

# Innovative Design Thinking -BIDTK158

## Question Bank-Module3 and Module 4

1.	Value chain analysis examines how an organization interacts with value chain partners to _____ new offerings. a. Produce b. Market c. Distribute d. <b>All of the above</b>
2.	A prototype is a simple experimental model of a proposed solution used to a. test ideas b. validate ideas c. <b>Both</b> d. None of the above
3.	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 complex relationships c. <b>a conjecture that is grounded in support background originating from secondary research</b> d. d. None of the above
4.	A case study is not a. a research strategy b. <b>assumptive analysis</b> c. an empirical inquiry d. a descriptive and exploratory analysis
5.	_____ was IDEO'S first expression of design thinking. a. Deep-Design b. <b>Deep-Dive</b> c. Deep-Structure d. Study-Dive
6.	_____ Helps the design team and client to visualize and handle the design concept a. <b>Ideate</b> b. Define c. Empathise d. d. Prototype
7.	..... is the way to narrow down the thoughts to reach at the final solution a. <b>Convergent thinking</b> b. Divergent thinking c. None of them d. Both of them

8.	Design thinking is also known as a. Adaptable Enquiry b. Strategic design thinking c. Transformation by design <b>d. All of the above</b>
9.	Design thinking follows a. Waterfall Model <b>b. Agile methodology</b> c. Both of these d. None of these
10.	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 worked <b>c. Both of them</b> d. None of them
11.	BPM stands for a. Building Product Management b. Business Product Management <b>c. Business Process Management</b> d. Basic Product Management
12.	_____ is an iterative and incremental method of managing development and design. a. Waterfall Model <b>b. Agile Methodology</b> c. Cyclic Methodology d. All of the above
13.	Which of the following sequences is correct for Waterfall Methodology? <b>a. Define - Design - Develop - Test - Deploy</b> b. Define - Develop - Design - Test - Deploy c. Define - Design - Develop - Deploy - Test d. Design - Define - Develop - Test - Deploy
14.	_____ 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>b. Case Study</b> c. Co-creation d. Prototyping
15.	Design thinking principles DO NOT include a. Feasibility b. Viability c. Desirability <b>d. Credibility</b>
16.	In the Create phase we DO NOT <b>a. Recognise existing knowledge in the challenge space</b>

	<p>b. Recruit participants for the co-design task from a diverse pool of those affected</p> <p>c. Maintain awareness of sensitivities by avoiding judgements</p> <p>d. Encouraging storytelling and expression</p>
17.	<p>You would interview people to gain an understanding of how they feel during the ____ stage of Design Thinking.</p> <p>a. Test</p> <p>b. Define</p> <p>c. Ideate</p> <p><b>d. Empathize</b></p>
18.	<p>Which of the below firm is associated the most with Design Thinking?</p> <p>a. Ikea</p> <p><b>b. Ideo</b></p> <p>c. Idea</p> <p>d. Ikei</p>
19.	<p>Design thinking typically helps in _____</p> <p><b>a. Innovation</b></p> <p>b. Data analytics</p> <p>c. Financial planning</p> <p>d. Operational efficiency</p>
20.	<p>Which of the below is incorrect?</p> <p>a. PepsiCo has turned Design Thinking into its strategy</p> <p>b. Air BnB avoided bankruptcy and turned profitable using Design Thinking</p> <p><b>c. Google has no process to bring about new innovations</b></p> <p>d. All of the above are correct</p>
21.	<p>Which of the following is not one of the profiles of design thinkers?</p> <p>a. Empathy</p> <p>b. Simplicity</p> <p>c. Integrative thinking</p> <p><b>d. Optimism</b></p>
22.	<p>Majority of the top executives regarded ..... as one of the top 3 leadership qualities?</p> <p><b>a. Empathy</b></p> <p>b. Creativity</p> <p>c. Humility</p> <p>d. Qualifications</p>
23.	<p>Identify the correct statement</p> <p>a. Leap of faith is the page in the manual of design thinking containing the core philosophy about design thinking.</p> <p><b>b. To derive the power of design thinking, individuals, teams, and organizations must have a leap of faith about the existence of a solution.</b></p> <p>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.</p> <p>d. None of the above</p>

24.	<p>Which of the following statements is correct?</p> <p>a. Design thinking is regarded as a lean start-up process.</p> <p>b. Design thinking is a linear process of product development that compulsorily involves validation at the end of the product development.</p> <p><b>c. Design thinking is convergence-divergence process</b></p> <p>d. Design thinking is predominantly a product development process and is not very suitable for service innovation</p>
25.	<p>What element of User Experience Design would the design strategy fall under?</p> <p>a. Interaction Design</p> <p><b>b. Experience Strategy</b></p> <p>c. User Research</p> <p>d. Information Architecture</p>
26.	<p>One term for observing and interviewing users where they live/work/play for the sake of design research is:</p> <p>a. Human factors</p> <p>b. Intercept interview</p> <p>c. Style scouting</p> <p><b>d. Contextual inquiry</b></p>
27.	<p>The technique and mindset of “Yes, and” is borrowed from:</p> <p>a. Wedding planners</p> <p>b. Lawyers</p> <p><b>c. Improvisational theatre</b></p> <p>d. Architecture</p>
28.	<p>Animal mascot that we referenced to illustrate the dynamic mindset of design thinking is</p> <p>a. The panda</p> <p>b. The elephant</p> <p>c. The sponge</p> <p><b>d. The blowfish</b></p>
29.	<p>Design Thinkers create low-fidelity prototypes to:</p> <p><b>a. Test concepts quickly and cheaply with potential users</b></p> <p>b. Validate concepts for the market</p> <p>c. Build production-ready products</p> <p>d. Estimate the price of production</p>
30.	<p>Design Thinking is sometimes visualized as a linear process, but it is actually:</p> <p>a. Impactful</p> <p>b. Incapacitating</p> <p>c. International</p> <p><b>d. Iterative</b></p>
31.	<p>Which of the following is NOT a mascot to help remind us of what to do during a contextual inquiry?</p> <p>a. Silent Sponge</p> <p><b>b. Building Beluga</b></p> <p>c. Probing Puppy</p>

	d. Paraphrasing Parrot
32.	Developing a _____ around your prototype helps you communicate it in context. a. Box b. PowerPoint c. Story/Skit d. Website
33.	Which of the following well known consulting firms are offering Design Thinking as a solution? a. McKinsey and Co b. BCG c. Bain and Co d. All of above
34.	Anand and Mahesh work together to create a list of twenty things they could do to improve school lunches. Which stage are they on? a. Define Problem Statement b. Ideate c. Prototype d. Test
35.	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
36.	Muddesh tries the new desk design out and writes down a list of suggestions for his design. Which stage is he in? a. Define the Problem Statement b. Ideate c. Prototype d. test
37.	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
38.	Manindr is building a model of his new desk design for a school to try out. Which step is he on? a. Defining Problem Statement b. Ideate c. Prototype d. Test
39.	.What Design Thinking focuses on these activities, except... a. Listening b. User Empathy c. Sympathy

	d. Holistic
40.	<p>During which stage would you: analyze observations and data collected in order to identify the core problem</p> <p>a. Prototype  <b>b. Define</b>  c. Ideate  d. Empathize</p>
41.	<p>Which of the following is a chronological arrangement of the steps in creative process:</p> <p>a. Idea germination, incubation, preparation, illumination, verification  b. Idea germination, preparation, illumination, incubation, verification  c. Idea germination, incubation, preparation, verification, illumination  <b>d. Idea germination, preparation, incubation, illumination, verification</b></p>
42.	<p>Which of the following is a chronological arrangement of the steps in creative process?</p> <p>a. Rationalization, Recognition, Fantasizing, Realization, Validation  b. Recognition, Realization, Rationalization, Fantasizing, Validation  c. Recognition, Fantasizing, Rationalization, Realization, Validation  <b>d. Recognition, Rationalization, Fantasizing, Realization, Validation</b></p>
43.	<p>Which of the following is not true?</p> <p>a. Patent is valid for 20 years from the priority date  b. Copyright is valid for 60 years from the date of expiry of the creator.  c. Patent provides a window of 36 months to decide on filling of patents in different countries within which period the rights of the patentee is protected in all countries  <b>d. Idea needs to be rendered into a prototype or a design, must have novelty, must involve inventive steps and should have commercial relevance to be eligible for grant of patent.</b></p>
44.	<p>Reframing a Design Challenge -</p> <p>a. Changes the conceptual viewpoint to an individual perspective  <b>b. Helps us come up with the 'right' problem to solve</b>  c. Challenges us to design to a marketing focus  d. None of the above</p>
45.	<p>What is a problem statement in design thinking?</p> <p>a. A written expression of problems from the prototype.  <b>b. A written expression of the problem to be solved.</b>  c. A written expression of problems inside the group.  d. A written expression of problems with the target market</p>
46.	<p>In this point of view (POV) statement, which part is considered the insight? "Senior adults with arthritis need easy-open bottles because they struggle to open childproof lids."</p> <p>a. Because they struggle to open childproof lids  <b>b. Need easy-open bottles</b>  c. Senior citizens  d. Arthritis</p>
47.	Which of the following is not an Agile method of development:



	<ul style="list-style-type: none"> <li>a. Scrum</li> <li>b. Kanban</li> <li>c. Scrumban</li> <li>d. <b>Sprint</b></li> </ul>
48.	<p>Ideo follows:</p> <ul style="list-style-type: none"> <li>a. Machine centric design</li> <li>b. <b>Human centric design</b></li> <li>c. Company centric design</li> <li>d. None of the above</li> </ul>
49.	<p>Characters that acts as promotional aids are:</p> <ul style="list-style-type: none"> <li>a. Biscuits</li> <li>b. Avtaars</li> <li>c. <b>Mascots</b></li> <li>d. All of the above</li> </ul>
50.	<p>As per IDEO, life of designer thinker lies between:</p> <ul style="list-style-type: none"> <li>a. Adaptability and viability</li> <li>b. Availability and viability</li> <li>c. <b>Desirability and viability</b></li> <li>d. Feasibility and viability</li> </ul>

