

# Innovative Design Thinking -BIDTK158

## Question Bank-Module1

1.	What is Design Thinking? a. A method facilitated by UX designers <b>b. A process for creative problem solving</b> c. A process to teach design to non-designers d. A methodology developed to discard
2.	What is Design Thinking? a. A method facilitated by UX designers <b>b. A process for creative problem solving</b> c. A process to teach design to non-designers. d. A methodology developed to discard
3.	Which of the following principles are not considered for design thinking? a. Embrace Experimentation b. Human-centric design <b>c. Profit-centric</b> d. Pattern identification for problem solving
4.	To empathize, one has to a. Observe b. Engage c. Listen <b>d. All of the above</b>
5.	Which of the following are NOT tools of visualization? a. Maps b. Images <b>c. Stories</b> d. Videos
6.	Storytelling is the most compelling type of story a. Aural <b>b. Visual</b> c. Textual d. All of the above
7.	What happens 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. <b>c. You engage in internal testing with employees.</b> d. You test products designed by competitors
8.	Collecting _____ is an important portion of testing a prototype in the test stage of design thinking. a. Pictures b. Money

	<ul style="list-style-type: none"> <li>c. Feedback</li> <li>d. Emails</li> </ul>
9.	<p>A prototype is a simple experimental model of a proposed solution used to</p> <ul style="list-style-type: none"> <li>a. test ideas</li> <li>b. validate ideas</li> <li>c. Both</li> <li>d. None of the above</li> </ul>
10.	<p>To Ideate is</p> <ul style="list-style-type: none"> <li>a. To rapidly change.</li> <li>b. When you create a 3D model of your design.</li> <li>c. The process for creating and sharing ideas where you use images and sketches instead of words to describe your idea.</li> <li>d. When you brainstorm ideas, get feedback, create an initial design, share the design and iterate.</li> </ul>
11.	<p>In design, where does the information used to put together a problem statement come from?</p> <ul style="list-style-type: none"> <li>a. The Design Stage</li> <li>b. The Ideate Stage</li> <li>c. The Define Stage</li> <li>d. The Testing Stage</li> </ul>
12.	<p>Which is NOT an aspect of the Define step of design thinking?</p> <ul style="list-style-type: none"> <li>a. Create a composite user to give perspective to the solution</li> <li>b. Develop a Point of View statement to state user's need</li> <li>c. Define as many possible solutions to the problem as possible</li> <li>d. Recognise a challenge with a "How Might We" question</li> </ul>
13.	<p>MVP stands for</p> <ul style="list-style-type: none"> <li>a. Minimum viable product</li> <li>b. Maximum viable product</li> <li>c. Most viable product</li> <li>d. one of above</li> </ul>
14.	<p>At what step do you want to complete the POV - point of view?</p> <ul style="list-style-type: none"> <li>a. empathy</li> <li>b. prototype</li> <li>c. define</li> <li>d. ideate</li> </ul>
15.	<p>Design thinking principles DO NOT include</p> <ul style="list-style-type: none"> <li>a. Feasibility</li> <li>b. Viability</li> <li>c. Desirability</li> <li>d. Credibility</li> </ul>
16.	<p>The purpose of MVP is NOT</p> <ul style="list-style-type: none"> <li>a. Be able to test a product hypothesis with maximum resources</li> <li>b. Accelerate learning</li> <li>c. Reduce wasted engineering hours</li> </ul>

	d. <b>Get the product to early customers as soon as possible</b>
17.	Jacobs is creating a new product for Architectural college 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. <b>Empathise</b> d. Prototype
18.	The ultimate goal of design thinking is to help you design better a. Services b. Products c. Experiences d. <b>All of the above</b>
19.	Design thinking typically is a a. <b>Non-linear process</b> b. Linear process c. Cyclic process d. None of the above
20.	You would interview people to gain an understanding of how they feel during the _____ stage of Design Thinking. a) Test b) Define c) Ideate d) <b>Empathize</b>
21.	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. <b>Information about courses</b> d. Alumni details
22.	What is the key in any design thinking process? a. Empathy b. <b>Defining the problem</b> c. Designing the solution d. None of these
23.	Design Thinking is: a. Thinking about design b. Designing ways in which people think c. Asking users to solve problems d. <b>Defining, framing and solving problems from users' perspectives</b>
24.	What are the steps of Design Thinking Process?

	<p>a. Understand &gt; Draw &gt; Ideate &gt; Create &gt; Test</p> <p><b>b. Empathise &gt; Define &gt; Ideate &gt; Prototype &gt; Test</b></p> <p>c. Empathise &gt; Design &gt; Implement &gt; Produce &gt; Test</p> <p>d. Understand &gt; Define &gt; Ideate &gt; Produce &gt; Try</p>
25.	<p>Shravana sits down to interview Tanya about her experiences. Which step of the design process is this?</p> <p><b>a. Empathize</b></p> <p>b. Define Problem Statement</p> <p>c. Ideate</p> <p>d. Prototype</p>
26.	<p>Mini is in the ideate phase. What is her goal?</p> <p>a. To come up with one or two great ideas.</p> <p><b>b. To come up with as many ideas as possible, good and bad.</b></p> <p>c. To test his best idea.</p> <p>d. To figure out which problem he's going to solve.</p>
27.	<p>Which of the following is not one of the profiles of design thinkers?</p> <p>a. Empathy</p> <p><b>b. Simplicity</b></p> <p>c. Integrative thinking</p> <p>d. Experimentalism</p>
28.	<p>Design Thinking is –</p> <p>a. Thinking about the final product especially it's material, form and functionality</p> <p><b>b. Thinking outside the box as Designers do, using tools and techniques of Innovation</b></p> <p>that include people</p> <p>c. Thinking about the marketability of the product</p> <p>d. Over thinking</p>
29.	<p>Design Thinking Approach leads to –</p> <p>a. Technology centric designs</p> <p>b. Marketing centric designs</p> <p><b>c. People centric designs</b></p> <p>d. All of the above</p>
30.	<p>Which of the following principles are not considered for design thinking?</p> <p>a. Embrace Experimentation</p> <p>b. Human-centric design</p> <p><b>c. Profit-centric</b></p> <p>d. Pattern identification for problem solving</p>
31.	<p>What is Design Thinking?</p> <p>a. A method facilitated by UX designers</p> <p><b>b. A process for creative problem solving</b></p> <p>c. A process to teach design to non-designers</p> <p>d. A methodology developed to discard old design methods</p>
32.	<p>What happens during test stage?</p> <p>a. Conduct written test of design team</p> <p>b. Allow consumers to test product</p> <p><b>c. Engage in internal testing with employees</b></p>

	d. <i>Test product design by competitors</i>
33.	<b>Process Innovation refers to</b> <ul style="list-style-type: none"><li>a. Development of a new service</li><li>b. Development of a new product</li><li>c. Implementation of a new or improved production method</li><li>d. <b>Development of new product or service</b></li></ul>

