

Reg. No.

07 JAN 2023

Question Paper Code

11591

B.E. / B.Tech. - DEGREE EXAMINATIONS, NOV/DEC 2022

Fifth Semester

Computer Science and Business Systems

20CBPC503 - DESIGN THINKING

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

**PART - A (10 × 2 = 20 Marks)**

Answer ALL Questions

- |  | <i>Marks,<br/>K-Level, CO</i> |
|--|-------------------------------|
| 1. How Design Thinking impacts the business?                         | 2,K1,CO1                      |
| 2. Is experiential activity useful? How?                             | 2,K1,CO1                      |
| 3. List the suggested deliverables for the Empathy Stage.            | 2,K1,CO2                      |
| 4. What is the use of Questionnaire?                                 | 2,K1,CO2                      |
| 5. How do you define personas in design thinking?                    | 2,K1,CO3                      |
| 6. How to identify the problem statement in design thinking process? | 2,K1,CO3                      |
| 7. What is doodling in Ideation phase?                               | 2,K1,CO4                      |
| 8. Define mind mapping.  | 2,K1,CO4                      |
| 9. List the two broad types of prototyping.                          | 2,K1,CO5                      |
| 10. What is value proposition statement?                             | 2,K1,CO5                      |

**PART - B (5 × 13 = 65 Marks)**

Answer ALL Questions

11. a) Explain about the Five Phases of Design Thinking with neat sketch. 13, K2,CO1
- OR**
- b) Describe the Benefits of Experiential Learning? Distinguish 13,K2,CO1  
between Traditional learning and Experiential learning activities  
with examples.
12. a) Draw an Empathy map for buying a Computer with latest 13, K2,CO2  
configuration in minimum cost. Elaborate
- OR**
- b) Explain the steps of empathize phases to be carried out in the form 13, K2,CO2  
of requirements gathering with an example

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create

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13. a) Describe the guidelines that will help a design thinker to come up with 'How might we?' questions 13, K2, CO3

**OR**

b) Define the four steps towards creating a persona for design thinking. 13, K2, CO3

14. a) Briefly explain the Problem Definition Stages in design thinking. 13, K2, CO4

**OR**

b) (i) What are the 4 methods of ideation phase? 3, K2, CO4

(ii) How is storytelling applied in the design thinking process? 10, K2, CO4

15. a) (i) List the differences between Design Thinking and Agile methodology. 3, K2, CO5

(ii) Give details about the guidelines for planning User testing in design thinking. 10, K2, CO5

**OR**

b) Explain the common types of prototyping with illustration. 13, K2, CO5

**PART - C (1 × 15 = 15 Marks)**

16. a) Elucidate the implementation of any one technique of your own using design thinking approach. Explain the entire process. 15, K3, CO5

**OR**

b) (i) Create a mind map for preparation of university exam. Explain. 8, K3, CO5

(ii) Illustrate IBM approach of design thinking. 7, K3, CO5