Design Thinking

1. What is Design Thinking?
(a) Thinking about design
(b) Designing ways in which people think
(c) Asking users to solve problems
(d) Defining, framing and solving problem's from user's perspectives

Answer: (d)

2. 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

Answer: (b)

3. Design Thinking typically helps in _____
(a) Innovation
(b)Data Analytics
(c)Financial Planning
(d) Operational Efficiency

Answer:(a)

4 Which of the below firms is associated the most with Design Thinking?
(a) Ikea
(b) Ideo
(c) Idea
(d) Ikei

Answer:(b)

5. Which of the following well known consulting firms are offering Design Thinking as a solution?
(a) Mckinsey and Co
(b) TCS
(c) Bain and Co
(d) All of the above

Answer: (d)

6. What kind of process is design thinking?
(a) Linear
(b) Cyclic
(c) One stop
(d) Slow

Answer:(b)

7. Which of the below is incorrect?
(a) PepsiCo has turned Design Thinking into its strategy
(b) GE Healthcare has built a MR scanner for children using Design Thinking
(c) Google has a 3 step process to bring about new innovations
(d) All of the above are correct

Answer: (d)

8. You would interview people to gain an understanding of how they feel during the ... Stage of Design thinking
(a) Prototype
(b) Define
(c) Ideate
(d) Empathise

Answer: (d)

9. What is the first step in the Designing Thinking Process?
(a) Empathise
(b) Define
(c) Ideate
(d) Prototype

Answer: (a)

10. Ideation in design thinking is
(a) to focus on only one idea
(b) to generate many ideas
(c) to judge others ideas
(d) to jump to solutions quickly

Answer: (b)

11. A sample version of the final product is
(a) Product in stage 1
(b) Bluedart
(c) Prototype
(d) Finished product

Answer: (c)

12. A good approach to empathy should abstain from
(a) Judgement of other's opinion
(b) Curiosity
(c) Optimism
(d) Respect for other's opinion

Answer: (a)

13. Which of the following design thinking principles provides scope for better versions of the product or service?
(a) Constraint
(b) Discoverability
(c) Feedback
(d) Visibility

Answer: (c)

14. What is the framework for design thinking ?
(a) A method facilitated by UI/UX
(b) A process used for creative problem solving
(c) A methodology developed by designers for non designers
(d) A frame to teach design to non-designers

Answer: (b)

15. Design thinkers create low fidelity samples of the product to:
(a) Test concepts quickly and cheaply with potential users
(b) Validate concepts for the market
(c) Build production ready products
(d) Estimate the price of production

Answer: (a)

16. Who can use design thinking process?

(a) Students and teachers only
(b) All designers
(c) Researchers
(d) Everyone

Answer: (d)

17. What is primary research?
(a) information based on previously conducted studies
(b) peer reviewed research
(c) self conducted
(d) published research

Answer: (c)

18. Which educational institution became the nurturing ground for design thinking?
(a) Harvard
(b) IIT
(c) John Hopkins
(d) Stanford

Answer: (d)

19. Design thinking is a _____ process
(a) exhaustive
(b) collaborative
(c) expensive
(d) fictional

Answer: (b)

20. What are the advantages of design thinking
(a) create innovative solutions
(b) foresee new problems
(c) expand design thinker's knowledge
(d) all of the above

Answer: (d)