Unit 4 - Week 3 - CONCEPTING and BUILDING

Course outline
How does an MPTF online course work?

Module 1 - INTRODUCTION and PROBLEM DISCOVERY
Lesson 1 - Generating Ideas
Lesson 2 - Top Five Ideas
Lesson 3 - Selective Ideas and Create a Concept
Lesson 4 - Brainstorming and Brainwriting
Lesson 5 - Rapid Prototyping
Quiz 1 - Week 3 Assignment
Feedback for Week 1
Assignment 5 Solution

Module 2 - TESTING, PARTNERING and DOCUMENTATION

Week 03 Assignments
Do you need help submitting the assignment? Please review the instructions provided.

1. Which of the following is a good design technique?
   - Create a story board
   - Make a prototype
   - Nothing, this problem statement doesn’t need too many questions.
   - No, the answer is incorrect. Review:

   Accepted Answers:
   - Create a story board

   Due on 2023-05-16, 23:59 EST.

2. For concept generation, we must generate:
   - One idea
   - At least 10 ideas
   - At least 2 ideas
   - Many ideas
   - No, the answer is incorrect. Review:

   Accepted Answers:
   - At least 2 ideas

3. For new solutions, you must dream, invent and understand different people and circles.
   - Ideas
   - Locations
   - Scenarios
   - No, the answer is incorrect. Review:

   Accepted Answers:
   - Ideas

4. Great designs don’t happen _____, they take time to get _____
   - overnight, right
   - right, wrong
   - in several days, incomprehensible
   - No, the answer is incorrect. Review:

   Accepted Answers:
   - right, wrong

5. Apart from brainstorming, another idea generation technique is:
   - Challenging the assumptions
   - Linear thinking
   - Concurrency
   - No, the answer is incorrect. Review:

   Accepted Answers:
   - Challenging the assumptions

6. Constraints offer:
   - Force you to stop the problem and move on to the next problem
   - Eliminate confusion and lead to innovation
   - Force you to view things from a perspective you are not accustomed and stimulate clarity
   - No, the answer is incorrect. Review:

   Accepted Answers:
   - Eliminate confusion and lead to innovation

7. Rapid prototyping:
   - Creating a model of the product without wasting much necessary
   - Creating rapid prototypes of the users
   - Neither a method nor an approach, it is a person’s attribute that generates multiple ideas
   - No, the answer is incorrect. Review:

   Accepted Answers:
   - Creating a model of the product without wasting much necessary

8. Paper prototyping allows you:
   - To test the product right away in the market
   - To test to user’s journey map
   - To produce a digital interface without using digital software
   - No, the answer is incorrect. Review:

   Accepted Answers:
   - To test the product right away in the market

9. To generate multiple ideas, one should:
   - Ask questions to converge to a single idea
   - Ask questions to characterize personas
   - Ask questions to push the boundaries
   - No, the answer is incorrect. Review:

   Accepted Answers:
   - Ask questions to characterize personas

10. To present a digital solution, always:
    - Present an idea
    - Present an idea that can be easily understood
    - Present a digital interface without using digital software
    - No, the answer is incorrect. Review:

    Accepted Answers:
    - Present a digital interface without using digital software

11. Prototyping is a group activity technique:
    - Where a group of peers works together to test an idea
    - Where a group of peers works together to test an idea that can be easily understood
    - No, the answer is incorrect. Review:

    Accepted Answers:
    - Where a group of peers works together to test an idea

12. Empathy is:
    - An ability to ignore the hanging or skill of another person
    - An ability to observe and understand various people, their needs and motivations
    - Synonyms with sympathy and both mean understanding users’ perspectives
    - No, the answer is incorrect. Review:

    Accepted Answers:
    - An ability to observe and understand various people, their needs and motivations

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