



Mangalmay Institute of Management Technology
Greater Noida (U.P.)



MANGALMAY
INSTITUTE OF MANAGEMENT TECHNOLOGY

Greater Noida



ADD ON
CERTIFICATION PROGRAM
on
Design Thinking

B.com 3rd Year students

Date: 4th March, 2024 to 5th April, 2024

Time: 11:00 AM - 1:00 PM | Venue: Room No. 211, Block B

Coordinator:

Mr. Deepanshu Yadav



Resource Person

Ms. Teena Chaudhary

Toll-Free : 1800 103 3797 | www.mangalmay.net.in

Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India



Mangalmai Institute of Management Technology Greater Noida (U.P.)



Mangalmai Institute of Management Technology Greater Noida (U.P.)

NAAC
ACCREDITED
2020

Date: 28th February, 2024

NOTICE

MIMT is organizing an Add-on certification course on "Design Thinking" starting from **4th March, 2024** in Block B, Room No - 211. This is to inform that all B.com 3rd Year students of the Management Department can enroll for the same.

The details of the certification is given below:

Program Details : -

Date: 4th March, 2024 to 5th April, 2024
Time: 11:00 AM - 1:00 PM
Venue: Block B, Room No - 211
Participants: Students of B.com 3rd Year
Resource Person: Ms. Teena Chaudhary
Coordinator: Mr. Deepanshu Yadav
Registration: Interested students can give their names to the coordinator latest by 1/03/24


Associate Dean
MIMT

CC to:

Principal, MIMT

IQAC, MIMT

HODs/Coordinators

Faculty Members

Student Notice Board

Office File



Syllabus

(32 Hours)

Module 1: Introduction and Empathy (6 Hours)

- **Session 1: Introduction to Design Thinking**
 - Overview of design thinking and its importance
 - Key principles and stages of the design thinking process
 - Case studies of successful design thinking applications
- **Session 2: Empathize - Understanding Users**
 - Techniques for user research and empathy
 - Conducting interviews and surveys
 - Building empathy maps
- **Session 3: Empathize - Deep Dive**
 - Observation methods and contextual inquiry
 - Identifying user needs and pain points
 - Persona creation

Module 2: Define and Ideate (8 Hours)

- **Session 4: Define - Problem Framing**
 - Synthesizing research findings
 - Defining problem statements and point of view (POV)
 - Tools: How Might We (HMW) questions
- **Session 5: Define - Clarity and Focus**
 - Techniques for prioritizing problems
 - Creating user journey maps
 - Refining problem statements
- **Session 6: Ideate - Brainstorming**
 - Ideation techniques: brainstorming, mind mapping, SCAMPER
 - Encouraging creativity and divergent thinking
 - Facilitating effective ideation sessions
- **Session 7: Ideate - Concept Development**
 - Evaluating and selecting ideas
 - Developing concepts and solutions
 - Storyboarding and sketching ideas

Module 3: Prototyping (4 Hours)

- **Session 8: Prototype - Rapid Prototyping**
 - Importance of prototyping in design thinking
 - Low-fidelity vs. high-fidelity prototypes
 - Tools and materials for rapid prototyping
- **Session 9: Prototype - Building Models**
 - Hands-on prototyping workshop



- Creating physical and digital prototypes
- Iterative prototyping

Module 4: Testing and Implementation (8 Hours)

- **Session 10: Test - User Testing**
 - Planning and conducting user tests
 - Collecting and analyzing user feedback
 - Identifying areas for improvement
- **Session 11: Test - Iteration**
 - Iterating based on feedback
 - Refining prototypes
 - Preparing for multiple testing cycles
- **Session 12: Implement - Action Planning**
 - Transitioning from prototype to implementation
 - Creating action plans and timelines
 - Stakeholder engagement and buy-in
- **Session 13: Implement - Execution**
 - Strategies for successful implementation
 - Overcoming challenges and obstacles
 - Monitoring and evaluating progress

Module 5: Reflection, Presentation, and Certification (6 Hours)

- **Session 14: Reflection and Learning**
 - Reflecting on the design thinking journey
 - Documenting lessons learned
 - Continuous improvement and lifelong learning
- **Session 15: Final Project Presentation**
 - Participants present their design thinking projects
 - Peer and instructor feedback
 - Celebrating successes and sharing insights
- **Session 16: Certification and Next Steps**
 - Review of key concepts and takeaways
 - Certification ceremony
 - Networking and future opportunities in design thinking



Schedule

Session	Content	Time	Date
S 1	Introduction to Design Thinking 1) Overview of design thinking and its importance 2) Key principles and stages of the design thinking process 3) Case studies of successful design thinking applications	11 AM - 1 PM	4th March, 2024
S 2	Empathize - Understanding Users 1) Techniques for user research and empathy 2) Conducting interviews and surveys 3) Building empathy maps	11 AM - 1 PM	6th March, 2024
S 3	Empathize - Deep Dive 1) Observation methods and contextual inquiry 2) Identifying user needs and pain points 3) Persona creation	11 AM - 1 PM	8th March, 2024
S 4	Define - Problem Framing 1) Synthesizing research findings 2) Defining problem statements and point of view (POV) 3) Tools: How Might We (HMW) questions	11 AM - 1 PM	11th March, 2024
S 5	Define - Clarity and Focus 1) Techniques for prioritizing problems 2) Creating user journey maps 3) Refining problem statements	11 AM - 1 PM	13th March, 2024
S 6	Ideate - Brainstorming 1) Ideation techniques: brainstorming, mind mapping, SCAMPER 2) Encouraging creativity and divergent thinking 3) Facilitating effective ideation sessions	11 AM - 1 PM	15th March, 2024
S 7	Ideate - Concept Development 1) Evaluating and selecting ideas 2) Developing concepts and solutions 3) Storyboarding and sketching ideas	11 AM - 1 PM	18th March, 2024
S 8	Prototype - Rapid Prototyping 1) Importance of prototyping in design thinking 2) Low-fidelity vs. high-fidelity prototypes 3) Tools and materials for rapid prototyping	11 AM - 1 PM	20th March, 2024
S 9	Prototype - Building Models 1) Hands-on prototyping workshop 2) Creating physical and digital prototypes 3) Iterative prototyping	11 AM - 1 PM	22nd March, 2024
S 10	Test - User Testing 1) Planning and conducting user tests 2) Collecting and analyzing user feedback	11 AM - 1 PM	25th March, 2024



	3) Identifying areas for improvement		
S 11	Test - Iteration 1) Iterating based on feedback 2) Refining prototypes 3) Preparing for multiple testing cycles	11 AM - 1 PM	27th March, 2024
S 12	Implement - Action Planning 1) Transitioning from prototype to implementation 2) Creating action plans and timelines 3) Stakeholder engagement and buy-in	11 AM - 1 PM	29th March, 2024
S 13	Implement - Execution 1) Strategies for successful implementation 2) Overcoming challenges and obstacles 3) Monitoring and evaluating progress	11 AM - 1 PM	1st April, 2024
S 14	Reflection and Learning 1) Reflecting on the design thinking journey 2) Documenting lessons learned 3) Continuous improvement and lifelong learning	11 AM - 1 PM	2nd April, 2024
S 15	Final Project Presentation 1) Participants present their design thinking projects 2) Peer and instructor feedback 3) Celebrating successes and sharing insights	11 AM - 1 PM	4th April, 2024
S 16	Certification and Next Steps 1) Review of key concepts and takeaways 2) Certification ceremony 3) Networking and future opportunities in design thinking	11 AM - 1 PM	5th April, 2024
	Assessment	11 AM - 12 PM	8th April, 2024



	Report
Name of Activity	Design Thinking
Date	4th March, 2024 to 5th April, 2024
Venue	Block B, Room No - 211
Organised by	Management Department
Participation by	B.com 3rd Year Students
No. of Participants	81
Resource Person	Ms. Teena Chaudhary
Activity Convener	Mr. Deepanshu Yadav
Objective	<p>The objective of this add-on certificate course on "Design Thinking" is to equip participants with a comprehensive understanding of the design thinking process, which emphasizes a human-centered approach to problem-solving. Through this course, participants will learn to empathize with users, define clear problem statements, ideate innovative solutions, prototype, and test their ideas effectively. The course aims to foster creativity, enhance critical thinking, and encourage iterative learning, enabling individuals to tackle complex challenges in diverse fields such as business, technology, education, and social innovation. By the end of the course, participants will possess the skills and mindset necessary to apply design thinking principles to drive impactful and user-centric outcomes in their professional and personal endeavors.</p>
Content	<p>Day 1: Introduction to Design Thinking This session provided an overview of design thinking, highlighting its importance in problem-solving and innovation. Participants learned about the key principles and stages of the design thinking process, including empathizing with users, defining problems, ideating solutions, prototyping, and testing. The session included case studies of successful applications of design thinking in various industries, demonstrating its practical impact. Attendees gained insights into how design thinking fosters creativity and user-centric solutions, setting the foundation for the rest of the course.</p> <p>Day 2: Empathize - Understanding Users During this session, participants explored techniques for user research and empathy, essential for understanding user needs and experiences. The session covered methods such as conducting interviews and surveys, and building empathy maps to visualize user insights. Attendees practiced</p>



these techniques through hands-on activities, enhancing their ability to gather and interpret user data effectively. By the end of the session, participants had a deeper understanding of how to connect with users and gain valuable insights for the design process.

Day 3: Empathize - Deep Dive In this session, participants delved deeper into empathy by exploring observation methods and contextual inquiry. They learned how to identify user needs and pain points through direct observation and engagement. The session also covered persona creation, helping participants synthesize user data into relatable archetypes that guide design decisions. Through practical exercises, attendees developed skills in observing user behavior and creating detailed personas, which are crucial for the subsequent stages of design thinking.

Day 4: Define - Problem Framing Participants synthesized their research findings in this session, learning how to define problem statements and points of view (POV) effectively. The session introduced tools such as How Might We (HMW) questions, which help reframe problems into opportunities for design. Through group activities, attendees practiced articulating clear and focused problem statements, laying the groundwork for ideation. By the end of the session, participants were equipped to frame problems in ways that inspire innovative solutions.

Day 5: Define - Clarity and Focus This session focused on techniques for prioritizing problems and refining problem statements. Participants learned to create user journey maps, visualizing the user's experience and identifying key touchpoints and pain points. The session emphasized the importance of clarity and focus in defining problems, ensuring that the design efforts are targeted and effective. Attendees engaged in exercises to prioritize issues and refine their problem statements, preparing them for the ideation phase.

Day 6: Ideate - Brainstorming During this session, participants explored various ideation techniques, including brainstorming, mind mapping, and SCAMPER. The session emphasized the importance of encouraging creativity and divergent thinking in generating ideas. Participants practiced facilitating effective ideation sessions, learning how to create an environment that fosters innovative thinking. By the end of the session, attendees had developed a repertoire of techniques for generating a wide range of ideas and solutions.

Day 7: Ideate - Concept Development In this session, participants focused on evaluating and selecting ideas generated during brainstorming. They learned how to develop concepts and solutions, using storyboarding and sketching to visualize their ideas. The session included activities that helped attendees refine their ideas and create detailed concept sketches. Participants gained skills in evaluating the



feasibility and potential impact of their ideas, preparing them for the prototyping phase.

Day 8: Prototype - Rapid Prototyping This session highlighted the importance of prototyping in the design thinking process. Participants learned the differences between low-fidelity and high-fidelity prototypes and the appropriate use of each. The session covered tools and materials for rapid prototyping, emphasizing the need for quick, iterative development of prototypes. Attendees engaged in hands-on activities to create simple prototypes, enhancing their ability to translate ideas into tangible models quickly.

Day 9: Prototype - Building Models In this hands-on workshop, participants created physical and digital prototypes, applying the principles of iterative prototyping. They worked with various tools and materials to build models that represented their design concepts. The session emphasized the importance of continuous iteration and refinement based on user feedback. By the end of the session, participants had developed practical skills in building and iterating prototypes, preparing them for user testing.

Day 10: Test - User Testing Participants learned how to plan and conduct user tests during this session. They explored methods for collecting and analyzing user feedback, identifying areas for improvement. The session included practical exercises in setting up and running user tests, enabling attendees to gain firsthand experience in user testing. By the end of the session, participants were equipped with the skills to gather valuable feedback and use it to refine their prototypes.

Day 11: Test - Iteration This session focused on the iteration process based on user feedback. Participants learned how to refine their prototypes and prepare for multiple testing cycles. The session emphasized the importance of continuous improvement and adapting designs based on user input. Attendees engaged in iterative prototyping activities, honing their ability to make incremental improvements and enhance their designs.

Day 12: Implement - Action Planning Participants transitioned from prototyping to implementation in this session. They learned how to create action plans and timelines, ensuring a structured approach to bringing their designs to life. The session covered strategies for stakeholder engagement and securing buy-in, crucial for successful implementation. By the end of the session, participants were prepared to develop actionable plans for executing their design solutions.

Day 13: Implement - Execution This session addressed strategies for successful implementation, including overcoming challenges and obstacles. Participants learned how to monitor and evaluate progress, ensuring their designs meet user needs and project goals. The session included discussions on real-world implementation scenarios,



	<p>providing attendees with practical insights into executing their designs effectively.</p> <p>Day 14: Reflection and Learning Participants reflected on their design thinking journey in this session, documenting lessons learned and identifying areas for continuous improvement. The session emphasized the importance of lifelong learning and adapting the design thinking mindset in various contexts. Attendees engaged in reflective activities, capturing insights and experiences from the course.</p> <p>Day 15: Final Project Presentation In this session, participants presented their design thinking projects to peers and instructors. They received feedback and celebrated their successes, sharing insights gained throughout the course. The session provided a platform for showcasing their work and learning from others' experiences.</p> <p>Day 16: Certification and Next Steps The final session reviewed key concepts and takeaways from the course, culminating in a certification ceremony. Participants celebrated their achievements and explored networking opportunities and future prospects in design thinking. The session concluded with discussions on applying design thinking principles in their careers and personal projects, encouraging participants to continue their journey in design thinking.</p>
Assessment	At the end of the Design thinking program there was a MCQ assessment assigned to assess the understanding level of the students.
Outcome of Activity	Upon completion of the add-on certificate course on "Design Thinking," participants had developed a robust understanding and practical proficiency in the design thinking methodology. They are adept at employing a human-centered approach to problem-solving, enabling them to empathize deeply with users, define precise problem statements, and generate innovative solutions through creative ideation techniques. Participants have hands-on experience in prototyping and testing, ensuring their solutions are viable and user-friendly. Additionally, they acquired skills in iterative learning and continuous improvement, essential for tackling complex challenges across various domains. Ultimately, participants got equipped with the mindset and tools to drive meaningful and user-centric change in their professional and personal endeavors, enhancing their capability to innovate and adapt in an ever-evolving landscape.

List of Beneficiaries

S No.	Roll No.	Candidate Name	Registered
1	210992303001	ABHAY SINGH	Registered
2	210992303002	ABHINAV CHOUDHARY	Registered



Mangalmay Institute of Management Technology
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3	210992303004	ABHISHEK KUMAR	Registered
4	210992303005	ADESH KUMAR	Registered
5	210992303006	ADITI RAI	Registered
6	210992303007	ADITYA SHARMA	Registered
7	210992303009	AISHA KHAN	Registered
8	210992303010	AKANKSHA SINGH	Registered
9	210992303011	AKANSHI	Registered
10	210992303014	ANJALI BHARTI	Registered
11	210992303017	ASTHA UPADHAYAY	Registered
12	210992303018	AVINASH KUMAR	Registered
13	210992303019	CHESHTA SHARMA	Registered
14	210992303020	CHHAVI	Registered
15	210992303021	CHIRAG GARG	Registered
16	210992303023	DEEPAK CHAUHAN	Registered
17	210992303024	DEEPANSHU	Registered
18	210992303025	DIVYA SAINI	Registered
19	210992303026	GAUTAM KANOJIA	Registered
20	210992303028	HARSH SHARMA	Registered
21	210992303030	HIMANI KAUSHIK	Registered
22	210992303031	HIMANSHI SHARMA	Registered
23	210992303033	HIMANSHU BHATI	Registered
24	210992303034	HIMANSHU SINGH	Registered
25	210992303035	ISHA	Registered
26	210992303036	JAYA	Registered
27	210992303037	JIYA PEGWAL	Registered
28	210992303038	JYOTI KUMARI	Registered
29	210992303040	KHUSHI GARG	Registered
30	210992303041	KHUSHI MAHESHWARI	Registered
31	210992303042	KOMAL TALAN	Registered
32	210992303043	KUNIKA MISHRA	Registered
33	210992303044	MANAV GOSWAMI	Registered
34	210992303045	MANTASHA	Registered
35	210992303047	MD FARHAN ANSARI	Registered
36	210992303048	MD MAHTAB ALAM	Registered
37	210992303049	MERAJ BABU ANSARI	Registered
38	210992303050	MOHAMMAD SHARIQUE	Registered
39	210992303051	MOHD SHAD KHAN	Registered
40	210992303052	MUKUL DIXIT	Registered
41	210992303055	NIKITA KUMARI	Registered
42	210992303056	NISHA PAL	Registered
43	210992303057	NUPUR NEGI	Registered



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45	210992303059	OM PANDEY	Registered
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53	210992303068	PRINCE KUMAR	Registered
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58	210992303073	Rahul Pawar	Registered
59	210992303076	REKHA SHARMA	Registered
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78	210992303098	VISHU SHARMA	Registered
79	210992303099	VIVEK BHATI	Registered
80	210992303100	YASHIKA SINGH	Registered
81	210992303101	ZAID	Registered



Status of Students for Add on certificate of Design Thinking

S No.	Roll No.	Candidate Name	Registered	Status
1	210992303001	ABHAY SINGH	Registered	Completed
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PROFILE OF THE RESOURCE PERSON



Ms. Teena Chaudhary (MBA)

Serving as an Assistant professor in Mangalmay Institute of Management and Technology, Greater Noida, self-directed, action-oriented professional, she is having a rich experience of teaching and administrative service. Pursuing her research in the area of HR & Marketing. She has a keen interest in writing research papers for various conferences and journals. She has presented various papers in national conferences and seminars. She also has published different articles in edited books. She has attended various workshops at national level institutes. She is a dedicated, resourceful and goal-driven professional educator with a solid commitment to research and teaching.

15+ years of Teaching and Administrative service Experience.

Photograph Glimpses



Delivering lecture for Design Thinking on “Transitioning from prototype to implementation”



Ms. Teena Chaudhary sharing insights on Final Project Presentation

Sample Certificate





Sample Assessment



Mangalmai Institute of Management Technology
Greater Noida (U.P.)



Course: B.com

ADD-ON COURSE QUIZ

Course Name: Design Thinking

Time: 1 hour

28
30

Name - Abhay Singh Roll no - 910492303001 Invigilator Sign - [Signature]
Batch - 2021-24 Date - 08/04/2024 Semester - 6th

General Instructions: All questions are compulsory. Each question will carry '1' mark and there is no 'Negative Marking'

1. What is the first phase of the Design Thinking process?
 - A. Ideate
 - B. Define
 - C. Prototype
 - D. Empathize
2. In the Design Thinking process, what does 'ideate' involve?
 - A. Identifying problems
 - B. Generating a wide range of ideas
 - C. Building prototypes
 - D. Testing solutions
3. Which of the following is a key principle of Design Thinking?
 - A. User-centered focus
 - B. Cost reduction
 - C. Speed of implementation
 - D. Technology-driven development
4. What is the purpose of the 'define' stage in Design Thinking?
 - A. To generate ideas
 - B. To understand user needs
 - C. To articulate the problem statement
 - D. To test solutions
5. Which method is commonly used in the 'empathize' phase of Design Thinking?
 - A. Market analysis
 - B. Brainstorming
 - C. User interviews
 - D. Financial modeling
6. How does prototyping help in the Design Thinking process?
 - A. It ensures the final product is expensive
 - B. It provides a final solution without testing
 - C. It allows for testing and refinement of ideas
 - D. It replaces the need for ideation



7. What is a characteristic of a good prototype in Design Thinking?
- A. Fully functional and polished
 - B. High fidelity and expensive
 - C. Quickly and cheaply built to test concepts
 - D. Designed without user input
8. In Design Thinking, what is the primary focus during the 'test' phase?
- A. Launching the final product
 - B. Evaluating the business model
 - C. Gathering user feedback to refine prototypes
 - D. Conducting market analysis
9. Which of the following best describes 'empathy' in Design Thinking?
- A. Designing products based on trends
 - B. Understanding and sharing the feelings of users
 - C. Prioritizing technical feasibility
 - D. Focusing on cost-efficiency
10. What does a 'human-centered approach' in Design Thinking imply?
- A. Focusing on business profits
 - B. Prioritizing user needs and experiences
 - C. Ignoring user feedback
 - D. Reducing development time
11. Which technique is often used in the 'ideate' phase to generate ideas?
- A. SWOT analysis
 - B. User testing
 - C. Brainstorming
 - D. Financial planning
12. What is a 'persona' in the context of Design Thinking?
- A. A fictional character representing a user type
 - B. A real user interview
 - C. A financial model
 - D. A design prototype
13. Why is 'iteration' important in the Design Thinking process?
- A. It eliminates the need for testing
 - B. It helps to refine and improve solutions based on feedback
 - C. It reduces the number of ideas generated
 - D. It finalizes the product after one cycle
14. Which phase of Design Thinking involves creating tangible representations of ideas?
- A. Empathize
 - B. Define
 - C. Prototype
 - D. Test



15. What role does user feedback play in Design Thinking?
- A. It is ignored to avoid bias
 - B. It helps to validate and improve solutions
 - C. It only matters in the ideate phase
 - D. It slows down the design process
16. What is a 'pain point' in Design Thinking?
- A. A financial loss in the project
 - B. A specific problem or issue faced by users
 - C. A milestone in the project timeline
 - D. A technical difficulty in development
17. Which tool can be used to visualize the journey of a user interacting with a product?
- A. Business model canvas
 - B. Gantt chart
 - C. User journey map
 - D. SWOT analysis
18. What is the goal of 'brainstorming' in the ideation phase?
- A. To evaluate the financial feasibility of ideas
 - B. To generate as many ideas as possible without judgment
 - C. To finalize the best solution
 - D. To understand user needs
19. Which of the following is a benefit of using Design Thinking in business?
- A. Reduced need for user testing
 - B. Faster time to market
 - C. Higher costs
 - D. Increased user satisfaction
20. How can 'storytelling' be useful in the Design Thinking process?
- A. It helps to communicate ideas and solutions effectively
 - B. It replaces the need for prototypes
 - C. It reduces the need for user feedback
 - D. It is not useful in Design Thinking
21. What is 'co-creation' in the context of Design Thinking?
- A. Developing solutions without user involvement
 - B. Collaborating with users and stakeholders to create solutions
 - C. Outsourcing design tasks to third parties
 - D. Focusing on technical development only
22. What is a 'low-fidelity prototype'?
- A. A highly detailed and polished prototype
 - B. A simple and rough version used to test basic concepts
 - C. An expensive and time-consuming prototype
 - D. A final product ready for launch



23. Why is 'divergent thinking' important in the Ideation phase?
- A. It focuses on converging ideas into one solution
 - B. It encourages generating a wide range of ideas
 - C. It limits the number of ideas to the best few
 - D. It ensures all ideas are similar
24. What is the 'double diamond' model in Design Thinking?
- A. A financial analysis tool
 - B. A framework outlining the stages of design process
 - C. A marketing strategy
 - D. A user feedback method
25. Which of the following is NOT a principle of Design Thinking?
- A. Human-centered design
 - B. Embracing ambiguity
 - C. Prototype-driven development
 - D. Profit maximization
26. What does 'empathic research' aim to achieve in Design Thinking?
- A. To reduce costs
 - B. To gain a deep understanding of users' experiences and needs
 - C. To improve technical feasibility
 - D. To accelerate the design process
27. In Design Thinking, what is meant by 'failing fast'?
- A. Avoiding failure at all costs
 - B. Quickly identifying and learning from failures to improve solutions
 - C. Ensuring the project ends early
 - D. Ignoring user feedback
28. Which phase of Design Thinking is most focused on understanding the problem space?
- A. Empathize
 - B. Define
 - C. Ideate
 - D. Prototype
29. What does 'user-centric' mean in the context of Design Thinking?
- A. Prioritizing the business needs over users
 - B. Focusing on the experiences and needs of the end user
 - C. Ignoring user input
 - D. Reducing user involvement
30. What is the main purpose of conducting a 'design sprint'?
- A. To extend the design timeline
 - B. To solve design problems and test ideas quickly
 - C. To avoid user feedback
 - D. To finalize the product design