

# Readers' Needs

## **Non-technical**

- Avoid specialized language (jargon)
- Use examples and comparisons to what is familiar
- If possible, avoid equations and formulas
- Supply background information

## **Managers**

- All of the the above and
- Organize document to emphasize conclusions, recommendations (can go at the beginning)

## **Semi-technical**

- Provide background information and theory
- Explain and define technical jargon
- Use comparisons

## **Technical**

- Assume a large shared technical vocabulary (jargon), but define any terms with a stipulated or restricted meaning
- Use accepted scientific methods in the work and in the writing
- Provide theory, equations, and detailed supporting data
- Refer readers to additional studies or sources

## **All readers**

- Include tables, graphs and figures
- Check facts and verify conclusions