**Design Thinking**

**September 2023 Examination**

**Q1. You have been given the responsibility to regain the trust of consumers for a financial service provider company called MLP. List down (in detail) the step wise process that shows how will design thinking help financial service provider MLP regain consumer trust? (10 marks)**

**Ans :**

**Introduction**

Regaining customer trust is essential for any financial service provider, and MLP is no exception. Believe is the foundation of any successful commercial enterprise dating and performs a fair massive role within the economic enterprise. The fallout from beyond financial crises, scandals, and unethical practices has eroded purchaser trust in monetary institutions. MLP should adopt a modern and client-centric approach, including layout wondering, to repair confidence and loyalty.

Design thinking is a human-centered and iterative hassle-solving process that includes

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**Q2. Being the marketing head of a famous food chain company, “SMR”, needs to have a comprehensive study of their customer segmentation in order to innovate a new service called “Food at your door step”. What will be the research plan you will create for this purpose? (10 Marks)**

**Ans :**

**Customer Segmentation for "Food at Your Doorstep" Service**

**Introduction:**

Because the advertising head of SMR, a well-known food chain company, it's crucial to conduct a complete examination of purchaser segmentation to explain the development and implementation of a new carrier called "meals at your doorstep." This study's plan provides a roadmap for the target audience's needs, alternatives, and behaviors. Via gaining insights into consumer segmentation, SMR can create customized and powerful advertising strategies, beautify consumer satisfaction, and drive a business boom.

**Q3. The income of a supermarket chain, Star Bazaar, has been declining for the past six months. Star Bazaar has branches across the main metropolitan cities in India but no e-commerce facility. They now have competitors from neighbourhood branches and an increasing number of e-commerce stores. Their customer segment is customers aged between 18 – 45 years with adequate technical skills and who enjoy variety, choice and value for money. Star Bazaar is therefore finding it difficult to retain customers and build loyalty. The head of the organization has started a project and appointed you as a consultant to improve the current branch experience and develop a new online mode that will enable e-commerce 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 :**

**Introduction:**

To file the understanding of Star Bazaar's customers and help them higher empathize, I would produce the following deliverables:

**1. Customer Persona Profiles:**

Customer personality profiles describe fictional, representative customers who align with the target demographic. These profiles help the business enterprise visualize and apprehend

**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. (5 Marks)**

**Ans :**

**Introduction:**

Celebrity Bazaar, a well-established grocery store chain with branches across principal metropolitan cities in India, faces challenges due to declining profits over the last six months. The company needs assistance to preserve customers and construct loyalty in the face of growing opposition from neighborhood branches and the growing presence of e-commerce