

Unit 4 - Week 3 - CONCEPTING and BUILDING

Course outline

How does an NPTEL online course work?

Week 1- INTRODUCTION and PROBLEM DISCOVERY

Week 2 - RESEARCH AND ANALYSIS

Week 3 - CONCEPTING and BUILDING

● Lecture 11 - Generating Ideas

○ Lecture 12 - Top Five Ideas

○ Lecture 13 - Bundle Ideas and Create a Concept

○ Lecture 14 - Scenarios and Storyboards

○ Lecture 15 - Rapid Prototyping

○ Quiz : Week 03 Assignments

○ Feedback for Week 3

● Assignment 3 Solution

Week 4 - TESTING, REFINING and PITCHING

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Week 03 Assignments

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-03-18, 23:59 IST.

1) Which of the following is a good ideation technique?

1 point

- Start to think beyond borders
- Make a persona
- Writing down the problem statement
- Don't ask too many questions

No, the answer is incorrect.

Score: 0

Accepted Answers:

Start to think beyond borders

2) For concept generation, we must generate

1 point

- One idea
- At least 2 ideas
- At least 8 ideas
- Many ideas

No, the answer is incorrect.

Score: 0

Accepted Answers:

Many ideas

3) For new solutions, you must observe, know and understand different people, _____and places

1 point

- Races
- Locations
- Ancestry
- Scenarios

No, the answer is incorrect.

Score: 0

Accepted Answers:

Scenarios

4) Great designs don't happen_____, they take time to get_____

1 point

- overnight, right
- right, wrong
- in several days, incomprehensible

No, the answer is incorrect.

Score: 0

Accepted Answers:

overnight, right

5) Apart from brainstorming, another idea generation technique is

1 point

- Challenging the assumptions
- Linear thinking
- Convergence

No, the answer is incorrect.

Score: 0

Accepted Answers:

Challenging the assumptions

6) Constraints often

1 point

- Force you to quit the problem and move on to the next problem
- Stimulate confusion and lead to fixation
- Force you to view things from a perspective you are not accustomed and stimulate clarity

No, the answer is incorrect.

Score: 0

Accepted Answers:

Force you to view things from a perspective you are not accustomed and stimulate clarity

7) Rapid prototyping is

1 point

- Creating a model of the product without wasting much resources and time
- Creating rapid personas of the users
- Neither a method nor a tool, its a person's attributes that generate multiple ideas

No, the answer is incorrect.

Score: 0

Accepted Answers:

Creating a model of the product without wasting much resources and time

8) Paper prototyping allows you

1 point

- To release the product right away in the market
- To sketch a user's journey map
- To prototype a digital interface without using digital software

No, the answer is incorrect.

Score: 0

Accepted Answers:

To prototype a digital interface without using digital software

9) To generate multiple ideas, one should

2 points

- Ask questions to converge to a single idea
- Ask questions to categorize personas
- Ask questions to push the boundaries
- Generate one idea and quickly jump up to a conclusion
- Remain non-judgmental about all ideas
- Analyze user's details such as income, and age

No, the answer is incorrect.

Score: 0

Accepted Answers:

Ask questions to push the boundaries

Remain non-judgmental about all ideas

10) Brainstorming is a group activity technique

2 points

- Where a person tries to make a product with the available raw materials
- Where a specific group of people shout our their ideas
- Where the members do not discard any ideas
- Where the group keeps rejecting other's ideas until they reach the right solution
- Different ideas are not combined as it is time-consuming

No, the answer is incorrect.

Score: 0

Accepted Answers:

Where a specific group of people shout our their ideas

Where the members do not discard any ideas

11) Empathy is

3 points

- An ability to ignore the hardship or plight of another person
- An ability to observe and understand various people, their needs and motivations
- Synonymous with sympathy and both mean understanding user's perspectives
- Walking in your own shoes
- Getting nervous to ask users for input or feedback
- Relating to the feelings or emotions of another person
- Getting into someone else's shoes without getting frozen by their emotions

No, the answer is incorrect.

Score: 0

Accepted Answers:

An ability to observe and understand various people, their needs and motivations

Relating to the feelings or emotions of another person

Getting into someone else's shoes without getting frozen by their emotions