Assignment 1

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment.

1) Which philosophy is this flavour of design thinking based on? 1 point

- Stoicism
- Newton's third law
- Harvard's methodological thinking
- Lord Buddha's Four Noble Truths

No, the answer is incorrect.
Score: 0

Accepted Answers:
Lord Buddha's Four Noble Truths

2) What is so Karmic about Karmic Design Thinking? 1 point

- It is to make it funky sounding
- It denotes that all products and services go through several iterations
- Design Thinking alone is passé, so we are calling it something new
- It is an acronym of the methodology

No, the answer is incorrect.
Score: 0

Accepted Answers:
It denotes that all products and services go through several iterations

3) KDT comprises of ___ phases 1 point

- 5
- 4
- 3
- 2
4) The Empathize phase deals with (Check all that apply)  
- Fine tune products or services till they are no more bugs in them  
- Get in the shoes of the customers and understand the situation from their perspective  
- Interviewing people to get their opinions, feedback and shortcomings of your current product/service  
- Prototype a concept and check if it stands the test of the market  

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Get in the shoes of the customers and understand the situation from their perspective  
Interviewing people to get their opinions, feedback and shortcomings of your current product/service  

5) The Analyze phase deals with  
- To be able to mine the unsaid or latent needs of customer using analytical reasoning  
- Get in the shoes of the customers and understand the situation from their perspective  
- Prototype a concept and check if it stands the test of the market  
- Bring creative ideas to the forefront using your team's best minds  

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
To be able to mine the unsaid or latent needs of customer using analytical reasoning  

6) The Solve phase deals with  
- Fine tune products or services till they are no more bugs in them  
- Get in the shoes of the customers and understand the situation from their perspective  
- Bring creative ideas to the forefront using your team's best minds  
- Prototype a concept and check if it stands the test of the market  

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Bring creative ideas to the forefront using your team's best minds  

7) The Test phase deals with  
- An iterative process with many customers will help you figure out the strength of the concept  
- Get in the shoes of the customers and understand the situation from their perspective  
- Bring creative ideas to the forefront using your team's best minds  
- Prototype a concept and check if it stands the test of the market  

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Prototype a concept and check if it stands the test of the market  

8) From Curio's story, we learn that (Check all that apply)  
- We are the best examples of a typical customer/user  
- Our own experience may be just one experience which can be used as a starting point  
- It may not be wise to jump to the first solution that pops in one's head  
- Consideration of other stake holders in the process is essential  

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  

No, the answer is incorrect.
Score: 0
Accepted Answers:
Our own experience may be just one experience which can be used as a starting point
It may not be wise to jump to the first solution that pops in one's head
Consideration of other stakeholders in the process is essential

9) From Prof. John Arnold's Arcturus IV case study, we learn that (Check all that apply) 1 point

- Creativity can be simulated inside a classroom
- Design thinking is best left to aliens
- Understanding a customer/user requires suspending one's own judgments and beliefs
- Our customers are exactly like us and so there is no need for interviews or observations

No, the answer is incorrect.
Score: 0
Accepted Answers:
Creativity can be simulated inside a classroom
Understanding a customer/user requires suspending one's own judgments and beliefs

10) Design thinking is often also called 1 point

- Intellectual property
- Human Centred design
- Ecological sustainability
- Alien diversity

No, the answer is incorrect.
Score: 0
Accepted Answers:
Human Centred design