Transforming Technical Documentation for Strait

CASE STUDY:

Business Overview

Strait Pipelines specializes in pipeline and facility construction, primarily serving the energy sector. Strait focuses on the installation, replacement, and repair of gathering systems and midstream pipelines. Additionally, Strait provides mechanical construction, integrity management, and fabrication services, ensuring high-quality infrastructure for natural resource projects. Strait needed a complete overhaul of its technical documentation. Aging infrastructure, evolving regulations, and workforce training challenges required a fresh approach—one that blended technical writing with visual storytelling to enhance clarity, accessibility, and engagement.

Business Challenges

Complex Technical Documentation — Existing manuals lacked visual elements, making complex procedures difficult to understand.

Regulatory Compliance & Safety — Critical safety protocols required clear, visually intuitive content to meet industry standards.

Knowledge Transfer & Training — New employees struggled with outdated, text-heavy instructions that lacked modern digital media.

Digital Transformation — The transition to digital documentation demanded dynamic, multimedia-driven formats.

Our Approach

We leveraged our expertise in technical writing, graphic design, technical illustration, and video editing to revamp the company's documentation strategy.

Technical Writing Excellence — Streamlined maintenance guides, safety protocols, and regulatory documentation, improving readability and usability. We reduced documentation errors by 40%, enhancing operational accuracy.

Graphic Design & Technical Illustration — Created over 300 pipeline schematics and workflow diagrams to visualize operational processes. We increased technician comprehension rates by 50%, based on feedback surveys.

Video Editing for Training & Compliance — Developed 15 high-quality instructional videos, covering pipeline maintenance and safety procedures. We improved training completion rates by 60%, reducing onboarding time from six weeks to four weeks.

Interactive Digital Solutions — Implemented multimedia-rich digital manuals optimized for desktop and mobile accessibility. Increased document retrieval efficiency by 45%, reducing search times and improving access to critical safety information.

Results

Enhanced Operational Clarity — Visual documentation improved technician efficiency, resulting in a 35% decrease in maintenance errors.

Regulatory Compliance Made Easy — Safety protocols became more accessible, leading to a 25% reduction in compliance-related incidents.

Faster Knowledge Transfer — Employee training engagement increased by 50%, streamlining workforce preparedness.

Seamless Digital Integration — The transition to interactive manuals improved overall usability, driving a 30% increase in employee adoption rates.

35% Decrease in maintenance errors.

25% Reduction in compliance-related incidents.

45% Increase in document retrieval efficiency.

Conclusion

By combining technical writing with graphic design, technical illustration, and video editing, we transformed complex documentation into accessible, engaging resources. Strait experienced improved efficiency, compliance, and training effectiveness, reinforcing its commitment to operational excellence and safety.