

CIE – 1 Ramaiah Institute of Technology (<i>Autonomous Institute, Affiliated to VTU</i>) Programme: B.E		
Sem: 1 st	Course: Design thinking	Course Code: AECM17/ AECE17
CIE: Test 1	Term: 1.12.22 to 10.03.23	Sec: M,N,O,P,Q,R,S,T,U,V
Max Marks: 30	Duration: 1Hr	Time: 12.30 AM to 01.30 PM
Credit: 2:0:0	Test Portions: LP-01 to 10	Date: 19.01.2023

Instructions to students: Answer any two full questions out of the three given questions.

Sl#	Question	Marks	Bloom's Level	COs
1a	Frame Explorative, Affective, Reflective, Probing and Analytical questions to interview the target group of children aged between 12 and 15 towards use of gaming toys.	6	L3	CO2
1b	'Having a human centered mindset and being mindful of process help designers to use DT to its maximum potential.' Substantiate this statement with relevant explanation and examples.	6	L2	CO1
1c	What sort of research is necessary during empathy phase, and why?	3	L1	CO2
2a	You are given the task of conducting empathy interview for a group of new mothers regarding design of a baby cradle. Form two empathy questions for each block of the empathy map, and create an empathy map.	6	L3	CO2
2b	Define Design Thinking. List the phases of design thinking. Why is it called 'phases' of design thinking, instead of 'stages'?	6	L2	CO1
2c	List the key rules and principles to be followed by an interviewer.	3	L1	CO2
3a	Pottery industry of Majuli is characterized by small size of units, family based operation, use of traditional tools equipment, landless people and illiteracy among the artist. The survey reveals that the pottery industry in Majuli suffered lots of problems due to irregular supply and absence of raw materials, financial support, out dated tools and equipment, competition from the large scale sector, poor transport and lack of advertisement, absence of training workshop and lack of resource and development efforts. Promotion of pottery industry is essential for development of economic as well as cultural preservation. The intermediaries get good profits but they face the problem of getting the products damaged, demand dependent on the festive occasion, problem of transportation, etc. Study shows that there is a huge demand for Majuli pottery products in the international market. Buyers are willing to pay a premium for handmade goods, but the potters don't know how to initiate exports. Write one problem statement based on the above observation, and change it into a 'How Might We' question.	6	L3	CO2
3b	Compare the design thinking approach for education and for business. Give suitable examples for both.	6	L2	CO1
3c	What are the three elements of a problem statement? Give an example.	3	L1	CO2

