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**PRESIDENCY
UNIVERSITY**
BENGALURU

School of Design

Mid - Term Examinations - November 2024

Semester: I

Date: 04/11/2024

Course Code: DES1146

Time: 02.00pm to 03.30pm

Course Name: Introduction to Design Thinking

Max Marks: 50

Program: B.E CSE

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.

5QX2M=10M

- | | | | | |
|---|---|---------|-------------|-----|
| 1 | List the five stages of the design thinking process. | 2 Marks | Remembering | CO1 |
| 2 | Which design thinking process is likely being used after define step and list its benefits? | 2 Marks | Remembering | CO1 |
| 3 | What does the EDIPT model stand for in the design thinking process? | 2 Marks | Remembering | CO1 |
| 4 | What does 5W refer in 5W1H model? | 2 Marks | Remembering | CO2 |
| 5 | What is the main purpose of using metaphors in problem-solving? | 2 Marks | Remembering | CO2 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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|----|--|---------|---------------|-----|
| 6 | Explain the role of each stage in the design thinking process. | 10Marks | Understanding | CO1 |
| Or | | | | |
| 7 | Illustrate the empathy map to identify a problem with suitable example. | 10Marks | Understanding | CO1 |
| 8 | a. Why is design thinking referred to as a human-centered approach to problem-solving? | 5Marks | Remembering | CO1 |

- b.** How did Airbnb use the design thinking process to solve key challenges? 5Marks Remembering CO1

Or

- 9 9a.** List three design flaws with example. 5Marks Remembering CO1

- 9b.** Match the following Column A and Column B. 5Marks Remembering CO1

Column A	Column B
1. Empathize	a) Problem statement, user needs, pain points, goals
2. Test	b) Model, iteration, tangible representation
3. Ideate	c) Feedback, validation, refinement, user experience
4. Define	d) Brainstorm, generate ideas, creativity, quantity over quality
5. Prototype	e) Understand, observe, listen, perspective-taking

- 10** Explain how does the SCAMPER technique encourage creative problem-solving? Use suitable example to support your answer. 10Marks Understanding CO2

Or

- 11** Compare design flaws and purposeful designs, and explain how they are connected through iteration. 10Marks Understanding CO2

- 12** Apply Synectics, to design a new fashionable garment inspired by the metaphor "A Raincoat as a Second Skin." Answer with at least two innovations. 10Marks Applying CO2

Or

- 13** Apply the 5W1H framework to design a new coffee cup. Answer each 5W1H question briefly for the new product. 10Marks Applying CO2