

Name: _____ ID: _____

Birla Institute of Technology and Science, Pilani

Course No : BITS F326

Course Title : Design Thinking for Innovation and Entrepreneurship

Part 1
Short answer questions

Date: 1st November '22
Suggested time: 30 minutes

Marks: 20 (10%)

Marks: 4+3+4+(3*3)= 20

Q1. Name any six tools used in design thinking (DT) process and mention the stage in which they are used (example: PoV) below:

Tool name	Stage name
1	
2	
3	
4	
5	
6	

Q2. For any one tool identified above, provide the steps of implementation in 4 distinct tasks in the correct sequence:

Q3. (a) What is a prototype? Explain in 20-25 words.

(b) What are the functions of a prototype? Mention any two functions.

Q4. What is meant by the term “integrative thinking” as a design thinker’s personality characteristic?

Q5. Why are these 2 elements critical in design thinking process: 1. Holistic, 2. User-centered? Explain in 20-25 words for each.

1. Holistic

2. User-centered

Design Thinking for Innovation and Entrepreneurship
Mid semester test

Part 2

Total marks: 30 (weightage = 15%)

Suggested time: 60 minutes

Q1. Which elements are important when we make a user's persona? Identify any three elements. **[5]**

Then taking example of a school tiffin box, give one example for each element identified above.

Q2. Name a tool used for 'checking lifestyle activities and their motivations'. Which aspects of the user are investigated in this tool (identify three aspects)? **[4]**

Q3. Draw a graphical diagram to show how problem statement is defined over passing time in the design thinking process. Take one of the axis as certainty/innovation. Include the groan zone by shaded area in the graph space. **[4]**

Q4. (a) Identify any six important elements of a problem statement. **[6]**

(b) For the following context, write a good problem statement to begin with:

It is seen in big metropolitan cities in India, traffic jams has become a tremendous concern. It affects the life of people almost on an everyday basis – making this one of the most serious problems. As a result, many get negative affected on health and psychological front. It also negatively affects work, education, productivity and personal life of people.

Q5. Differentiate between the following (on one common criteria): **[4]**

- a. High fidelity vs. low fidelity prototype
- b. User problem vs. user's challenge

Q6. Why is making a wish list helpful at PoV stage? Provide any two important and distinct reasons. **[3]**

Q7. Using simple figures and drawing, make a **storyboard with five frames** for the following theme: **[4]**
Students plan for their trip from college to home for spending winter vacation at home.