

BÁRD

Case study

**Transforming the user experience and
unlocking business potential for clients in the
video game industry**

2024



Company Overview

Bárd Global, founded in 1999, is a leading and multi-award-winning global technical writing consultancy based in Ballingearry, Co. Cork, Ireland. For more than 25 years, Bárd has specialised in creating exceptional content solutions that bridge the gap between complex technology and accessible communication. With a remote-first culture, we leverage a diverse team across the US, Europe, Asia, and Latin America, ensuring flexibility, inclusivity, and a harmonious work-life balance.

We provide comprehensive technical writing services, including documentation repos, help centers, engineering diagrams, technical illustrations, and animation. Our managed services combine human expertise and cutting-edge solutions to deliver high-quality content quickly and efficiently. We work with a client-centered partnership approach, with rigorous quality assurance and exceptional customer service, which makes us a trusted partner for global technology giants.

Bárd is committed to excellence, innovation, and compassion, focusing on long-term partnerships and delivering tailored technical writing services that meet the evolving needs of technology, life sciences, and other industries. We place a high value on ethical practices and employee well-being (we're a Sunday Times 2024 Best Places to Work award winner), as well as social impact and community involvement.

Our culture is defined by our remote-first and flexible working model, which has attracted top talent worldwide. We value diversity, inclusion, and family-first policies, creating a supportive environment where employees are encouraged to bring their whole selves to work and grow both personally and professionally.

Here's how we've helped one of our long-term clients.



How Bárd helped transform the user experience and unlocked business potential with technical documentation

Industry: Video games/Digital entertainment sector

Project: Creating clear, accessible, and scalable documentation, empowering creative professionals to efficiently use and produce advanced digital technology assets

Services: Technical writing, onboarding of junior technical writers

The Background

Bárd's client is a pioneer in the field of video games technology and high-resolution asset creation, and they've played a pivotal role in revolutionizing gaming and digital entertainment. They're known for their cutting-edge software, which developers and creators use to build immersive experiences, from game development to film production.

Their groundbreaking technology allows creators to generate scalable high-resolution images of an object, which are then processed using software to create 3D models, complete with detailed wireframes and textures for the video game industry.

But while highly innovative, it's also a really complex product. Our client didn't have the internal expertise in technical documentation, and so knowledge lay with developers and subject matter experts (SMEs), and there was no simple way to share it with potential users. And the danger with this incredible technology is that if the learning curve is too steep, it may not be adopted at scale by users.

The company needed clear instructions for both internal teams and external users to fully use the capabilities of this incredible technology.

The challenge

The client faced several challenges in documenting their technology workflows. They didn't have a writer on their team or a structured approach to creating documentation, meaning there was limited direction in capturing the intricate processes involved. They also urgently needed user-friendly materials to train creators unfamiliar with the client tools.

Bárd came in as a partner with a lead technical writer, who intensively and independently researched the product to **produce comprehensive technical documentation and empower internal teams and external users with accessible training.**

The solution

Bárd's lead writer collaborated closely with in-house SMEs to develop a deep understanding of the technology. Bárd's writer delivered a comprehensive solution focused around developing structured documentation, clear step-by-step guides for capturing and processing high-resolution assets, and thorough documentation of best practices for integrating the client's technology. The lead writer also trained a junior Bárd writer, ensuring that the new writer could seamlessly onboard the project for the client and help deliver the project faster.

The new documentation meticulously detailed every stage of the process to use the technology to create assets, from image capture to asset refinement. By immersing in the workflows and nuances of the client's tools, Bárd was able to produce materials that addressed both technical precision and usability.

Our writers focused on a user-centered approach, creating easy-to-follow guides tailored to the needs of both novice and experienced users. They distilled complex technical concepts into accessible materials without compromising accuracy, ensuring that customers could confidently use the technology. This effort included documentation for a training program for internal teams, delivered in a modular format to support learning at varying levels of expertise.

The results

The impact of this project was significant. The documentation enhanced usability by allowing users to master the technology with a minimal learning curve, which reduced onboarding time. Streamlined workflows and clearly documented best practices empowered users to work more efficiently, maintaining consistent quality in asset creation, supporting our client's mission to make their technology and tools accessible across industries. This helped broaden their reach and expanded adoption for non-traditional applications.

How Bárd's documentation helped

Demystifying a complex process

Photogrammetry involves capturing numerous overlapping high-resolution images and processing them to create 3D models. This intricate workflow, while powerful, can be daunting for users unfamiliar with the technology. Bárd's clear, step-by-step documentation provided guidance and made the process accessible, showing users clearly how they could harness its potential.

Enabling broad adoption

Bárd's high-quality documentation bridged the knowledge gap for creators who didn't have expertise in this particular technology, lowering the barrier to entry. This documentation means broader adoption and more empowered, happier users.

Consistency and scalability

As the user base expanded, consistent documentation became critical to ensure the technology was uniformly understood. Clear and standardized guidelines helped reduce errors, streamline processes, and improve user satisfaction. Our scalable documentation also laid the foundation for continued growth, serving an increasingly diverse audience.

Internal training

The internal teams also needed to have access to structured training materials to onboard new employees and standardize workflows across departments. Our documentation provided this foundation, which fostered efficiency and alignment.

Bárd also provided a critical benefit by capturing and documenting information that was previously only known to a handful of key subject matter experts (SMEs).

By creating comprehensive documentation, we helped safeguard the client’s intellectual property, ensuring that essential knowledge no longer resided solely in the minds of a few individuals. This not only mitigates the risk of losing valuable information if an expert leaves but also frees up SME time. As a result, the client can scale their business more effectively, with new employees able to onboard quickly and efficiently without over-relying on existing experts for training.

How they reaped the benefits of structured technical documentation

Our technical documentation delivered significant benefits to thousands of users by empowering them to confidently explore and master the technology.

By simplifying processes and bridging the knowledge gap, customers are now able to unlock the technology’s full potential without needing constant technical support.

Our comprehensive guides also reduced the learning curve, minimizing frustration for new users, helping them adopt the tools more quickly, and showing them how to achieve professional results. This accessibility also encouraged innovation, allowing users to experiment freely and explore new applications of the technology across industries beyond gaming.

With clear instructions and streamlined workflows, creators can now save time and improve efficiency when they’re developing high-quality digital assets—they can focus on their art rather than grappling with technical challenges, expanding their creative possibilities, while our client can continue to focus on innovation rather than product support.

“The technical documentation project has been transformative. Our technical expertise and ability to translate our the client process into accessible, high-quality documentation empowered both the internal teams and users to fully leverage this technology. The training materials streamlined the operations and elevated the quality of the output.”

— Joseph Leroy, Bárd’s Lead Technical Writer

Bárd's collaboration with this video-games innovator showcases the value of blending technical precision with user-focused documentation. As the digital entertainment industry continues to evolve, Bárd remains committed to empowering creators with resources that unlock the full potential of cutting-edge technologies.

This technical documentation was more than just mere manuals—it was a strategic tool that amplified the reach, usability, and impact of our client's technology for a massively diverse and growing user base.

Want to learn more about how Bárd can support your
information and user experience/technical writing documentation needs?

Contact us today!

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