Assignment 4
Due on 2018-08-25, 23:59 IST.

1) Why did the new product fail after pilot production? 1 point
   - Users failed to recognize the product.
   - Difficult to mass manufacture.
   - Unsuitable mounting.
   - Poor to handling.
   No, the answer is incorrect. Score: 0
   Accepted Answers:
   Users failed to recognize the product.

2) The product contains which two materials in its first Pilot production of 10 numbers? 1 point
   - Ducty damp, aluminium
   - Grey damp, stainless steel
   - PFR damp, stainless steel
   - PFR damp, stainless steel
   No, the answer is incorrect. Score: 0
   Accepted Answers:
   Ducty damp, aluminium

3) What is a major problem that was the "cause" for redesigning the injection? 1 point
   - Difficult to eject
   - Rusted and cracked parts.
   - Scratches and garbage in the letter box.
   - Lefts not working.
   No, the answer is incorrect. Score: 0
   Accepted Answers:
   Rust and cracked parts.

4) What contextual insights were made before designing TARGET NAME? 2 points
   - The socio-economic background of the target group was such that they own a scooter but aspire to buy an affordable two-wheeler.
   - The car had to be made eco-friendly because that was the main need of the hour.
   - The main users had families with kids and therefore had to use a safer way of transportation.
   - The car should be eco-friendly but on the other hand look aesthetically pleasing.
   No, the answer is incorrect. Score: 0
   Accepted Answers:
   The socio-economic background of the target group was such that they own a scooter but aspire to buy an affordable two-wheeler.
   The car had to be made eco-friendly because that was the main need of the hour.
   The main users had families with kids and therefore had to use a safer way of transportation.

5) What is "aerial innovations" as presented in this module? 2 points
   - Coming up with a number of innovative products in a stipulated amount of time.
   - Designing similar products multiple times across a timeline and achieving innovation every time.
   - A series of multiple innovative products in different sectors across a timeline.
   - Many innovative products in different genres.
   No, the answer is incorrect. Score: 0
   Accepted Answers:
   Aerial Innovations: Designing similar products multiple times across a timeline and achieving innovation every time.

6) In order for an innovation to happen, what must be the criteria? 1 point
   - Unique ideas and their perfect execution
   - Mass production of the product
   - Satisfaction and delight for a large number of users
   - Use of cutting edge research
   No, the answer is incorrect. Score: 0
   Accepted Answers:
   Satisfaction and delight for a large number of users

7) Which quality of the bottle pump made it unique for target film? 1 point
   - The water had high vialibility
   - The water was satisfied about fuel because it was dull.
   - The electronics in it were sophisticated and helped them manage cash returns.
   - Because of the top hanging pipes, they could not lift the heavy box only the whole day
   No, the answer is correct. Score: 1
   Accepted Answers:
   The water had high vialibility

8) What enabled KERO to work on projects that range from household items to spacecrafts? 2 points
   - An exhaustive doing, clear understanding of the process of how to design a product
   - Time deep empathy with the socio-economically backward classes
   - Their primary concern to save environment through the 3 Rs
   - Time due to generate maximum profits
   No, the answer is incorrect. Score: 0
   Accepted Answers:
   An exhaustive doing, clear understanding of the process of how to design a product

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