

NTLSC Content Design Case Study

Addison Klierer



Introduction

The North Texas Lone Star Chapter (NTLSC) of the Society of Technical Communication (STC) provides opportunities for technical communicators, content designers, and technical trainers to network and build skills in the Dallas Fort Worth Metroplex. Over the past two years, NTLSC's virtual offerings became more important.

In May 2022, I was able to go to the national STC conference. There, I met several leaders and influencers. I began to think about what the NTLSC chapter could do offer our members/users a better experience.



Gaining a Competitive Edge through Content

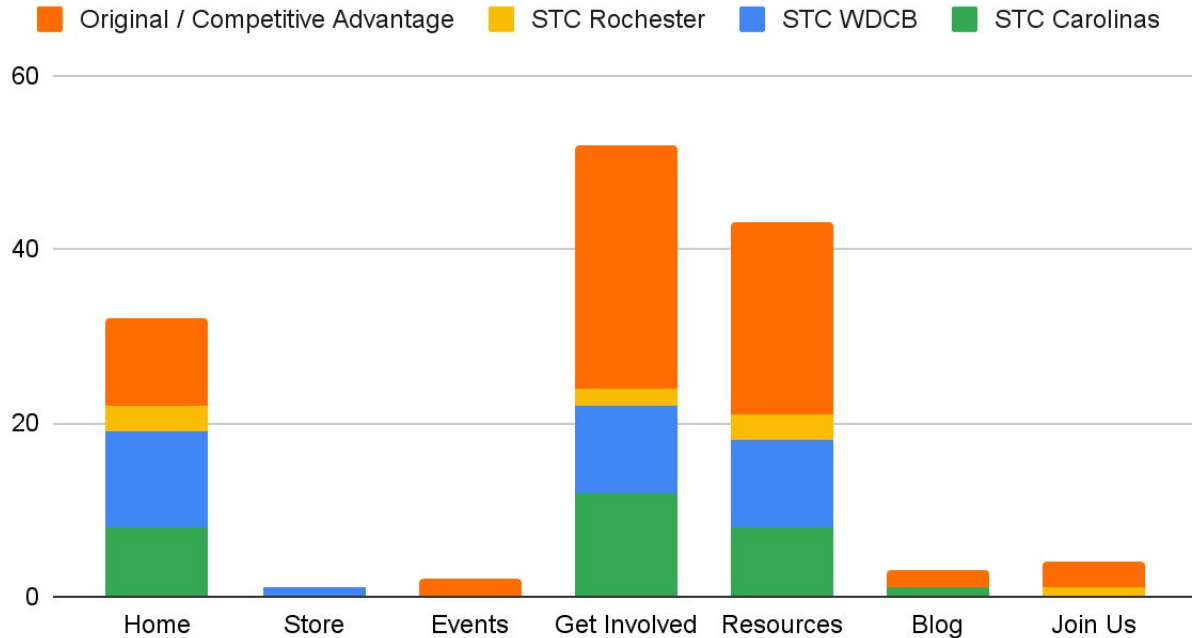
We needed to perceive our website as as primarily a product and tool. I did a landscape analysis of the [other chapters that placed ahead](#) of the NTLSC in 2021. I looked at the top chapters and what content they offered on their website.

- What content did platinum chapters have that we were missing?
- What unique content did we have that platinum chapters didn't?
- How could we go beyond and offer the top-of-the-line content to our users?



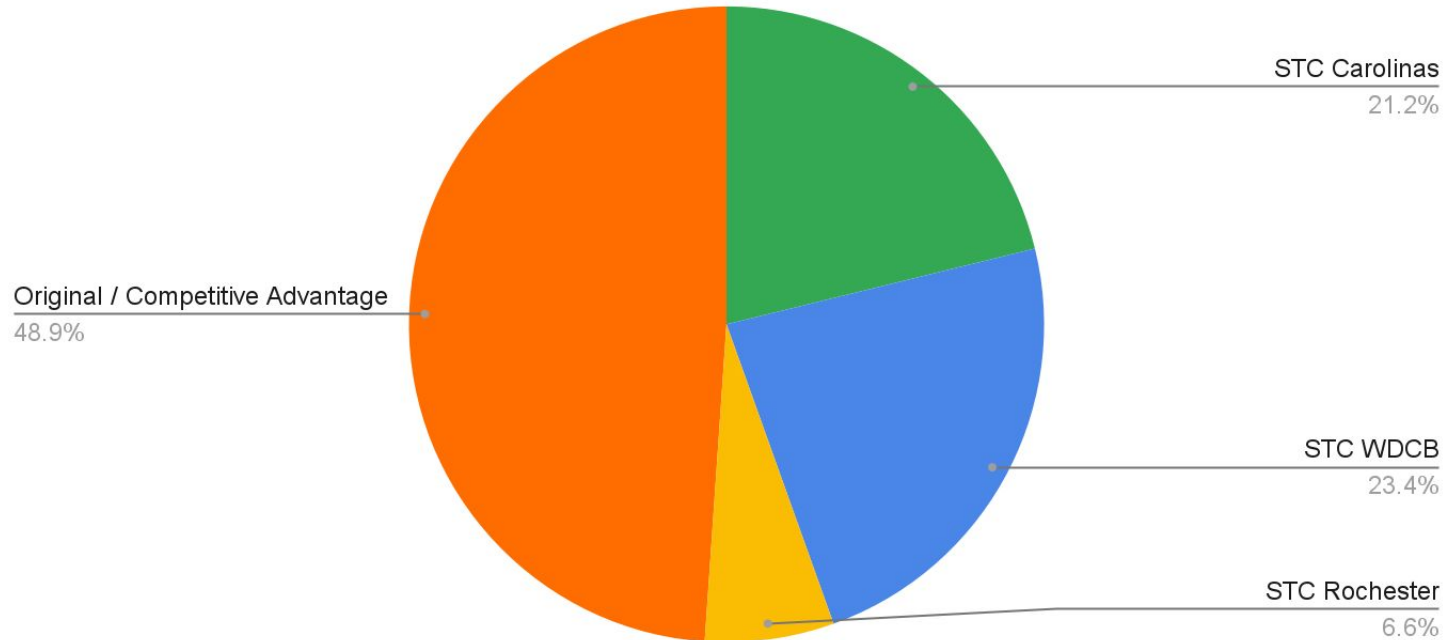
What did we find?

Which areas of our website could we improve our content?



What did we find?

Where do the overall Content Components come from?

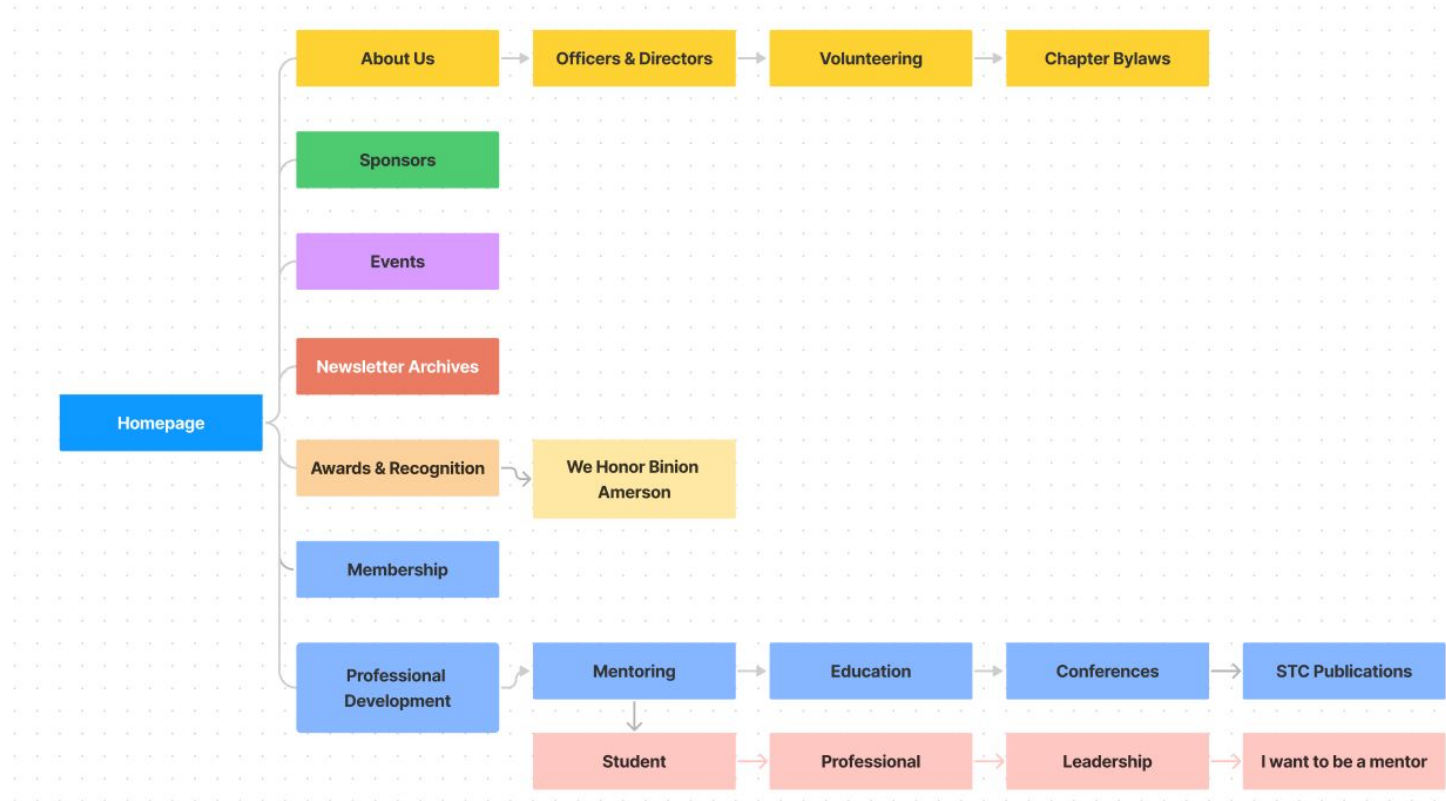


Rearranging Our Information Architecture

Because of the large amount new and affected content that would be implemented, we needed to organize our website differently for our users. I looked the proposed information and how each of the platinum chapters organized their content.



Old Information Architecture in Figma

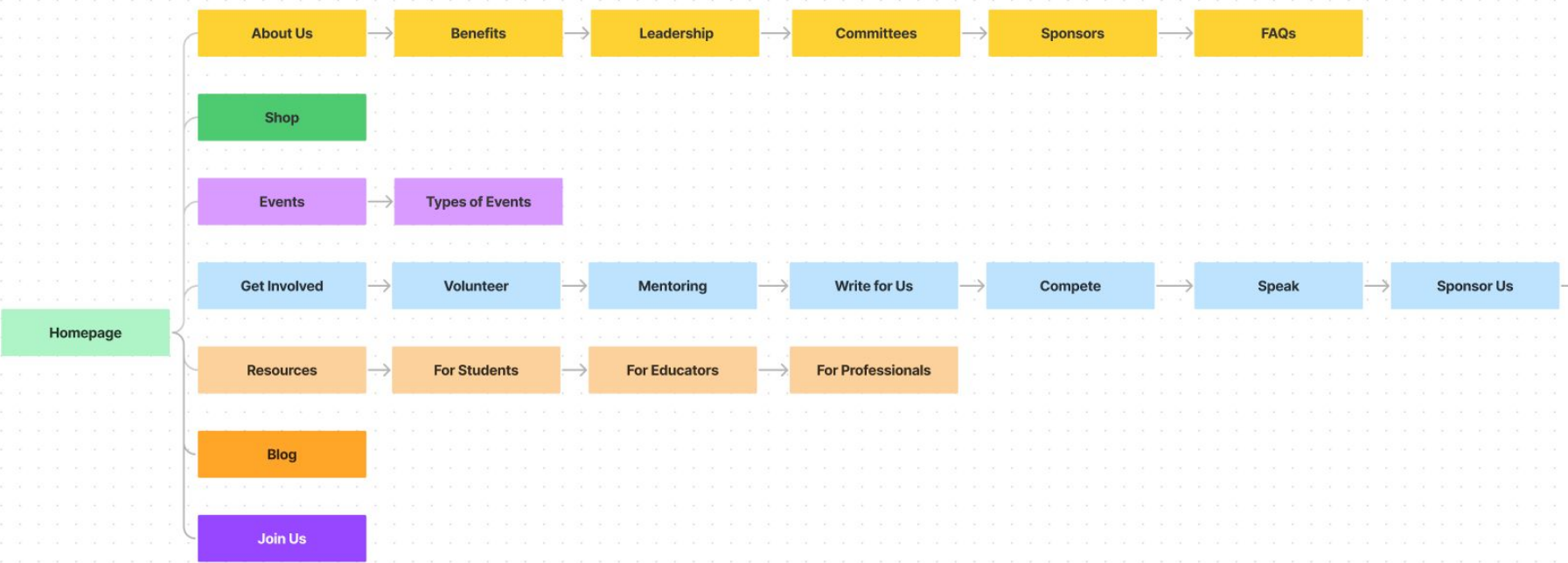


Rearranging Our Information Architecture

I reorganized the content to match users flows for for different groups. Each user type (students, professionals, educators, collaborating chapters, sponsors) would have content markers guiding them to their objective (participating with the chapter).



New Information Architecture in Figma



Getting Stakeholders buy-in

To make the changes, I met with the chapter president and two web developers and walked them through the overall changes we would make to the website to improve our users' experience.

We had a few restrictions- we decided to revise one section of our website at a time. We would also prioritize content that requires minimal coding knowledge for faster implementation.



Ongoing Work

I'm currently overseeing with volunteer student designers from UT Arlington and University of North Texas to implement the different content components and improve the website for our users.



Writing New UI for the NTLSC Website

About Us

The Society for Technical Communication (STC) advances technical communication as the discipline of transforming complex information into usable content for products, processes, and services, and is the world's largest professional organization for people involved in technical communication. The North Texas Lone Star Chapter (NTLSC) draws members from all over the Dallas-Fort Worth Metroplex area. We are writers, editors, graphic artists, web content managers, as well as usability experts, consultants, information managers, educators, and students. We work in many industries including telecommunications, software, semiconductor, financial, medical, and transportation. The community provides leadership and direction for its members and promotes professional growth through meetings, workshops, seminars, conferences, mentoring, and networking.



You can follow us on social media to receive announcements and updates about our events:

Facebook: <https://www.facebook.com/stclonestar/>

Who we are

Welcome to the North Texas Lone Star Chapter!

Founded in 1995, The NTLSC Chapter serves members in the Dallas Fort Worth Metroplex region, and the variety of regions of North Texas.

We are writers, editors, graphic artists, web content managers, as well as usability experts, consultants, information managers, educators, and students. We work in many industries including telecommunications, software, semiconductor, financial, medical, and transportation.

The chapter provides leadership and direction for its members and promotes professional growth through meetings, workshops, seminars, conferences, mentoring, and networking.

Culture and Traditions

Founded in 1995, The NTLSC Chapter serves members in the Dallas Fort Worth Metroplex region, and the variety of regions of North Texas.

Some of our traditions and events include X.

What is STC International?

The Society for Technical Communication (STC) seeks to advance the arts and sciences of technical communication, promote awareness of the latest trends and technology in the field, and provide innovative services for the education and professional development of its members.

The Society's diverse membership includes writers, editors, illustrators, printers, publishers, educators, students, engineers, and scientists employed in a variety of technological fields.

With more than 11,000 members worldwide, STC is the largest professional organization serving the technical communication profession.

Interested in joining our chapter?

Join our chapter on the STC International's website. For more information on how to join STC International, and how to join our chapter, go here.

[Join Now!](#)

Expected End Results

I would like to see an increase in 3-4 NPS increase, 50% gain in online visitors, an 20% increase in NTLSC's collaborators and partners, and 30% enrollment gain in NTLSC memberships once all changes were implemented.

