QUESTION BANK

Unit A: Basics and Background of Design Thinking

1 Mark:

- Who is considered the pioneer of Design Thinking?

- Define the term "Human-Centered Design."

- What does "iteration" mean in the context of Design Thinking?

4 Marks:

- Describe how empathy plays a role in the Design Thinking process.

- Why is it important to know your team when starting a Design Thinking project?

- Contrast Design Thinking with traditional problem-solving methods.

8 Marks:

- Analyze the impact of Design Thinking on innovation with examples from real-world industries.

- How does Design Thinking foster collaboration and creativity in a team setting?

Unit B: Getting Started with Problem Statement

1 Mark:

- What is the primary goal of Persona Identification?

- List one benefit of creating a Problem Statement.

- Define the term "Stakeholder" in the context of problem identification.

4 Marks:

- Explain how Persona Identification influences the development of a Problem Statement.

- Outline the steps involved in creating a Stakeholder Map.

- What challenges might arise during Problem Statement identification, and how can they be mitigated?

8 Marks:

- Evaluate the effectiveness of Stakeholder Mapping in solving user-centered problems.

- Create a detailed Persona for a hypothetical problem and explain its relevance to problem-solving.

Unit C: Identifying Real Problem

1 Mark:

- What is meant by "User-Centered Problem"?

- State one technique used to identify real problems.

- What does an Empathy Map focus on?

4 Marks:

- Explain why focusing on user problems is vital for successful solutions.

- Compare and contrast two techniques for problem identification.

- How does the Empathy Map help in uncovering user pain points?

8 Marks:

- Develop a comprehensive Empathy Map for a given scenario and analyze its findings.

- Discuss the role of observation and user interviews in identifying real problems.

Unit D: Deliver on Big Idea

1 Mark:

- What is a Big Idea in Design Thinking?

- Name one method of prioritizing ideas.

- Define the term "brainstorming."

4 Marks:

- Describe the purpose of ideation in the Design Thinking process.

- What criteria can be used to prioritize ideas effectively?

- Discuss the benefits of group brainstorming for generating innovative solutions.

8 Marks:

- Compare and contrast three idea generation techniques with real-life examples.

- Discuss a scenario where prioritization played a crucial role in selecting the best idea.

Unit E: Model Creation and Idea Pitching

1 Mark:

- What is the main purpose of creating a wireframe?

- Define "Storytelling" in the context of idea pitching.

- What does MVP stand for?

4 Marks:

- Describe the steps involved in creating a wireframe for a new product.

- Why is storytelling an essential skill in presenting ideas?

- Explain the characteristics of a strong Minimum Viable Product (MVP).

8 Marks:

- Create and present a wireframe for a hypothetical product idea, describing how it addresses the Problem Statement.

- Discuss the process of linking a Problem Statement to a Minimum Viable Product using storytelling techniques.