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End Semester Examination, December 2024
B.Tech CSE (UX OR UI) ImaginXP –5th Semester
Design Thinking (ETCS305A)

Time: 2.5 hrs.

Max Marks: **50**

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Q.1 **Attempt any five questions:**

- | | |
|--|-----------------------|
| (a) What is the first stage of 5D design process? | [CO-1] [L-1] |
| 2 | |
| (b) What is a prototype? | [CO-1] [L-2] 2 |
| (c) What do you mean by “Empathize” in the design Process? | [CO-1] [L-2] 2 |
| (d) What is a complex problem? | [CO-1] [L-2] 2 |
| (e) What is ideation? | [CO-1] [L-1] 2 |
| (f) Define low fidelity prototype? | [CO-1] [L-2] 2 |
| (g) What is User persona? | [CO-1][L-1] 2 |
| | 2x5 |

PART-B

- Q.2 What is the importance of secondary research? How do you plan to carry out secondary research?
Explain with one example or a situation. [CO-4] [L-2] **10**

OR

What is user persona and user journey map? How does it helps in understanding the target audience?
Give example. [CO-2][L-3] **10**

- Q.3 What are ‘complex problems? Explain why design thinking is a suitable approach to address such problems? [CO-3] [L-5] **10**

OR

What is the difference between qualitative and quantitative research? How does it help you in design research? Give one example. [CO-3] [L-4] **10**

- Q.4 What is the prototyping? What are the different types of prototyping? What is the importance of prototyping in the design process? [CO-4] [L-6] **10**

OR

Explain the role of empathy in design thinking and how it impacts the overall design process? How will you empathize with the user? Discuss with one example.

[CO-4] [L-3]

10

- Q.5 How is design thinking used for social innovation? Give a detailed example. [CO-5] [L-2] **10**

OR

