

### Activity 3.1

Summarise the situation in which Associate Professor Butler had to find a solution to an engineering problem and to provide an argument to solve this problem.



Prof. Butler used to have to devise a manufacturing process for a biomedical device that go inside human body. Prof. Butler had to show how the device would improve the health of human beings, and what particular improvements that they can make to justify the device they're producing.

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### Activity 3.2

What were the elements of the argument that Associate Professor Butler's team had to address to get their client to agree to the solution?

1. A benchmark standard-a reference standard;
  2. Use some metrics to show that your suggested solution is better than what is currently available;
  3. Production Cost-Cost should be reduced to produce new devices to impress the client;
  4. Use umbers, also called metrics, to support your argument.
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### Activity 3.3

Highlight some points mentioned in the interviews with professors that you think are important.

1. When writing technological proposal, we need to claim the benefits of the solution. For example, better quality, lower cost, and the importance of the innovative features of the new device.
2. If you want to support your argument, use data. People will be more convinced by data other than plain talk. Arguments should be data backed and data based.