

QUESTION BANK

1. Design Thinking is:

- A. Thinking about design
- B. Designing ways in which people think
- C. Asking users to solve problems
- D. Defining, framing and solving problems from users' perspectives

Answer: D

2. What are the steps in 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 is a Linear Process. True or False?

Answer: False

4. A college is redesigning its website. Current students are the main users of the website. Which one of the below elements should definitely be on the website?

- A. College rules and regulations
- B. Information on faculty members
- C. Information about courses
- D. Alumni details

Answer: C

5. Aravind Eye Care System (AECS), an Indian eye care provider for millions of low income people has been using design thinking in its approach since a long time. Which of the below statements are examples of design thinking at AECS?

- A. AECS provides buses from remote locations to the AEC centre to provide transportation to its users, the poor people as they can't afford these
- B. AECS has developed a manufacturing facility which enables providing lenses at a fraction of cost than the market price
- C. AECS has been using telemedicine trucks to enable expert advice of doctors at hospital
- D. All of the above

Answer: D

6. Which of the below firm is associated the most with Design Thinking?

- A. Ikea
- B. Ideo
- C. Idea
- D. Ikei

Answer: B

7. Design Thinking typically helps in

- A. Innovation
- B. Data analytics
- C. Financial planning
- D. Operational efficiency

Answer: A

8. One needs to have professional training in design to become a design thinker. True or False?

- A. True
- B. False

Answer: B

9. Which of the following well known consulting firms are offering Design Thinking as a solution?

- A. McKinsey & Co
- B. BCG
- C. Bain & Co
- D. All of above

Answer: D

10. 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 above

Answer: D

11. Who bought a collaborative design philosophy to the Engineering Party?

- A. Henry Ford
- B. Henry Ford and Steve Jobs
- C. Steve Jobs
- D. None of the above

Answer: B

12. What is the accelerator to understanding and unlocking great customer experiences. It is essential to understand how businesses can reach their audiences in ways that will succeed.

- A. Segmentation
- B. Customer strategy
- C. Ideation
- D. Journey mapping

Answer: D

13. Three spaces in Strategic Design Thinking are:

- A. Identify, Develop, Market
- B. Problem, Solution, Market
- C. Problem, Model, Test
- D. Identify, Solutions, Test

Answer: B

14. What is the reason for design thinking to fail?

- A. Allowing crazy ideas to happen
- B. Avoiding outsourcing process phase
- C. Sustainable implementation is like building a healthy habit
- D. Put together a heterogeneous team

Answer: C

15. Social challenges require _____ that are grounded in the client's or customer's needs.

- A. Systemic solutions
- B. Feasible solutions
- C. Quantitative solutions
- D. All of the above

Answer: A

16. What are the principles that make design thinking successful?

- A. Don't fall in love with your prototype
- B. Put the function of the prototype in the foreground, not the design
- C. Start prototype development quickly
- D. None of the above

Answer: D

17. Businesses can apply design thinking tools when adopting segmentation frameworks through

- A. understand, define, ideate, prototype, test, learning
- B. understanding, designing and prototyping, testing and learning
- C. understanding, defining and prototyping, testing and learning
- D. empathise, define, ideate, prototype, test

Answer: C

18. Which innovation is about improving the existing features?

- A. Radical Innovation
- B. Disruptive Innovation
- C. Architectural Innovation
- D. Incremental Innovation

Answer: D

19. Which challenges solve Design thinking influences Strategies for innovation?

- A. Human centric
- B. Empathy building process
- C. Financial planning
- D. Data analytics

Answer: A

20. Which model introduced collaborative design by Henry ford in 1908?

- A. Model D
- B. Model T
- C. Model I
- D. None of the Above

Answer: B

21. Design Thinking tackles complex problems by_____

- A. Testing
- B. Designing
- C. Defining
- D. Empathizing

Answer: D

22. According to IEEE report, business fail because of

- A. Badly defined requirements
- B. Stakeholder politics
- C. Poor communication
- D. All the above

Answer:D

23. The Design Thinking process is iterative, flexible and focused on collaboration between _____ and _____

- A. Design and empathise
- B. Designers and users
- C. Empathise and test
- D. Design and Test

Answer: B

24. Design is non linear process

- A. True
- B. False

Answer: A

25. Reason to invest Design Thinking?

- A. Focusing on UX decrease your revenue
- B. Improving your UX saves you money

Answer: B

26. Empathize-

- A. State Your Users' Needs and Problems
- B. Start to Create Solutions
- C. Research Your Users' Needs
- D. Create Ideas

Answer: C

27. Design thinking minimizes the uncertainty and risk of innovation by engaging customers or users through a _____

- A. Designing, test
- B. Designing, Implement, test
- C. Designing, Prototype, test
- D. Prototypes to learn, Test, and Refine

Answer: D

28. Customer strategy fundamentally addresses the needs of _____

- A. Customer
- B. Empathise
- C. Testing
- D. Designing

Answer: A

29. We are continuing to develop _____ and _____ that help our businesses shape leading customer strategies.

- A. Designing and marketing
- B. Frameworks and tools
- C. Designing and Frameworks
- D. Marketing and tools

Answer: B

30. Businesses recognize that design thinking can respond to changing _____

- A. Customer needs
- B. Customer behavior
- C. Customer Satisfaction

Answer: B

31. The _____ mode is the mode in which one creates new concepts and ideas

- A. Prototype
- B. Define
- C. Ideate
- D. Empathize

Answer: C

32. Which is not a TRUE about Customer Strategy?

- A. It address the need of customer
- B. It learns exactly who the audience is their needs, known and unknown and their behavior.
- C. It shapes the future experience a business aspires to deliver to its customers
- D. None of the above

Answer: D

33. The _____ mode is when one gets the ideas out of one's head and into the world. It is an example object which demonstrates the same features and qualities as the final product.

- A. Empathize
- B. Prototype
- C. Ideate
- D. Define

Answer: B

34. Apply human-centred design to poverty-related challenges and in the process, change the way that a for-profit business can use their resources to create social good.” Was mission of:

- A. Steve Jobs and Henry Ford
- B. Jocelyn Wyatt and Patrice Martin
- C. Steve Jobs and Jocelyn Wyatt
- D. Henry Ford and Patrice Martin

Answer: B

35. Steve Jobs after returning to Apple they decided to scrap complex models and make in total only _____ models which concentrated on customer's needs and not Technical specification

- A. 2
- B. 3
- C. 4
- D. 1

Answer: D

36. Which design is apply to poverty-related challenges and in the process, change the way that a for-profit business can use their resources to create social good

- A. Human-Centered design
- B. Empathy Building Process design
- C. Both a and b
- D. None

Answer: A

37. Which is FALSE?

- A. All businesses have never ending list of goal and release products to satisfy the customer needs
- B. When a product idea is confirmed automatically the expenses increase
- C. Design thinking allows to think in different ways and also gives room for analysis and insights
- D. Applying design thinking can higher the cost by concentrating on specifications.

Answer: D

38. Principles of business management A. Action oriented B. Comfortable with change C. Decrease Risk D. Demote empathy, which is the correct order?

- A. A and B
- B. A,B,C,D
- C. A,B,C
- D. C and D

Answer: C

39. One needs to have professional training in design to become a design thinker. True or False?

- A. False
- B. True

Answer: A

40. Design Thinking is a _____.

- A. Method and mindset to define, frame, and solve problems
- B. Way to separate “thinking” from “making”
- C. Curriculum for teaching non-designers design
- D. All the above

Answer: D

41. Design Thinking starts with _____

- A. Empathy and an understanding of human needs
- B. Sketching or prototyping with craft materials
- C. Identifying solutions for your problem
- D. All the above

Answer: D

42. Design Thinking is sometimes visualized as a linear process, but it is actually

- A. Impactful
- B. Incapacitating
- C. International
- D. Iterative

Answer: D

43. Who or what is at the center of the design thinking model?

- A. The concept of innovation
- B. The customer
- C. The company
- D. The product

Answer: B

44. Which of these is a reason that companies might implement design thinking?

- A. It relies on risk-taking
- B. It creates more problems
- C. It eliminates mistakes
- D. It accelerates effectiveness

Answer: D

45. Rashmi is creating a new product for university students. She takes a design-thinking approach. Her first step is addressing who she is creating the product for and conducts research on understanding this target market. What is this step in the design thinking process?

- A. Define
- B. Ideate
- C. Empathise
- D. Prototype

Answer: C

46. A university is re-designing their website. The main user of the website is university students. The web-developer is choosing what elements to put on the home page. For the best user-experience, what element should be on the home page?

- A. Student Log-in
- B. University's philosophy
- C. Letter from the Dean
- D. Library hours

Answer: A

47. The India ranked ____ in the Global Innovation Index-2019 Rankings.

- A. 49th
- B. 65th
- C. 52th
- D. 48th

Answer: C

48. The State of Karnataka ranked ____ in the Global Innovation Index-2019 Rankings for top states.

- A. 5th
- B. 1st
- C. 3rd
- D. 10th

Answer: B

49. What do you call the process of applying new and useful ideas, and converting it into new methods, products or services?

- A. Innovation
- B. Creation
- C. Invention

D. Conception

Answer: A

50. Which of the following is NOT a thing to consider when coming up with an innovation?

- A. Usable
- B. Valuable
- C. Possible
- D. Easy

Answer: D

51. Which of the following is NOT a category of innovation?

- A. Human Resource Development
- B. Policy, Planning, Research and Governance
- C. Learning Modalities
- D. Learning Environment Improvement

Answer: C

52. What do you call an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems?

- A. Design Thinking
- B. Creative Thinking
- C. Computational Thinking
- D. Problem Solving

Answer: A

53. What do you call the ability to understand and share feelings of another?

- A. Empathy
- B. Define
- C. Ideate
- D. Test

Answer: A

54. What is the third stage of design thinking?

- A. Prototype
- B. Ideate
- C. Define
- D. Empathize

Answer: B

55. What stage of design thinking is where designers or evaluators rigorously test the complete product using the best solutions identified during the prototyping phase?

- A. Prototype

- B. Testing
- C. Ideate
- D. Define

Answer: B

56. In which part of the innovation paper do we state how the innovation will resolve the problem stated?

- A. Overview
- B. Innovation Description
- C. Innovation Statement
- D. Implementation Procedure

Answer: A

57. What part of the implementation procedure shows how the innovation is implemented through a graphical flow or framework?

- A. Process Flow/Framework
- B. Project Management
- C. Timeline
- D. Resource Utilization

Answer: A

58. Which is not the building block (steps) in design thinking?

- A. synthesis through modelling
- B. problem analysis and definition
- C. information gathering
- D. communicate your ideas

Answer: D

59. What is the first step in the Design Thinking Process?

- A. Empathize
- B. Define
- C. Ideate
- D. Prototype

Answer: A

60. After you empathize, the next step is to ____.

- A. Prototype
- B. Test
- C. Define
- D. Ideate

Answer: C

61. After you define the problem, the next step is to ____.

- A. Test

- B. Prototype
- C. Ideate
- D. Empathize

Answer: C

62. After you ideate, the next step is to ____.

- A. Test
- B. Prototype
- C. Define
- D. Empathize

Answer: B

63. After you prototype, the next step is to ____.

- A. Test
- B. Define
- C. Ideate
- D. Empathize

Answer: A

64. The final step in the Design Process is to ____.

- A. Test
- B. Define
- C. Ideate
- D. Empathize

Answer: A

65. 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. Empathize

Answer: D

66. During which stage would you: Consult experts to learn more about the areas of concern and to gain an understanding of other people's experiences.

- A. Prototype
- B. Define
- C. Ideate
- D. Empathize

Answer: D

67. During which stage would you: Gather information about people's needs and motivations.

- A. Prototype
- B. Define
- C. Ideate
- D. Empathize

Answer: D

68. When defining a problem, your problem statement should include a solution.

- A. True
- B. False

Answer: B

69. During which stage would you: Analyze observations and data collected in order to identify the core problem.

- A. Prototype
- B. Define
- C. Ideate
- D. Empathize

Answer: B

70. During which stage would you: Write a problem statement focused on a specific need or goal.

- A. Prototype
- B. Define
- C. Ideate
- D. Empathize

Answer: B

71. During which stage would you: Brainstorm ideas based on your observations.

- A. Prototype
- B. Define
- C. Ideate
- D. Empathize

Answer: C

72. During which stage would you: Do the most whiteboarding.

- A. Prototype
- B. Define
- C. Ideate
- D. Empathize

Answer: C

73. During which stage would you: Start looking for alternative ways of viewing the problem.

- A. Prototype

- B. Define
- C. Ideate
- D. Empathize

Answer: C

74. During which stage would you:Want to try to "think outside of the box".

- A. Prototype
- B. Define
- C. Ideate
- D. Empathize

Answer: C

75. During which stage would you:Create a model of your solution.

- A. Prototype
- B. Define
- C. Ideate
- D. Test

Answer: A

76. During which stage would you:Want users to be able to try out your solutions for themselves.

- A. Prototype
- B. Define
- C. Ideate
- D. Test

Answer: D

77. During which stage would you:Gain feedback from others on how the solution meets the needs of the problems or concerns they shared with you in interviews.

- A. Prototype
- B. Define
- C. Ideate
- D. Test

Answer: D

78. Which stage would you consider to be an experimental phase where you are trying out solutions you previously brainstormed?

- A. Prototype
- B. Define
- C. Ideate
- D. Test

Answer: A

79. What is design thinking?

- A. When you think about designs
- B. A way of building something
- C. A method for creative problem solving
- D. Steps for making lightbulbs

Answer: C

80. What acronym do we use to help remember the design thinking steps?

- A. LUNCH
- B. LAUNCH
- C. ROCKET
- D. LIFTOFF

Answer: B

81. What does the L in LAUNCH Cycle stand for?

- A. Look, Listen, and Learn
- B. Learn
- C. Lean, Learn, Look
- D. Look and Listen

Answer: A

82. What does the A in LAUNCH Cycle stand for?

- A. Ask the teacher
- B. Answer a problem
- C. Ask other people
- D. Ask tons of questions

Answer: D

83. What does the U in LAUNCH Cycle stand for?

- A. Uncover research
- B. Understand the problem/process
- C. Understand the audience
- D. Understand your teacher

Answer: B

84. What does the N in LAUNCH Cycle stand for?

- A. New ideas
- B. Never give up
- C. Navigate ideas
- D. Need a plan

Answer: C

85. What does the C in LAUNCH Cycle stand for?

- A. Cooperate

- B. Collaborate
- C. Create
- D. Cycle

Answer: C

86. What does the H in LAUNCH Cycle stand for?

- A. Help each other
- B. Hope for the best
- C. Highlight a winner
- D. Highlight and fix

Answer: D

87. Which part of the LAUNCH Cycle is about generating awareness of the world around you?

- A. L
- B. N
- C. U
- D. H

Answer: A

88. Why do we have to pay attention to consumer wants/needs when designing a product?

- A. They won't like you as a person
- B. They won't like your company
- C. They won't buy a product they don't want/need
- D. Actually, consumer wants/needs don't matter

Answer: C

89. Which part of the LAUNCH Cycle involves brainstorming and planning with your group?

- A. A
- B. N
- C. C
- D. H

Answer: B

90. What is your first model/design of a product called?

- A. A prototype
- B. A rough draft
- C. A practice design
- D. A draft

Answer: A

91. Which part of the LAUNCH Cycle involves research?

- A. L

- B. U
- C. H
- D. C

Answer: B

92. Can the LAUNCH Cycle only be used for creating a product that you want to sell?

- A. Yes
- B. No

Answer: B

93. Why are we learning Design Thinking & the LAUNCH Cycle?

- A. It helps us do better in school in general
- B. It helps build creativity and innovation skills that we will need for future careers
- C. It helps us learn to ask better questions
- D. It helps us learn how to collaborate as a team

Answer: B

94. True or False: There are other models (steps) for design thinking besides the LAUNCH Cycle

- A. True
- B. False

Answer: A

95. True or False: It is totally possible to revisit a LAUNCH Cycle step while going through the whole process.

- A. True
- B. False

Answer: A

96. What is the name of the guy who created the LAUNCH Cycle steps?

- A. Mr. Ridley
- B. Adrian Smith
- C. John Spencer
- D. Dwayne Johnson

Answer: C

97. Design Thinking is less about thinking and more about ...

- A. Speaking
- B. Listening
- C. Doing
- D. Writing

Answer: C

98. The first step in Design Thinking where we understand the problem, is called ...

- A. Define

- B. Prototype
- C. Empathize
- D. Test

Answer: C

99. The steps in Design Thinking includes the following except ...

- A. Being Empathy & Defining which lead to UNDERSTANDING that ends in INSIGHT
- B. Prototyping & Testing which lead to DELIVERY that ends in REALITY
- C. Ideating which means CREATION that ends in IDEAS
- D. Imagining only

Answer: D

100. What is step 2 of the design thinking process?

- A. Ideate
- B. Test
- C. Define
- D. Empathize

Answer: C

101. What is step 3 of the design thinking process?

- A. Ideate
- B. Test
- C. Define
- D. Empathize

Answer: A

102. What is step 4 of the design thinking process?

- A. Ideate
- B. Define
- C. Empathize
- D. Prototype

Answer: D

103. What is step 5 of the design thinking process?

- A. Ideate
- B. Test
- C. Define
- D. Empathize

Answer: B

104. What step of design thinking has you brainstorm multiple possibilities for a solution?

- A. Empathize

- B. Define
- C. Ideate
- D. Prototype

Answer: C

105. What step of design thinking has users try out your prototype?

- A. Empathize
- B. Define
- C. Prototype
- D. Test

Answer: D

106. What step makes design thinking different than the engineering design process?

- A. Define
- B. Empathize
- C. Ideate
- D. Prototype

Answer: B

107. How many phases are in Design Thinking Cycle?

- A. 3
- B. 4
- C. 5
- D. 6

Answer: C

108. Define is

- A. When you brainstorm ideas, get feedback, create an initial design, share the design, and iterate.
- B. When you identify your materials, constraints, and how you will be successful.
- C. To rapidly change.
- D. When you create a 3-D model of your design.

Answer: B

109. Ideate is

- A. To rapidly change.
- B. When you create a 3D model of your design.
- C. The process for creating and sharing ideas where you use images and sketches instead of words to describe your idea.
- D. When you brainstorm ideas, get feedback, create an initial design, share the design, and iterate.

Answer: D

110. When you create a 3D model of your design.

- A. Ideate
- B. Prototype
- C. Test
- D. Design Thinking

Answer: B

111. State true or false. The various stages of design thinking are fixed and linear.

- A. True
- B. False

Answer: B

112. Constraints

- A. Limitations or obstacles in your challenge.
- B. When you identify your materials, constraints, and how you will be successful.
- C. A process for creative problem solving that is human-centered.
- D. When you self-reflect on your experiences with the problem or challenge.

Answer: A

113. Design Thinking

- A. A process for creative problem solving that is human-centered.
- B. The process for creating and sharing ideas where use of images and sketches instead of words to describe your idea.
- C. When you put the prototype into action, get feedback, identify successes, and iterate.
- D. Limitations or obstacles in your challenge.

Answer: A

114. Empathize

- A. When you identify your materials, constraints, and how you will be successful.
- B. A process for creative problem solving that is human-centered.
- C. When you self-reflect on your experiences with the problem or challenge.
- D. When you brainstorm ideas, get feedback, create an initial design, share the design, and iterate.

Answer: C

115. Iterate

- A. To rapidly change.
- B. When you brainstorm ideas, get feedback, create an initial design, share the design, and iterate.
- C. The process for creating and sharing ideas where you use images and sketches instead of words to describe your idea.
- D. When you brainstorm ideas, get feedback, create an initial design, share the design, and iterate.

Answer: A

116. Prototype

- A. Limitations or obstacles in your challenge.
- B. A process for creative problem solving that is human-centered.

- C. When you create a 3D model of your design.
- D. When you put your prototype into action, get feedback, identify successes, and iterate.

Answer: C

117. Show Don't Tell

- A. When you identify materials, constraints, and how you will be successful.
- B. A process for creative problem solving that is human-centered.
- C. When you create a 3D model of your design.
- D. The process for creating and sharing ideas where you use images and sketches instead of words to describe your idea.

Answer: D

118. Test

- A. When you put your prototype into action, get feedback, identify successes, and iterate.
- B. Limitations or obstacles in your challenge.
- C. When you create a 3D model of your design.
- D. The process for creating and sharing ideas where you use images and sketches instead of words to describe your idea.

Answer: A

119. Limitations or obstacles in your challenge.

- A. Constraints
- B. Design Thinking
- C. Ideate
- D. Prototype

Answer: A

120. When you identify your materials, constraints, and how you will be successful.

- A. Show Don't Tell
- B. Define
- C. Empathize
- D. Iterate

Answer: B

121. A process for creative problem solving that is human-centered.

- A. Prototype
- B. Test
- C. Design Thinking
- D. Ideate

Answer: C

122. When you self-reflect on your experiences with the problem or challenge.

- A. Iterate
- B. Show Don't Tell
- C. Constraints

- D. Empathize

Answer: D

123. When you brainstorm ideas, get feedback, create an initial design, share the design, and iterate.

- A. Ideate
- B. Prototype
- C. Test
- D. Define

Answer: A

124. To rapidly change.

- A. Iterate
- B. Show Don't Tell
- C. Constraints
- D. Design Thinking

Answer: A

125. When you create a 3D model of your design.

- A. Ideate
- B. Prototype
- C. Test
- D. Design Thinking

Answer: B

126. The process for creating and sharing ideas where you use images and sketches instead of words to describe your idea.

- A. Constraints
- B. Design Thinking
- C. Ideate
- D. Show Don't Tell

Answer: D

127. When you put the prototype into action, get feedback, identify successes, and iterate.

- A. Test
- B. Define
- C. Design Thinking
- D. Ideate

Answer: A

128. Which is NOT a good interview strategy for the Empathy step?

- A. Encourage the person to talk about experiences.
- B. Ask follow-up questions to get more information.
- C. Try to uncover needs people may or may not be aware of.

- D. Encourage short answers that get right to the point.

Answer: D

129. Which is NOT an aspect of the Define step of design thinking?

- A. Create a composite user to give perspective to the solution
- B. Develop a Point of View statement to state user's need
- C. Define as many possible solutions to the problem as possible
- D. Recognise a challenge with a "How Might We" question

Answer: C

130. Which is NOT a guideline for the Ideate step?

- A. Consider the practicality of each idea before sharing it.
- B. Generate as many ideas as possible.
- C. Reference the How Might We question frequently.
- D. Don't worry about how good other peoples' ideas are.

Answer: A

131. Which statement about the Prototype step is TRUE?

- A. A prototype needs to be a realistic model.
- B. The point is to get your idea out into the physical world.
- C. You shouldn't worry about how someone might interact with it.
- D. You shouldn't consider your composite user at this stage.

Answer: B

132. Which of the following is not one of the profiles of design thinking?

- A. Empathy
- B. Simplicity
- C. Integrative Thinking
- D. Optimism

Answer: D

133. Majority of the top executives regarded _____ as one of the top 3 leadership qualities?

- A. Empathy
- B. Creativity
- C. Qualifications
- D. Experience

Answer: A

134. Which is NOT true about the Test step?

- A. It is an opportunity to refine the solution.
- B. You should come up with new ideas during the Test step.
- C. Only consider positive feedback to get the best result.
- D. You should assume that your solution can be made better.

Answer: C

135. Which is NOT an aspect of the Empathise step?

- A. Evaluate: prioritise evidence that supports a chosen problem
- B. Engage: Interact and interview users in real-life context
- C. Observe: View users in the context of their lives
- D. Immerse: experience what the user experiences

Answer: A

136. During which step do you explore the ways in which users experience your area of concern?

- A. Prototype
- B. Ideate
- C. Define
- D. Empathise

Answer: D

137. During which step do you narrow focus to a specific, meaningful challenge?

- A. Define
- B. Test
- C. Empathise
- D. Ideate

Answer: A

138. During which step do you build a vast depository of suggestions to work with?

- A. Test
- B. Empathise
- C. Ideate
- D. Prototype

Answer: C

139. During which step do you create a physical, interactive representation of your solution?

- A. Prototype
- B. Ideate
- C. Test
- D. Define

Answer: A

140. During which step do you allow an authentic audience to interact with your proposed solution?

- A. Prototype
- B. Ideate
- C. Empathise
- D. Test

Answer: D

141. A step-by-step problem solving framework.

- A. Computational thinking
- B. Design thinking
- C. SAMR
- D. Bloom's Taxonomy

Answer: B

142. Conduct research in order to understand user needs.

- A. Empathize
- B. Ideate
- C. Prototype
- D. Test

Answer: A

143. Generate a range of creative solutions.

- A. Empathize
- B. Ideate
- C. Prototype
- D. Test

Answer: B

144. Use inexpensive materials to create and try out many solutions.

- A. Empathize
- B. Ideate
- C. Prototype
- D. Test

Answer: C

145. At what step do you want to complete the does - point of view?

- A. empathy
- B. prototype
- C. define
- D. ideate

Answer: C

146. What is Design thinking

- A. Balance between problem statement and solution developed
- B. Balance between problem solved and solution identified.
- C. Both A and B
- D. None of the above

Answer: A

147. What is a wicked problem?

- A. Unsolvable or impossible to solve
- B. Easy to solve
- C. Possible to Solve
- D. None of the above

Answer: A

148. Which Wicked Problems Do We Need to Deal with?

- A. Societal or cultural
- B. Business and societal
- C. Environmental and societal
- D. All the above

Answer: A

149. Agile method involves

- A. Dividing persons
- B. Dividing tasks
- C. Dividing teams
- D. Dividing process

Answer: B

150. LEAN process is applied for

- A. Product success
- B. Product management
- C. Product development
- D. Product value

Answer: A

151. In Stage Gate process product development starts from?

- A. Ideate to value
- B. Ideate to define
- C. Ideate to test
- D. Ideate to launch

Answer: D

152. Good design should be

- A. Contextual
- B. Complemental
- C. Complex
- D. Composite

Answer: A

153. Understanding and Problem solving is termed as?

- A. Undesirable situation
- B. Implemented plan

- C. Designing
- D. Desirable situation

Answer: C

154. Design thinking is a structured problem solving methodology that puts _____ at the center of the decision making process

- A. Profits
- B. Processes
- C. Customers
- D. Shareholders

Answer: C

155. A solution in the early stages of development, that can be used by customers to experience some functionalities of the final solution is called:

- A. Prototype
- B. Empathy Map
- C. Customer Touchpoint
- D. Journey Map

Answer: A

156. What do the initial stages of design thinking cover?

- A. Prototyping, Testing
- B. Defining, Brainstorming
- C. Observation, Empathizing
- D. Testing, Execution

Answer: C

157. Experiencing a product or solution the way would do, helps us in:

- A. Prototyping
- B. Empathizing
- C. Brainstorming
- D. Execution

Answer: B

158. Which is NOT something you do during the Define step of design thinking?

- A. Make sure there is only ONE problem
- B. Come up with lots of ideas
- C. State the problem from the user's point of view
- D. Come up with "How might we" questions

Answer: B

159. Which is NOT something you do for the ideate step of design thinking?

- A. Decide if the idea is good or not before sharing it
- B. Look at your "How might we" question a lot
- C. Come up with as many ideas as possible
- D. Share any idea that matches the problem

Answer: A

160. Which statement about the Prototype step is TRUE?

- A. A prototype needs to be perfect
- B. You shouldn't worry about how someone might use it
- C. The point is to make something that people can test.
- D. You shouldn't make it online

Answer: C

161. During which step do you see the problem from another person's perspective?

- A. Prototype
- B. Ideate
- C. Empathize
- D. Define

Answer: C

162. During which step do you create an interactive representation or model of your idea or solution?

- A. Prototype
- B. Ideate
- C. Test
- D. Define

Answer: A

163. During which step do you allow an authentic audience to interact with your prototype and give feedback?

- A. Prototype
- B. Ideate
- C. Test
- D. Define

Answer: C

164. During which phase would you "Capture quotes, behaviors, and other notes that reflect your users' experience."

- A. Empathize
- B. Define
- C. Ideate
- D. Prototype

Answer: A

165. During which phase would you "describe human emotion, physical necessities, surprising insights, and/or needs on the part of users."

- A. Empathize
- B. Define
- C. Ideate
- D. Prototype

Answer: A

166. During which phase would you "Unpack your empathy findings into needs and insights and scope a significant challenge."

- A. Empathize
- B. Define
- C. Ideate
- D. Prototype

Answer: B

167. During which phase would you "develop an actionable problem statement: your Point Of View"

- A. Empathize
- B. Define
- C. Ideate
- D. Prototype

Answer: B

168. Which of the following is NOT part of the Ideate phase:

- A. Generate radical design alternatives
- B. A process of “going wide” in terms of concepts and outcomes
- C. Large quantity and broad diversity of ideas
- D. Gather feedback, refine solutions, and continue to learn about your users

Answer: D

169. A small group of people start sharing ideas. Some ideas may seem silly, but all suggestions are written down for further consideration. This activity is part of which step of the Design Process.

- A. Empathize
- B. Define
- C. Ideate
- D. Prototype

Answer: C

170. If, during the test phase, you find out that your design does not fully solve the problem and needs refining, which step of the design process do you go back to?

- A. Empathize
- B. Define
- C. Ideate
- D. Prototype

Answer: D

171. During which stage might you interview the user?

- A. Empathize
- B. Define
- C. Ideate
- D. Prototype

Answer: A

172. During which step do you form the needs and insights of your user into a problem statement?

- A. Empathize
- B. Define
- C. Ideate
- D. Prototype

Answer: B

173. During which step might you write this kind of statement: "Kate needs a new way to transport her cello because she has hurt her back and is unable to carry it"

- A. Empathize
- B. Define
- C. Ideate
- D. Prototype

Answer: B

174. Which is NOT a good interview strategy for the Empathy step?

- A. Encourage the person to talk about experiences.
- B. Ask follow-up questions to get more information.
- C. Try to uncover needs people may or may not be aware of.
- D. Encourage short answers that get right to the point.

Answer: D

175. Which is NOT a guideline for the Ideate step?

- A. Consider the practicality of each idea before sharing it.
- B. Generate as many ideas as possible.
- C. Reference the How Might We question frequently.
- D. Don't worry about how good other peoples' ideas are.

Answer: A

176. Which stage would you consider to be an experimental phase where you are trying out solutions you previously brainstormed?

- A. Prototype
- B. Define
- C. Ideate
- D. Test

Answer: A

177. Which of the following statements are NOT true about the Test phase?

- A. Testing informs the next iterations of prototypes. Sometimes this means going back to the drawing board.
- B. Testing is another opportunity to build empathy through observation and engagement
- C. process of “going wide” in terms of concepts and outcomes
- D. Sometimes testing reveals that not only did you not get the solution right, but also that you have failed to frame the problem correctly.

Answer: C

178. Which of the following statements is NOT a value of the Design Thinking process?

- A. bias towards action
- B. focus on human values
- C. Show don't tell
- D. Systemscentered, problem oriented

Answer: D

179. Which statements are true?

- A. You should always start design thinking with Empathy because it is the core process.
- B. Design thinking can start with any part of the process because is an iterative cycle.
- C. Design thinking should only take place when there is a problem you are passionate to solve.
- D. Design thinking is a methodology that focuses on users as an anchor throughout the problem solving process.

Answer: B & D

180. What is Empathy?

- A. To understand a person's situation and to pity them
- B. To experience a person's situation so you can tell others what it was like
- C. To have a deeper appreciation and understanding of people's needs
- D. To listen to their problems and then give them advice

Answer: C

181. Name three types of empathy approach you can do to understand your user's needs better and gather insights.

- A. Engage users in debate (engage), Experience what your user goes through (immerse) Observe users in a controlled environment (observation)
- B. Engage users in opinion based discussions (engage), Assume what your user goes through (immerse), Observe users in their natural environment (observation)
- C. Engage users in interview (engage), Experience what your user goes through (immerse), Observe users in their natural environment (observation)

Answer: C

182. Which one of the following is false?

- A. We do immersion in empathy to allow ourselves to experience the similar journey faced by the user to help us understand better.

- B. While interviewing during empathy, we should always make sure we introduce ourselves and the intention of the interview.
- C. When observing during empathy, we should not give the user a heads up and introduce ourselves before observing them, to ensure we observe their natural behaviour.
- D. During empathy, we should only ask questions that would validate our answers in order to get the answers we are looking for.

Answer: D

183. Among the benefit of _____ is that we are able to see and pay attention to our users' experience and interaction with the service/product, and the surrounding environment.

- A. Observe
- B. Empathy
- C. Immerse
- D. Interview

Answer: A

184. What should we do during Empathy: Engage?

- A. Introduce yourself and make the user feel comfortable
- B. Talk to 2 users at the same time to maximize our time
- C. Always ask Why to dig deeper
- D. Simplify the interview questions to "Yes and No" types to ease the user's understanding.

Answer: A & C

185. Which of the following habitis NOT important to carry out meaningful empathy exercises?

- A. List down your intended discovery, assumption and unknowns about your user.
- B. Be prepared and get use to improvising your methods based on users response. Prep ahead by using 5Ws and 1H.
- C. Engage your user in lengthy conversation. Tell them as much as you can about the project challenge.
- D. Take notes or have a record of your exercise.

Answer: C

186. You and your team finished interviewing your users. You noticed there are gaps in your understanding of your users' needs and problems. To fill in these gaps, what should you and your team do next?

- A. Try your best to fill in the gaps yourself.
- B. Ask for another interview session
- C. Plan an observation exercise
- D. Become the user and experience what they experience.

Answer: B, C & D

187. Design Thinking way of working is _____

- A. Iterative and Collaborative
- B. People Centric and Collaborative
- C. Iterative, Collaborative and Prototype Drive Requirements.

- D. People Centric, Collaborative, Iterative and Prototype Drive Requirements.

Answer: D

188. What are the Attributes of Design Thinking ?

- A. Iterative, Collaborative, Serious Play, People Centric, and Prototype Drive Requirements
- B. Creative, Iterative, Collaborative and Prototype Driven
- C. Human Centered, Iterative, Collaborative and Prototype Driven
- D. Human Centered, Creative, Iterative and Collaborative

Answer: A

189. Design thinking can be applied to _____

- A. Sales
- B. Project Delivery
- C. Finance
- D. Any Practice

Answer: D

190. Design Thinking is an approach to come up with new solutions to _____ problems.

- A. Easy
- B. Difficult
- C. Interactive
- D. Hands-on

Answer: B

191. What Design Thinking focuses on these activities, except...

- A. Listening
- B. User Empathy
- C. Sympathy
- D. Holistic

Answer: C

192. Design Thinking is less about thinking and more about ...

- A. Speaking
- B. Listening
- C. Doing
- D. Writing

Answer: C

193. The first step in Design Thinking where we understand the problem, is called ...

- A. Define
- B. Prototype
- C. Empathize
- D. Test

Answer: C

194. Design thinking is

- A. Process to solve problem
- B. Design new project
- C. Think about new design
- D. Design thinking process

Answer: A

195. Ideate stage is

- A. Think of idea to make the project
- B. How can you solve the problem
- C. Think of idea to fix the problem
- D. What can you use to fix the problem

Answer: C

196. Prototype stage is

- A. Design your project
- B. Make your project
- C. Make your model
- D. Make a model of your idea

Answer: D

197. Test stage is

- A. Test your idea
- B. Test your model
- C. Test your project
- D. All the above

Answer: D

198. Shivanna sits down to interview about her experiences. Which step of the designprocess is this?

- A. Empathize
- B. Define Problem Statement
- C. Ideate
- D. Prototype

Answer: A

199. Robert researches statistics about the average age of school dropouts. Which stage is he in?

- A. Empathize
- B. Define Problem Statement
- C. Ideate
- D. Prototype

Answer: A

200. Ayesha is building a model of her new desk design for Naveen. Which step is she on?

- A. Defining Problem Statement
- B. Ideate
- C. Prototype
- D. Test

Answer: C

201. Naveen tries the new desk design out and writes down a list of suggestions for Ayesha's design. Which stage are we in?

- A. Define the Problem Statement
- B. Ideate
- C. Prototype
- D. Test

Answer: D

202. Adalena and Madison work together to create a list of twenty things we could do to improve school lunches. Which stage are they on?

- A. Define Problem Statement
- B. Ideate
- C. Prototype
- D. Test

Answer: B

203. Mel is in the ideate phase. What is his goal?

- A. To come up with one or two great ideas.
- B. To come up with as many ideas as possible, good and bad.
- C. To test his best idea.
- D. To figure out which problem he's going to solve.

Answer: B

204. David is testing his prototype. What should his next move be?

- A. Ideate and come up with more ideas.
- B. Research the people he is designing for.
- C. Collect feedback from the testers to evaluate his idea.
- D. Change his problem statement.

Answer: C

205. What can Design Thinking does for you according to Tim Brown?

- A. It can be used to design an experience for an event and the guests.
- B. It can be useful for anyone as a tool in our life.
- C. It can be used as an advantage to your life to solve a problem differently.
- D. All the above

Answer: D

206. What are things you should avoid during IDEATE stage?

- A. Stick to logical ideas.
- B. Ignore too crazy ideas.
- C. Make the obvious idea a priority.
- D. All the above

Answer: D

207. What happen in the test stage of design thinking?

- A. You conduct a written test of your design team.
- B. You allow consumers to test a product or service
- C. You engage in internal testing with employees
- D. You test products designed by competitors.

Answer: B

208. Collecting _____ is an important portion of testing a prototype in the test stage of design thinking?

- A. Pictures
- B. Money
- C. Feedback
- D. Emails

Answer: C

209. Which of the following is right?

- A. Design sensibilities are a combination of design features, qualities and aesthetics.
- B. Empathy is to see no evil, hear no evil and speak no evil.
- C. Design sensibilities are complex feelings such as amenity, pleasantness, comfort, pleasure, etc.
- D. Conduct a written test of your design team.

Answer: A

210. Identify the correct statement

- A. To derive the power of design thinking, individuals, teams, and organizations must have a leap of faith about the existence of a solution.
- B. Leap of faith is the page in the manual of design thinking containing the core philosophy about design thinking.
- C. Design thinking presupposes that some people are inherently creative and become successful in creative product development. The team should have at least one such person.
- D. None of the above.

Answer: A

211. Which of the following statements is correct?

- A. Design thinking is convergence-divergence process
- B. Design thinking is a linear process of product development that compulsorily involves validation at the end of the product development.
- C. Design thinking is regarded as a lean start-up process.

- D. Design thinking is predominantly a product development process and is not very suitable for service innovation.

Answer: A

212. In design, where does the information used to put together a problem statement come from?

- A. The Design Stage
- B. The Define Stage
- C. The Empathize Stage
- D. The Testing Stage

Answer: B

213. What is wrong with this product design?



- A. The colour is too bright.
- B. It does not function as a chair should.
- C. It will not be comfortable for the user.
- D. The design is too unstable.

Answer: C

214. What step of the design process did they miss?



- A. Manufacturing
- B. Research
- C. Prototyping & Testing
- D. Design Brief

Answer: C

215. What question did the designers forget to ask?



- A. How many urinals are needed?
- B. How much space is needed per person?
- C. What will the toilet look like once the floor plan is complete?
- D. Where do they go?

Answer: B

216. Prototype should only be demonstrated and tested within the team

- A. True
- B. False

Answer: B

217. The initial design brief is provided by

- A. Designer
- B. User
- C. Both A and B
- D. Client

Answer: D

218. True or false, design thinking can be applied in other professions?

- A. True
- B. False

Answer: D

219. What element of User Experience Design would the design strategy fall under?

- A. Interaction Design
- B. Experience Strategy
- C. User Research

- D. Information Architecture

Answer: B

220. Taking into account the look and feel of a product and its presentation is user-experience design?

- A. True
B. False

Answer: B

221. No alterations are to be made in the design after testing phase

- A. True
B. False

Answer: B

222. User persons are created during which phase of design process

- A. Design stage
B. Discover stage
C. Develop stage
D. None of the above

Answer: A

223 What helps the design team and client to visualize and handle the design concept

- A. Define
B. Ideate
C. Empathise
D. Prototype

Answer: D

224. Design brief given by the client be modified or re-written?

- A. True
B. False

Answer: A

225. The ultimate goal of design thinking is to help you design better

- A. Services
B. Products
C. Experiences
D. All of above

Answer: D

226. Design thinking typically provides a solution based to problem solving

- A. True
B. False

Answer: A

227. In the delivery phase we

- A. Iterate
- B. Test
- C. Prototype
- D. All of above

Answer: D

228. Design thinking has

- A. Nothing to do with graphic design
- B. Nothing to do with architectural design
- C. Very little to do with UI and UX design
- D. Everything to do with products that succeed.

Answer: D

229. What is the way to narrow down the thoughts to reach at the final solution

- A. Convergent thinking
- B. Divergent thinking
- C. None of them
- D. Both A & B

Answer: A

230. Empathy is crucial because it allows design thinkers to set aside their assumptions about the world to gain insight into users and their needs.

- A. True
- B. False

Answer: A

231. What is the key in any design thinking process?

- A. Empathy
- B. Defining the problem
- C. Designing the solution
- D. None of these

Answer: B

232. The goal of the prototype phase is?

- A. To understand what component of your idea didn't work
- B. To understand what component of your idea work
- C. Both of them
- D. None of them

Answer: C

233. The winning design is typically that which most closely meets the design brief and need not necessarily adhere to budget and timeline

- A. True
- B. False

Answer: B

234. A sitemap is a high level diagram portraying the general structure and architecture of the website.

- A. True
- B. False

Answer: A

235. MVP stands for

- A. Most viable product
- B. Maximum viable product
- C. Minimum viable product
- D. None of above

Answer: A

236. Being an experimental phase, continuous iterations can take place here, which phase it refers to?

- A. Define
- B. Empathise
- C. Prototype
- D. None of them

Answer: C

237. What is Design Thinking?

- A. A method facilitated by UX designers
- B. A process for creative problem solving
- C. A process to teach design to non-designers
- D. A methodology developed to discard old design methods

Answer: B

238. Which of the following principles are not considered for design thinking?

- A. Embrace Experimentation
- B. Human-centric design
- C. Profit-centric
- D. Pattern identification for problem solving

Answer: C

239. To empathize, one has to

- A. Observe
- B. Engage
- C. Listen

- D. All of the above

Answer: D

240. Which of the following are NOT tools of visualization?

- A. Maps
- B. Images
- C. Stories
- D. Videos

Answer: C

241. _____ storytelling is the most compelling type of story

- A. Aural
- B. Visual
- C. Textual
- D. All of the above

Answer: B

242. Mind maps are used to _____ ideas

- A. Generate
- B. Visualize
- C. Structure
- D. All of the above

Answer: D

243. Journey mapping is also called _____ mapping

- A. Path
- B. Experience
- C. Conduct
- D. Feedback

Answer: B

244. Which of the following are NOT tools of Design Thinking?

- A. Co-creation
- B. Prototyping
- C. Mind Mapping
- D. Online Marketing

Answer: D

245. Which of these are NOT components of a mind map?

- A. Branches
- B. Arrows
- C. Central Idea
- D. All of the above are components

Answer: D

246. Journey mapping maps which phase of activity of service for a customer?

- A. Before a service
- B. During a service
- C. After a service
- D. All of the above

Answer: D

247. _____ is used with the objective of identifying needs that customers are often unable to articulate.

- A. Mind mapping
- B. Experience mapping
- C. Story telling
- D. Rapid Concept Development

Answer: B

248. Value chain analysis examines how an organization interacts with value chain partners to _____ new offerings.

- A. Produce
- B. Market
- C. Distribute
- D. All of the above

Answer: D

249. A prototype is a simple experimental model of a proposed solution used to

- A. test ideas
- B. validate ideas
- C. Both
- D. None of the above

Answer: C

250. A hypothesis is _____.

- A. a wished-for result that the researcher concludes the research with
- B. a complicated set of sentences that pulls variables into proposed complexrelationships
- C. a conjecture that is grounded in support background originating from secondaryresearch
- D. None of the above

Answer: C

251. Learning launches are designed to test the key underlying value-generating assumptions of a potential new-growth initiative in the marketplace.

- A. True
- B. False
- C. Cannot be said

Answer: A

252. A case study is

- A. a research strategy
- B. an empirical inquiry
- C. a descriptive and exploratory analysis
- D. All of the above

Answer: D

253. _____ is an analysis of persons, groups, events, decisions, periods, policies,institutions or other systems that are studied holistically by one or more methods.

- A. Literature Study
- B. Case Study
- C. Co-creation
- D. Prototyping

Answer: B

254. Design thinking principles DO NOT include

- A. Feasibility
- B. Viability
- C. Desirability
- D. Credibility

Answer: D

255. The purpose of MVP is NOT

- A. Be able to test a product hypothesis with maximum resources
- B. Accelerate learning
- C. Reduce wasted engineering hours
- D. Get the product to early customers as soon as possible

Answer: D

256. The three “I”s of Design thinking DO NOT include

- A. Interest
- B. Implementation
- C. Inspiration
- D. Ideatio

Answer: A

257. Collaborative teamwork is essential in design thinking for

- A. Equal Importance to all members
- B. Solving multifaceted problems
- C. Unbiased Selection of ideas
- D. Better failure management

Answer: D

258. Design Thinking is best suited to addressing problems at the intersection of

- A. business and society
- B. logic and emotion

- C. human needs and economic demands
- D. All of the above

Answer: D

259. Frank Robinson defined and coined the term

- A. Design Thinking
- B. Mind Mapping
- C. MVP
- D. Hypothesis

Answer: C

260. Design Thinking process began with the following 3 steps:

- A. Understand - Improve – Apply
- B. Define – Ideate – Build
- C. Study – Solve – Create
- D. Understand – Ideate – Create

Answer: A

261. _____ was IDEO'S first expression of design thinking.

- A. Deep-Design
- B. Deep-Dive
- C. Deep-Structure
- D. Study-Dive

Answer: B

262. Human-centric design was re-interpreted as an acronym to mean

- A. Hear, Create, Deliver
- B. Hear, Create, Design
- C. Hold, Create, Deliver
- D. Hear, Compile, Deliver

Answer: A

263. Design thinking typically is a

- A. Non-linear process
- B. Linear process
- C. Cyclic process
- D. None of the above

Answer: A

264. In the Create phase we DO NOT

- A. Recognise existing knowledge in the challenge space
- B. Recruit participants for the co-design task from a diverse pool of those affected
- C. Maintain awareness of sensitivities by avoiding judgements
- D. Encouraging storytelling and expression

Answer: A

265. Design thinking is also known as

- A. Adaptable Enquiry
- B. Strategic design thinking
- C. Transformation by design
- D. All of the above

Answer: D

266. Design thinking follows

- A. Waterfall Model
- B. Agile methodology
- C. Both of these
- D. None of these

Answer: B

267. BPM stands for

- A. Building Product Management
- B. Business Product Management
- C. Business Process Management
- D. Basic Product Management

Answer: C

268. _____ is an iterative and incremental method of managing development and design.

- A. Waterfall Model
- B. Agile Methodology
- C. Cyclic Methodology
- D. All of the above

Answer: B

269. Which of the following sequences is correct for Waterfall Methodology?

- A. Define – Design – Develop – Test - Deploy
- B. Define – Develop – Design - Test - Deploy
- C. Define – Design – Develop – Deploy – Test
- D. Design - Define – Develop – Test – Deploy

Answer: A

270. Design Thinking supports in

- A. Developing the product
- B. Developing the strategy
- C. Developing the process
- D. All of the above

Answer: D

271. What is design considerations are not linked with?

- A. Products
- B. Services
- C. Business
- D. Computers

Answer: D

272. Design Thinker in an organization are

- A. People
- B. Employees
- C. Managers
- D. All of the above

Answer: D

273. Design thinking supports in developing product features to improve the services to the customers

- A. Yes
- B. No

Answer: A

274. Comprehensive Principle of Design Thinking does not include

- A. Relationship
- B. Collaboration
- C. Communication
- D. Suppliers

Answer: A

275. Communication Skills includes

- A. Speaking
- B. Writing
- C. Visual
- D. All of the above

Answer: D

276. In the stages of design thinking empathy means

- A. Identifying areas of concern in the business
- B. Identifying from the perspective of the employees
- C. Identifying from the perspective of the product
- D. All of the above

Answer: D

277. Design Thinking typically helps in _____

- A. Innovation
- B. Data Analysis
- C. Marketing Management

D. Operation Management

Answer: A

278. Which one of these statements is TRUE about the Prototype?

- A. Your prototype has to be exactly like the final product
- B. You must not make it online
- C. The objective is to have people interacting with your product
- D. You can consider anyone as a potential user of your product

Answer: C

279. Which one of these statements is NOT a good interview practice for user testing in the Empathy step?

- A. Encourage interviewees to share personal experiences
- B. Encourage interviewees to provide concise answers going straight to the point
- C. Interview your target audience in their usage environment
- D. Depending on interviewees, diverge from the Interview Guide to ask additional unplanned questions

Answer: C

280. A Brainstorming session is_____

- A. There is no rule, it is up to the Brainstorming facilitator to decide
- B. A mix of individual & collective activities
- C. A collective activity only
- D. An individual activity only

Answer: C

281. The objective of a low-fidelity prototype is to...

- A. Test fast and fail cheap
- B. Validate final concepts among your target audience
- C. Test more concepts at an early stage
- D. Assess the technical feasibility of the solution

Answer: A

282. You can interview your target users at any step of the Design Thinking approach.

- A. Yes
- B. No

Answer: A

283. When testing a new prototype, how many people do you need to interview per Persona to detect the main usability issues?

- A. The more persons per Persona the better
- B. 20 persons per Persona
- C. 10 persons per Persona
- D. Five persons per Persona

Answer: D

284. You are an Innovation Consultant helping a Team apply the Design Thinking approach. This team is working on the Ideation step and have produced more than 100 ideas. What would you suggest they do first?

- A. To prototype some of these ideas
- B. To categorise their ideas
- C. To continue iterating on ideas
- D. To vote for their preferred ideas

Answer: B

285. As an Innovation Consultant, what should you do to help a team struggling to think outside the box during a Brainstorming session?

- A. Propose to them new brainstorming techniques (e.g. Mash-up)
- B. Remind the team about the Problem Statement(s) to help guide the ideation process
- C. Remind the team about the Brainstorming rules
- D. Give them feedback about the ideas like highlighting the good ones already proposed

Answer: B

286. One needs to have professional training in design to become a design thinker. True or False?

- A. True
- B. False

Answer: Yes

287. How does the Prototype stage of design thinking enable better management?

- A. It enables designers to eliminate the user feedback portion of testing.
- B. It allows the design team to break testing down into smaller chunks.
- C. It requires the design team to tackle all portions of testing at once.
- D. The Prototype stage has no bearing on better test management.

Answer: B

288. How does the test stage of design thinking allow you to make tweaks and refine your prototype?

- A. By observing and talking to customers, you can learn whether your product hits the mark.
- B. By learning more about your product, you can determine the best market for it.
- C. By testing employees' knowledge of the product, you can start designing packaging.
- D. By talking with other designers, you can learn ways to redesign to make more money.

Answer: A

289. What is characteristic for the location of a virtual team?

- A. In the same building
- B. In the same industry
- C. In the same country
- D. Remotely

Answer: D

290. Innovation is defined as:

- A. The commercialization of a new product or process.
- B. The invention of a new product or process.
- C. A new product or process idea.
- D. The implementation of a new production method.

Answer: B

291. Innovation can help to provide a temporary competitive advantage when:

- A. Barriers to entry are high.
- B. Barriers to imitation are low and intellectual property rights are difficult to enforce.
- C. There are few other competitors.
- D. Barriers to entry are low.

Answer: B

292. Scope of Strategic Innovation includes

- A. Managed Innovation
- B. Strategic Alignment
- C. Industry Foresight
- D. All of the above

Answer: D

293. Integrating Design thinking in strategic innovation includes

- A. Reviewing
- B. Simulating
- C. Conversing
- D. All of the above

Answer: D

294. Mr. Will is starting a clothing company. Instead of making clothing that fits models, though, Will wants to start by thinking about what non-models need. Because will is planning his designs around the end user, he is engaging in _____.

- A. Design thinking
- B. Model design
- C. End user generation
- D. Model thinking

Answer: A

295. Mr. Ravi wants to design a new bed that he can sell to nursing homes to use with their patients. However, Ravi doesn't want anything to do with older adults or people with disabilities. According to the design thinking process, Mr. Ravi will face problems because he is missing _____.

- A. Empathy
- B. Creativity
- C. Practicality

- D. Imagination

Answer: A

296. Internal stakeholders are people or groups who work at your company or organization and directly or indirectly influence your task. Internal stakeholders can be

- A. Employees
- B. Other business units or departments
- C. Top management
- D. All of the above

Answer: D

297. What is a customer journey map?

- A. It is a map to locate where the customer has travelled
- B. This only applies to the travel industry, since it involves maps
- C. It is a typical journey of a customer who goes through a certain experience
- D. The map that leads us to a profit-making enterprise

Answer: C

298. The main uses of a customer journey map are

- A. This gives the design thinkers a near first-hand experience of what a customer goes through
- B. The map can give us the emotional roller coaster of the user
- C. The output of the map is a list of problems that the customer goes through
- D. The map also serves as a visual aid to communicate the situation of the user

Answer: A

299. Design thinking is often also called

- A. Intellectual property
- B. Human Centered design
- C. Ecological sustainability
- D. Alien diversity

Answer: B

300. For building a customer journey map, we interview only one customer

- A. True
- B. False

Answer: False

301. Who is the recommended group that you should test out the prototypes with?

- A. Your target customers
- B. People in your team
- C. Professional designers
- D. Experts

Answer: A

302. What is the usual order of problem-solving process?

- A. Try, Reflect, Prepare, Define
- B. Prepare, Try, Define, Reflect
- C. Try and Reflect
- D. Define, Prepare, Try, Reflect

Answer: D

303. State true or false. The various stages of design thinking are fixed and linear.

- A. True
- B. False

Answer: False

304. Stages of design thinking workshop are planning stage and workshop stage

- A. True
- B. False

Answer: False

305. Learning Goals in design thinking workshop are related to

- A. Define learning outcomes
- B. Mapping with the problem statement
- C. Understanding culture of the organization
- D. Defining learning styles

Answer: A

306. During the design thinking workshop, providing introduction is important to engage participants

- A. True
- B. False

Answer: True

307. Closing remarks of the design thinking workshop supports in motivating the participants to apply concepts of design thinking at the workplace

- A. True
- B. False

Answer: True

308. Collaboration in design thinking for strategic innovation includes

- A. Collaboration with design thinking team
- B. Collaboration with design thinking consultant
- C. Collaboration with operation team
- D. Collaboration with all the members of the organization for shared solution for a complex problem

Answer: D

309. Readiness of the organization for strategic innovation means

- A. Changing innovation process in the organization
- B. Ready for change in the organization
- C. Ready for change in the capabilities of the organization
- D. All of the above

Answer: D

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