

## Unit IV

1) Learning launches are design to test the key underlying value generated assumptions of potential new growth initiative in the marketplace

- a) **True**
- b) False
- c) Cannot be said
- d) None of the above

2) Which of the following principle is considered for empathic design

- a) Engage
- b) **Observation**
- c) Listen
- d) All of the above

3) The steps in the IBM design thinking loop process are as follows:

- a) Understand-improve-apply
- b) Define-Ideate-Build
- c) Study-Solve-Create
- d) **Observation-Reflect-Make**

4) In restless reinvention, which of these can become a problem?

- a) Failure to prototype.
- b) Failure to empathize.
- c) Failure to take action.
- d) **Failure to define the problem.**

5) What does the IBM model of design thinking mean for user-centered outcomes?

- a) **Putting the user needs first on its priority.**
- b) Making products more feasible for business operations.
- c) Creating solutions that are perfect for users without refinement.
- d) Understanding of who the company is designing for

6) Which tools are used to gather customer needs?

- a) A Proven Quality Management System (QMS) ...
- b) Customer Service (and Relationship) Management. ...
- c) Direct Communication. ...
- d) **all the above**

7) Scope of Strategic Innovation includes

- a) Managed Innovation
- b) Strategic Alignment
- c) Industry Foresight
- d) **All of the above**

8) A college is redesigning its website. Current students are the main users of the website. Which one of the below elements should definitely be on the website?

- a) College rules and regulations

- b) Information on faculty members
- c) **Information about courses**
- d) Alumni details

9). The main uses of a customer journey map are

- a) **This gives the design thinkers a near first-hand experience of what a customer goes through**
- b) The map can give us the emotional roller coaster of the user
- c) The output of the map is a list of problems that the customer goes through
- d) The map also serves as a visual aid to communicate the situation of the user

10) Which is NOT a good interview strategy for the Empathy step?

- a) Encourage the person to talk about experiences.
- b) **Encourage short answers that get right to the point.**
- c) Ask follow-up questions to get more information.
- d) Try to uncover needs people may or may not be aware of.

Fill in the blanks

1. The process of continuous reinvention that forms a road map of the company's Design Thinking process is called LOOP.
2. Hills are designed to gather teams around a common goal embedded in human needs and desires.
3. A playback technique is designed to bring groups to a similar alignment directed towards achieving the project target which is ultimately centered on the user needs.
4. Design Thinking is an approach to come up with new solutions to difficult problems.
5. the mindsets of a Design Thinker should not be self oriented.
6. Innovation is defined as the commercialization of a new product or process.
7. Quality Function Deployment is used to translate customer needs into product/measurable specifications
8. customers' needs is essential for ensuring customer satisfaction and loyalty
9. A strategic process is concerned with making decisions.
- 10) Mr. Ravi wants to design a new bed that he can sell to nursing homes to use with their patients. However, Ravi doesn't want anything to do with older adults or people with disabilities. According to the design thinking process, Mr. Ravi will face problems because he is missing Empathy.