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University of North Texas  
Department of Technical Communication  
1155 Union Circle  
Denton, Texas 76203

September 17, 2023

Jane Smith  
Chief Executive Officer  
[REDACTED]  
[REDACTED]  
[REDACTED]

Dear Ms. Smith:

We at Group 3 appreciate the opportunity to create a comprehensive content strategy project for Tech Company's Zen4 Server hardware manual, software manual, and appendices. This letter explains our editorial strategy for creating a single-source proof-of-concept sample for the Zen4 Server products, which Content Rules manages for Tech Company.

## **Project Planning**

### **Goals**

Our team of technical communication professionals approached this comprehensive project with five overarching goals in mind:

1. Make content more flexible by packaging content in MadCap Flare, a single-source authoring tool, which enables content to be updated once and outputted to PDF and web formats.
2. Make online content searchable.
3. Produce print PDFs of individual chapters.
4. Create consistency for translation purposes.
5. Personalize print PDFs to address needs of diverse enterprise customer bases.

### **Deliverables**

We are providing you with a proof-of-concept sample of the following Zen4 content:

- Zen4 System Hardware Guide
  - Chapter 1: Introduction to the Tech Company Servers
  - Table of Contents
  - Appendix B: Product Support (Hardware)
- Zen4 Software Configuration Guide
  - Chapter 1: Zen4 System and Hardware Overview
  - Table of Contents
  - Appendix A: Product Support (Software)

We used this proof-of-concept sample to create three potential targets, per your request:

- 2 PDF documents
  - Hardware Guide
  - Software Configuration Guide
- 1 web-based version
  - Hardware + Software guides

The proof-of-concept sample and targets originate from a single source, a repository we created in MadCap Flare.

## Methodology

### Process

In working on the project, we completed the following tasks:

- Reviewed the two PDFs and the unstructured Framemaker “book” projects provided by Tech Company.
- Completed a thorough reading of the content. We focused primarily on the information architecture and on the content of the chapters and appendices that we included in our proof-of-concept sample.
- Exported the Framemaker books to MadCap Flare.
- Edited topic files in MadCap Flare.
- Completed a proofread of the proof-of-concept products. Content was edited using Jorsek’s Technical Content Development Guide (Heretto Inc., 2021) and was aligned with styles used in the documents provided.
- Added output targets as two PDFs and one web-based version.

## In Conclusion

We are eager to present this proof-of-concept sample to you and incorporate any feedback you may have after reviewing. Once we have made your requested updates, we can partner with you to present the proof-of-concept sample to representatives from Tech Company.

Please feel free to contact us if you have questions about the sample or if you need further help from us now or in the future. If it would be useful to you, we can plan a meeting on Teams or Zoom to discuss our recommendations.

Best regards,

Group 3: [REDACTED], [REDACTED], [REDACTED], Cuong Tran

cc: Chris Lam, PhD