Design Memo

[Name of the Writer]

[Name of the Institution]

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**Q.1 Explain how the Technical Description is effective in helping users understand the product described.**

A technical description of a product intends to explain the overall product for an audience that has a comparatively lesser understanding about that product (Raman & Sharma, 2015). Furthermore, the technical description explains the working of the product. Moreover, the technical description is used by the targeted audience to understand all the features of the product (Raman & Sharma, 2015). In the technical description that I submitted, I intended to enable an audience with no knowledge of the product under discussion to gain familiarity with the product. The product described in the technical description was a computer mouse. Although a computer mouse is something that today's generation is well aware of, the technical description that I submitted was intended for an audience that did not know the product. The technical description proved to be an effective medium for the audience to understand the overall features and working of the product (Raman & Sharma, 2015). The technical description employed visuals and pictures for the audience to get a feel what the product looks like in real life. A well written technical description is the one which is well organized, avoids jargon, and use visuals to intrigue the audience (Raman & Sharma, 2015). The technical description that I submitted made sure that there was no jargon. Therefore, all the audience easily understood the product. Furthermore, the technical description was divided into a format that intrigued the audience. The technical description started with a brief introduction to the product. After that, the main features of the product were explained in detail and simple language. Lastly, the primary functions of the product were described. How the technical description was written, it surely intrigued the users and urged them to further delve into the product that they are willing to buy.

**Q.2 Address how the description takes into consideration its rhetorical goals, and how it focuses on the connections between the sender of a message, the message itself, and the receiver of the message.**

The rhetorical goals are intended to interest and persuade the users into considering and thinking about the product or service under discussion (Tebeaux & Dragga, 2010). The rhetorical goals of the technical description of a computer mouse underlie the basic notion that a mouse is an integral part of the computer system. Without a computer mouse, a computer is worth nothing. Therefore, the user is intrigued to think about the value of the computer mouse and delve deeper into the computer mouse technical description. Once the base has been laid down by the rhetorical goals that a computer needs a mouse no matter what, a connection has been established between the sender and the receiver (Tebeaux & Dragga, 2010). Once a strong connection has been established, the message-the technical description- begins to play its part. The message that the technical description intended to deliver was to make the audience acquainted with the overall brief description of the product (Tebeaux & Dragga, 2010). Furthermore, the description explained the features of the computer mouse. The features of the computer mouse were explained in light of its integral role in the computer system. The features allowed the user to understand what it can do with the computer system if a mouse is properly working. The overall message that is conveyed to the user intends to make them aware that the mouse is an integral part of the computer system. Therefore, the technical description fully takes into account it rhetorical goals intended to intrigue the user.

**Q.3 How the description you created exceeds the standards of technical descriptions referenced throughout class and in the ETC textbook.**

There are certain rules which one must follow to create an effective technical description. The book "The Essentials of Technical Communication" provide certain rules which must be followed properly to create a well-organized technical description. For instance, a well written technical description must take into consideration that it would be read by a variety of users (Tebeaux & Dragga, 2010). Therefore, it is necessary to address them all. The technical description uses visuals, explains the features, and core functionalities (Tebeaux & Dragga, 2010). Certainly, some users are focusing on visuals, some are interested in newer features and others just want perfect functionalities (Tebeaux & Dragga, 2010). Therefore, it can be concluded that the technical description exceeds the standards of the furnished book.

**References**

Tebeaux, E., & Dragga, S. (2010). *The essentials of technical communication*. Oxford, UK: Oxford University Press.

Raman, M., & Sharma, S. (2015). *Technical communication: Principles and practice*. Oxford University Press.