Name:	ID:

## Birla Institute of Technology and Science, Pilani

Course No : BITS F326

Course Title : Design Thinking for Innovation and Entrepreneurship

Part A Date: 21<sup>st</sup> December '22 Marks: 25 (12.5%)
Open Book Short answer questions 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		

Drawing space	.You can use colors. [3]
1 <sup>st</sup> aspect which	n makes the visual powerful:
2 <sup>nd</sup> aspect:	
Q3. Why should a	a good story have an <b>emotionally strong initial start point</b> ? Explain in context of design in 20-25 words.
Ather all ideas four personality	coordinator of a team of 10 members and the task is to design a fieldwork where you call for solutions that your potential users are willing to share. Identify any three aspects of and behavior in this role (in 15-20 words) that will help you in completing the field wor
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Q2. You need to create a visualization of ideas which you have gathered around the "daily activities of a

Q5. Scenario planning tool involves several stages. With respect to the <b>problem of water crisis in urba</b>
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

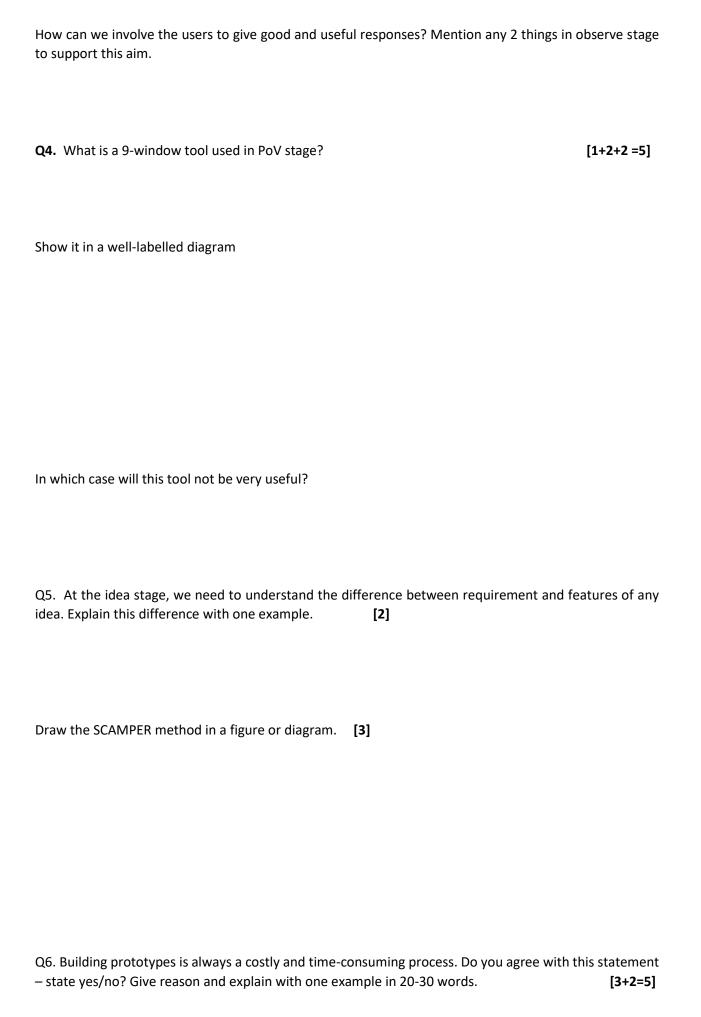
Q6. How is systems thinking an integral part of design thinking process? Explain in 20-25 words.

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). (a) Identifying atleast 4 important stakeholders in the eco-system	[3]
) 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		Marks: 25 (12.5%) gested time: 120 minutes
		Marks: 5*7) = 35
_	the user's persona, one makes their typical demographic profile and ements from each of these tools that one wants to describe.	nd an empathy map. Make (3+2=5)
Do these two t	cools support each other for better understanding of the user? He	ow?
	the six steps in the design thinking process – name them. e reflect stage after testing mean – answer by stating what activit and why?	<b>(2+3=5)</b> ies (atleast 3) are taken
Activity 1	Why its done:	
Activity 2	Why its done:	
Activity 3	Why its done:	
Q3. At the nee any 2 advantag	d finding stage of observe stage – why do we need to involve use ges.	rs as innovators? Mention (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	
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