

Design Tinking 2 Questions

1. When it comes to the art of influencing through storytelling, which of the following is essential?

Avoiding emotional appeals to maintain professionalism.

Keeping the story simple and straightforward.

Tailoring your message to your audience and their values.

Focusing solely on your own perspective and opinions.

2. What is the primary purpose of an elevator pitch in storytelling?

To confuse the audience with a complex plot

To provide a detailed overview of the entire story

To present a concise and compelling summary in a short time

To focus solely on the backstory of the characters

3. What is the purpose of alpha testing in the software development process?

To validate design parameters

To conduct usability testing

To identify and fix defects before the software is released to a larger audience

To assess the impact of design thinking

4. Which technique involves systematically varying design parameters to determine their impact on the overall design outcome?

Taguchi Method

Guerrilla Interviews

User Feedback

Record Results

5. What is the purpose of conducting beta testing in the software development process?

To assess the impact of design thinking

To validate the design parameters

To identify defects and gather user feedback before the final release

To conduct random sampling of users

6. How can mapping personas enhance storytelling?

By creating relatable characters and situations

By incorporating complex vocabulary and language

By focusing solely on the plot twists

By avoiding emotional connections with the audience

7. What is the primary purpose of conducting usability tests during the design process?

To validate design hypotheses

To observe users in their natural environment

To test software validation tools

To assess the impact of design thinking

8. Which method involves engaging with users informally and in unexpected locations to gather quick feedback on a design prototype?

Usability testing

Guerrilla Interviews

Validation workshops

Alpha testing

9.Which of the following methods involves directly observing and studying users in their natural environment to understand their behaviors and needs?

Usability testing

Guerrilla Interviews

Observation and shadowing methods

Alpha testing

10.What is the primary purpose of usability testing in the design process?

To gather user feedback for a project presentation.

To assess the impact of design thinking.

To identify and fix usability issues with a design.

To randomly sample user preferences.

11.What is the primary goal of the "Refine and narrow down to the best idea" phase in design thinking?

a) To generate as many ideas as possible.

b) To select the most popular idea among team members.

c) To identify and focus on the most promising idea.

d) To finalize the design without further iteration.

12.In the context of design thinking, what does the "10-100-1000 grams" concept refer to?

a) A measurement scale for prototypes.

b) The number of team members involved in brainstorming.

c) The budget allocation for a design project.

d) The time frame for idea generation.

13.What does "QBL" stand for in the context of design thinking?

a) Quick Business Launch

b) Quality Business Logistics

c) Quantitative Business Learning (according Chatgpt)

d) Quality Function Deployment (according ma'am)

14.During the 1000 grams phase in design thinking, what does SWOT analysis help teams assess?

a) Strengths, weaknesses, opportunities, and threats of their prototype.

b) The budget required for the project.

c) The number of stakeholders involved.

d) The color scheme of the final product.

15.In the 10-100-1000 grams concept, what is the significance of the "1000 grams" phase?

a) It represents the smallest prototype.

b) It indicates the final product design.

c) It signifies the heaviest prototype for testing.

d) It's a theoretical concept with no practical application.

16.What is the primary purpose of prototyping in the design thinking process?

a) To create a final product.

b) To quickly develop a fully functional solution.

c) To test and refine ideas before implementation.

d) To generate as many ideas as possible.

17.Which of the following is a tool often used for creating visual representations of user interactions in a prototype?

- a) Sketching
- b) Pseudo-codes
- c) Physical mockups
- d) Storyboards**

18. Why is it important to revisit and iterate on brainstormed ideas based on user feedback during the prototyping phase?

- a) To increase the complexity of the design.
- b) To demonstrate technical expertise to stakeholders.
- c) To ensure that the final solution meets user needs and expectations.**
- d) To complete the project on schedule.

18.What is the primary purpose of a "Napkin Pitch" in business and product development?

- a) To test the absorbency of napkins.
- b) To communicate a product or business idea succinctly and clearly.**
- c) To decide on the color scheme for a product.
- d) To create a detailed business plan.

19.What is the primary purpose of A/B testing in the context of digital products and marketing?

- a) To assess the product's physical durability.
- b) To compare two versions of a product to determine which performs better.**
- c) To calculate the production cost of a product.
- d) To create a backup plan for product launches.