AUTODESK
Design Academy

MENU

Principles of Design Thinking
(2331)

Congratulations! You have passed the quiz.

You got *10* of *10* possible points.
Your score: *100* %

Question Results

| Question: | Score 1 of 1 |

Fill in the blank: According to IDEO's CEO and President Tim Brown, "Design thinking converts need into demand. It's a _____ approach to problem-solving that helps people and organizations become more innovative and creative."

Response:

Widely-adopted

Technology-driven

Human-centered

Feedback:

The correct answer is "human-centered." Revisit the course's opening lecture for more about this.

| Question: | Score 1 of 1 |

True or false. In the context of design thinking, a user is "anyone who is going to use your potential design solution."

Response:

Correct Answer
True

User answer	True

Feedback	This is true. Revisit Lesson 3 to review this concept.

	Score 1 of 1
Question:	

When interviewing a user during the Understand phase of your design process, what should you *avoid* doing?

Response:

Listen as much as possible.

Encourage your interviewee to tell stories.

Ask simple, yes or no questions.

Feedback:

The correct answer is "Ask simple, yes or no questions." You want to avoid these questions - and any other questions that can be answered with a single word - as much as possible. Revisit Lesson 3, Activity 6 to review this concept.

Be neutral in how your phrase your questions.

| Question: | Score 1 of 1 |

Which is *not* one of the four quadrants included in an Empathy Map?

Response:

Ask

Feedback:

The correct answer is "Ask." The four quadrants in an Empathy Map are Say, Do, Feel and Think. Revisit Lesson 4, Activity 2 to review this concept.

Do

Feel

Think

| Question: | Score 1 of 1 |

During which phase of the design process should you begin brainstorming ideas to solve the problem?

Response:

Understand

Define

Ideate

Feedback:

The correct answer is "Ideate." Revisit the Lesson 5 lecture video to review this concept.

Prototype and test

	Score 1 of 1

Question:

Which of the following is true of your first prototype:

Response:

It's not for you, it's for your users.

Feedback:

The correct answer is "It's not for you, it's for your users." The purpose of your early prototypes is primarily to prove that your idea will solve the problem for your users; it will likely look very different from your end product. Revisit the Lesson 6 lecture video to review this concept.

It should prove that your idea is technically feasible.

It should resemble your final product.

Question:	Score 1 of 1

Which of the following would not be a good early prototype?

Response:

Models of your idea made of cardboard and scrap material

Detailed technical drawings

Feedback:

The answer is "Detailed technical drawings." These are unlikely to help you solicit useful feedback from users early in your testing process. Revisit the Lesson 6 lecture video to review this concept.

Storyboards of an experience

Skits and simulations

Question:	Score 1 of 1

True of false. Iteration is defined as "the process of doing something again and again, usually to improve it."

Response:

Correct Answer
True

User   True

answer

Feedback	This is true. Revisit the Lesson 7 lecture video to review this concept.

Question:	Score 1 of 1

Why is the Ford Edsel known as a classic case of product failure?

Response:

They failed to test the concept with users early in its development.

They spent years developing the product in secret.

They failed to test the price point in the market.

All of the above.

Feedback:

The answer is "all of the above." Revisit the Lesson 3 lecture video to review this concept.

Question:	Score 1 of 1

True or false. The two things that make a great prototype are the ability to build it quickly and the ability to get useful user feedback.

Response:

Correct Answer
True

User answer	True

Feedback	True! Revisit the Lesson 6 lecture video to review this concept.

90%

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11 lessons | 20 hours

Author: Libby Falck
Software: - None / Other -
Level: Beginner
Enrollment: 13998

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i   Course Description

✔   Getting started

✔   Lesson 1: Introduction to design thinking

✔   Lesson 2: Introduction to the challenge

⤵   Lesson 3: Understand

✔   Lesson 4: Define

⤵   Lesson 5: Ideate

⤵   Lesson 6: Prototype and Test

✔   Lesson 7: Refine

✔   Lesson 8: Conclusion

✔   Lesson 9: Course Assessment

✔   Question 1

✔   Question 2

✔ Question 3

✔ Question 4
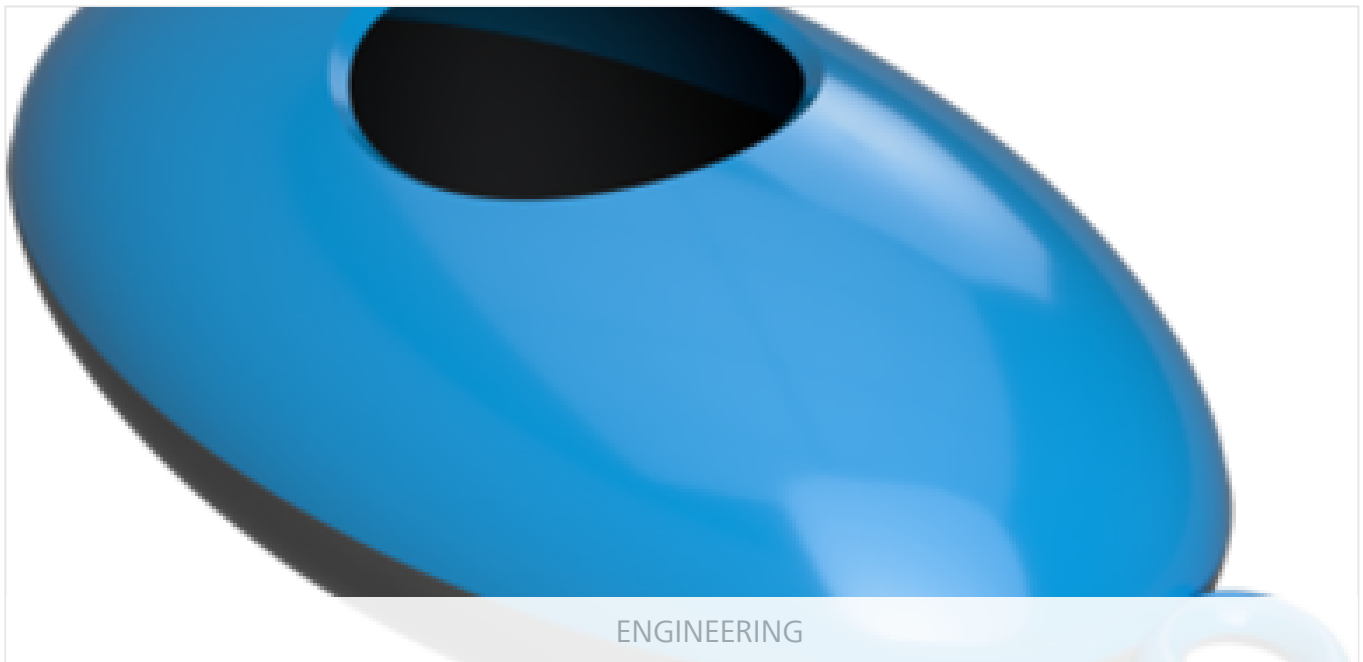
✔ Question 5

✔ Question 6

✔ Question 7

✔ Question 8

✔ Question 9

✔ Question 10

Lesson 10: Next steps

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