

# Product design

Use this matrix (or create your own form) to think about how to design your end product to match your purpose and audience.

What is the purpose of my product?	Who is my audience? What do they need from me?	What medium supports my purpose?	What structure supports my purpose?	What voice supports my purpose
<p><b>To express emotion</b></p> <p>To express or reveal my feelings, thoughts or experiences.</p> <p>To influence or elicit emotion from or entertain my reader</p>			<p><b>Description</b></p> <p><b>Narrative</b></p>	1st person
<p><b>To provide analysis</b></p> <p>To explain, inform, interpret, analyze, or solve something for my reader</p>			<p><b>Expository</b></p> <p>provide examples</p> <p>compare/contrast</p> <p>classification</p> <p>definition</p> <p>cause and effect</p> <p>analysis</p> <p>analogy</p>	<p>Some objective</p> <p>distance</p> <p>3rd person</p>
<p><b>To persuade</b></p> <p>To convince by stating a position or claim, defending it with logical reasoning (or even an emotional appeal), supporting it with evidence, and refuting counterarguments the reader might raise.</p>			<p><b>Expository and argument blend</b></p>	