CASE STUDY: AI-assisted Scoping and Drafting

Executive Summary

The Problem: Manually scoping and drafting updates to existing content could take days, depending on the size and scope of the change and the help center involved.

The Solution: Develop a "Shadow Help Center" for each of our 30+ supported help centers, then use NotebookLM and Gemini to automate content discovery and generate context-aware initial drafts.

The Outcome: The scoping and drafting time went from days to hours while ensuring we identified all affected articles with 100% coverage, and grounded new drafts in existing content.

The Challenge: The Discovery Bottleneck

The client maintained over 30 distinct help centers, ranging from 30 to over 250 articles each. A primary friction point in the workflow was scoping the amount of effort required to update any given help center based on a product update or change request.

Information Retrieval: It could take hours to scour a help center to find all articles which might need updating based on a new feature or a change request by the client.

Manual Intake: The quality and quantity of information about a new or updated feature varied wildly depending on the product and the subject matter expert (SME) managing it. Some would provide a draft they wrote themselves (without any thought to related content that would need updating), some would give a live demo on a meeting, and still others would include a product requirements document (PRD) and a Figma link but nothing else. The client's constraints prevented us from standardizing the information.

Content Lag: There was a persistent lag between product releases and the accompanying documentation updates.

The Solution: Building an AI-accessible database

One of the biggest roadblocks to implementing an AI solution to these problems was the fact that technical barriers walled off the help centers, making them inaccessible to Gemini or NotebookLM. If we could ground the AI in the information in the help centers, it could assist us with scoping and drafting content updates.

Shadow Help Centers

The solution I came up with was to create copies of the help centers in a place where Gemini could access them. While maintaining a copy of each help center wasn't an ideal solution, it was the best we could do within the technical limitations the client's infrastructure placed upon us.
Our team spent a few weeks manually migrating content to establish the initial copies. Once complete, we moved these into individual NotebookLM instances, giving the AI a grounding in the existing content.

Keeping Information Current

In order to keep the shadow help centers current with changes made to the live help centers, I implemented a post-publication process to update the NotebookLM every time we published a new or updated article.

Automated Scoping & Drafting

Now that the AI could access the help center, we were able to provide it with any transcripts, meeting notes, PRD, Figma diagrams, or other artifacts. This enabled:

- **Impact Analysis:** The AI identified which articles across the help center required updates based on the feature change, replacing a process that previously required a full day of human effort.
- **First-Pass Drafting:** With a purpose-crafted prompt, the AI generated grounded first-pass drafts, using the existing content as many-shot examples of the style and voice, allowing writers to start with a structured foundation rather than a blank page.

The Impact: Quantifiable Improvement

Project Phase	Manual Process (Before)	AI-Augmented (After)	Improvement
Scoping	1 Full Day	Less than 1 Hour	90% Faster
Drafting	1–3 Days	Half a Day	75% Faster

Bonus Benefit: Accelerated Onboarding

Using NotebookLM's audio and video summaries, new team members could query the AI to get up to speed on complex products in a fraction of the time it had required previously.

Key Takeaways

Grounded Accuracy: AI delivers the most value for content creation and upkeep when it's grounded in domain-specific content rather than just general knowledge.

Workflow Integration: True efficiency comes from embedding AI into a repeatable, structured process.

Human Oversight: The writer's role shifts from "searcher and drafter" to "reviewer and editor," maintaining high standards while increasing output.