**Design Thinking**

**September 2022 Examination**

**Q1. A retail store chain, Store4Me, wants to better understand their customers (parents) in order to create a new section in their stores that will provide healthy food products for children. What is the process and steps involved in coming up with an innovative experience for these customers?**

**Ans 1.**

**Introdcution:**

Well-being and health of children is dependent on their healthy eating habits. Children who are overweight are more likely to suffer from chronic health issues. The [Weight-control Information Network](http://win.niddk.nih.gov/) (WIN), a service of the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), offers guidance to parents and caregivers regarding how to encourage healthy eating habits in children. Children need a balanced and healthy diet that includes various foods from all food groups in order to provide them with a variety of nutrients to help them maintain their health. Children's appetites may change based on their age, growth spurts and level of activity. It is important to provide children with appropriate portions. Start small and if

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**Q2. You are tasked with improving the experience of patients who are primarily senior people above the age of 70 years at a government-run cancer hospital. This hospital is located in the heart of a metro city in India. What will be the research plan you will create for this purpose?**

**Ans 2.**

**Introduction:**

A collaborative approach to healthcare delivery is more crucial than ever. The key elements of this system must be identified to determine the best practices. This will help us to identify the best methods for team-based healthcare. Researchers will be able better evaluate models of team-based care when they've agreed on the essential values and principles. Then, commissioners will be able advocate and implement efficient procedures.

Researchers and cancer specialists are aware of the need to measure both the response of the tumor and the individual's experience response. Analytic reports highlight the correlation

**Q3. The CEO of a boutique hotel called “AndaazStays”, has been noticing increasing complaints from customers who are regular guests staying at the hotel. On initial findings, it was found that these complaints are coming from small business owners freelancers (25-35 years) regarding the food quality and room service. The CEO wants to identify the problems and improvements areas needed at the hotel. He wants to improve the overall customer 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.**

**Ans 3a.**

**Introduction**

In the boutique hotels, quality management is all about providing superior services to clients. In addition, maintaining the high quality of the service will give you a competitive edge over other hotels. To maintain consistently excellent service, you must be knowledgeable about the most important aspects of quality of your hotel and train your staff in the right manner.

**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.**

**Ans 3b.**

**Introduction**

We live in a very customer-focused world. Companies frequently rely on data to enhance the customer experience. We have access to greater amounts of information than ever before, but it's all useless if you don't know what to do with the data. Statistics, facts and figures give the appearance of understanding. However, insights transform that raw data into compelling and