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Total Questions: 70

Data Synthesis & Pattern Recognition (10 questions)

Q1. What is the primary difference between analysis and synthesis in Design Thinking?

- ✅ Analysis breaks down, synthesis pieces together
- Analysis is qualitative, synthesis is quantitative
- Analysis is first, synthesis is last
- Analysis is creative, synthesis is logical

Q2. What are the three stages of synthesis in the Analyse phase?

- Research, Design, Test
- ✅ Learnings, Themes, Insights
- Empathize, Define, Ideate
- Observe, Interpret, Ideate

Q3. In the synthesis process, what is a 'Learning'?

- A final conclusion

- [x] An initial observation or quote
- [ ] A problem statement
- [ ] A solution idea

Q4. What is a 'Theme' in data synthesis?

- [ ] A single user quote
- [x] A cluster of similar observations
- [ ] A final insight
- [ ] A problem statement

Q5. How do insights typically emerge during synthesis?

- [ ] From single observations
- [x] From contradictions in the data
- [ ] From stakeholder requests
- [ ] From technical constraints

Q6. What is deductive thinking in synthesis?

- [ ] Specific to general reasoning
- [x] General to specific reasoning
- [ ] Creative leaps to explanations
- [ ] Random pattern recognition

Q7. What is inductive thinking in synthesis?

- General to specific reasoning
- ✅ Specific to general reasoning
- Testing hypotheses
- Creative guessing

Q8. What is abductive thinking?

- Logical deduction
- Statistical analysis
- ✅ Creative leap to best explanation
- Linear reasoning

Q9. What type of data is most important in the Analyse phase?

- Only quantitative data
- Only qualitative data
- ✅ Both qualitative and quantitative
- Neither, only assumptions

Q10. Pattern recognition in synthesis helps to:

- Make data look organized
- ✅ Identify recurring themes across observations
- Create random groupings
- Avoid user feedback

Root Cause Analysis & 5 Whys (10 questions)

Q11. What is the purpose of the 5 Whys technique?

- To annoy users
- [x] To identify root causes, not symptoms
- To create more questions
- To delay the project

Q12. Do you always ask exactly 5 'Why' questions in the 5 Whys technique?

- Yes, always exactly 5
- [x] No, it depends on the problem complexity
- Yes, but sometimes 6
- No, always 3

Q13. Who developed the 5 Whys technique?

- Steve Jobs
- [x] Sakichi Toyoda
- Henry Ford
- Thomas Edison

Q14. The 5 Whys technique was originally used in:

- Software development

- Healthcare
- ✅ Toyota Production System
- Education

Q15. What is the difference between a symptom and a root cause?

- They are the same
- ✅ Symptom is observable, root cause is underlying
- Symptom is hidden, root cause is visible
- No difference

Q16. When applying 5 Whys, you should stop asking when:

- You reach exactly 5
- You get tired
- ✅ No further logical 'Why' can be asked
- The user says stop

Q17. The 5 Whys technique belongs to which category of analysis?

- Statistical analysis
- ✅ Logical analysis
- Creative analysis
- Random analysis

Q18. What should each answer in 5 Whys be based on?

- Assumptions
- Guesses
- ✅ Facts and observations
- Opinions

Q19. In the student tardiness case study, what was the root cause?

- Student is lazy
- Student wakes up late
- ✅ Student has too many courses
- Student doesn't care

Q20. Why is treating symptoms instead of root causes problematic?

- It's faster
- ✅ Problems will recur
- It's cheaper
- It's easier

Affinity Mapping (8 questions)

Q21. What is the primary purpose of affinity mapping?

- To make data look pretty
- [x] To organize unstructured data into patterns
- To confuse the team
- To delay decisions

Q22. Affinity mapping is also known as:

- The Toyota method
- [x] The KJ method
- The Stanford method
- The Apple method

Q23. What should be written on each affinity note?

- Multiple ideas
- [x] One single observation or idea
- A full paragraph
- Nothing specific

Q24. When is affinity mapping most useful?

- When you have structured data
- [x] When you have large amounts of unstructured data
- When you have no data
- When the project is done

Q25. What is the first step in affinity mapping?

- Create groups
- Label everything
- [x] Capture individual observations
- Make conclusions

Q26. How should affinity notes be grouped?

- Randomly
- By color
- [x] Based on natural relationships
- Alphabetically

Q27. Affinity mapping should be done:

- Alone for best results
- [x] Collaboratively with the team
- Only by the designer
- Only by stakeholders

Q28. What makes a good label for an affinity group?

- Very long and detailed
- Vague and general
- [x] Clear and descriptive
- A single word

Problem Statement Formulation (12 questions)

Q29. What are the three traits of a good problem statement?

- Long, detailed, technical
- ✅ Human-centered, broad enough, narrow enough
- Business-focused, technical, specific
- Short, vague, flexible

Q30. A problem statement should be human-centered, meaning:

- It focuses on technology
- ✅ It focuses on users and their needs
- It focuses on business goals
- It focuses on competitors

Q31. Why should problem statements be broad enough?

- To confuse people
- ✅ To allow creative freedom
- To avoid making decisions
- To delay the project

Q32. Why should problem statements be narrow enough?

- To limit creativity
- ✅ To be manageable and solvable
- To make them easy
- To avoid work

Q33. What is the POV statement formula?

- User + Problem + Solution
- ✅ [User] needs [Need] because [Insight]
- Problem + Answer + Test
- Question + Answer + Verify

Q34. In a POV statement, the NEED should be expressed as:

- A noun (solution)
- An adjective
- ✅ A verb (action)
- A question

Q35. In a POV statement, the INSIGHT reveals:

- The solution
- ✅ Why the need matters
- What to build
- When to start

Q36. What does HMW stand for?

- How Many Ways
- ✅ How Might We
- How Must We
- How Maybe We

Q37. Why is 'MIGHT' important in HMW questions?

- It shows uncertainty
- ✅ It allows exploration of possibilities
- It shows weakness
- It delays decisions

Q38. HMW questions should:

- Include the solution
- Suggest one approach
- ✅ Inspire multiple solutions
- Be very technical

Q39. A common pitfall in problem statements is:

- Making them user-focused
- ✅ Including solutions (solution bias)
- Making them clear
- Testing them

Q40. Which is a bad problem statement?

- Users need quick meal solutions
- ✅ We need to build a mobile app
- Parents need confidence in decisions
- Students need accessible learning

Conflict of Interest (8 questions)

Q41. What is a conflict of interest in problem-solving?

- Team disagreements
- ✅ When satisfying one requirement makes another difficult
- Budget issues
- Time pressure

Q42. How should conflicts be handled in the Define phase?

- Ignore them
- ✅ Make them explicit and creative challenges
- Choose one side
- Delay decisions

Q43. In the Porthos case study, what was the conflict?

- Price vs quality
- [x] Perfect fit vs no touch by tailor
- Speed vs accuracy
- Cost vs time

Q44. The goal when facing conflicts is to:

- Choose one requirement
- Compromise on both
- [x] Satisfy both requirements simultaneously
- Avoid the problem

Q45. A user vs. business conflict example:

- Two users disagree
- [x] Users want free service, business needs revenue
- Two businesses compete
- User wants speed and accuracy

Q46. Why make conflicts explicit rather than hiding them?

- To create problems
- [x] So they can be creatively resolved
- To delay the project
- To confuse stakeholders

Q47. In conflict resolution, Either/Or thinking:

- Is the best approach
- ✅ Fails to find creative solutions
- Always works
- Is required

Q48. Both/And thinking in conflict resolution:

- Is impossible
- ✅ Seeks to satisfy both requirements
- Chooses one side
- Avoids decisions

Problem Definition Canvas (6 questions)

Q49. The Problem Definition Canvas helps to:

- Build solutions
- ✅ Comprehensively define problems
- Test prototypes
- Manage teams

Q50. In the Problem Definition Canvas, the customer type should be:

- Very general
- The average user

- [x] Highly specific (the 10% extreme users)
- [ ] Anyone who might use it

Q51. Why focus on extreme users in problem definition?

- [ ] They are easy to find
- [x] Their needs reveal broader audience needs
- [ ] They complain more
- [ ] They pay more

Q52. Emotional impact in the canvas:

- [ ] Should be ignored
- [x] Links problem to motivation for solutions
- [ ] Is not important
- [ ] Only matters for children

Q53. Quantifiable impact should be expressed in:

- [ ] Vague terms
- [x] Legible currency (time, money, health, etc.)
- [ ] Technical jargon
- [ ] Future projections

Q54. Alternative solutions in the canvas show:

- [ ] What we should build

✅ What users currently use (competitive landscape)

- Impossible options
- Future technology

Case Studies Application (8 questions)

Q55. In the student tardiness case, the simplest solution was:

- Better alarm clock
- Longer sleep
- ✅ Take fewer courses
- Skip class

Q56. In the auto workshop case, what was the key reframing?

- ✅ Workshop is too far → Distance customers travel is too far
- Customers are lazy → Workshop is bad
- Price is too high → Service is poor
- No reframing needed

Q57. The auto workshop solution was:

- Move the workshop
- Lower prices
- ✅ Offer pick-up and drop-off service

- Advertise more

Q58. What lesson does the Porthos case teach?

- Violence solves problems
- ✅ Creative thinking resolves paradoxes
- Avoid difficult clients
- Traditional methods always work

Q59. One solution for Porthos was:

- Force him to cooperate
- ✅ Get him drunk (intoxication)
- Refuse service
- Charge more

Q60. The best Porthos solution was:

- Intoxication
- Use old clothes
- ✅ Train a trusted companion to measure
- Use a long pole

Q61. All three case studies demonstrate:

- ✅ Surface vs deep analysis
- Speed over quality

- Technology solutions
- Ignoring users

Q62. The common pattern across all cases is:

- Business focus
- Quick solutions
- ✅ Looking beyond symptoms to root causes
- Avoiding conflict

Integration & Best Practices (8 questions)

Q63. The Define phase connects:

- ✅ Empathize to Ideate
- Ideate to Prototype
- Prototype to Test
- Test to Empathize

Q64. What transfers from Empathize to Define?

- Solutions
- ✅ Raw research data and empathy maps
- Prototypes
- Final products

Q65. What transfers from Define to Ideate?

- Research notes
- [x] Clear problem statements and HMW questions
- Prototypes
- Test results

Q66. A best practice in the Define phase is:

- Work alone
- Rush to conclusions
- [x] Embrace messiness and collaboration
- Ignore data

Q67. Why should you look for contradictions in data?

- To create problems
- [x] Most powerful insights come from contradictions
- To confuse the team
- To delay progress

Q68. A common pitfall is:

- Too much research
- [x] Jumping to solutions too quickly
- Too much collaboration
- Too much time on definition

Q69. Analysis paralysis means:

- Analyzing too fast
- ✅ Over-analyzing without reaching conclusions
- Not analyzing enough
- Analyzing perfectly

Q70. Before moving to Ideate, verify that:

- You have a solution
- ✅ Problem statement is clear and team aligned
- Prototype is ready
- Testing is complete