



**SCHOOL OF COMPUTER SCIENCE AND ENGINEERING
CONTINUOUS ASSESSMENT TEST - I
WINTER SEMESTER 2025-2026**

Programme Name & Branch	:	B.Tech & Computer Science and Business Systems
Course Code & Name	:	CBS2003 - DESIGN THINKING
Faculty Name	:	Prof. Aravindhnan Manivannan & Prof. Kaushik Hariharan
Class Number	:	VL2025260503819/2073
Date of Examination	:	28-Jan-2026 & 2:00 to 3:30 PM

Exam Duration: 90 minutes

Maximum Marks: 50

Q. No.	Question	Module	Marks	CO	BL
1.	Case Study: TechStart Inc. TechStart Inc., a software development company, has been following traditional waterfall methodology. Recently, products have missed market needs. The CEO wants to implement Design Thinking. (a) Explain the importance of Design Thinking and how it differs from traditional development approaches. (5 marks) (b) Describe the five-stage model of Design Thinking and explain why it is considered a non-linear process. How can TechStart Inc. benefit from this non-linearity? (5 marks)	1	10 (5+5)	CO1	2
2.	Case Study: MediCare Hospital MediCare Hospital wants to redesign their patient appointment system due to high no-show rates. The team is unsure whether to start with a mobile app or web portal. (a) Explain the phases of the Design Thinking process that should be followed before jumping to solution development. (4 marks) (b) Discuss three different domains where Design Thinking can be effectively applied with real-world examples for each. (6 marks)	1	10 (4+6)	CO1	2

3.	Case Study: EduLearn “EduLearn” is developing an online learning platform for rural students with limited connectivity. The team needs to understand the actual challenges. (a) Design and explain a comprehensive immersion activity plan that the team should conduct to empathize with rural students. Include steps, locations, and observation techniques. (5 marks) (b) Demonstrate how the team should apply ‘beginner’s mindset’ and the ‘Ask What? and Why?’ technique. Provide examples. (5 marks)	2	10 (5+5)	CO2	3
4.	Case Study: GreenCart “GreenCart” is a startup launching a sustainable delivery service. Surveys show mixed responses on packaging. The team decides to conduct body storming. (a) Explain the concept and importance of body storming in the empathize phase. How does it differ from traditional brainstorming? (4 marks) (b) Design a detailed body storming session plan for GreenCart’s team. Include setup, roles, scenarios, and observations. (6 marks)	2	10 (6+4)	CO2	6
5.	Case Study: FinTech Solutions “FinTech Solutions” conducted empathy research for a payment app targeting students, small business owners, and senior citizens. (a) Explain the concept of personas and their role in the Define phase. Discuss the four different perspectives on personas suitable for this case. (5 marks) (b) Create a detailed persona for ONE of the user groups (e.g., Senior Citizens). Include demographics, goals, frustrations, needs, and a quote. (5 marks)	3	10 (5+5)	CO2	6

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