**Design Thinking**

**September 2021 Examination**

**1. Consider improving the experience of senior people in wheel chairs at a 4 star hotel. What will be the research plan you will create for this purpose? (10 marks) –**

**Ans 1.**

**Introduction:**

**Research Plan:**A research proposal includes the study proposal with its detailed description. It also consists of the study hypothesis and the literature review to justify the study, information about the data collection and analysis, and the steps used to carry out the research plan. In other words, a research plan facilitates the conduct of a study by serving as a guide for the study's creator. Resources, research strategy, specific objectives, a biographical sketch, research support, a progress report, and preliminary studies are all required components of aIts Half solved only

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**2. The Chief Experience Officer of an entertainment theme park company, Magic Park, wants to better understand their young customers - children - in order to come up with a new ride called “Emojic Maze”. What is the process and steps involved in coming up with an innovative experience that actually smoothens the process of checking in? (10 Marks)**

**Ans 2.**

**Introduction:**

**Design Thinking:**Design Thinking is a design methodology and a repetitive process that helps provide an approach to solving problems. Design thinking is also known as design thinking methodology and repetitive process. Design thinking is a human-centered approach that places the human being at the center of the creation so that the user can empathize with the person who is being created. Instead, a design thinking process allows the user to comprehend human needs, challenges, and assumptions involved to redefine problems to aid in the identification of

**3. The CEO of a large hospital chain, Clovartis, has been noticing increasing complaints from patients regarding their in-hospital experience. On initial findings, it was found that these complaints are coming from their primary patient base (25-35 years, pregnant mothers). The CEO wants to identify the problems and improvements areas at the hospitals. She wants to improve the overall patient experience and has kicked off a project with you as a consultant.**

**a. You have been asked to help them better empathize and understand their customers. What are the deliverables you will produce to document this understanding? Describe the content and purpose of these deliverables with short examples. (5 Marks)**

**Ans 3a.**

**Introduction:**

**Deliverables:** In design thinking, deliverables refer to various prototypes that can be used to achieve multiple company or organizational objectives. The prototypes created here can differ depending on the product. Products can be digital, service-based, spatial, process-based, or physical

**b. Once you have developed a thorough customer understanding, you are expected to present insights and come up with a problem statement for the CEO to approve. Provide the problem statement with supporting insights. (5 Marks)**

**Ans 3b.**

**Introduction:**

**Problem Statement:** To define the current situation and brainstorm out-of-the-box solutions to the problem, the design team of an organization prepares a problem statement. Answer: A solution statement is a succinct description of the problem that exists in an organization.