Unit 1

I Choose the correct Answers

1. **What is Design Thinking?**
   a. A method facilitated by UX designers
   b. A process for creative problem solving
   c. A process to teach design to non-designers
   d. A methodology developed to discard old design methods

   Ans: b

2. **Which of the following principles are not considered for design thinking?**
   a. Embrace Experimentation
   b. Human-centric design
   c. Profit-centric
   d. Pattern identification for problem solving

   Ans: c

3. **To empathize, one has to?**
   a. Observe
   b. Engage
   c. Listen
   d. All of the above

   Ans: d

   4.**Which of the following are NOT tools of visualization?**
   a. Maps
   b. Images
   c. Stories
   d. Videos

   Ans: c

5. **Rashmi is creating a new product for Architectural college students. She takes a design-thinking approach. Her first step is, addressing who she is creating the product for? And conducts research on understanding this target market. What is this step in the design thinking process?**
   a. Define
   b. Ideate
   c. Empathise
   d. Prototype

   Ans: c

6.What are the steps of the design thinking process?

a) Understand > Draw > Ideate > Create > Test

(b) Empathise > Define > Ideate > Prototype > Test

(c) Empathise > Design > Implement > Produce > Test

(d) Understand > Define > Ideate > Produce > Try

Ans: b

7. **Design Thinking typically helps in?**

(a) Innovation

(b) Data Analytics

(c) Financial Planning

(d) Operational Efficiency

Ans: a

8.The final step in the Design Process is to?
a) Test
b) Define
c) Ideate
d) Empathize

Ans: a

9. **During which stage would you gather information about people's needs and motivations?**
a) Prototype
b) Define
c) Ideate
d) Empathize

Ans: d

10.What is wrong with this product design?

a) The colour is too bright.
b) It does not function as a chair should.
c) It will not be comfortable for the user.
d) The design is too unstable.

Ans: c

II <u>Fill in the blanks</u>

1) After you empathise, the next step is to_____

Ans: Define

2)   Business model innovation helps in_____

Ans: describes the process in which an organization adjusts its business model (or) how a company delivers value to its customers,

3) Visualization tools are used to_____

Ans: software that is used to visualise data

4) During which stage would you create a model of your solution_____

Ans: prototype

5) Draw a T shirt using wild life concept (innovative drawing) (2M)

Ans:

6) Think and write four creative ways to use waste papers(2M)

Ans:

1. Packing material
2. Decorating Material
3. Gift wrapping
4. Book covers

7) Define phase helps in_____

Ans: state your users' needs and problems

8) What Makes a Good Problem Statement?

Ans: Innovative problem or problem which is not existing

9) Test phase helps in_____

Ans: the process of testing prototype or the project on real users.

10) Design ethics helps in _____.

Ans: Achieving successful and safe product or project