**Design Thinking**

**September 2024 Examination**

**1. Imagine you are part of a design team tasked with improving the airport check-in experience for travellers. The current process is often stressful and time-consuming, leading to long queues, frustrated passengers, and operational inefficiencies. Your goal is to apply design thinking principles to create a more user-friendly and efficient check-in process. (10 Marks)**

**Ans 1.**

**Introduction**

The airport check-in process is a critical touchpoint in a traveler’s journey, often setting the tone for the entire travel experience. However, it has traditionally been associated with stress, long queues, and inefficiencies, which can lead to frustration among passengers and operational challenges for airport staff. In the context of rising global travel, these issues are exacerbated, making it imperative to rethink and redesign the check-in process to enhance user experience and streamline operations. Design thinking, with its human-centered approach, provides an effective framework for tackling such challenges. By focusing on understanding user needs, ideating creative solutions, prototyping, and iterating based on feedback, design thinking allows for the development of innovative solutions that can transform the check-in experience. This essay will explore how

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**2. The renowned electronic brand "OEE" requires its Head Manager to possess a comprehensive grasp of their intended customer base for the development of a new product named "wireless charger." What research strategy would you devise to fulfill this objective? (10 Marks)**

**Ans 2.**

**Introduction**

In today’s rapidly evolving technological landscape, the success of a new product launch hinges on a deep understanding of the target customer base. For "OEE," a renowned electronic brand, the development of a new wireless charger requires the Head Manager to possess a comprehensive grasp of consumer preferences, behaviors, and needs. This understanding will guide the product development process, ensuring that the final product resonates with the intended market and meets their expectations. A well-devised research strategy is crucial for gathering actionable insights that will inform design decisions, marketing strategies, and ultimately, the product's market positioning. This essay outlines a research strategy that leverages a mix of qualitative and quantitative methods to thoroughly explore the target customer base, enabling OEE to develop a wireless charger that not only meets but exceeds consumer

**3. Imagine a design team tasked with improving the user experience of a mobile banking application. The team is committed to following the Design Thinking process, which consists of five key stages: Empathize, Define, Ideate, Prototype, and Test. The Empathy stage is the foundation of Design Thinking. It involves understanding the user's needs, feelings, and experiences to gain insights that inform the design process. During this stage, the design team seeks to empathize with the users by conducting in-depth research, interviews, and observations. The goal is to develop a deep understanding of the users' perspectives and uncover insights that will guide the subsequent stages of the design process.**

**The design team starts the Empathy stage by conducting interviews with a diverse group of users, including individuals with varying levels of familiarity and comfort with mobile banking applications. The team also observes users interacting with the current version of the mobile banking app to identify pain points and areas for improvement.**

**a. How did the design team go about gathering insights during the Empathy stage? (5 Marks)**

**Ans 3a.**

**Introduction**

The Empathy stage is crucial in the Design Thinking process as it focuses on understanding the user's experiences, needs, and pain points. For a mobile banking application, this stage helps the design team identify what users truly want and need from the app. To achieve this, the design team employs various methods, such as conducting interviews and observing user interactions with the current app. These activities aim to gather deep insights into user behavior and challenges, setting

**b. What insights were uncovered during the Empathy stage, and how did they inform the subsequent stages of the design process? (5 Marks)**

**Ans 3b.**

**Introduction**

The insights uncovered during the Empathy stage are pivotal in guiding the design process for the mobile banking application. By deeply understanding the users' needs and pain points, the design team can identify key areas for improvement and innovation. These insights not only highlight the challenges users face but also reveal opportunities for enhancing the overall user experience. The knowledge gained during this stage directly informs the Define, Ideate, Prototype, and Test stages, ensuring that each subsequent step in the design process is rooted in real user