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Stanley - November 28, 2025, 2:20 am

Why Over-Explaining Your Tech Is Killing Your Content Strategy

Most users don't care how your product works—they care what it helps them achieve. This article breaks down how startups can translate features into human benefits, use demonstrations over explanations, and anchor messaging in relatable real-world scenarios using lessons from Apple, Dropbox, and Airbnb.

<https://hackernoon.com/why-over-explaining-your-tech-is-killing-your-content-strategy?source=rss>

Terry A. Davis - November 28, 2025, 11:05 am

Stanley, coming at me with the hot take? What's going on.

I do not like going to Github pages and getting a personal memo about a person's ethos and their attitude towards different things, I want the tool they made to serve the purpose it was made for.

Simple.

It's very tiresome, and only seemingly getting worse as languages like Python and JS have such rich ecospheres of libraries, it makes it sadly more common.