Technical Explanation for a Non-technical Audience

- Explain technical information to a non-technical audience.

ECE 372 Requirement:
- Write a two to four paragraph description of your project for a non-technical audience.
  - Suggested that the non-technical description be written in the style of a newspaper article.
  - Article should be available at the ECE372 Contest when you demo your project to the judges and attendees.

Suggestions
- Know your audience!
- Use analogies/metaphors where appropriate to connect technical contents to general ideas understood by the audience.
- Relate technical ideas to existing technology well understood by audience.
- Avoid jargon whenever possible.

Examples:
- Newspaper/Magazine articles
- User manuals
- Explanation for colleagues with different technical background

Target Audiences
- Customers
- Non-technical staff
- General Public