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Question: 1

What are two common contexts where Design Thinking is highly effective?
(Select Two)

Response:

- A. Complex social problems
- B. Well-defined accounting errors
- C. Ambiguous product challenges
- D. Simple arithmetic tasks

Answer: A,C

Question: 2

How does a Design Thinker facilitate cross-functional collaboration in an organization?

Response:

- A. By issuing top-down commands
- B. By working in silos to preserve intellectual property
- C. By aligning diverse stakeholders through human-centered principles
- D. By enforcing rigid procedures across teams

Answer: C

Question: 3

Which of the following best describes the “Define” phase in the Design Thinking process?

Response:

- A. Framing a clear problem statement from user insights
- B. Generating as many ideas as possible
- C. Testing the most viable product
- D. Launching the marketing strategy

Answer: A

Question: 4

Which prototyping purpose focuses on deepening understanding of user needs and pain points?

Response:

- A. Build to Empathize
- B. Build to Compare
- C. Build to Iterate
- D. Build to Scale

Answer: A

Question: 5

In what two ways does storytelling support the Design Thinker's role in business transformation?

(Select Two)

Response:

- A. Builds emotional connection to change
- B. Promotes product features only
- C. Aligns stakeholders with user needs
- D. Avoids uncomfortable truths

Answer: A,C

Question: 6

Why should Design Thinkers interact regularly with other business functions?

Response:

- A. To approve financial statements
- B. To better understand customer, market, and operational realities
- C. To avoid creative input from others
- D. To protect proprietary design systems

Answer: B

Question: 7

Why is integration essential to the success of human-centric design?

Response:

- A. It concludes the creative process
- B. It ensures outputs are aligned to business priorities and executed effectively
- C. It separates design from business operations
- D. It is only applicable to product design

Answer: B

Question: 8

Design Thinkers must collaborate across departments to ensure solutions are both _____ and viable within business contexts.

Response:

- A. Profitable
- B. Aesthetic
- C. Desirable
- D. Legally binding

Answer: C

Question: 9

What is the primary purpose of the "Empathize" stage in the Design Thinking process?

Response:

- A. To finalize the prototype
- B. To launch a marketing campaign
- C. To gain deep insight into user needs and experiences
- D. To brainstorm business models

Answer: C

Question: 10

You are designing a public transport solution. Applying Design Thinking, what would you do first?

Response:

- A. Write software specifications
- B. Launch a media campaign
- C. Empathize with commuters through observation and interviews

D. Analyze ticketing revenue

Answer: C



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