



# CertiProf

**DTPC**

**Design Thinking Professional Certificate**

**QUESTION & ANSWERS**

### Question: 1

What does 'defining mean?

- A. A summary of your project.
- B. To identify what your goals are.
- C. The generation of radical design alternatives.
- D. The synthesis of your empathy findings and understanding of consumer needs into a specific and meaningful project.

**Answer: C**

### Question: 2

What is the best way to communicate your vision?

- A. Just give them the vision document- they're smart enough to understand.
- B. By creating experiences, using illustrative visuals, and telling good stories.
- C. By imposing your view on them because you know better than them.
- D. By providing them with detailed information regarding the motivation for your research.

**Answer: B**

### Question: 3

Why is it important to observe if you want to develop an empathetic human-centered approach?

- A. A and B.
- B. Watching people interact gives you information about what they think and feel; this will help you learn about their needs.
- C. Watching what people do and will allow you to develop an understanding of what drives them.
- D. Neither A nor B.

**Answer: A**

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**Question: 4**

Why is defining so important to the design process?

- A. Once the insights you receive are integrated into your definition, every subsequent action you conduct will automatically become human-centered.
- B. Understanding the meaningful challenge to address is fundamental to creating a successful solution.
- C. All of the above.
- D. Defining will allow you always to keep track of the issues that you are addressing and hence help in creating better solutions.

**Answer: C**

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**Question: 5**

What is the purpose of defining?

- A. So that you know exactly what challenge you are working for and what issues you are trying to address.
- B. So that you have an actionable problem statement.
- C. So that you can easily answer anyone who asks what your project is about.
- D. So that you understand the concerns of your users.

**Answer: A**

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**Question: 6**

What do you need to do to become empathetic?

- A. All of the above.
- B. Observe.
- C. Engage.

D. Immerse.

**Answer: A**

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**Question: 7**

How does engagement guide innovation efforts?

- A. Engagement allows us to discover the emotions that guide behaviors- therefore allowing us to understand how each will behave.
- B. Engagement allows us to identify the right users to design for.
- C. All of the above.
- D. Through engagement, we can understand different approaches and come up with innovative ways to integrate said approaches in our design.

**Answer: C**

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**Question: 8**

What qualities does a good POV have?

- A. It guides innovation efforts.
- B. Captures the hearts and minds of people.
- C. It fuels brainstorming.
- D. All of the above

**Answer: D**

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