**Design Thinking**

**December 2021 Examination**

**1. The Chief Operating Officer of an entertainment company, ZombiePark, wants to better understand their young customers - children - in order to come up with a new ride called “Junglee Memes”. What is the process and steps involved in coming up with an innovative experience that actually smoothens the process of checking in? (10 Marks)**

**Introduction**

The innovation technique is all approximately changing previous rules, regulations, methods, and business approaches to boom running facilities and business needs in a competitive state. Further, it consists of the adjustments in technology and device used to fulfill the enterprise targets and financial growth. But, on this content material, the adjustments that assist enhance leisure for individuals and follow new techniques for children's amusements are typically identified as an innovation process. Moreover, the unique enhancements needed for this Its Half solved only

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**2. Consider improving the experience of senior people above the age of 60 years at a 4-star hotel in the suburbs of Mumbai. What will be the research plan you will create for this purpose? (10 Marks)**

**Introduction**

Similarly, the customer's reports related to business growth play a sizeable position because it affects score approximately offerings and stage of the company's work. Furthermore, it isn't always smooth to start a business and run efficiently because, inside the marketplace, many aggressive companies and companies are available inside the equal fields that affect their market and charge the customer's necessities in business. But, it is appropriate for enterprise folks to investigate the competition and sources that help or offer sensible thoughts for managing hard

**3. The CEO of a small hospital chain, MedSpac, 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 (25-40 years, pregnant mothers). The CEO wants to identify the problems and improvements areas at the hospitals. He 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)**

**Introduction**

Shipping means varieties of services organizations provide to their clients and looking to amplify their goal customers in business. However, it wishes strong and excessive focus when customers' requirements are extra vital for the organization. Furthermore, health facility clients need great care and polite behavior from employees and getting robust fitness care in pandemic conditions.

**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)**

**Introduction**

Similarly, clients' troubles display the specific issues and offerings that want more significant time and information to clear up and increase the rating for business help. Moreover, it's far on occasion important due to affecting the organization's reputation and photo value of corporation