

# Focus on the Problem



Pitfall 2: Pitching to the wrong audience



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by Christine Alvarado, Mia Minnes, and Leo Porter, 2015.



## By the end of this lesson you will be able to...

- Articulate your technical solution clearly

# Your solution: You did something novel, creative, elegant and good!

- Simple, creative solutions, with clear, technical descriptions
- Let's take a look at how Leo, Mia and I present our solutions



# IVQ: Articulate the solutions

# Different problems, with clear solutions

- Even though the problems were different, it was relatively easy to identify the solution that each came up with. Straightforward and clearly solved the problem in question.
- It's not always that easy. Next we'll look at some pitfalls...