**Design Thinking**

**April 2024 Examination**

**Q1. Describe a situation where you had to redefine or clarify the problem statement during a design project. How did you go about it? (10 Marks)**

**Ans 1.**

**Introduction**

Design thinking is a user-centered approach that focuses on understanding the user's needs, redefining problems, and creating innovative solutions to prototype and test. In my experience, the essence of design thinking became apparent during a project aimed at enhancing the online learning experience for university students. Initially, our team was tasked with developing a more interactive and engaging platform. However, we soon realized that the problem statement was too broad and lacked a clear focus on the actual needs of the students. Recognizing this disconnect, we embarked on a journey to redefine the problem statement. This involved a deep dive into empathetic engagement with the users, comprehensive research, and iterative feedback loops. By adopting a holistic view and

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**Q2. “UAV” is a famous clothing company. The Head manager of the company needs to have a detailed understanding of their targeted audience in order to create a new fashion called “bootcut pants”. What will be the research plan you will create for this purpose? (10 Marks)**

**Ans 2.**

**Introduction**

Understanding the targeted audience is pivotal for any clothing company aiming to launch a new fashion line. For UAV, a renowned name in the apparel industry, the introduction of "bootcut pants" represents not just an expansion of their product range but also an endeavor to meet and potentially shape consumer preferences. Crafting a research plan for this purpose involves a multi-faceted approach, focusing on the intricate details of the demographic, psychographic, and behavioral characteristics of the target market. This plan will leverage a combination of quantitative and qualitative research methods to gather comprehensive

, paving the way for future endeavors in the ever-evolving world of fashion.

**Q3. Redefining the Airport Security Experience**

**An international airport has been facing challenges with its current security screening process. Passengers often experience long wait times, frustration, and confusion during security checks. The airport authorities are keen on improving the overall experience while maintaining high-security standards.**

**Design Thinking Approach**

**Empathize: To understand the passengers' pain points, a design thinking team conducted interviews, observations, and surveys. They discovered that passengers felt anxious due to unclear instructions, inconsistent procedures, and a lack of human touch during the process. Define: The team identified key issues, such as a need for clearer communication, streamlined processes, and a friendlier atmosphere. They framed the problem as "How might we enhance the airport security process to make it more efficient, reassuring, and passenger-friendly?"**

**Ideate: Through brainstorming sessions, the team generated ideas such as interactive screens with step-by-step instructions, designated support staff to assist nervous passengers, and a reward system for efficient and cooperative travelers.**

**Prototype: A small-scale prototype of the interactive screens and support staff was implemented in one security checkpoint. The team collected feedback from passengers to refine the design further.**

**Test: Based on the feedback, adjustments were made to the prototype. The revised approach demonstrated a significant improvement in passenger satisfaction and efficiency.**

**a. How did the design thinking team ensure they truly understood the passengers' needs and concerns during the Empathize stage? (5 Marks)**

**Ans 3a.**

**Introduction**

The design thinking approach begins with a crucial phase known as Empathize, which aims to deeply understand the users' experiences, needs, and concerns. In the context of redefining the airport security experience, the design thinking team employed a variety of methods to ensure they captured the essence of passengers' frustrations and anxieties. This phase is foundational, setting the stage for all subsequent steps in the design thinking process by

Top of Form

**b. What role did prototyping play in the design thinking process, and how did it contribute to the success of the project? (5 Marks)**

**Ans 3b.**

**Introduction**

Prototyping is a pivotal phase in the design thinking process, serving as the bridge between ideation and the final solution. It allows teams to transform abstract ideas into tangible experiences, enabling them to test and refine their concepts based on real user feedback. In the context of enhancing the airport security experience, prototyping played a critical role in