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School of Computing

First CIA Exam - AUG. 2024

Course Code: ENG315

Course Name: Design Thinking

Duration: 90 minutes

Max Marks: 50

PART A (10 MARKS)

Q1. Imagine you are a design thinking consultant. The Managing Director of the Cherrydrop Group of Companies approaches you with an issue. Cherrydrop is a popular brand that manufactures biscuits, cakes, and chocolates. For the past six months, they haven't been doing so well. A number of staff have resigned from the company and the profit margin has dropped low. Draft close-ended and open-ended questions (10 each) to interact with your target group and know their needs/problems.

PART B (20 MARKS)

Q2. Create four insight capture grids for the situation given in Q1.

PART C (20 MARKS)

Q3. Formulate FOUR feasible and innovative human-centric solutions to the following case study by applying DT principles.

Imagine you are part of a management consultancy that operates on the principles of Design Thinking. You are approached by the Dean of Students' Welfare of XYZ University. He wants to promote unity and self-discipline amidst students. He also wants the students to crack through the campus interviews and make bright endeavors in life.

or

Imagine you are a DT consultant. The Director of the SWATHMA group of restaurants consults you to solve their problems. Their restaurants, which were at the top of the scale, are now facing major losses. The number of customers seem to be dwindling although they offer quality food. Their branches are located in the city and are close to theatres, malls, schools, colleges, and supermarkets. Yet, some of their branches are facing a huge problem. They are thinking of shutting them down. They approach you as a last resort to see if you can help them out.



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INTEGRATING INNOVATION | LEARNING | RESEARCH | COMMUNITY

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(U.S. 3 of the UGC Act, 1956)

THINK MERIT | THINK TRANSPARENCY | THINK SASTRA



School of Computing
II CIA Exam – SEP. 2024

Course Code: ENG315

Course Name: Design Thinking

Duration: 90 minutes

Max Marks: 50

PART A (20 Marks)


Q1. Draft 10 HMW (How Might We) questions for the following Point of View Statements:

a) “*Lalitha, who is going to get married in Dec 2024, wants jewels which are traditional as well as modern to suit different festive occasions apart from wearing them on her wedding day.*”

b) “*Vinod, an ambitious football player, wants a pair of comfortable sports shoes to minimize the chances of slipping down while running fast on the football ground.*”

PART B (30 Marks)

Q2. Imagine you are part of a management consultancy that operates on the principles of Design Thinking. You are approached by the XYZ Tea estate owner. The workers of his tea estate are late to work daily. They frequently go on strike for simple reasons. Apart from this, there is lack of unity amidst them. The estate owner wants to promote unity and self-discipline amidst his tea estate workers and increase their productivity level. Try to ideate using the Story Telling Strategy prescribed in DT. Use PIXAR Story Telling Rules for ideating here.

 SASTRA <small>SAHAYAN SAMITHI</small> <small>DEEMED TO BE UNIVERSITY</small> <small>THINK MERIT THINK TRANSPARENCY THINK SASTRA</small>	School of Computing III CIA Exam – NOV. 2024 Course Code: ENG315 Course Name: Design Thinking Duration: 90 minutes Max Marks: 50
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PART A (30 Marks)

Q1. Imagine that you are part of a management consultancy that operates on the principles of Design Thinking. You are approached by the Director of Schema Textile Industries Pvt. Ltd. The Director wants to improve the customer services, and manufacture new and trendy fabrics to design dresses for college students. Your help is sought in this regard. You have completed the empathizing and defining phase. Use 6 Hats Technique and ideate.

PART B (20 Marks)

Q2. Ideate for the following HMW questions:

- 1. HMW design and manufacture light-weight, trendy, nifty and stylish spectacle frames so that the youngsters can wear them comfortably during all occasions without looking old-fashioned & out-moded?*
- 2. HMW design and manufacture light-weight, scratch & water proof, low-priced, classy, durable and handy spectacle frames so that the elderly customers can wear them comfortably during all occasions without looking old-fashioned & out-moded?*