**Design Thinking**

# April 2022 Examination

# Q1. Assume that you are reimagining the grocery shopping experience of disabled citizens for a large retail store called “goMart”. What is the process and steps involved in coming up with an innovative, inclusive experience? (10 Marks)

# Answer 1.

## Introduction

Headway insinuates introducing one extra nature of a truthful or another significant market, the process for creation, the reason for delivery, and the connection in an industry. The leading reassuring factor about the headway cycle understands an idea right into a powerful concept. The disclosure degree is where associations have to contribute more incredible energy and resources. One straightforward and successful approach for buying to the divulgence stage is to rehearse disparate and simultaneous wondering. Throughout this stage, capability clients create and Its Half solved only

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**Q2. The Chief Marketing Officer of a retail coffee company, Coffee Meets, wants to better understand their customers in order to come up with a new product called “Flavour of the month”. What will be the research plan you will create for this purpose? (10 Marks)**

# Answer 2.

## Introduction

Every investigation plan needs putting forth with the goal that perusers can fathom the incentive behind why they've made it. It's far basic how they could deal with their assessment plan. It could recommend that their display is the most complex piece of paper to create first. Alongside those lines, they need to take as much time as needed and attempt to nail it. The creation of making will set out their questioning. That's what assessment may be based around. Their perusers need to parent out what they're analyzing proper from the start and whether or no longer

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**Q3. The sales of a large grocery store chain, “ShopNext”, have been falling since the past 3 months. They have on-the-ground stores across major metros in India but no ecommerce presence. They now face competition, both from neighbourhood stores as well as growing number of ecommerce stores. Their target customer base (20-30 years, technology savvy) enjoy variety, choice and value for money. They are hence finding it difficult to retain customers and build loyalty. The CEO has kicked off a project and appointed you as a consultant to improve current on-the-ground experience and launch a new online experience that will enable ecommerce sales.**

**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)**

**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)**

# Answer 3 (A).

## Introduction

An essential deliverable is anything made or given in light of an association. Proper, when locations are met, assumptions are conveyed, and when the general assignment is developed, their key deliverable has been made. The essential thing assumptions are a rule of thumb unbiased, undeniable or subtle, has been developed - or the numerous key assumptions set inside

**Answer 3 (B).**

**Introduction**

A purchaser's issue enunciation clarifies their aspect or organization's anxiety for their customers. The attestation helps them recognize the revel in they assume to trade or the distance they are trying to enter even as constructing another thing or agency. It's vital to study that they