

IIS EMBA in EMS (Rep) Sem.-2 Examination

IISe-EMS-8

Managerial Communication & Design Thinking

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

Instructions:

- Question no 1 to 4 carry 14 marks each. Out of the two questions per question, attempt any one
- Question no 5 carries 14 marks (each question of 2 marks). Out of the 12 questions, attempt any seven.

Question 1**Case 1 - Innovating Healthcare Delivery: Redesigning Patient Experience**

A local healthcare clinic is facing challenges in providing satisfactory patient care due to long wait times, administrative inefficiencies, and outdated facilities. Despite having skilled medical staff, patient satisfaction scores are declining, and negative reviews are affecting the clinic's reputation. The clinic management is determined to enhance the patient experience, streamline processes, and modernize facilities while ensuring high-quality healthcare delivery. They are seeking innovative solutions to redesign the patient journey, improve operational efficiency, and foster a welcoming environment for patients.

A) How can design thinking principles be applied to address the challenges faced by the healthcare clinic and enhance the overall patient experience?

OR

B) Reflecting on the clinic's current situation, propose actionable steps to reimagine the patient journey and enhance operational efficiency.

Question 2**Case 2 - Flavors in Flux: Navigating Tradition and Modernity in a Family-Owned Restaurant**

A family-owned restaurant specializing in traditional cuisine is struggling to stay afloat amidst changing consumer preferences and increased competition from trendy eateries in the neighborhood. Despite offering authentic recipes passed down through generations and maintaining a loyal customer base, the restaurant's revenue has been declining steadily. The owners are grappling with the dilemma of modernizing their establishment to appeal to younger demographics while preserving the essence of their heritage and culinary traditions. They are seeking innovative strategies to revitalize their restaurant's brand, attract new customers, and adapt to evolving culinary trends while maintaining the integrity of their cultural heritage.

A) In the context of design thinking, how can the restaurant empathize with the preferences and expectations of younger consumers while staying true to its culinary heritage?

OR

- B) What feasible adjustments could the restaurant make to its menu, ambiance, or marketing strategies to attract a broader customer base while preserving its traditional identity?**

Question 3

Case 3 - Navigating User Experience: Redesigning Software for Enhanced Engagement

A tech startup specializing in productivity software is facing challenges in user adoption and retention despite positive initial feedback. The software, designed to streamline project management and collaboration, struggles to compete with established platforms in the market. Users find the interface complex and overwhelming, leading to low engagement and high churn rates. The startup's team is determined to improve the user experience and increase customer satisfaction to drive growth and remain competitive in the industry. They are seeking innovative approaches to redesign their software interface, enhance usability, and create a more intuitive user experience that resonates with their target audience.

- A) Considering feasibility constraints, what iterative design approaches could the startup adopt to incrementally improve the software interface while minimizing disruption to existing users?**

OR

- B) Reflecting on the startup's situation, how might the "Inspire, Ideate, Implement" framework proposed by IDEO be utilized to reimagine the software interface and enhance user experience?**

Question 4

Answer and one of the following questions with reference to the case 3 above.

- A) During the "Discover" phase, what research methods could the startup use to gain deeper insights into the underlying factors contributing to low user engagement and retention?**

OR

- B) In the "Develop" stage, how can the startup collaborate with designers, developers, and stakeholders to translate user insights into actionable design solutions that effectively address the identified issues and improve the software's usability?**

Question 5

Attempt any seven out of twelve.

- 1) What are the essential elements of a K-Script?
 - A. Who, What, Where
 - B. Who, Observable Action, Unobservable Action
 - C. User, Interface, Functionality
 - D. User, Interaction, Environment

- 2) Which stage of the design thinking process involves understanding user needs deeply?
 - A. Ideate
 - B. Prototype
 - C. Empathize
 - D. Test

 - 3) What is the main goal of the Double Diamond model?
 - A) To generate as many ideas as possible
 - B) To converge on a single solution quickly
 - C) To balance divergence and convergence in the design process
 - D) To develop prototypes rapidly

 - 4) How does empathy contribute to the design thinking process?
 - A) By generating innovative ideas
 - B) By understanding user needs deeply
 - C) By implementing solutions quickly
 - D) By conducting market research

 - 5) What is the primary purpose of K-Scripts in design projects?
 - A) To generate user personas
 - B) To visualize user interactions and experiences
 - C) To conduct usability testing
 - D) To develop marketing strategies

 - 6) How does empathy contribute to the design thinking process?

 - 7) Feasibility assessment is crucial in design thinking to evaluate technical viability.
True or False?
 - 8) Iteration is important in the design thinking process to gather feedback from users.
True or False?
 - 9) The main goal of the Double Diamond model is to converge on a single solution quickly. True or False?

 - 10) How does design thinking foster collaboration?

 - 11) Prototyping in design thinking is primarily used to finalize solutions.
True or False?
 - 12) How does user-centricity differentiate design thinking from other problem-solving approaches?
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