**Julio Pochet – Module 12 Discussion Board – 05/15/2025**

**#97 People Are Swayed by a Dominant Personality**

The reading emphasizes that in group settings, individuals with dominant personalities often influence decisions, not because they’re more skilled, but because they speak first. This can lead to biased outcomes where quieter team members don’t contribute equally, even if they have valuable ideas.

**🔍 Embellishment:**

One way to prevent this is by using the **Round Robin brainstorming technique**, where everyone in the group takes turns sharing an idea before any open discussion begins. According to the Concept board, this structure encourages equal participation and minimizes the risk of one person dominating the conversation. It’s especially helpful when designing in diverse teams, ensuring all voices are heard.

**📄 Source:** <https://conceptboard.com/blog/round-robin-brainstorming-technique>

**#100 People Value a Product More Highly When It’s Physically in Front of Them**

The reading explains that people place higher value on products when they’re physically present, even if the product is the same. This explains why brick-and-mortar stores still matter: the ability to see and touch an item makes a big difference.

**🔍 Embellishment:**

To replicate this effect online, IKEA created the **Place app**, which uses augmented reality (AR) to let users “place” furniture in their homes through their phone. Seeing the product in your own space—even digitally—makes it feel more real, increasing confidence and willingness to buy.

**📄 Source:** <https://www.ikea.com/global/en/newsroom/innovation/ikea-launches-ikea-place-a-new-app-that-allows-people-to-virtually-place-furniture-in-their-home-170912>