

Design Thinking

Unit II

Fill in the blanks

1. The _____ is the work you do to understand people, within the context of your design challenge.

Answer: Empathize mode

2. The _____ is the iterative generation of artifacts intended to answer questions that get you closer to your final solution.

Answer: Prototype mode

3. _____ is a customer-oriented innovation approach that aims to generate and develop creative business ideas or entire business models.

Answer: Design Thinking

4. _____ is the ability to consider something in a new way.

Answer: Creative thinking

5. In _____ stage, you will accumulate the information you have created and gathered during the Empathize stage.

Answer: Define

6. In an _____ the results generated are often used to redefine one or more further problems.

Answer: iterative process

7. The _____ helps to quickly formulate possible business models, product launches, campaigns and variations of, and communicate this with stakeholders

Answer: Lean Canvas

8. The _____ can be email, social, CPC ads, blogs, articles, trade shows, radio & TV, webinars etc.

Answer: Channels

9. Every business, no matter what industry or size, will have some _____ that are used to monitor performance.

Answer: key metrics

10. _____ for creative thought in the workplace vary from obvious artistic positions to highly technical ones

Answer: Opportunities

MCQs:

1. Which of the following characteristic that a good design thinker should possess as identified from the literature.

- a. Talking b. Visualization c. Creativity d. b & c

Answer: b & c

2. This step deals with building the ideas and checking for their feasibility to arrive at the final solution.

- a. Prototyping b. empathy c. ideate d. creative

Answer : Prototyping

3. This is the phase where the final solution is tested on a full scale basis.

- a. Ideate b. Execute c. Prototype d. Define

Answer: Execute

4. The phase where you identify innovative solutions to the problem statement

- a. Empathy b. Ideate c. Prototype d. Define

Answer: Ideate

5.To think creatively, set aside any assumptions or biases you may have, and look at things in a completely new way

a. Open-Mindedness b. Problem-Solving c. Analysis d. Communication

Answer: Open-Mindedness

6._____are ways for you to reach customer segments

a. Revenue Streams b. Analysis c . Open-Mindedness d. Channels

Answer: Channels

7.creativity involves_____ thinking, which is the ability to perceive patterns that are not obvious.

a. Lateral thinking b. Concrete thinking c . Critical thinking d. Associative thinking

Answer: Lateral thinking

8.A _____ is a promise of value to be delivered.

a. Value proposition b. Analysis c . Finding a solution d. Cost Structure

Answer: Value proposition

9.Which of the following are key resources for business model canvas

a. Physical b. Human c . financial d. all of the them

Answer: all of the them

10.Which of the following element is added in lean canvas model when compared with business canvas model

a. Revenue Streams b. Cost Structure c . Channels d. Key Metrics

Answer: Key Metrics