

PART - C (6 × 11 = 66 Marks)

Answer ALL Questions

23. a) Explain in detail each phase of the Design Thinking process, illustrating your explanation with clear and specific real-world examples for every phase. 11 K2 CO1
- OR**
- b) (i) Illustrate the experiential learning activities involved in the Design Thinking process with a real time example. 4 K2 CO1
- (ii) Outline the importance of Design Thinking in the business world by showing how it fosters innovation, enhances problem-solving, improves customer experiences, and drives overall organizational growth. 7 K2 CO1
24. a) Explain in detail the steps involved in the *Empathize* phase of the Design Thinking process. Describe how designers use these steps to understand users' needs, feelings, and experiences, and illustrate your answer with a suitable real-time example. 11 K2 CO2
- OR**
- b) Explain the concept of field observation in the Design Thinking process to understand user behavior. Using a university library as a case study, apply your observation skills to identify the people, objects, environment, messages, and services involved, and summarize how these observations help in identifying user needs and improving the overall library experience. 11 K2 CO2
25. a) Explain the steps involved in persona development during the Define stage of Design Thinking. 11 K3 CO3
Case Study: A university wants to redesign its online learning platform because students face difficulties in accessing resources, navigating courses, and managing deadlines. To stay user centered, a persona is created in the Define phase of Design Thinking.
Develop Persona for the above scenario.
- OR**
- b) Identify how a well-written problem statement influences the stages of ideation, prototyping, and testing in the Design Thinking process. Also, identify the key steps involved in writing an effective problem statement. 11 K3 CO3
26. a) Discuss the process of ideation in Design Thinking and outline the steps involved. Illustrate the steps with a suitable real time example. 11 K2 CO4
- OR**
- b) Explain how doodling can help to express ideas. 4 K2 CO4
Illustrate the types of games used by the design thinker to generate an idea. 7 K2 CO4
27. a) Apply your understanding of the Design Thinking process to explain in detail the Prototype phase by describing its purpose, the key steps involved, and its significance in transforming creative ideas into tangible and testable solutions. 11 K3 CO5
- OR**
- b) Identify the importance of the Testing phase in the Design Thinking process, outline the key guidelines for planning an effective test, and describe a suitable real-time example that demonstrates how testing helps refine and improve a solution. 11 K3 CO5
28. a) Explain the key activities, tools, and diagrams used in the Design Thinking process. 11 K2 CO1
- OR**
- b) Illustrate how the stages of the Design Thinking process are implemented in the banking sector with suitable examples. 11 K2 CO1

