**Design Thinking**

**December 2022 Examination**

**1. Assume that you are reimagining the branch experience of specially-abled citizens for a large consumer retail bank called PSDC. What processes and steps are involved in creating an innovative, inclusive** **experience?**

**Ans 1.**

**Introduction:**

Design thinking is a technique of solving the issue to the consumer's needs most of all else. Apart from that, it relies on observing with the help of empathy how individuals should communicate with various environments and personnel, a repetitive hands-on approach to make the ingenious remedy in any way.

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**2. The Chief Marketing Officer of a large coffee company, Coffee & Me, wants to understand their customers better to develop a new product called “Fan’s Favorite of the month.” What will be the research plan you will create for this purpose?**

**Ans 2.**

**Introduction:**

Are you attracted to the warm environment of coffee shops and wish for the taste of coffee first thing? If this is true, you could think about opening your coffee shops. Statistical surveying isn't just fundamental in offering you a premium comprehension of the present status of the coffee shop's service; it likewise assists you with converting how to shape various parts of your company so it pulls in the best clients. To guide you with this cycle, we've shown the crucial phases in leading comprehensive statistical surveying for a coffee shop. Whenever you've dove

**3. The revenues of a large grocery store chain, this company, have been falling for the past four 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 enjoys variety, choice, and value for money.**

**The CEO has kicked off a project and appointed you as a consultant to improve the 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.**

**Ans 3a.**

**Introduction:**

Another method for enhancing your service's odds of triumphing is to consider the critical good manners through which your competitors draw in and hold clients. This data will help establish you in the best circumstance to differ from what every other individual is offering by providing an alternating concept. Then again, on the other hand, by marketing things that applauds the type

**b. Once you have developed a thorough customer understanding, you are expected to present insights and develop a problem statement for the CEO to approve. Provide the problem statement with supporting insights.**

**Ans 3b.**

**Introduction:**

Whenever you've built up all the data above, you can consider your coffee shop's analytical surveying, and now is the correct time to place these details into use. For example, your exploration possibly prompted the end that the market is essentially tiny for the company or another dining establishment believes you had as a primary concern isn't adhering to customer