

Roll No.																			
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**PRESIDENCY
UNIVERSITY**

BENGALURU

School of Design

Mid - Term Examinations - November 2024

Semester: 7

Date: 07-11-2024

Course Code: DES2001

Time: 09:30am – 11:00 am

Course Name: Design Thinking

Max Marks: 50

Program: B.Des

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

2Mx5Q=10M

- | | | | | |
|----------|--|----------------|--------------------|------------|
| 1 | Define “Design Thinking”. | 2 Marks | Remembering | CO1 |
| 2 | What are the five stages of the design thinking process? | 2 Marks | Remembering | CO2 |
| 3 | Name any Two successful design thinking project based on your knowledge. | 2 Marks | Remembering | CO3 |
| 4 | Define “Empathy”. | 2 Marks | Remembering | CO1 |
| 5 | Mention any two Brain Storming technique. | 2 Marks | Remembering | CO2 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

- | | | | | |
|-----------|--|----------------|----------------------|------------|
| a. | Show the first step in the design thinking process according to Stanford’s D.school? | 2 Marks | Understanding | CO1 |
| 6 | b. Illustrate the flow chart of Design thinking process. | 3 Marks | Understanding | CO1 |
| | c. Explain the different stages of Design thinking process | 5 Marks | Understanding | CO1 |

Or

7	Explain the design thinking process using the Electric bike as an example.	10 Marks	Understanding	CO1
	a. Develop a Lunch box design and justify for Purposeful design.	5 Marks	Analysing	CO3
8	b. Select a famous design, such as the Coca-Cola bottle or iPhone. Does it reflect purposeful design? Explain your reasoning.	5 Marks	Analysing	CO3
Or				
9	Compare the Nonlinear Design with traditional linear design and Illustrate Nonlinear Design Thinking strategy.	10 Marks	Analysing	CO3
10	Create a simple empathy map for a Senior citizen using a Smartphone for first time.	10 Marks	Creating	CO2
Or				
11	Design an interview framework to collect data for empathy mapping of first-time smartphone users.	10 Marks	Creating	CO2
12	Explain different types of brain storming techniques with suitable example.	10 Marks	Understanding	CO2
Or				
13	Explain 5W1H technique to generate ideas for improving public transportation.	10 Marks	Understanding	CO2