CBCS SCHEME



USN

22 MBA402

Fourth semester MBA Degree Examination, June/July 2024

Innovation and Design thinking

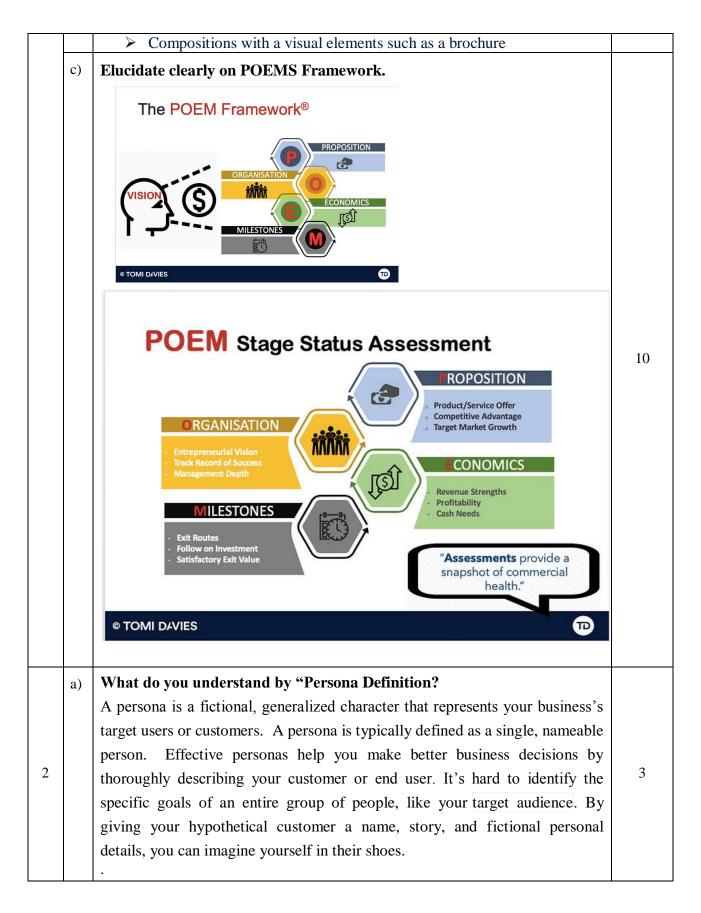
Scheme of Evaluation

Sub:	Risk Manageme	nt and Insur	Code:	22 MBA402				
Date:	13-09-2024	Duration: 3Hours	Max Marks:	100	Sem:	IV	Branch:	MBA

Note: 1 - Answer Any Gout Full Questions Q. No. 1 to Q. No. 7.

2 - Q. No. 8 is Compulsory.

Questio n#		Description		
	a)	 What do you understand by "Design Thinking"? Design thinking is a problem-solving approach that focuses on the user and creativity to develop effective solution. User-centric Iterative 	3	
		> Solution-based		
1	b)	Write a note on Asymmetric inserting matrix. An asymmetric matrix is a matrix that is not symmetric, meaning that the values in the matrix do not mirror each other. In other words, the cell values between two cases are not necessarily the same. To identify an asymmetrical design, you can check for irregular sizing, changes in line weight, differing shapes and contrasting colors. Asymmetrical design schemes often appear in: Graphic designs Interior decorations Webpage layouts Constructions drawings		



b)	Discuss on compe	etitors- complementors Map and Eras Maps.			
	some more information about competitors-complementors maps				
	CompetitorHow to crea	a competitor map			
	Primary Goal	To understand a product's competitors and complementors.			
	When To Use	Any time a new initiative is started. This includes revisiting this activity any time a new goal is added.			
	Time Required	45 minutes – 1 hour			
	Number of Participan ts	1 facilitator and 2-5+ participants			
	Who Should Participat e?	The core team, typically consisting of the product owner, project manager, design lead, and technical/development lead. (Bonus points if you run the activity with an end user or user advocate.)			
	Supplies	Large chunk of wall space or Post-it tabletop pads (multiple sheets may be needed), Sharpies for each participant, different colored Post-its.			
c)	Discuss the mind	sets to frame the people insights.			
-/	Questioning your ideas. These are Design Thinking's mindset, positive a	insights and framing them to uncover and explore new often used to launch brainstorms and generate ideas in a Develop phase. Four well-known mindsets are growth mindset, entrepreneurial mindset, and challenge mindset			
	 Mindset: Challer Mindset: Standin 				
	_	ng concepts at the Fringes			
	4. Mindset: Seeking	g clearly added value			

a) Explain the concept of "User Journey Map".

Types of journey maps:

A **UX journey map** focuses on the user experience of a specific product, typically an app or website.

A sales journey map follows the buyer's journey through its typical stages: awareness, consideration, and decision.

A **customer experience journey map** offers a high-level view of a customerbrand relationship across time.

A **current-state** customer journey map focuses on current customer interactions and how they can be improved.

Future-state customer journey maps can drive innovation by imagining new customer experiences.

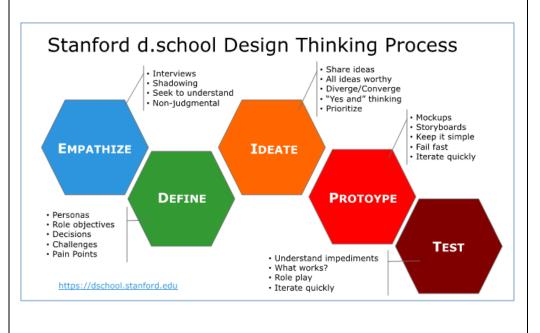
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Elements of a user journey map

- **Persona**: What segment of users are you trying to
- **Scenario**: What interaction are you trying to map out?
- **Stages of the journey**: What are the high-level phases of the scenario?
- **User actions**: What actions can the user take in each stage of the journey?
- **User emotions and thoughts**: What is the user's emotional state as they move through the stages? What are they thinking in each stage?
- **Opportunities**: Where can you improve the UX of your product or connect with your customer in a more effective way?
- **Internal ownership**: Which team or team member will be responsible for enacting these changes?

b) Converse about design thinking as a solution.



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	c)	How does the "seeking clearly added value" and "narrating stories about the future" will able to explore the concepts. "Seeking clearly added value": This emphasizes the importance of pursuing initiatives, products, or services that provide distinct and measurable benefits.	10			
		It suggests a focus on activities				
		• Enhance customer satisfaction				
		Improve efficiency Create various modulet advantages				
		 Create unique market advantages. Example: A company launching a new app must ensure it offers features 				
		or usability improvements that competitor's lack, thereby delivering "clearly added value."				
		"Narrating stories about the future"				
		This refers to envisioning and communicating compelling scenarios or visions of what the future could look like.				
		It's a tool often used in innovation, branding, and leadership to inspire action, align teams, or persuade stakeholders.				
		Example: A CEO might narrate a story about the future of their industry, highlighting how their company will lead the way through sustainable technology.				
	a)	What do you understand by sense intent mindset?				
		sense intent mindset" represents an approach				
4		Stay perceptive to your surroundings.	3			
		 Understand underlying motivations or goals. 				
		Maintain a focused, proactive, and intentional way of thinking.				
	b)	What are the five human factors to know people?				
		Five human factors				
		Physical.				
		• Cognitive.	7			
		Social.Cultural.				
		Emotional.				
		- Dinotonal.				
	c)	Consequently, how the solution roadmap and solution database method will frame solutions.				
_		A solution roadmap is a strategic plan that outlines the steps, milestones, and	10			
5		resources needed to achieve a solution. It frames solutions by:	10			
		1. Defining Objectives:				
		2. Providing Structure:				
		3. Allocating Resources:				

		4. Monitoring Progress	
	a) b)	 5. Define video ethnography. The video recording of the stream of activity of subjects in their natural setting, in order to experience, interpret, and represent culture and society. Circumstance and elaborate on Pilot Development and testing Pilot development and testing occur in circumstances where a new product, service, process, or solution needs validation on a small scale before a full-scale launch. This approach is essential in scenarios involving: Innovation or Novelty Uncertainty or Risk Stakeholder Buy-In 	7
	c)	 Regulation or Compliance Customer Feedback Explain the SEVEN models of design innovation process. User Experience, Process and Capabilities, Profit Models, 	10
	a)	 Brand, Partners and Resources, Channels, and Offerings Brief on Venn Diagramming	
		Key Components of a Venn Diagram Circles or Shapes: Each represents a distinct category or set. Overlap: Indicates commonalities between the sets. Non-Overlap: Highlights unique aspects of each set.	3
6	b)	 Overview on concepts of solution diagramming and solution storyboard Solution diagramming is a visual method for mapping out the components, structure, and relationships within a solution. It focuses on the how by detailing processes, systems, or workflows involved in implementing or delivering the solution. Solution storyboarding is a narrative-driven visualization technique that outlines the journey or experience of using or implementing a solution. It focuses on the why and what by providing context and storytelling to highlight the solution's value and impact. 	7
	c)	State the concept of SWOT analysis with an example. SWOT analysis is a strategic tool used to evaluate the internal and external factors affecting a project, organization, product, or decision. It stands for:	10

		Strengths: Internal advantages that give a competitive edge.							
		Weaknesses: Internal limitations or areas needing improvement.							
		Opportuniti							
		Threats: Ex	ternal ch	allenges or risks that	could hinder success.				
		Steps to Conduct a SWOT Analysis							
	 Identify the Objective Brainstorm Each Category Analyze Findings Develop a Strategy 								
	a)	Emphasize and acknowledge on experience simulation method. The experience simulation method is a design and problem-solving approach that involves creating immersive, real-world-like scenarios to test, refine, and validate solutions. This method emphasizes placing stakeholders, users, or teams in controlled yet realistic environments to experience a proposed solution before full implementation.							
	b)	Elaborate :	your per Tree Di		ni- Lattice Diagramming Semi-Lattice Diagram				
		Structure	Hierarcl	nical and linear	Networked and overlapping				
7		Complexi ty	Handles	simple systems	Handles complex, interdependent systems		7		
7		Use Case Clear v		orkflows, ations	Complex relationships, ecosystems	1			
		Visualiza tion	Straight	forward and clean	Detailed but potentially cluttered				
	c)	Enumerate on concept grouping matrix and ideation session method							
		Aspect		Concept Grouping Matrix	Ideation Session				
		Purpose		Organizes and prioritizes ideas	Generates a wide variety of ideas and solutions		10		
		T T		based on criteria	ideas and solutions				

		solutions			
	Outcome	Clear prioritization and categorization	Creative solutions and ideas		
	Focus	Evaluation and decision-making	Exploration and idea generation		
	Best for	Structuring complex ideas or concepts	Brainstorming or addressing complex problems		
	Case Study(Comp	ulsory)		-	
8	services in India. M 1976. VRL is the vehicles (295 used secure courier service even in rural India territories. The mar nor effective number • Poor infrast • Unsatisfacto • Lack of safe Unique selling innovation safe hygiene, account quality streamlif brought huge su a. What were overcome the b. What strate proposition The major issues of Poor Infrastructur • Lack of Safe • Innovative of Entrepreneut • Customer-Customer	largest fleet owner to transport both peoprices ensure that delived. Its offers services elect: India's logistics services elect: India's logistics services elect: India's logistics services elect: India's logistics services. The major ructure ory operations and servety and security. Exproposition: Due electy security, efficient electrons for logistics operations. The major issues factories with entrepreneur electy and Security electrons electr	to its strong customer focus, to operations time management river, installation of CCTV, high management tem initiations has erations ed by customers, how did VRL ial aspects? hwar adopted with unique selling India's logistics sector were:		20

• Entrepreneurial Aspect

b. Strategies Mr. Vijay Sankeshwar Adopted with Unique Selling Proposition Mr. Vijay Sankeshwar's Unique Selling Proposition (USP) revolved around several key elements that differentiated VRL from other logistics companies:

- Customer-Focused Innovation
- Safety and Security
- Efficient Operations and Time Management
- Hygiene and Driver Courtesy
- Technology Integration
- Solid Management Team
- Entrepreneurial Aspect

Conclusion

Through a blend of innovative thinking, a focus on customer service, and leveraging technology and safety, Mr. Vijay Sankeshwar turned VRL into a major player in India's logistics and transportation industry. His entrepreneurial strategies addressed the significant challenges of infrastructure, service quality, and safety, positioning VRL as a trusted and secure option for logistics in India, particularly in rural areas.