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Question: 1

Who first adopted Design Thinking for a business context?

- A. David Kelley
- B. Michael Porter
- C. Hasso Plattner
- D. Steve Jobs

Answer: A

Question: 2

What is the expected outcome of Synthesis?

- A. Prioritized ideas
- B. A clear understanding of the user's needs
- C. Unstructured interview results
- D. Several ideas to address the design challenge

Answer: B

Question: 3

What techniques can be used in Synthesis? Note: There are 2 correct Answers to this question.

- A. Journey map
- B. Concept map
- C. Role play
- D. Storyboard

Answer: A B

Question: 4

What are key Design Thinking use cases from a business/ IT perspective? Note: There are 2 correct Answers to this question.

- A. Services and products
- B. Incident management
- C. Solution mapping
- D. IT applications and solutions

Answer: A C

Question: 5

What are the most important attributes of Design Thinking coaches? Note: There are 2 correct Answers to this question.

- A. Influential
- B. Curious
- C. Empathetic
- D. Design Challenge Expert

Answer: B C

Question: 6

What areas does the Design Thinking process iteratively integrate to find the right space for innovation? Note: There are 3 correct Answers to this question.

- A. Viability
- B. Desirability
- C. Predictability
- D. Feasibility
- E. Accountability

Answer: A B D

Question: 7

What are the objectives of the empathy map technique? Note: There are 3 correct Answers to this question.

- A. To understand what the user sees, hears, says, and does
- B. To understand the user's needs and measures of success
- C. To understand the user's fears, obstacles, and frustrations
- D. To understand the attributes of the user's character

E. To understand the user's ideas to solve the problem

Answer: A B C

Question: 8

What are some of the principles of prototyping? Note: There are 2 correct Answers to this question.

- A. Demonstrate functionality and the look and feel of your solution.
- B. Include creativity in your prototype.
- C. Show as much detail as possible.
- D. Show the solution through the users' eyes.

Answer: A D

Question: 9

How many building blocks are defined in the business model canvas?

- A. 10
- B. 7
- C. 8
- D. 9

Answer: D

Question: 10

Why are brain dump exercises successful? Note: There are 3 correct Answers to this question.

- A. Group dynamics ensure that everyone contributes. Nobody wants to be the only one not providing any input.
- B. Everybody has different thoughts while thinking about the challenge.
- C. Participants are able to identify the most important ideas to solve the challenge.
- D. Grouping and clustering thoughts helps the team to structure data and to identify common topics.
- E. The result clearly articulates the emotions and touch points of the user when adopting a new technology.

Answer: A B E



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