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| What is the technology? How would you describe it to others? Technology- an advancement that makes a task easier; describe- adjectivePavement- hard because it’s made of rock/stone, dark because it’s made of tar, smoother than cobblestone/no pathway | What problems does this technology solve? Problem- obstaclePavement- traveling long distances was difficult, travel wasn’t guided/defined, not easy to move carts over distances, rocky travel |
| How will this technology impact a buyer’s life? How did it help ancient Mesopotamian’s? impact- helpPavement- traveling long distances becomes easier for traders­ | Why would someone want this technology? (bottom line)Pavement- You’ll sell more stuff because you travel farther and get a variety of goods, which means more money |
| What words or phrases would describe this technology? How could you incorporate these words and phrases into a motto or tagline to use in an advertisement? Motto-short statement, slogan, catchy (memorable); EX: Nationwide…on your side, Morris Jenkins song, I’m Lovin It\Pavement2 let’s go rock and road3 pavement, pavement it gets you where you want to be4 you’ll be paving your way to victory5 if you buy, your feet won’t die6 get some pavement and travel quicker7 get less 4 more, instant happiness with pavement galore8 pavement is on your side….walk |