**Design Thinking**

**June 2022 Examination**

**Q1. Consider improving the experience of pregnant women at a government hospital in your city. They are 22-28 years of age and come from a lower-income background. What will be the research plan you will create for this purpose? (10 Marks) – 800 Words**

**Ans 1.**

**Introduction**

The health-related offerings assist control the network empowered services with the aid of comparing the selection and helping the environment by addressing the demand and managing fitness get right of entry efficiently. Further, the network-based services and strategies related to extended services or gaining access to maternal healthcare offerings help identify the diverse challenges and cope with the effective technique. Moreover, the community-primarily based offerings and call for assistance upload the interventions and get entry to maternal health Its Half solved only

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**Q2. Assume that you are reimagining the workspace of a call centre company that primarily employs young professionals who are disabled (blind). What is the process and steps involved in coming up with an innovative, inclusive work experience for this company? (10 Marks)**

**Ans 2.**

**Introduction**

The companies are hiring new and progressive personnel to improve the demand and offerings of the product for achieving the business goals and intention. In addition, disabled employees face numerous challenges while using for new positions in excessive stressful companies and reaching their lifestyles desires. Furthermore, the mindsets of groups or corporations are accomplishing several negative aspects related to acquiring and hiring the most effective letting

**Q3. The sales of a large toy store chain, “Toys4All”, have been falling since the past 6 months. They have on-the-ground stores across major metros in India but no eCommerce presence. They now face competition, both from neighborhood stores as well as a growing number of eCommerce stores. Their target customer base are parents with young children between the age of 3-12 years. They are technology savvy and enjoy choice with value for money. The company is hence finding it difficult to retain customers and build loyalty.**

**The CMO (chief marketing officer) 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)**

**Ans 3a.**

**Introduction**

Further, the deliverables of projects are held to show the demand and offerings of businesses to maintain business reporting. Furthermore, the business outputs and entries help to feature assets, data, and time on advantages. But, closure of business is adjustments offerings for coping with

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

**Ans 3b.**

**Introduction**

In addition, customers' desires and ideas assist describe the business results and tangible offerings with the aid of adding the statistics related to vital products and services that control the employer's market. Furthermore, the commercial enterprise solutions also assist outline the