Problem

- Need to be able to tell people about system in easy way

- Also understandable to non-technical people

- Need documentation to present concepts in advance of implementation - even before prototypes can be produced.

Solution

- Filmed product showcase and demos
- Non - technical stuff can go side-by-side with technical details.
- Nontechnical people can be introduced gently to the subject matter.
- Archivable
- Not dependent on implementation