**VPM's**
**DR VN BRIMS, Thane**
**Programme: MMS (2024-26)**
**First Semester Regular Examination January 2025**

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| **Course Name:** | Creativity & Design Thinking | **Course Code** | **C-110** |
| **Roll No.** | | **Marks** | **30** |
| **Total No. of Questions** | 3 | **Duration** | **1 Hour** |
| **Total No. of Printed pages** | 2 | **Date** | **10.01.2025** |

**Course Outcome Statements:**

CO1. **Recall** the core concepts of creativity and its role in driving innovation within organizations.
CO2. **Demonstrate** an understanding of the effects of creativity on individuals and organizational dynamics
CO3. **Make use of** design thinking frameworks to approach and solve real-world challenges.
CO4. **Analyze** how diversity and collaboration impact creativity and lead to innovative outcomes.
CO5. **Evaluate** different design methodologies and frameworks in terms of their feasibility, viability, and desirability for specific problems.
CO6. **Design** creative solutions for social challenges using innovative approaches.

| **Instructions: -** | | | **Marks** | **BL** | **CO** |
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| **Q. No 1** (All Questions are Compulsory) | | | | | |
| **Q. No.** | | **Questions** | | | |
| **Q. 1** | | Case/Case-let Study / Answer the following | | | |
| | | A well-established clothing brand, "Stylify," has noticed a decline in its customer base, particularly among millennials. The company's design team has been trying to refresh the product line, but they are struggling to connect with the target audience. A new creative director, Maya, has been hired to inject fresh ideas and revitalize the brand.<br><br>Maya decides to implement Design Thinking to understand customer needs and create a more engaging shopping experience. She organizes a series of workshops with customers, employs empathy techniques to understand their preferences, and develops prototypes of potential product lines based on their feedback. Maya also includes a collaboration phase with various teams, from marketing to logistics, ensuring that the product design resonates with the target audience while considering feasibility.<br><br>Maya's design thinking approach includes five key stages:<br><br>**Empathize:** Understanding customer pain points through surveys, social media insights, and one-on-one interviews.<br>**Define:** Identifying customer problems, such as the lack of variety, inconsistent sizing, and limited sustainability options in the current product line.<br>**Ideate:** Brainstorming ideas like an exclusive "eco-friendly" collection and expanding size inclusivity.<br>Prototype: Developing several design prototypes with different styles, materials, and marketing messages.<br>**Test:** Conducting focus groups and A/B testing with different customer segments.<br>After implementing this approach, Stylify reports a 20% increase in online sales and higher engagement on social media platforms. Customers are more loyal to the brand, and the company begins receiving positive reviews about the inclusivity and sustainability of its new line.<br>**Evaluate** the effectiveness of Maya's Design Thinking approach in addressing the challenges faced by Stylify & **Recommend** the suggestions for further improving the process | **10** | **Level 5** | **CO5** |

| Q. 2 | | Answer the following | | | |
|---|---|---|---|---|---|
| a | i | **Analyse** how a Mind Map can help streamline the product development process for an apparel e-commerce app. Identify key nodes and connections to address challenges such as user-friendly navigation, personalized recommendations, inventory management, and competitive pricing. | **5** | **Level 4** | **CO4** |
| | ii | **Develop** an Empathy Map for a frequent user of a food delivery app who is frustrated with delayed deliveries and incorrect orders. Use the four quadrants (Think & Feel, See, Hear, Say & Do) to outline their perspective and suggest improvements the app could implement. | **5** | **Level 3** | **CO3** |
| **Or** | | | | | |
| b | i. | A fast-food chain is facing declining sales despite introducing new menu items. Analyze how pattern recognition and connecting the dots from customer feedback, sales data, and competitor strategies can help **identify** the underlying issue.<br><br>**Customer Feedback:**<br>40% of customers mention long wait times in surveys.<br>25% of reviews cite inconsistency in food quality (e.g., burgers not fresh).<br>20% of customers express dissatisfaction with limited healthy options.<br>**Sales Data:**<br>Overall sales have dropped by 15% in the past 6 months.<br>Sales of the new menu items are 30% lower than expected.<br>Peak hours (12 PM - 2 PM) contribute to 60% of daily sales, but complaints are highest during these hours.<br>**Competitor Analysis:**<br>Competitor A offers a mobile app with pre-order and pickup options, increasing their sales by 20%.<br>Competitor B launched a health-focused menu that now accounts for 35% of their total sales.<br>**Operational Insights:**<br>Average order preparation time has increased from 3 minutes to 5 minutes in the last quarter.<br>Employee turnover rate is 18% higher than the industry average, impacting staff efficiency. | **5** | **Level 4** | **CO4** |
| | ii | You are working as a consultant for a Super Market experiencing declining customer satisfaction. Customers frequently complain about long wait times at checkout and unhelpful staff. **Make Use of** observation and empathizing techniques to identify the root causes of these issues. | **5** | **Level 3** | **CO3** |
| **Q. 3** | | Answer the following | | | |
| a | i | **Explain** the stages of the Design Thinking process and how they contribute to problem-solving. Use an example to support your explanation. | **5** | **Level 2** | **CO2** |
| | ii | **Define** the concept of Design Thinking and list its core principles. | **5** | **Level 1** | **CO1** |
| **Or** | | | | | |
| b | i. | **Explain** how diversity and collaboration through networks support the creativity process. Use an example to demonstrate your understanding. | **5** | **Level 2** | **CO2** |
| | ii | **Define** the concepts of creativity, design, and innovation. Provide one example of each to illustrate your definition. | **5** | **Level 1** | **CO1** |