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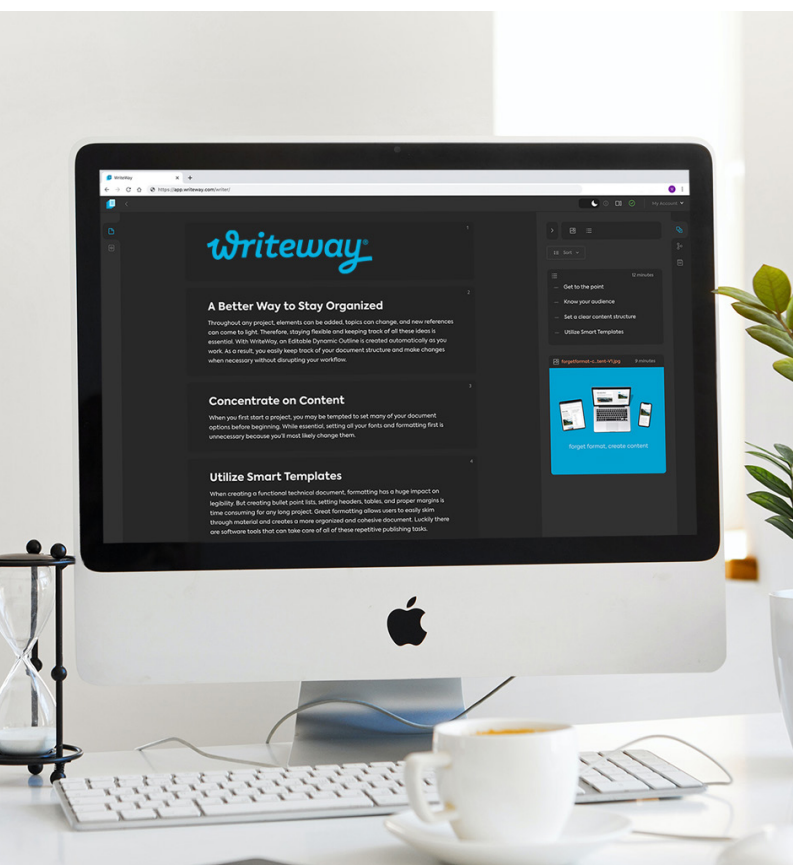
# Enabling Content Creation Through Intelligent Workflows

*writeway*<sup>®</sup>

# Introduction

There are dozens of popular word processing applications on the market. Each piece of software claims to have their own speciality. When typewriters became an essential part of the workplace, demand for better office tools allowed the concept of productivity suites to grow. Word processors as we know them started with features like type-setting and other basic formatting capabilities. Businesses, schools and households now rely on word processors for everyday uses.

The software itself has a tendency to update periodically based on new technology, but most consumers don't have the ability to adapt as quickly. As a result, commonly used word processors become highly inefficient writing tools over time. It is difficult to acclimate to a new workflow when users barely understand or utilize all the features of their current one. This has led to many businesses using out-of-date software in order to maintain their current level of productivity. The cost associated with upgrading for compatibility purposes is another concern.



## The Return to Basics

A return to basics is in order because not all word processing platforms are created equal. Most productivity suites don't actually help you with your work. Many writing tools have functions you'll never use and you end up wasting time trying to get around them. By utilizing a clean, minimalist work environment, allows for greater attention to details when writing. Platforms like WriteWay are designed to help users focus solely on writing in order to achieve better results.

# The Limitations of Writing Tools

There will always be a learning curve to any piece of software, and word processors are no exception. However, writing applications and accompanying productivity suites tend to have the most features no one uses. Word processing features are occasionally presented, and quickly forgotten. These capabilities become ill-designed distractions, that not only intrude with user creativity, but also hinders productivity.

Learn about  
**WriteWay's  
Writer App**

## Designed for no one

When formatting a document, the tools available are not always intuitive. For example, on traditional word processors, there is nothing that clearly identifies certain sections as headers. If a user decides to modify a set of headings, they will mostly likely need to go through the entire document and change each instance manually. There are ways to structure a document with the available tools in order to make multiple edits seamlessly. Unfortunately, most users don't instinctively follow the workflows set by the makers of their word processor.

## Lack of creative flexibility

The blank page of a traditional word processor has given rise to a lot of bad writing habits. Instead of developing an outline and content strategy, most users write with no proper flow of ideas. This results in disjointed work and elements that make no sense with little context. Even something as beloved as spellcheck, one of the best inventions ever made, can be limiting. Users will often disregard their own spelling and grammar to follow the red squiggly suggestions of their word processor.

## Features that hinder, not help

Word processor users are forced to be resourceful and use the tools presented to them. They create their own workarounds to achieve the formatting they desire. For example, document templates are usually available to users. But they are only mildly encouraged or have an additional cost, which further negates their usefulness. As a result, people never use pre-built templates and instead create their own.



# Building a Better Creative Platform

Whether you're creating very important legal documents, building a resume, or writing a letter to grandma, they all start on a word processor. But why we use these tools will be determined by innovations in efficiency and intelligent design. Word processing platforms must continue to evolve in order to stay relevant based on the needs of the consumer. Nevertheless, documenting text will always be a necessity, but how we accomplish it will depend on our changing workflows.

## Avoiding unnecessary distractions

With various disturbances vying for our attention at all times, staying focused on a task can be challenging. However, it's unreasonable to completely shut out the world in order to get work done. Utilizing a minimalist word processing software will prevent users from mindlessly fiddling with toolbars. A clean and simple interface promotes concentration and increases efficiency. By removing visual distractions, user focus becomes more directed and deliberate.

## Processing your ideas

Throughout any project, elements can be added, topics can change, and new references can come to light. However, these interruptions may derail work progress. Therefore, there needs to be a way to manage ideas. Any note taking section in a word processor should be easily accessible for content retrieval. Having a dedicated area to organize thoughts for later use will help streamline the creative process.

## More content oriented, less task focused

Material can easily get lost when cutting and pasting information throughout an entire document. This has led to lots of writing errors and structural inconsistencies. Users should have the ability to separate and move their content in a natural way in order to better organize their project structure. It's better to create building blocks of content rather than focusing on every word of a document as a whole. This more intuitive creative structure provides better document clarity and comprehension for the user.

# Doing Things the WriteWay

WriteWay was built to make content creation easier. Maintaining concentration is tough for everyone, especially if you are working from home or a shared space. A platform designed to help streamline creative workflows by providing a clean interface and dynamic document creation tools. Ideal for students writing essays, businesses publishing a press release, or any document creation need. Whether you are a writer, a designer, or a researcher, there is a WriteWay for you.

**Join The  
Waitlist**

*Start writing the  
WriteWay*

## Maintaining a natural creative flow

WriteWay features an Editable Dynamic Outline system which structures your content automatically as you write. Your outline can be quickly restructured by simply dragging and dropping content where necessary. WriteWay makes it easy to organize your thoughts visually on your outline. Simply rearrange the hierarchy of your document during the editing process to improve the quality of your work. As a result, create a better and more comprehensible document with minimal effort.

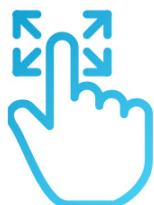
## Make better use of your ideas

When inspiration strikes, don't let your thoughts get lost on bits of scrap paper on your desk. Use the WriteWay Integrated Idea Board to save and organize notes. Whatever inspires you can be added to your board such as images, paragraphs of text, audio files, and more. Your ideas will always be front and center, and can be instantly dragged into your content. Any items transferred from the Idea Board to the main content, instantly updates the project outline.

## Concentrate on content, not concepts

To make the creation process a lot easier, WriteWay utilizes an innovative Drag and Drop Content Creation system. These distinct Card sections promote concentration and improve overall output quality. Prevent losing your train of thought by simply moving distinct cards with the material you need without interrupting the creative process. Once a project is complete, simply pick from a wide range of document styles and themes. WriteWay will automatically transform written content into a well-formatted document.

# Writer App Features



## Drag and Drop Content Creation

Don't get lost in walls of text. Our innovative Card System improves productivity by allowing for the uninterrupted flow of ideas to move freely where you see fit.

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## Editable Dynamic Outlines

Organize your thoughts instantly. Our system structures your content automatically into a dynamic outline. As a result, streamline your workflow and improve your editing process.

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## Integrated Idea Board

Be ready when inspiration strikes. Keep track of your ideas on the handy Idea Board to quickly jot down thoughts and helpful notes you will find use for down the line.

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## Click & Apply Smart Templates

Leave the formatting to us. Our automatic document formatting system does all the tedious work for you. Simply pick from a wide range of document styles and themes.

[Learn more about WriteWay's Writer App](#) ➡

# Conclusion

Despite being some of the most used software in the world, word processing programs can be detrimental to user experience. Traditional word processors create a highly inefficient workflow with a lack of consistency which disrupts the creative process. Modern word processing applications take significant time to learn because they are bloated and unwieldy. These applications have lost sight of their fundamental purpose. In contrast, WriteWay was designed to simplify the content creation process by perfecting the basic needs of writers.

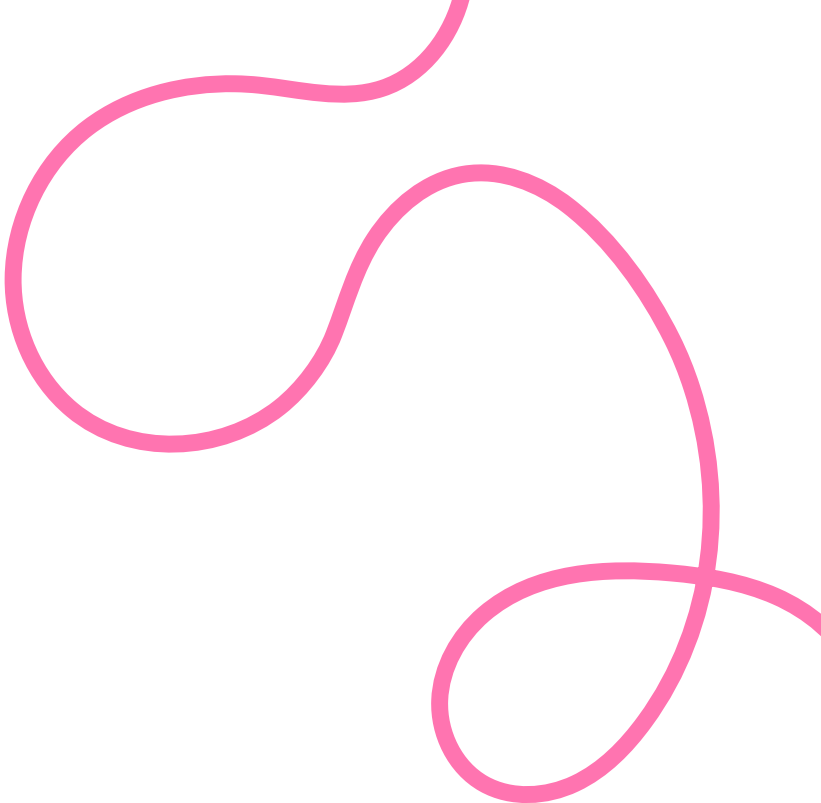
WriteWay functions as a support system rather than just simple tools, that collaborates dynamically with the user to help them focus on the projects at hand. By utilizing a clean, minimalist work environment, allows for greater attention to details when writing. As a result, users get more done at a higher quality. Ideal for a wide range of users and industries, WriteWay will improve your workflow and increase productivity. Start working the WriteWay at WriteWay.com.



Forget Format, Create Content

Writeway®

# Questions?



If you have a question or are looking for more detailed information on our software products, please don't hesitate to get in touch!

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[www.writeway.com](http://www.writeway.com)

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