PARUL UNIVERSITY
FACULTY OF ENGINEERING & TECHNOLOGY
B.Tech Mid Semester Exam

Semester: 2nd

Subject Code: 303105152

Subject Name: Design Thinking

Date: 03/04/2024

Time: 02:30PM TO 04:00PM

Total Marks: 40

Sr.No.		Marks
Q.1	(A) One line Questions	05
	(1) What is the main goal of Design Thinking?	
	(2) What is Empathize Phase?	
	(3) What is an essential characteristic of a Design Thinker?	
	(4) How is hook canvas is beneficial in app development?	
	(5) What stage of design thinking involves understanding user needs and experiences	05
	(B) Fill in the blanks	
	(1) Design Thinking is a _ _ _ _ centered approach to problem solving.	
	(2) Design Thinking was proposed by _ _ _ _ _ University.	
	(3) What is the primary purpose of prototype Stage_ _ _ _ _ _	
	(4) Persona can be defined as _ _ _ _ _ _	
	(5) What do you understand by Point of View _ _ _ _ _ _ _	12
Q.2	Attempt any four	
	(1) What is the role of prototyping in design thinking?	
	(2) What is the core objective of the Define stage in design thinking?	
	(3) What is the benefit of defining the target audience in the Define stage?	
	(4) Briefly describe the Empathize stage in design thinking.	
	(5) How does design thinking benefit businesses?	08
Q.3	Attempt any two questions	
	(1) Explain the process of creating Persona?	
	(2) How does the Define stage act as a bridge between understanding user needs and generating solutions?	
	(3) How can prototypes be used to communicate design ideas to stakeholders?	05
Q.4	(A) Explain in detail the overview of Design Thinking Phases. (Compulsory)	05
	(B) Explain the methods to conduct need finding discussion and interviews. Why is it important to prioritize problems during the Define stage?	
	OR	
	(B) What is the difference between empathy and sympathy in design thinking? Also explain how design is different from Design Thinking	05