

DESIGN THINKING MODULE – V

MULTIPLE CHOICE QUESTIONS

1. The four Innovation Phases are _____. [B]
 - A. Strategy, People, Process, Culture
 - B. Opportunity Identification, Opportunity Development, Scaling Up, Growth
 - C. Visualization, Journey mapping, Value chain analysis, Mind mapping
 - D. none of the above
2. The three key aspects of design project and are used to assess innovations and success/failure of the project are _____. [A]
 - A. User desirability, Technical feasibility, Viability
 - B. Visualization, Rapid concept development, Prototyping
 - C. both a and b
 - D. none of the above
3. What are the tools of design thinking? [d]
 - A. Journey mapping or experience mapping
 - B. Mind mapping
 - C. Empathy mapping
 - D. All of the above
4. Which one of the following is not a phase of Prototyping Model? [C]
 - a. quick design
 - b. prototype refinement
 - c. coding
 - d. engineer product

5. Design – Impacts the business? [A]
a. True
b. False
6. Design Thinking Approach leads to – [C]
a. Technology centric designs
b. Marketing centric designs
c. People centric designs
d. All of the above
7. Which of the following statements is correct? [D]
a. Design Thinking is a convergence – divergence process
b. Design Thinking is a linear process of product development that compulsorily involves validation at the end of the product development
c. Design Thinking is regarded as a lean startup process.
d. Design thinking follows the agile process of product development.
8. Which of the following is not one of the profiles of design thinkers? [B]
a. Empathy
b. Simplicity
c. Integrative thinking
d. Experimentalism
9. Design Thinking typically helps in _____ [A]
a. Innovation
b. Data analytics
c. Financial planning
d. Operational efficiency
10. What Design Thinking focuses on these activities, except... [C]
a. Listening
b. User Empathy
c. Sympathy
d. Holistic

FILL IN THE BLANKS

1. **A Macroeconomic Framework** is a set of sectoral projections consistent with each other, consistent with the policy framework, and consistent with the macroeconomic goals.
2. **Innovation/transformation** tool provides opportunity to understand design thinking at a glance outlining the User desirability, Technical feasibility, Viability.
3. **The Empathy Map** is a visual tool that analyzes and describes behavioral aspects of the ideal customer.
4. Which one of the below is not a stage in design thinking **Scaling up.**
5. **Innovation** is important because it's the only way that you can differentiate your products and services from those of your competitors.
6. **Opportunity Identification** is Ideation, finding great ideas, concept development.
7. During which stage would you create a model of your solution **Prototype** .
8. **Rapid concept** development assists us in generating hypotheses about potential new business opportunities.
9. There are four key capabilities that truly innovative organizations **Strategy, People, Process, Culture**
10. Strategy is a clearly defined innovation strategy which guides decisions, and an explicit innovation ambition from the **Board and Top Management.**