

Business Logix LLC

Exercise 1: The Retro Marketing Challenge

Session 1: Intro to Gen AI and Gemini App

1-10-2026

1. The Scenario



A customer is confused by outdated technical terminology and doesn't understand why the 3.5-inch floppy disk was considered an upgrade over the older 5.25-inch floppy disk.

The customer is non-technical and feels overwhelmed by jargon such as "storage density," "durability," and "form factor." They need the explanation in plain language and through a relatable analogy rather than technical specs.

Your role is to translate a technical concept into something intuitive, memorable, and easy to understand.

2. Task

Your task is to use Google's Gemini as an assistant to explain why the 3.5-inch floppy disk was superior to the 5.25-inch version, using a 1970s disco analogy.

Gemini should:

1. Avoid technical jargon
2. Focus on simplicity and storytelling
3. Use the disco analogy to clearly explain improvements such as:
 - a. Smaller but smarter design
 - b. More protection and durability
 - c. Easier handling and reliability

The goal is for any non-technical person to understand the benefit within a few sentences.

3. Instructions

1. Use the Gemini App to create simple explanation for Karla Mendez. If you want to learn more about effective prompting, refer to the resources section.
2. Write a clear, detailed prompt that provides Gemini with:
 - a. Keep it simple, the audience is non-technical so avoid jargon, technical specification, etc.

- b. Ask Gemini to use the required analogies (disco era comparison) to explain the concepts.
 - c. Include any reliable background context directly or as an attachment in the prompt to reduce hallucination only if needed.
- 3. Share your results: once you have your draft, send it in an email to trainings@businesslogixllc.com.

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