

Birla Institute of Technology and Science, Pilani

Course No : BITS F326

Course Title : Design Thinking for Innovation and Entrepreneurship

Part 1 Date: 18th March '23

Marks: 14 (7%)

Time: 20 minutes

Marks: 5+3+6= 14

Q1. Name any four tools used in design thinking (DT) process and mention the purpose for which each tool is used (except stakeholder map tool)

Tool name	Purpose
1	
2	
3	
4	

Q2. Which of the following is correct about making a stakeholder map (mark each option with a ✓ or ✗):

- a) It make an alphabetical list of all stakeholders and puts them in the same sequence around the primary user.
- b) It does not aim at identifying any financial transactions between stakeholders
- c) It aims to show the flow of physical materials amongst stakeholders
- d) It has a well-defined upper and lower limit to the number of stakeholders we can include
- e) We can never include Government as a stakeholder
- f) It must include all blood relatives of the primary user irrespective of the product/context.

Q3. (a) What is the difference between a structured and semi-structured questionnaire used in Design thinking fieldwork? Explain in 20-25 words by differentiating on one common basis.

(b) What are clusters and from what data are, they made?

(c) What is the importance of making them? Write in terms of one benefit for DT process.

Design Thinking for Innovation and Entrepreneurship
Mid semester tests

Part 2

Total marks: 36 (weightage = 18%)

Suggested time: 70 minutes

Q1. What are the elements/aspects of lifestyle that we must look for while making a user profile? **Name any three elements** and state how each one could affect the user's use of product (take "a book" as product) in 15-20 words for each element. [5]

Q2. Draw a **well-labelled diagram** for an 'assumptions matrix'. Clearly identify all the quadrants. **Identify one challenge** of constructing this matrix in 20-25 words. [4]

Q3. What are the three components of a 'problem statement'? Provide a sample problem statement clearly marking the three parts using the following text as problem domain: [6]

Water crisis in urban India is a growing concern due to a combination of factors such as population growth, urbanization, climate change, pollution, and poor water management. The demand for water in urban areas has been increasing rapidly due to rising population, industrialization, and urbanization, and this has resulted in a severe shortage of water in many cities.

Q4. Write in 5-6 steps how would you conduct the investigation for DT process for the observe stage. Make the steps detailed to convey a clear understanding (each step in 15-20 words). [6]

Q5. Consider the following office space design. If this space has to be used for undertaking projects with a design thinking approach, Identify 2 advantages and 2 problems in this space? [6]



Q6. Why is making a wish list helpful at PoV stage? Provide any two important and distinct reasons. [5]

Q7. Following are two assumptions of a facilitation process: [6]

- a) What we focus on will become a reality
- b) People want to take responsibility and want to do their best.

What does each one of them mean? Explain in 20—25 words. Do assumptions mean they will be perfectly true? What implication does your answer have for the process's facilitation? ***end***