**Design Thinking**

**Jun 2025 Examination**

**PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter**

**Q1. As a company using design thinking for the first time, ABC Ltd is worried about failure. As a consultant of Design thinking can you guide them about how does the iterative nature of design thinking contribute to innovation, and why is failure considered an integral part of this process? (10 Marks)**

**Ans 1.**

**Introduction**

Design thinking is a human-centered, creative problem-solving approach that emphasizes empathy, experimentation, and iteration. It is particularly effective for tackling complex business challenges where traditional solutions have failed. For companies like ABC Ltd, which are adopting design thinking for the first time, the fear of failure is natural. However, design thinking encourages a mindset shift—from avoiding failure to learning from it. This approach supports innovation not through rigid planning but by embracing change, user feedback, and

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**Q2. As a Design thinking trainer, you have told the students to form groups made of people from across disciplines.Discuss the importance of interdisciplinary collaboration in design thinking and how it enhances problem-solving capabilities. (10 Marks)**

**Ans 2.**

**Introduction**

Design thinking is inherently a collaborative and user-centered approach to innovation and problem-solving. At its core, it encourages diversity—not only in ideas but also in the people who bring those ideas to life. As a trainer, urging students to form interdisciplinary teams is a strategic decision grounded in the belief that complex problems require multiple perspectives to be solved effectively. Each discipline brings unique insights, methodologies, and ways of thinking, which enrich the creative process. Interdisciplinary collaboration helps break down silos, fosters empathy across

**Q3A. ABC Tech, a leading consumer electronics company, was facing a decline in customer satisfaction with their smart home devices. Customers reported difficulties in setting up the devices, an unintuitive user interface, and lack of integration with other smart home products. The company's leadership decided to implement Design Thinking to address these issues.**

**Question: How did the Design Thinking approach help ABC Tech address customer dissatisfaction? Explain with reference to the five stages of Design Thinking. (5 Marks)**

**Ans 3a.**

**Introduction**

ABC Tech, a leading name in consumer electronics, was experiencing a fall in customer satisfaction due to setup difficulties, poor interface design, and limited product integration. Recognizing the need for a user-focused solution, the company adopted the Design Thinking approach. This method emphasizes empathy, problem definition, ideation, prototyping, and testing—allowing the company to rethink its offerings from the customer’s perspective. By applying these five stages strategically, ABC Tech could address core issues and rebuild a more seamless and

**Q3B. ABC Tech, a leading consumer electronics company, was facing a decline in customer satisfaction with their smart home devices. Customers reported difficulties in setting up the devices, an unintuitive user interface, and lack of integration with other smart home products. The company's leadership decided to implement Design Thinking to address these issues.**

**Question: If you were a part of the ABC Tech design team, what additional innovative solutions would you propose to enhance the user experience further? Justify your suggestions. (5 Marks)**

**Ans 3b.**

**Introduction**

While ABC Tech made significant strides using Design Thinking to resolve immediate customer issues, innovation is an ongoing journey. As a member of the design team, it is essential to think beyond fixing problems and look toward enhancing the overall user experience proactively. By anticipating future needs, using emerging technologies, and promoting personalizatio