**Design Thinking**

**June 2023 Examination**

**Q1. You have been given the responsibility to rework the branch experience of patients for an eye hospital named Rotterdam. Explain the process (in steps) that would be involved in order to transform the patient experience from the typically grim, anxiety-riddled affair into something much more pleasant and personal?** **(10 marks)**

**ANS:**

**Introduction**

Over the past decade, hospital administrators have diligently transformed health center facilities from depressing human restoration shops into excellent and welcoming places. With the help of an outside dressmaker, the hospital management turned the facility into a show-off and received numerous awards for security, capabilities, and format, adding a selection for the professional Dutch layout Award. This is made possible through embracing layout wondering and design principles. Design thinking can be defined because of the non-linear manner used to understand the consumers, and associated challenges, locate answers to the

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**Q2. The Creative & Marketing Head of a famous Ice cream company, “Gelato for You”, needs to have a comprehensive study of their customer segmentation in order to create a new product called “Flavor of the month”. What will be the research plan you will create for this purpose?** **(10 Marks)**

**ANS:**

**Introduction**

Allows talk about the research plan first. And research plan may be defined as the documentation of the whole project, which incorporates studies conducted for the challenge and the results to be predicted. Customer segmentation, or marketplace segmentation, is classifying capacity customers in a particular market into specific corporations. The basis for this separation is customer similarity.

• Your needs (this is, one complete product can meet your needs)

**Q3. You found yourself at a meeting with an entrepreneur, a few managers, and many ideas flying around the room. Their direct competitor had recently released a new application and the tension was palpable. The company wanted to go out with something new in the market, to avoid losing ground to their competitor.**

**They prepared a document with some requirements, a vague idea of what the product should look like, and how much should it cost.**

**“We have to follow what others have done, with a lower price,” the Marketing Director said. “We have to create a more usable system, which simplifies the user journey,” added another manager. “We have to change the way we collect information, simplify it and integrate our processes with third parties,” said another. “It will take us months,” the technical manager shook his head, who mentally translated all those requests into hundreds of hours of code to be implemented.**

**The product was hub communication software. This piece of software managed different channels (email to SMS, fax to VoIP) and it was created for the web and mobile platforms. The product was originally created a few years before, but its usability was poor. At the time of the launch, the competitor was far ahead in terms of user experience. Moreover, they had an excellent mobile app, which was gaining ground in the mobile app store.**

**Company X was a traditional process driven company, familiar with traditional projects. It had run a few Agile products in the past, but it was new to the idea of creating an MVP (Minimum Viable Product) and testing it on the market. More notably, they feared the unknown. What if the new MVP would have an undesirable or unpredictable effect on their customer user base? This lack of control didn’t inspire confidence.**

**The meeting described above and the following ones did not lead to a clear definition of what the product to be achieved actually was. We only knew that we had to hit the target as soon as possible.**

**However as the project progressed and a competitor was beginning to gain traction, consent from the company was solidifying. Most agreed with the idea that: “We cannot afford to launch a half-finished product, we need a product that is working from the start.”**

**Despite some initial perplexity and fear, this was an opportunity to learn what would bring real value to their user base and potentially attract more users by making a streamlined lightweight product.**

**This prompted the company to look for approaches that they haven’t tried before, in order to have a complete product built on time even if it’s going to have only essential features at its launch. You’ll decided to use the Design Thinking process and focus on the things that would really bring value to the end user and thus, beat the competition by bringing only what’s necessary to the customer.**

**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:**

**Introduction**

Aggressive analysis reports they assist you in identifying gaps in the market and potential areas for innovation. These deliverables may be blended and iterated throughout the layout thinking process as you still empathize with your customers, define the trouble, ideate solutions, prototype, and test. The reason for these deliverables is to report your

**B. Once you have developed a thorough customer understanding, you are expected to present insights and come up with a problem statement for the entrepreneur to approve. Provide the problem statement with supporting insights.**

**ANS:**

**Introduction**

After conducting sizeable personal studies, we have recognized that the primary problem faced by our customers is the need for a simple, unified conversation platform that could seamlessly control all their channels in one area. Customers use multiple communication tools to manipulate emails, SMS, fax, and VoIP. Customers seek