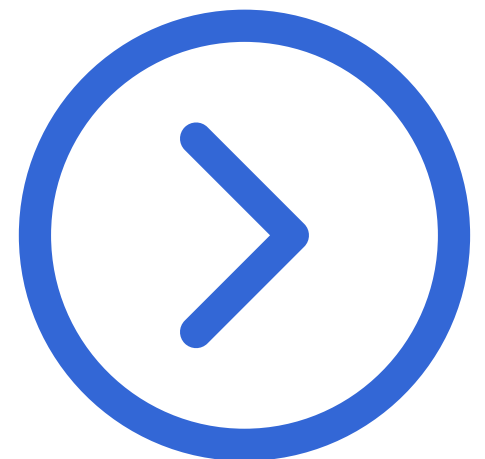# WRITING FOR DIFFERENT TECHNICAL AUDIENCES:
A COMPARISON

END USERS (NON-TECHNICAL AUDIENCE)

Focus: Simplify complex concepts and focus on practical usage.
Tone: Conversational, instructional, and clear.

Example: A User Manual for a smartphone, detailing basic tasks like setting up the device, installing apps, or troubleshooting simple issues. There is no technical jargon—only simple step-by-step instructions and visuals.
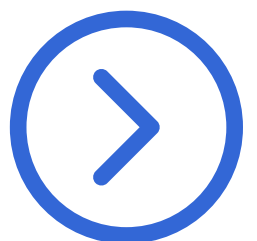
DEVELOPERS (TECHNICAL AUDIENCE)

Focus: Provide in-depth technical details with code examples and specifications.
Tone: Precise, technical, and formal.

Example: API Documentation for a payment gateway, including detailed explanations of endpoints, authentication methods, and error handling, accompanied by code snippets in multiple programming languages.

SYSTEM ADMINISTRATORS (SEMI-TECHNICAL AUDIENCE)

Focus: Offer detailed technical information on setup, configuration, and system management with an emphasis on operational tasks.

Tone: Professional, direct, and action-oriented.

Example: A System Setup Guide for configuring servers, networks, and permissions. Step-by-step instructions and screenshots are combined with specific configuration options and troubleshooting advice.

BUSINESS STAKEHOLDERS (EXECUTIVE/NON-TECHNICAL AUDIENCE)

Focus: Present the high-level value, key benefits, and impact of a technology solution without going into technical details.
Tone: Formal, concise, and benefit-driven.

Example: A White Paper outlining the ROI and long-term benefits of migrating to cloud-based infrastructure, focusing on cost savings, scalability, and business growth, with minimal technical language.