Unit 3 - Week 1

Assignment 1.1

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

Due on 2019-03-13, 23:59 IST.

1) What tools are covered in this module?  
- Empathy Map
- Customer Journey Map
- Empathy Map and Problem Map
- Problematic Journey Map

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

2) What is a customer journey map?  
- It is a map to locate where the customer has travelled
- This only applies to the travel industry, since it involves maps
- It is a typical journey of a customer who goes through a certain experience
- The map that leads us to a profit making enterprise

No, the answer is incorrect.
Score: 0
Accepted Answers:
It is a typical journey of a customer who goes through a certain experience

3) The main uses of a customer journey map are (Check all that apply)  
- This gives the design thinkers a near first hand experience of what a customer goes through
- The map can give us the emotional roller coaster of the user
- The output of the map is a list of problems that the customer goes through
- The map also serves as a visual aid to communicate the situation of the user

No, the answer is incorrect.
Score: 0
Accepted Answers:
This gives the design thinkers a near first hand experience of what a customer goes through
The map can give us the emotional roller coaster of the user
The output of the map is a list of problems that the customer goes through
The map also serves as a visual aid to communicate the situation of the user
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4) For building a customer journey map, we interview only one customer
   - True
   - False

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

5) The customer in the customer journey map is one who
   - Uses a product/service and may need help
   - Makes profits for the design thinkers
   - Is a designer who wants to help with the project
   - Helps build the prototypes that may be useful later on

   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   Uses a product/service and may need help

6) The process of building a CJM consists of (Check all that apply)
   - Adding smileys or sad faces to some steps
   - Creating a fictional persona with age, geography and sex
   - Trace a typical person's journey through interviewing many customers
   - Use words and phrases that suggest a solution

   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   Adding smileys or sad faces to some steps
   Creating a fictional persona with age, geography and sex
   Trace a typical person's journey through interviewing many customers
   Use words and phrases that suggest a solution

7) We do not track the emotional status of a customer in CJM
   - False
   - True

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

8) The "How might we" statements are mainly to (Check all that apply)
   - Set a design thinking project goal
   - To challenge status quo of the customer situation
   - To set a marketing campaign that will attract the customer's attention
   - Inspire the design thinking team to think beyond the ordinary solutions

   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   Set a design thinking project goal
To challenge status quo of the customer situation
Inspire the design thinking team to think beyond the ordinary solutions

9) Typically, how many HMW questions are ok for the purpose of the CJM?  

- The more the merrier
- 2-3
- 1
- None

No, the answer is incorrect.
Score: 0
Accepted Answers:
2-3