

Name: _____ ID: _____

Birla Institute of Technology and Science, Pilani

Course No : BITS F326
Course Title : Design Thinking for Innovation and Entrepreneurship

Part A
Open Book

Date: 21st December '22
Short answer questions

Marks: 25 (12.5%)
Suggested time: 60 minutes

Marks: 4+ (3*7) = 25

Q1. Look at the picture below from the perspective of a conducive/helpful office space design for carrying out 'design thinking processes. [4]

- (a) Identify any **three important elements** that must be incorporated in an office space for this purpose; then for this example, state if they are met (yes/no) and the reason/evidence from picture. Answer in the table provided.
- (b) If you had to add one element in the picture, what would it be? Show my marking and labelling on the picture.



Name of element	Yes/no	Where?
1		
2		
3		

Q2. You need to create a visualization of ideas which you have gathered around the “daily activities of a college student from morning 6 am till evening 6 pm”. Make a powerful visual 2D representation in the space below. Then **describe** two aspects, which make the picture powerful as a visual in the table given.

Drawing space...You can use colors.	[3]
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1 st aspect which makes the visual powerful:
2 nd aspect:

Q3. Why should a good story have an **emotionally strong initial start point**? Explain in context of design thinking process in 20-25 words. **[3]**

Q4. You are the coordinator of a team of 10 members and the task is to design a fieldwork where you can gather all ideas for solutions that your potential users are willing to share. Identify **any three aspects of your personality and behavior in this role** (in 15-20 words) that will help you in completing the field work design successfully in as a productive team work.

Q5. Scenario planning tool involves several stages. With respect to the **problem of water crisis in urban areas**, identify the following by giving a 15-20 words description (Assume your organization is going to establish its new product in resolving this expected urban crisis).

Identify 2 forces that future water market 1. 2.
Identify 2 possible solutions 1 2
Identify 2 policy changes to accommodate solution 1 2

Q6. How is systems thinking an integral part of design thinking process? Explain in 20-25 words.

In which cases does systems thinking become very important in design thinking process?

Q7. You are running a fast food café serving sandwiches and coffee. You want to take your products portfolio to the next higher level and the framework you are planning to use is the “business model”. Take the perspective of using a lean canvas version of business model and identify any two entry points (in 10-15 words) into the design thinking process giving clear reference of the model component. **[3]**

8. Consider a footwear retailer's ecosystem (only specific answers needed).

[3]

(a) Identifying atleast 4 important stakeholders in the eco-system

(b) Identify atleast 4 important transactions.

(c) Mention 2 important risks in this ecosystem clearly identifying the parties and the risk.



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Part B
Closed Book

Date: 21st December '22
Short answer questions

Marks: 25 (12.5%)
Suggested time: 120 minutes

Marks: 5*7) = 35

Q1. In making the user's persona, one makes their typical demographic profile and an empathy map. Make a list of five elements from each of these tools that one wants to describe. **(3+2=5)**

Do these two tools support each other for better understanding of the user? How?

Q2. What are the six steps in the design thinking process – name them. **(2+3=5)**

What does the reflect stage after testing mean – answer by stating what activities (atleast 3) are taken at this stage and why?

Activity 1	Why its done:
Activity 2	Why its done:
Activity 3	Why its done:

Q3. At the need finding stage of observe stage – why do we need to involve users as innovators? Mention any 2 advantages. **(3+2=5)**

1

2

How can we involve the users to give good and useful responses? Mention any 2 things in observe stage to support this aim.

Q4. What is a 9-window tool used in PoV stage?

[1+2+2 =5]

Show it in a well-labelled diagram

In which case will this tool not be very useful?

Q5. At the idea stage, we need to understand the difference between requirement and features of any idea. Explain this difference with one example. **[2]**

Draw the SCAMPER method in a figure or diagram. **[3]**

Q6. Building prototypes is always a costly and time-consuming process. Do you agree with this statement – state yes/no? Give reason and explain with one example in 20-30 words. **[3+2=5]**

Q7. What are the 4 stages of a testing process? Name them.

[2+3=5]

Make a well-labelled diagram of a feedback grid writing what goes into each of the four cells.
