

# 20GE03\_Design Thinking for Engineers Tutorial 5

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\* Required

20GE003\_DT\_Tutorial 3

15 \* 1 = 15 Marks

During the Interview, to record everything in verbatim what template you should use? \* 1 point

- ☐ Post Interview De-brief Presentation
- ☒ User Interview Notes
- ☐ Journey Map
- ☐ Post Interview Discussion
- ☐ Empathy Map



Select the Role Plays of an Interview Team. (MSQ) \*

1 point

- ☒ Listener
- ☒ Video Recorder
- ☒ Interviewer
- ☐ Interviewee
- ☒ Note Taker

How many user related portions are there in empathy map? \*

1 point

- ☐ 5
- ☒ 4
- ☐ 7
- ☐ 6
- ☐ 8



Match the CORRECT Options. \*

1 point

	Persona Canvas	POEMS	Empathy Map	SPICE
Field Observation	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Persona Development	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deep User Interview	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Need Finding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

\_\_\_\_\_ framework is used to structure and guide the observation. \*

1 point

- ☐ SCOPES
- ☐ SCAMPER
- ☐ SPICE
- ☐ SAM
- ☒ POEMS



Field Observation is used to \_\_\_\_ \*

1 point

- ☐ A process of humanizing your target users, giving voice and character and making them real
- ☐ to elicit stories and uncover deep user insights and needs – both latent and unmet needs.
- ☐ Human process of making sense & transforming your observations and deep user interviews into usable data cluster & meaningful insights to uncover the unmet needs of your users.
- ☒ to uncover user insights and fresh perspectives of people and their behaviours.

SPICE means \*

1 point

- ☐ Social, People, Identity, Communication, Emotional
- ☒ Scope, Physical, Identity, Communication, Emotional
- ☐ Social, Physical, Identity, Constraints, Emotional
- ☐ Social, Physical, Identity, Communication, Empathy
- ☐ Social, People, Identity, Constraints, Emotional
- ☐ Social, Physical, Identity, Communication, Emotional



Select the CORRECT Statement.(MSQ) \*

1 point

- ☒ Type B Questions are – open ended
- ☐ Both Type A & B Questions are - open ended
- ☐ Type B Questions are – closed ended
- ☐ Type A Questions are – open ended
- ☒ Type A Questions are – closed ended
- ☐ Both Type A & B Questions are - closed ended

How long you should take interview your user for each session? \*

1 point

- ☐ at least 120-180 minutes
- ☐ at least 60-90 minutes
- ☐ at least 30-60 minutes
- ☐ at least 90-120 hours
- ☐ at least 60-90 hours
- ☒ at least 90-120 minutes



How many members at the maximum can be in an Interview Team? \*

1 point

- ☒ 6
- ☐ 5
- ☐ 3
- ☐ 4
- ☐ 2

\_\_\_\_\_is a process of humanizing your target user, giving voice and character and making them real.

\* 1 point

- ☒ Persona development
- ☐ Deep User Interview
- ☐ Field Observation
- ☐ User Insights
- ☐ Need Finding



\_\_\_\_\_ is a tool for uncover user insights. \*

1 point

- ☐ SPIKE
- ☐ STEEP
- ☐ POEMS
- ☒ SAM
- ☐ SCOPES

\_\_\_\_\_ is a deep human process of making sense and transforming your observations and get meaningful insights to uncover the unmet needs of your users. \*

1 point

- ☐ Field Observation
- ☒ Need Finding
- ☐ Persona Development
- ☐ Journey Map
- ☐ Empathy Map
- ☐ Deep User Interview



POEMS means \*

1 point

- ☒ People, Object, Environment, Message, Service
- ☐ People, Observation, Environment, Message, Service
- ☐ People, Object, Environment, Message, Scope
- ☐ Plan, Object, Environment, Message, Service
- ☐ People, Object, Empathize, Message, Service

To generate right interview question which of the templates are to be used. \* 1 point  
(MSQ)

- ☐ India Map
- ☒ Journey Map
- ☐ Persona Map
- ☐ Google Map
- ☒ Empathy Map
- ☐ Stakeholder Map

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