



# Driveway Documentation

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*Needs Analysis*  
*June 19, 2000*

# Driveway Corporation

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Driveway Documentation Needs Analysis

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Technical Publications Group  
C/O Driveway Corporation  
380 Brannan Street  
San Francisco, CA 94107

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# Table of Contents

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- INTRODUCTION..... 1**
  
- FOUNDATIONS ..... 3**
  - Technical Publications Group Charter ..... 3
  - Standardized Templates ..... 4
  - Corporate Style Guides ..... 4
  - Involvement of the TPG ..... 4
  - Review Process..... 4
  
- IMMEDIATE DOCUMENTATION NEEDS..... 5**
  - Private Label Solution Documentation ..... 5
    - Infrastructure White Paper* ..... 5
    - Software White Paper* ..... 5
    - Marketing Strategy White Paper*..... 6
    - PLS User Manual*..... 6
    - API Reference and Programming Guide* ..... 7
    - Technical Briefs* ..... 7
    - Training Guides/Tutorials*..... 8
  
- NON-IMMEDIATE DOCUMENTATION NEEDS..... 9**
  - Consumer Service Documentation ..... 9
  - GO Registration..... 9
  - Internal driveway documentation ..... 9
    - Driveway Reports Guide* ..... 9
    - Database Dictionary* ..... 9
    - Architectural Documentation*..... 10
    - Coding Standards Documentation* ..... 10
    - RUN Book / Document set*..... 10
  
- SUMMARY..... 11**



# Introduction

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The following is an assessment and suggestion of progress of the documentation needs for Driveway Corporation. This has been compiled after interviews with several essential participants, would be customers for documentation, at Driveway. Observations over the last four days also played a part in the creation of this as well.

For this discussion, it is assumed that a Technical Publications Group will ultimately be formed at Driveway.



# Foundations

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Before any documentation efforts can begin at Driveway, some important foundation material must be laid to support these services. This includes a Technical Publications Group (TPG) charter describing roles and responsibilities, the creation of standardized templates with usage guides, a corporate style guide, a formal process for involving the TPG in projects, and a formal review process for all documentation created.

## Technical Publications Group Charter

This charter will be the main driving engine for the TPG. This charter should be broad enough to cover new initiatives within the company as well as support the actions required for current needs. The following is a suggested charter for the group:

*The Technical Publications Group at Driveway Corporation provides support for the creation, distribution and management of documentation. These efforts include the creation of materials to support product development, and delivery.*

This charter should allow the TPG to interact with all departments within the company.

Something that should be considered before this charter is finalized is what documentation projects the group owns. From previous experience, a Technical Publications group typically owns the following:

- Product user guides
- Overview guides
- Technical bulletins
- Product release notes
- White papers
- Technical briefs
- Heavy sales collateral - This is sales collateral that is similar to a brief or white paper, but not as light as a data sheet. This could also just be generating the content for final creation by the Marketing Communications group.
- Online help for applications
- FAQs
- Product training material
- Documentation on internal development processes

A variety of these examples is of an immediate need at Driveway.

## Standardized Templates

Documentation created throughout the Driveway Corporation needs to have a consistent look and feel. These templates will be used in creating product documentation that includes manuals, online help, guides, bulletins, release notes, white papers, briefs and heavy sales collateral. Once finalized, these templates will be maintained and distributed by the TPG. This document is a sample of the use of that template.

The group will also maintain a usage guides for any templates that are created. These guides will convey to the user how and when to use the styles for formatting documentation. This will help all the creators of documentation throughout the company to created documentation with a consistent look and feel.

## Corporate Style Guides

Currently the corporate style guide that is in use by marketing needs to be expanded and refined to give a firm structure for all writing activities at Driveway. This guide should be inclusive enough to span the multiple writing needs in the company.

This style guide should be maintained by the TPG with input from marketing/communications, product management, product support, and engineering. This style guide will be distributed throughout the as well as maintained on the corporate network for easy updating.

The *Microsoft Style Guide for Technical Publications* provides a good resource for industry standards. This can be modified to fit particular needs at Driveway.

## Involvement of the TPG

In order for the TPG to get involved in the creation of documentation, the group needs to be involved early on in the process. By keeping a high visibility, we can make sure that the internal Driveway customers keep documentation efforts in focus. This process will include a standard request form, documentation time estimate response, and contact points throughout the writing process to insure goals and commitments are met. This process will be fleshed out more as it is put in place.

Also needing to be formalized is a process to update documents owned by the TPG.

## Review Process

Since the majority of the ongoing documentation created will be for public/consumer consumption, a formal review and sign-off process needs to be established. The flow of this process will be based on the delivery audience of the document being created. A standard sign-off form will accompany the document as it is sent for final review. This form along with the review document will be kept by the TPG for archival purposes. Once the document is readied for publication, there will be a pre-audience delivery internal release to alert needed parties within the company of the distribution. This will allow theses groups to know about the distribution prior to getting response from customers.

# Immediate Documentation Needs

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The following describes and gives a plan of action to address the immediate documentation needs of Driveway. These are based on conversations during the discovery phase for this document.

## Private Label Solution Documentation

This documentation set is needed for a successful launch of the Private Label Solution (PLS) product (also known as Yucatan). These include both sales and application deliverables.

### *Infrastructure White Paper*

Due Date: 6/23/00

This paper will cover the back-end structure of the network that drives the PLS service. Ed Tobin is the main information source for this paper. He is currently funneling/collecting information and documentation for creating this document. Ed has created a good outline that we will be fine-tuning to complete this project. The main work will come in editing and formatting this document for distribution.

This paper will target the decision makers for buying the PLS product, CIOs, and technical decision makers.

#### ***Plan of Action:***

- Write introductory piece to this paper (almost completed)
- Review supplied material
- Edit/rework supplied material
- Submit for review to key people
- Publish

### *Software White Paper*

Due Date: 6/26/00 ???? (In discussion)

This paper will focus on the software and code that is used to deliver the service to the partner's end users. Phil Constantinou is slated to work on this. Based on several e-mail messages, there hasn't been any work done on this paper. Some of the Infrastructure outline can be used to generate this paper.

The audience for this paper is the same as the Infrastructure paper.

**Plan of Action:**

- Review supplied material
- Edit/rework supplied material
- Submit for review to key people
- Publish

**Marketing Strategy White Paper**

Due Date: 6/23/00

This paper will focus on the strategy that a PLS partner should use to justify the use of the PLS service. This is being written by Ken Chen in marketing. The main work will come in editing and formatting the document for distribution. Since a meeting with Ken hasn't been setup or completed, it's not certain on the direction he is taking with this paper.

The audience for this paper will be the same as the previous two.

**Plan of Action:**

- Review supplied material
- Edit/reformat supplied material
- Submit for review to key people
- Publish

**PLS User Manual**

Due Date: 6/26/00 – for ENVIRON

This manual will be an overview guide for the developing applications that use the PLS service. This guide will be short but provide enough content to give the user a firm grasp of the typical applications of the PLS service. Portions of this document are being created by Crisis in Perspectives. That content will be rolled into a final document for distribution with the product. The first incarnation of this document will be focused on the Microsoft COM implementation of the PLS service.

The audience for this paper will be a partner's development staff that will implement the PLS service into the existing partner service.

**Plan of Action:**

- Review supplied material
- Gather any needed additional material
- Edit/rework supplied material
- Submit for review to key people
- Publish

**Risk:**

There is some risk in meeting this deadline because of the turnaround from Crisis In Perspective.

## **API Reference and Programming Guide**

Due Date: 6/26/00 – for ENVIRON

This guide will give the user information on how to integrate with the PLS service using the API and a set standard of programming. This guide will contain programming samples, a complete reference to available commands, as well as a reference to the Java and MS COM components. Portions of this guide will also be turned into online help for use in the MS COM and Java Class packages. The online help application for this will probably slip for the ENVIRON deliverable because it will have to be integrated into the application after it has been written. This first incarnation of this document will be focused on the MS COM implementation of the PLS Service.

The audience for this paper will be a partner's development staff that will implement the PLS service into the existing partner service.

**Plan of Action:**

- Review supplied material
- Gather any needed additional material
- Edit/rework supplied material
- Submit for review to key people
- Publish

## **Technical Briefs**

Due Date: Early July

Currently several existing technical briefs will require re-tooling to meet the standards being put into place. Because these have been created and approved, this will be an update. When the update release occurs, TPG will become the owners of them. There are some naming convention changes occurring in regards to the services that these briefs discuss. The briefs are:

- Park It
- Partner User Status Servlet
- Driveway Real Time Registration
- Secure Auto Login
- Secure Partner Login Framework

The audience for these guides is sale oriented and technology oriented individuals within a partner's organization.

**Plan of Action:**

- Review supplied material (done)
- Gather any needed additional material (in work)
- Edit/rework supplied material (in work)
- Submit for review to key people
- Publish

***Training Guides/Tutorials***

If needed, the development documentation set outlined above can be used to generate a set of training guides or tutorials for educating development personnel of a PLS partner. The justification for these will come after some use of the service.

# Non-Immediate Documentation Needs

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The following is a listing of documentation needs that have been discovered that are not immediate in nature, but are needs that should be met.

## Consumer Service Documentation

This documentation need has not been put on as high a priority because the existing service is functioning well in its current state. There is a need to review and standardize the consumer messaging being produced. This service would be in more of an assist fashion at present rather than an ownership. Based on the determining of the role that the TPG should play at Driveway, this function might be expanded or decreased.

## GO Registration

This service was just discovered on 6/19/2000. The documentation set needed for this hasn't been established, but will be soon based on discovery.

## Internal driveway documentation

The following is listing of the internal documentation that is needed to protect the Driveway knowledge base and facilitate knowledge transfer to new employees at Driveway.

### ***Driveway Reports Guide***

Due Date: Not Assigned

This first incarnation of this guide will be for an Internal Driveway audience. This guide will be a reports sampler with explanation of how to generate and read the reports from the Brio tool. The main customer in the creation of this guide is the engineering department. This guide will help to eliminate some of the demand for tutoring on their part.

### ***Database Dictionary***

Due Date: Not Assigned

This will focus on giving the support and operations personnel a resource for using the database to create custom queries and reports. This will also be a knowledge-capturing tool to prevent the loss of knowledge in regards to the database used to facilitate the Driveway service.

## **Architectural Documentation**

Due Date: Not Assigned

Though not completely determined, a need has been determined for the writing of papers to capture the Driveway Application Architecture. These documents will be used to facilitate the transfer Driveway specific knowledge to new employees. This will also be mechanism to protect the knowledge base.

## **Coding Standards Documentation**

Due Date: Not Assigned

The Engineering group needs assistance in finalizing this documentation set to maintain the knowledge base and facilitate knowledge transfer. A more in depth discussion on exactly what is needed will need to occur to gain the scope of this effort.

## **RUN Book / Document set**

Due Date: Not Assigned

This is a document or set of documents that will enable Driveway to sell the developed technology and architecture to other entities. Since this will pull heavily from the previously mentioned documents, and there has been no set timeline for this project to be completed, no real action can occur in the immediate or near future.

# Summary

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Some things that need to be considered in reviewing this document is that a full integration of any documentation effort into the Driveway scheme must be completed as soon as possible for success. This will include getting agreement from all the “customers” on what will be the service offered by a technical publications group.

The current focus is on meeting the needs for the PLS Launch and building the foundation for meeting future documentation needs of Driveway. Some consideration needs to be given to bringing more resources on board to adequately meet these needs and others in the future.