

Design Thinking Professional Certificate (DTPC®)

Sample Exam V022020

1. What is the best way to communicate your vision?
 - a) By creating experiences, using illustrative visuals, and telling good stories.
 - b) By imposing your view on them because you know better than them.
 - c) By providing them with detailed information regarding the motivation for your research.
 - d) Just give them the vision document- they're smart enough to understand.

2. What does it mean to focus on human values?
 - a) Criticizing their decisions and teaching them what their values should be.
 - b) Making it seem like you care about what users think but doing what you think is best.
 - c) Using your platform to educate them about ethics.
 - d) Having empathy with the people, you are designing for and using their feedback to develop your idea further.

3. What does, 'crafting clarity' refer to?
 - a) Making sure the room in which you give your speech is clean.
 - b) Having an easy-to-understand, accessible document.
 - c) Produce a clear and precise vision to deal with difficult challenges.
 - d) None of the above.

4. Why is it important to embrace experimentation?
 - a) Because a prototype is not just validation for your idea.
 - b) Because building prototypes is an essential part of the innovation process.
 - c) Because experimentation allows thinking and learning.
 - d) All of the above.

5. How can one be mindful of the process?
 - a) Know what you're doing.
 - b) Know where you are in the design process, what methods you want to use, and what your goals are.
 - c) Have a clear visión.
 - d) Stay up-to-date with your work.

6. What does it mean to be biased towards action?
 - a) Be biased and only support people you like.
 - b) Don't think; just do it!
 - c) Be action-oriented; while this doesn't mean that you neglect the power of thinking and discourse, you must ensure that you focus on doing.
 - d) None of the above.

7. What is, 'Radical Collaboration'?
 - a) Bringing together innovators with diverse viewpoints and enabling groundbreaking ideas and solutions through harvesting diversity.
 - b) Bringing together innovators with diverse viewpoints and forcing them to work on what you think is the right approach.
 - c) Bringing together innovators with diverse viewpoints and prompting them to fight with each other to see which one wins.
 - d) Taking everyone's advice but doing what you think is right.

8. Why is empathy the foundation of a human-centered design process?
 - a) Because if it is human-centered, it needs to understand what the individual desires.
 - b) Because that's what the book says.
 - c) Because empathy allows for the development of more critical minds.
 - d) Because if you say you are empathetic people will listen to you more.

9. What do you need to do to become empathetic?
- a) Observe.
 - b) Engage.
 - c) Immerse.
 - d) All of the above.
10. Why is an empathetic approach important?
- a) Because the problem you are trying to address is rarely ever your own.
 - b) So that people are attracted to your idea.
 - c) Everyone claims to be human-centered, we need to say we are empathetic otherwise competitors will win.
 - d) None of the above.
11. Why is it important to observe if you want to develop an empathetic human-centered approach?
- a) Watching what people do and will allow you to develop an understanding of what drives them.
 - b) Watching people interact gives you information about what they think and feel; this will help you learn about their needs.
 - c) A and B.
 - d) Neither A nor B.
12. Why must we engage with others?
- a) So we can tell them what is right for them.
 - b) So we can prove their our approach is the best.
 - c) So that they think we are listening to them.
 - d) So that we can fully understand what their viewpoints, thoughts, and needs are.

13. How does engagement guide innovation efforts?
- a) Engagement allows us to identify the right users to design for.
 - b) Through engagement, we can understand different approaches and come up with innovative ways to integrate said approaches in our design.
 - c) Engagement allows us to discover the emotions that guide behaviors- therefore allowing us to understand how each will behave.
 - d) All of the above.
14. What does it mean to immerse oneself in the experience?
- a) This means establishing an emotional connection with users.
 - b) To immerse oneself would mean to be enthusiastic about the project.
 - c) Immersing oneself into the experience refers to experiencing the design yourself so that you can understand the situation users are in.
 - d) None of the above.
15. What does 'defining mean?
- a) To identify what your goals are.
 - b) A summary of your project.
 - c) The synthesis of your empathy findings and understanding of consumer needs into a specific and meaningful project.
 - d) The generation of radical design alternatives.
16. What is the purpose of defining?
- a) So that you can easily answer anyone who asks what your project is about.
 - b) So that you know exactly what challenge you are working for and what issues you are trying to address.
 - c) So that you understand the concerns of your users.
 - d) So that you have an actionable problem statement.

17. Why is defining so important to the design process?
- a) Understanding the meaningful challenge to address is fundamental to creating a successful solution.
 - b) Defining will allow you always to keep track of the issues that you are addressing and hence help in creating better solutions.
 - c) Once the insights you receive are integrated into your definition, every subsequent action you conduct will automatically become human-centered.
 - d) All of the above.
18. What is the purpose of a Point of View (POV)?
- a) A Point of View makes it easier to brainstorm.
 - b) A Point of View will allow you to develop a guiding lens that prioritizes addressing the insights and needs of your users.
 - c) The Point of View is a good tool to make sure everyone working on the project is on the same page.
 - d) A good point of view will impress users.
19. What is not a good Point of View (POV)?
- a) One that does not provide a focused frame for the problem.
 - b) One that does not inspire the team.
 - c) One that does not provide a reference for evaluating completed ideas.
 - d) All of the above.
20. What qualities does a good POV have?
- a) It fuels brainstorming.
 - b) Captures the hearts and minds of people.
 - c) It guides innovation efforts.
 - d) All of the above.

21. What does it mean to ideate?
- a) Ideation refers to generating radical design alternatives.
 - b) Ideation refers to being idealistic and optimistic about your project.
 - c) Ideation refers to creating a framework for addressing your problem.
 - d) Ideation refers to understanding what the user wants and needs.
22. What is the goal of ideation?
- a) Ideation helps you convince your users that you are thinking.
 - b) You ideate to transition from identifying problems into exploring solutions for your users.
 - c) Ideation allows you to become optimistic and confident.
 - d) Ideation allows you to develop a coherent point of view.
23. What are the benefits of ideation?
- a) Ideation allows you to step beyond obvious solutions and increase your innovative potential.
 - b) Ideation helps you add volume and flexibility to your innovation options.
 - c) Ideation forces the team to think of more radical and breakthrough solutions.
 - d) All of the above.
24. What is the fundamental principle of ideation?
- a) To make sure you evaluate and create new ideas simultaneously.
 - b) To make sure that every idea is out-of-the-box.
 - c) To make sure that you are cognizant of when you are generating new ideas and when you are evaluating ideas.
 - d) To make sure that everything you do is in line with the point of view.

25. What is the difference between generating ideas and evaluating ideas?
- a) When you generate ideas, you think, and when you evaluate ideas you are in action.
 - b) When you generate ideas, you don't criticize, and when you evaluate ideas you don't criticize.
 - c) Generating ideas refers to thinking of new solutions to address the challenge and evaluating ideas refers to thinking of whether or not the solution effectively solves the problem.
 - d) None of the above.
26. What is the prototype mode?
- a) It is a way to view your ideas more coherently by creating a physical form of your solution.
 - b) It is the final design product.
 - c) It is a mechanism to decide how to define the problem.
 - d) Prototypes are used to deceive users as to what your actual product is.
27. When are prototypes most successful?
- a) When the design team can experience and interact with them.
 - b) When they look good.
 - c) When they are made quickly.
 - d) When they are made right before the final product.
28. How do prototypes help in the thinking process?
- a) They allow you to show off what your product will look like.
 - b) They help you prove others wrong.
 - c) They teach you more about the product.
 - d) They allow you to test and refine solutions and view your solutions in a collective and coherent manner.

29. Why is it important to prototype?
- a) Prototypes allow for empathy-gaining by deepening your understanding of the user experience.
 - b) They help you refine ideas and develop multiple solutions.
 - c) They act as a source of inspiration for more radical solutions.
 - d) All of the above.
30. Where does the prototype fit in the solution process?
- a) They help you to find out what the challenge is.
 - b) They assist in making sure everyone with bad opinions backs out.
 - c) They help you identify the different variables that affect the creation of a good solution and help you break down the problem as well.
 - d) They help convince users to invest in your idea.
31. What does testing mean?
- a) It is a preliminary mode where you put a low-resolution version of your artifact in the context of your user's experience.
 - b) It is the same thing as the prototype mode.
 - c) It is a trial run for the final product.
 - d) None of the above.
32. Why is it important to test?
- a) Testing creates hype in the users.
 - b) Testing helps to show that we are pragmatic and responsible.
 - c) Testing helps in getting feedback on solutions, refining solutions, and integrating them into the project via learning more about the user.
 - d) Testing helps make sure that any opposing ideas are filtered out.

33. How can testing refine prototypes?
- a) It helps in identifying problems that the design team could not see.
 - b) It is a step forward.
 - c) It helps in proving everyone else wrong.
 - d) It is a good way to ensure that the problem is defined correctly.
34. How can testing help you learn more about your user?
- a) It helps build empathy through observation and engagement.
 - b) It provides insights that one could not previously see.
 - c) It helps one observe the experiences of users and produce more effective and innovative solutions.
 - d) All of the above.
35. How can you redefine your POV?
- a) Through thinking long and hard about whether what you are doing is a solution to the challenge you are addressing.
 - b) Through testing; it reveals potential faults in the framing of the problem.
 - c) Through thoroughly reviewing the prototype.
 - d) Through heavy criticism.
36. What is the first stage of a human-centered design approach?
- a) Defining the challenge.
 - b) The Prototype mode.
 - c) Empathy.
 - d) Testing.

37. What is the final stage of a human-centered design approach?
- a) Empathy.
 - b) Ideation.
 - c) The Prototype mode.
 - d) Testing.
38. What is the difference between defining and ideating?
- a) Defining refers to framing the challenge and ideating refers to finding solutions to the challenge/problem.
 - b) Defining refers to understanding user needs and ideating refers to finding solutions to the challenge/problem.
 - c) Defining refers to framing the challenge and ideating refers to testing the product.
 - d) Defining refers to finding solutions to the problem and ideating refers to framing the challenge.
39. What is the link between the prototype mode and the testing mode?
- a) The prototype mode is an advancement of the testing mode.
 - b) The prototype mode is the first attempt at creating the product, and the testing mode is the final attempt.
 - c) The prototype mode is a preliminary version while the testing mode places the product in the context of the user's experience.
 - d) The prototype mode is used to define the problem, and the testing mode is used to find solutions.
40. What is the order of the five stages of the human-centered design approach?
- a) Define, Ideate, Empathize, Prototype, Testing.
 - b) Empathize, Define, Ideate, Prototype, Testing.
 - c) Empathize, Ideate, Define, Testing, Prototype.
 - d) Ideate, Define, Empathize, Prototype, Testing.

Answers

1. A
2. D
3. C
4. D
5. B
6. C
7. A
8. A
9. D
10. A
11. C
12. D
13. D
14. C
15. C
16. B
17. D
18. B
19. D
20. D

21. A
22. B
23. D
24. C
25. C
26. A
27. A
28. D
29. D
30. C
31. A
32. C
33. A
34. D
35. B
36. C
37. D
38. A
39. C
40. B