technology
- The change needed is not a small one, it is a paradigm shift
- Think (and take out content) outside of the box

# Content is key



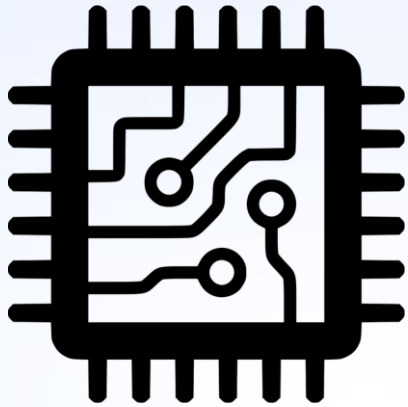
- AI is a true blend of tech and content
- Content must be structured and machine readable
- Each component must have rich metadata
- “There is no AI without IA” - Seth Earley

# A.I. Opportunities



- Extend Self-service beyond support
- Raise product awareness and adoption
- Truly personalized and customized support and product experience
- Progressive exposure to more information/features based on the degree of proficiency a user exhibits

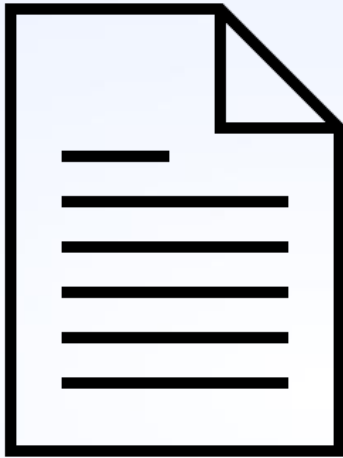
# Emergence of Artificial Intelligence



- Natural Language Understanding (NLU) – Ability to understand context
- Machine to Machine interaction -> Human to machine conversation
- NLU -> Future of customer support
- E.g Chatbots, help through voice-assistant



# DITA – Rich in metadata



- Conditional processing attributes
- Translation and Localization attributes
- Other custom attributes

# NLU Engine - DITA



- Scan through rich DITA metadata to understand context and use associated content
- Able to understand customer's questions in natural way and provide accurate answers
- Able to answer question in natural way based on customer preference

# Role of taxonomy and ontology



- Organise content, associated metadata and other data by ontology
- Understand semantics, and relationships
- Able to reason and generate new knowledge based on existing information

# Answer complex queries



- Building content for machines to understand semantics is important than ever
- Knowledge graphs help to answer complex queries
- Personalized contextual help

# Resources



- [The AI-Powered Enterprise](#), Seth Earley
- [Thinking Documentation](#), Michael Iantosca
- [Docs-like-code](#), Anne Gentle
- [Every Page is Page One](#), Mark Baker

# Discussion



Questions ?

**Thank You!**

