

Innovative Design Thinking -BIDTK158

Question Bank-Module2

1.	Mind maps are used to _____ ideas a. Generate b. Visualize c. Structure d. All of the above
2.	Journey mapping is also called _____ mapping a. Path b. Experience c. Conduct d. Feedback
3.	Which of the following are NOT tools of Design Thinking? a. Co-creation b. Prototyping c. Mind Mapping d. Online Marketing
4.	Which of these are NOT components of a mind map? a. Branches b. Arrows c. Central Idea d. All of the above are components
5.	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
6.	_____ 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
7.	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
8.	Collaborative teamwork is essential in design thinking for a. Equal Importance to all members b. Solving multifaceted problems

	<ul style="list-style-type: none"> c. Unbiased Selection of ideas d. Better failure management
9.	<p>User persons are created during which phase of design process</p> <ul style="list-style-type: none"> a. Design stage b. Discover stage c. Develop stage d. None of the above
10.	<p>Design thinking has</p> <ul style="list-style-type: none"> 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.
11.	<p>What element of User Experience Design would the design strategy fall under?</p> <ul style="list-style-type: none"> a. Interaction Design b. Experience Strategy c. User Research d. Information Architecture
12.	<p>Design Thinking is less about thinking and more about ...</p> <ul style="list-style-type: none"> a. Speaking b. Listening c. Doing d. Drinking
13.	<p>Design Thinking Approach leads to -</p> <ul style="list-style-type: none"> a. Technology centric designs b. Marketing centric designs c. People centric designs d. All of the above
14.	<p>User Journey Map helps you to</p> <ul style="list-style-type: none"> a. Understand the touch points and pain points of the user b. Iterate, iterate, iterate c. Identify the users' credibility, expertise and skills d. All of the above
15.	<p>To empathize, one has to</p> <ul style="list-style-type: none"> a. Observe b. Engage c. Listen d. All of the above
16.	<p>Which of the following are NOT tools of visualization?</p> <ul style="list-style-type: none"> a. Maps b. Images c. Stories d. Videos
17.	<p>Mind maps are used to _____ ideas</p> <ul style="list-style-type: none"> a. Generate

	<p>b. Visualize</p> <p>c. Structure</p> <p>d. All of the above</p>
18.	<p>Journey mapping is also called _____ mapping</p> <p>a. Path</p> <p>b. Experience</p> <p>c. Conduct</p> <p>d. Feedback</p>
19.	<p>Journey mapping maps which phase of activity of service for a customer?</p> <p>a. Before a service</p> <p>b. During a service</p> <p>c. After a service</p> <p>d. All of the above</p>
20.	<p>_____ is used with the objective of identifying needs that customers are often unable to articulate.</p> <p>a. Mind mapping</p> <p>b. Experience mapping</p> <p>c. Story telling</p> <p>d. Rapid Concept Development</p>
21.	<p><i>Quadrant invalid in Empathy map is</i></p> <p>a. Likes</p> <p>b. Comments</p> <p>c. Does</p> <p>d. Feels</p>
22.	<p><i>When empathy map is created by multiple UX professionals, it is called</i></p> <p>a. Single</p> <p>b. Collaborative</p> <p>c. Aggregate</p> <p>d. Such maps does not exist</p>
23.	<p><i>Journey maps does not capture</i></p> <p>a. Sequence</p> <p>b. Collaboration</p> <p>c. Timeline</p> <p>d. processes</p>
24.	<p><i>Journey maps create opportunities for _____</i></p> <p>a. Service optimization</p> <p>b. Customer prevention</p> <p>c. Business</p> <p>d. None of these</p>
25.	<p><i>Emotions are plotted in journey maps as _____</i></p> <p>a. Straight horizontal lines</p> <p>b. Straight vertical lines</p> <p>c. Up and down curves</p> <p>d. None of these</p>