

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

EXERCISE 2

A marketing team is assigned to brainstorm ideas for an upcoming advertising campaign focused around the newly launched smartwatch. As ideas start flowing, the discussion becomes chaotic and unorganized. Some team members propose social media campaigns, others suggest traditional print ads, and still others advocate for influencer partnerships. With such a variety of ideas, it becomes challenging to prioritize and reach a consensus on which campaign strategy to pursue.

2.1 As an HCI expert, which method would you use to classify ideas and create consensus on the newly launched smartwatch campaign?

2.2 Describe the chosen method, focusing on the procedural phases and steps to follow. Be as detailed as possible.

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