
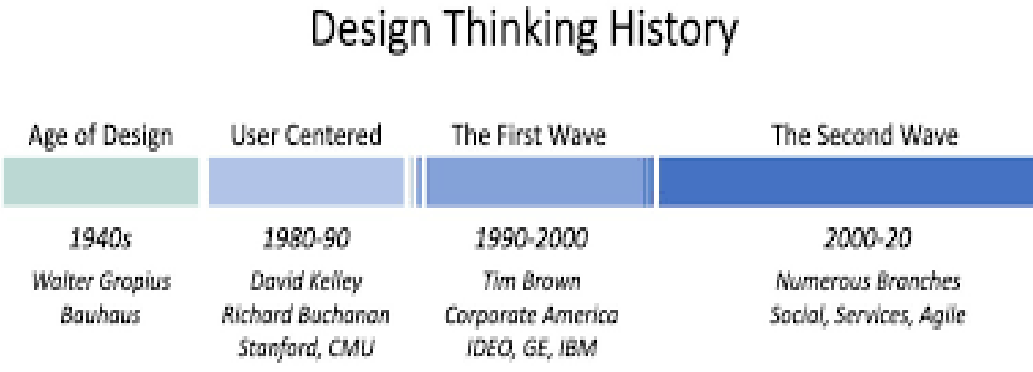


Internal Assessment Test - I

Sub:						Code:	
Date:	05-08-2024	Duration:	Max Marks: 50	Sem: I	Branch: MBA		
SET- II							

		OBE	
		CO	RBT
Part A - Answer Any Two Full Questions (2* 20 = 40 marks)			
1 (a)	<p>What are the key steps in the design thinking process?</p> 	[03]	CO1 L1
(b)	<p>Explain the history of Design thinking.</p> 	[07]	CO1 L1
(c)	<p>Discuss the role of journey mapping as a method in design thinking.</p> <p>Journey mapping plays a crucial role in design thinking by providing a visual representation of the customer experience. Here's how it contributes to the design thinking process:</p> <ol style="list-style-type: none"> 1. Understanding User Experience: 2. Empathy Building: 3. Identifying Opportunities: 4. Aligning Teams: 5. Prioritizing Actions: 6. Visual Communication: 	[10]	CO2 L3

2 (a)	<p>What is the purpose of a "Contextual Research Plan"?</p> <p>A Contextual Research Plan is designed to gather insights about users within their natural environment. Its purpose includes:</p> <ol style="list-style-type: none"> 1. Understanding User Behavior 2. Identifying Needs and Pain Points 3. Gathering Rich, Qualitative Data 4. Informing Design Decisions 5. Validating Assumptions 6. Enhancing User Empathy 	[03]	CO1	L1
(b)	<p>Describe the SWOT Analysis method and its application in understanding innovation context.</p> <p>SWOT Analysis is a strategic planning tool used to identify and analyze the Strengths, Weaknesses, Opportunities, and Threats related to a business or project. In the context of understanding innovation, SWOT Analysis helps to evaluate internal and external factors that can impact the success of innovative initiatives. Here's how each component applies to understanding innovation.</p> <p>Applications in Innovation Context:</p> <ul style="list-style-type: none"> • Strategic Planning • Idea Generation • Resource Allocation • Risk Management 	[07]	CO3	L2
(c)	<p>What is a "Buzz Report" in innovation? And Explain the significance of "seeing system overviews" in innovation.</p> <p>A "Buzz Report" in innovation refers to a document or presentation that captures and analyzes the latest trends, developments, and discussions within a specific industry or technology area. It typically includes information about:</p> <ul style="list-style-type: none"> • Emerging Trends: What new trends or technologies are gaining traction? • Competitor Activities: What are competitors doing in terms of innovation? • Market Dynamics: How are market demands and customer preferences shifting? • Technological Advancements: What are the recent breakthroughs or advancements? • Industry News: What notable events or news are relevant to the field? <p>Significance:</p> <ol style="list-style-type: none"> 1. Identifying Opportunities 2. Understanding Impacts 	[10]	CO2	L3

	<ol style="list-style-type: none"> 3. Enhancing Efficiency: 4. Strategic Decision-Making 5. Problem-Solving 			
3 (a)	<p>What is a Research Planning Survey and its role in user research?</p> <p>A Research Planning Survey is a tool used to gather information and insights from participants before conducting in-depth user research.</p> <p>Purpose of a Research Planning Survey</p> <ol style="list-style-type: none"> 1. Identify Research Goals 2. Define Participant Criteria 3. Gather Preliminary Data 4. Determine Research Methods 5. Optimize Research Resources 	[03]	CO1	L1
(b)	<p>How do observation, empathy, immersion in daily life, active listening and problem identification collectively improve understanding of user needs for innovation?</p> <p>Observation, empathy, immersion in daily life, active listening, and problem identification are key techniques in user research that collectively enhance the understanding of user needs, leading to more effective and user-centered innovation. Here’s how each contributes to a deeper understanding of user needs:</p> <ol style="list-style-type: none"> 1. Observation 2. Empathy 3. Immersion in Daily Life 4. Active Listening 5. Problem Identification <p>Collective Impact on Understanding User Needs</p> <ul style="list-style-type: none"> • Comprehensive Insight • Real-World Relevance • Empathetic Design • Problem-Centric Solutions • Iterative Improvement 	[07]	CO2	L3
(c)	<p>Discuss the purpose of Experience Simulation and Field Activity in user research.</p> <p>Experience Simulation and Field Activity are both important methods in user research that help designers and researchers gain a deeper understanding of user needs, behaviors, and contexts. Here’s a detailed look at their purposes and how they contribute to user research.</p>	[10]	CO3	L2

Experience Simulation

Purpose:

1. Empathy Building
2. Understanding User Interactions
3. Exploring Use Cases
4. Testing Concepts

Applications

- Prototyping
- Scenario Testing
- User Journey Mapping

Field Activity

Purpose:

1. Real-World Context
2. Uncovering Hidden Needs
3. Validating Assumptions
4. Contextual Understanding

Applications:

- Ethnographic Studies
- In-Situ Interviews
- Usability Testing

Collective Impact on User Research

- **Enhanced Empathy**
- **Improved Design Solutions**
- **Holistic Understanding**
- **Iterative Refinement**

Part B - Compulsory (01*10=10 marks) – CASE STUDY

- 4 The way consumers consume entertainment content has been revolutionized by the global streaming juggernaut, Netflix. Their success can be largely attributable to their application of Design Thinking concepts. Netflix's dedication to deeply comprehending its audience is what makes it unique. Netflix realized that providing a customized, entertaining viewing experience was essential to its success. Netflix continuously improves its platform through data analysis, rigorous user research, and an innovative culture. Furthermore, the company customizes its search engines, suggestions, and original content to capture viewers globally by obtaining insights on viewing patterns, content preferences, and even user interface. Furthermore, Netflix can quickly adjust to changing market dynamics because to its iterative approach to Design Thinking. This flexibility came in handy when switching from a DVD rental business to a

streaming one. Not only did Netflix spearhead this transformation, but it also influenced it by prioritizing the needs and actions of its users. Because of its dedication to Design Thinking, Netflix has created a very user-centric platform that keeps users happy and engaged, which ultimately helps the company succeed internationally.

(a) What role did Design Thinking play in Netflix's transition from a DVD rental business to a streaming service? [5]

Design Thinking played a crucial role in Netflix's transition from a DVD rental business to a streaming service by focusing on understanding and responding to user needs and behaviors. Here's how Design Thinking influenced the transition:

- **Empathy and User Understanding:**
- **Iterative Approach:**
- **Innovative Solutions:**
- **Prototyping and Testing:**
- **Adaptation to Market Dynamics:**

(b) How does Netflix use data analysis and user research to improve its platform? [5]

CO4	L4
CO4	L4

Netflix leverages data analysis and user research extensively to enhance its platform. Here's how they use these methods:

- **Personalized Recommendations**
- **Content Development**
- **User Interface Optimization.**
- **A/B Testing**
- **Global Insights.**
- **Predictive Analytic**

Course Outcomes (COs)		P01	P02	P03	P04	P05	PS01	PS02	PS03	PS04
CO1:	Understand the Design Thinking process from business management perspective.	1a,1b	2a			3a				
CO2:	Apply the knowledge and skills of DT in prototype development for product/service innovations.			1c,3b			2c			
CO3:	Analyse sustainable and societal challenges and find solutions.				2b,3c					
CO4:	Evaluate the pros and cons for sustainable development by applying DT.		4a		4b					

Cognitive level	KEYWORDS
L1 - Remember	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2 - Understand	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3 - Apply	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify

L4 - Analyze	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5 - Evaluate	asses, decide, choose, rank, grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6 - Create	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

PO1–Theoretical Knowledge; PO2–Foster Analytical and Critical Thinking Abilities for data based decision making; PO3– Develop Value Based Leadership; PO4 –Ability to Understand and communicate various business aspects to global; PO5 – Ability to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment;
PSO1- Comprehend Contemporary features of Business Management Science and its administration
PSO2- Analyze and interpret the dynamic situations for making Business Management strategies
PSO3- Handle responsibility with the ethical values for all actions undertaken by them
PSO4- Adapt and focus on achieving the organizational goal and objectives with complete zeal and commitment.

CI

CCI

HOD