

## MODULE 2 – FORUM QUESTIONS

### FORUM TOPIC 1. Success and failure of innovative products

Forum topic 1 is mainly related to Task 1 contents, and should be activated during task completion.

[NOTE FOR ICT DEVELOPERS: Images appear as prompts for students to answer forum questions.]



Microsoft Zune (2006)

By Bkwparadox - Own work, CC BY-SA 3.0,  
<https://commons.wikimedia.org/w/index.php?curid=4315076>



First generation iPod (2001)

By Aaron Logan - Cropped from Image:Lightmatter\_ipodvsmini.jpg, CC BY 2.5,  
<https://commons.wikimedia.org/w/index.php?curid=1040996>



## Windows Vista

Windows Vista (2007)

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Windows XP (2001)

By Mario2378 - Own work, CC BY-SA 4.0,

<https://commons.wikimedia.org/w/index.php?curid=85443945>

1. In your opinion, what made the iPod a worldwide successful product? And why was Microsoft Zune a failed product?
2. In your opinion, what made Windows Vista a failed product? And why was Windows XP so successful?
3. What conclusions can you draw about factors that determine success or failure of new products?

#### FORUM TOPIC 2. Effective product proposals

Forum topic 2 is mainly related to Task 2 contents, and should be activated during task completion.

In a product proposal, the candidate usually needs to submit a written document, and make an oral presentation to defend the proposed product.

1. In your opinion, how important are the following for an effective proposal?
  - a) an accurate, well-written technical specifications document
  - b) a clear, well-organized oral presentation of the product
2. If you were to present an innovative product, which of the two formats (written/spoken) do you think can be more effective to convince your audience?
3. What format do you think you're better at, producing a well-written text or a clearly organized speech?

#### FORUM TOPIC 3. Achieving your purpose in an oral presentation

Forum topic 2 is mainly related to Task 3 contents, and should be activated after task completion.

1. After your work on persuasive presentations, what do you think would be different in an informative presentation (compare)? What would you change to achieve this purpose?