

## Introduction

- Allows the audience to know what question you're asking
- Provides context to the topic
- Outlines how the question is going to be answered
- Hooks the reader by setting the tone and credibility of the author
- Provides important background information
- Tailored towards a specific audience
- Defines important terms

## Characteristic of a Great/Strong introduction

- Includes at least one piece of background information
- Includes a hook; UI features are engaging and/or what you write is engaging
- Simple structure. Concise/short.
- Includes your question. Provides a "mystery" context
- Stays on topic and builds credibility (reference an anecdote)