

1. What caused the customers to flood the company with calls and complaints?

- Customers were overwhelmed and frustrated because the instruction manual for Sagatecs new word processing program was overly technical, lengthy, and difficult to understand. It was written from an engineers perspective with excessive detail, rather than focusing on the users needs and skill level. As a result, users couldnt even figure out how to get started with the software, leading to confusion, complaints, and poor user experiences.

2. What are your reflections on the importance of engineering communication based on the given case scenario?

- This case highlights that effective engineering communication is just as critical as technical accuracy. Even the best designed product can fail if users cant understand how to use it. Engineers must tailor their written communication such as manuals, guides, and documentation to the audiences level of expertise. Clear, concise, and user focused communication ensures that products are accessible, enhances user satisfaction, and protects the companys reputation and profitability. In Sagatecs case, poor communication led to financial losses and damage to its brand image.