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## Question 1

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**Question Type:** MultipleChoice

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Design thinking does not see failure as a threat as long as it happens early and is used as a springboard for further learning - in other words "\_\_\_\_\_".

Note: There are 1 correct answers to this question.

**Options:**

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- A- Fear of Failure
- B- Iterate ideation phase
- C- Fail early to succeed sooner
- D- Funky prototyping

**Answer:**

---

C

## Question 2

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**Question Type: MultipleChoice**

---

The empathy map contains four main components that help you organize data from people you interview:

Note: There are 3 correct answers to this question.

**Options:**

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A- Think

B- Say and Do

C- Create

D- Feel

**Answer:**

---

A, B, D

## Question 3

---

**Question Type: MultipleChoice**

---

What are the dimensions of observation?

Note: There are 3 correct answers to this question.

**Options:**

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**A-** Space - the physical place

**B-** Activity - a set of related acts people do

**C-** Confidence - It also helps you learn about what they need

**D-** Actor - the people involved

**Answer:**

---

A, B, D

## Question 4

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**Question Type: MultipleChoice**

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Prototypes must be expensive and sophisticated.

**Options:**

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A- False

B- True

**Answer:**

---

A

## Question 5

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**Question Type: MultipleChoice**

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What are the 2 most important techniques that entrepreneurs use during the inspiration phase?

Note: There are 2 correct answers to this question.

**Options:**

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A- challenging questions to bring the interviewee to make creative suggestions

B- key guiding questions

**C-** Observation and Insight Development

**D-** user types that you might encounter

**Answer:**

---

A, C

## Question 6

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**Question Type: MultipleChoice**

---

What are the brainstorming rules created by IDEO?

Note: There are 3 correct answers to this question.

**Options:**

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**A-** Be open to developing the ideas of others and stay on topic

**B-** It involves getting out of the building and taking action

**C-** Avoid judging others and let the creativity flow

**D-** Follow the 'one at a time' rule and use visuals and Generate as many new ideas as possible

**Answer:**

---

A, C, D

## Question 7

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**Question Type: MultipleChoice**

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What is the Stanford Design School five phases of design thinking? (another variation of the design thinking process)

**Options:**

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**A-** Ideate

**B-** Test

**C-** Patterns

**D-** Define

**E-** Prototype

**F-** Empathy

**Answer:**

---

A, B, D, E, F

## Question 8

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**Question Type:** MultipleChoice

---

Which of the following techniques are structured ideation techniques?

Note: There are 2 correct answers to this question.

**Options:**

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**A-** Dedication

**B-** Empathy

**C-** Space

**D-** Humor

**Answer:**

---

B



## Question 9

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**Question Type:** MultipleChoice

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What are 4 notable characteristics about design thinking?

Note: There are 4 correct answers to this question.

### Options:

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- A- It applies to everyone, regardless of experience levels
- B- It works best in unpredictable environments
- C- It requires continuous practice with a focus on doing in order to learn
- D- It involves getting out of the building and taking action
- E- Anything except questions related to the challenge

### Answer:

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A, B, C, D

## Question 10

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**Question Type:** MultipleChoice

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The "why" behind something.

Note: There are 1 correct answers to this question.

**Options:**

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A- Prototype

B- Define mode

C- Inspiration

D- Empathize

**Answer:**

---

C

## Question 11

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**Question Type:** MultipleChoice

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During an interview, you should minimize yes/no questions and instead ask \_\_\_\_\_ questions.

Note: There are 1 correct answers to this question.

### Options:

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A- defined color per exercise.

B- open-ended.

C- per sticky note.

D- team on a color code.

### Answer:

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B

## Question 12

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**Question Type:** MultipleChoice

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Design thinking is a human-centered approach.

**Options:**

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A- False

B- True

**Answer:**

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B

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