

# DESIGN THINKING

## Exam Preparation Guide

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# 50 Practice MCQs with Answers

## QUESTIONS 1-4

1

**What is the primary focus of Design Thinking?**

- A. Technology-first development
- B. Human-centered problem solving
- C. Cost reduction only
- D. Process automation

✔ **Answer: B** – Human-centered problem solving

2

**Which stage comes first in the Design Thinking process?**

- A. Define
- B. Ideate
- C. Empathize
- D. Prototype

✔ **Answer: C** – Empathize

3

**What is the purpose of the Empathize stage?**

- A. Build prototypes
- B. Understand users and their needs
- C. Launch products
- D. Evaluate budgets

✔ **Answer: B** – Understand users and their needs

4

**Which is a core principle of Design Thinking?**

- A. Hierarchical decision making
- B. Human-centered innovation
- C. Cost-first thinking
- D. Process rigidity

✔ **Answer: B** – Human-centered innovation

# Empathy Maps, Ideation & Frameworks

1

**Q5. What is an Empathy Map used for?**

- A. Financial forecasting
- B. Understanding user thoughts, feelings, and behaviors
- C. Resource allocation
- D. Risk management

✔ **Answer: B** – Understanding user thoughts, feelings, and behaviors

2

**Q6. Which Design Thinking stage focuses on generating ideas?**

- A. Define
- B. Prototype
- C. Ideate
- D. Test

✔ **Answer: C** – Ideate

3

**Q7. What is the purpose of a Persona?**

- A. Create budgets
- B. Represent a target user group
- C. Measure ROI
- D. Track project schedules

✔ **Answer: B** – Represent a target user group

4

**Q8. Which framework follows Discover, Define, Develop, Deliver?**

- A. Lean UX
- B. Double Diamond
- C. Agile
- D. Waterfall

✔ **Answer: B** – Double Diamond

# HMW, Problem Statements & Ideation Techniques

1

**Q9. What does HMW stand for?**

- A. High Market Worth
- B. How Might We
- C. Human Management Workflow
- D. High Method Workshop

✔ **Answer: B** – How Might We

2

**Q10. What is the goal of a Problem Statement?**

- A. Define the challenge clearly
- B. Create prototypes
- C. Develop software
- D. Track budgets

✔ **Answer: A** – Define the challenge clearly

3

**Q11. Which ideation technique encourages quantity over quality initially?**

- A. Brainstorming
- B. Testing
- C. Auditing
- D. Benchmarking

✔ **Answer: A** – Brainstorming

4

**Q12. What is SCAMPER primarily used for?**

- A. User interviews
- B. Creative idea generation
- C. Financial planning
- D. Quality assurance

✔ **Answer: B** – Creative idea generation

# SCAMPER, Prototyping & Low-Fidelity Models

1

**Q13. What does the "S" in SCAMPER stand for?**

- A. Solve
- B. Simplify
- C. Substitute
- D. Study

✔ **Answer: C** – Substitute

2

**Q14. Which stage involves creating tangible representations?**

- A. Define
- B. Prototype
- C. Empathize
- D. Discover

✔ **Answer: B** – Prototype

3

**Q15. Why are prototypes created?**

- A. Finalize products immediately
- B. Learn and gather feedback
- C. Eliminate testing
- D. Increase budgets

✔ **Answer: B** – To learn and gather feedback

4

**Q16. What is a low-fidelity prototype?**

- A. Final production version
- B. Simple representation of a concept
- C. Financial model
- D. Testing report

✔ **Answer: B** – Simple representation of a concept

# User Testing, Stanford d.school & Journey Maps

1

**Q17. What is the main purpose of user testing?**

- A. Verify assumptions and gather feedback
- B. Increase sales
- C. Conduct audits
- D. Reduce staffing

✔ **Answer: A** – Verify assumptions and gather feedback

2

**Q18. Which framework was popularized by Stanford d.school?**

- A. Five-Stage Design Thinking Model
- B. Waterfall Model
- C. PRINCE2
- D. ITIL

✔ **Answer: A** – Five-Stage Design Thinking Model

3

**Q19. Which Design Thinking activity helps uncover user pain points?**

- A. Observation
- B. Budgeting
- C. Procurement
- D. Scheduling

✔ **Answer: A** – Observation

4

**Q20. What is a Customer Journey Map?**

- A. Project timeline
- B. Visual representation of user experiences across touchpoints
- C. Budget plan
- D. Vendor map

✔ **Answer: B** – Visual representation of user experiences across touchpoints

# Divergent Thinking, Convergent Thinking & Affinity Diagrams

1

**Q21. What is divergent thinking?**

- A. Evaluating ideas
- B. Generating multiple ideas and possibilities
- C. Risk management
- D. Resource planning

✔ **Answer: B** – Generating multiple ideas and possibilities

2

**Q22. What is convergent thinking?**

- A. Expanding possibilities
- B. Prioritizing and selecting ideas
- C. User observation
- D. Storyboarding

✔ **Answer: B** – Prioritizing and selecting ideas

3

**Q23. Which Design Thinking mindset encourages experimentation?**

- A. Curiosity
- B. Rigidity
- C. Control
- D. Hierarchy

✔ **Answer: A** – Curiosity

4

**Q24. Which tool helps organize research findings into themes?**

- A. Affinity Diagram
- B. SWOT Analysis
- C. Gantt Chart
- D. Balance Sheet

✔ **Answer: A** – Affinity Diagram

# POV Statements, Lean UX & Design Sprints

1

**Q25. What is the purpose of a Point of View (POV) statement?**

- A. Define user needs and insights
- B. Estimate project costs
- C. Assign resources
- D. Develop contracts

✔ **Answer: A** – Define user needs and insights

2

**Q26. Which methodology combines Agile, Lean, and Design Thinking principles?**

- A. Lean UX
- B. Waterfall
- C. Six Sigma
- D. COBIT

✔ **Answer: A** – Lean UX

3

**Q27. Which Design Sprint activity occurs on Day 4?**

- A. Understand
- B. Sketch
- C. Prototype
- D. Test

✔ **Answer: C** – Prototype

4

**Q28. Which Design Sprint activity occurs on Day 5?**

- A. Define
- B. Prototype
- C. Research
- D. Test

✔ **Answer: D** – Test

# Brainwriting, Crazy 8s, Human-Centered Design & Innovation

1

**Q29. What is the purpose of Brainwriting?**

- A. Encourage silent idea generation
- B. Create financial reports
- C. Conduct interviews
- D. Test prototypes

✔ **Answer: A** – Encourage silent idea generation

2

**Q30. Which technique involves generating eight ideas in eight minutes?**

- A. Mind Mapping
- B. Crazy 8s
- C. Storyboarding
- D. Affinity Mapping

✔ **Answer: B** – Crazy 8s

3

**Q31. What is Human-Centered Design primarily focused on?**

- A. Technology requirements
- B. User needs and experiences
- C. Financial optimization
- D. Regulatory compliance

✔ **Answer: B** – User needs and experiences

4

**Q32. Which element represents business sustainability in innovation?**

- A. Feasibility
- B. Viability
- C. Desirability
- D. Creativity

✔ **Answer: B** – Viability

# Feasibility, Desirability, Stakeholder Mapping & Problem Solving

1

**Q33. What does feasibility refer to?**

- A. Whether users want the solution
- B. Whether the solution can be implemented
- C. Whether it generates revenue
- D. Whether competitors use it

✔ **Answer: B** – Whether the solution can be implemented

2

**Q34. What does desirability refer to?**

- A. User demand and value
- B. Technical capability
- C. Financial returns
- D. Market regulations

✔ **Answer: A** – User demand and value

3

**Q35. Which activity helps teams understand stakeholder influence?**

- A. Stakeholder Mapping
- B. Procurement Planning
- C. Budgeting
- D. Scheduling

✔ **Answer: A** – Stakeholder Mapping

4

**Q36. Which methodology focuses on solving the right problem before developing solutions?**

- A. Design Thinking
- B. Waterfall
- C. Traditional Project Management
- D. Procurement Management

✔ **Answer: A** – Design Thinking

# Benefits, Stages, Iteration & Ideation Objectives

1

**Q37. What is one major benefit of Design Thinking?**

- A. Reduced collaboration
- B. Increased user satisfaction
- C. Elimination of feedback
- D. Fixed solutions

✔ **Answer: B** – Increased user satisfaction

2

**Q38. Which of the following is NOT a Design Thinking stage?**

- A. Empathize
- B. Define
- C. Deploy Infrastructure
- D. Test

✔ **Answer: C** – Deploy Infrastructure

3

**Q39. Why is iteration important in Design Thinking?**

- A. It enables continuous improvement through learning
- B. It eliminates creativity
- C. It avoids user feedback
- D. It reduces innovation

✔ **Answer: A** – It enables continuous improvement through learning

4

**Q40. What is the primary objective of ideation?**

- A. Select one idea immediately
- B. Generate multiple possible solutions
- C. Conduct audits
- D. Allocate resources

✔ **Answer: B** – Generate multiple possible solutions

# Double Diamond, Prototyping, Collaboration & Empathize Activities

1

**Q41. Which framework is known for balancing divergent and convergent thinking?**

- A. Double Diamond
- B. Waterfall
- C. Scrum
- D. PMBOK

✔ **Answer: A** – Double Diamond

2

**Q42. What is a key benefit of prototyping?**

- A. Learning quickly with minimal investment
- B. Eliminating user involvement
- C. Avoiding feedback
- D. Finalizing products instantly

✔ **Answer: A** – Learning quickly with minimal investment

3

**Q43. Which Design Thinking principle encourages multidisciplinary teamwork?**

- A. Collaboration
- B. Standardization
- C. Control
- D. Hierarchy

✔ **Answer: A** – Collaboration

4

**Q44. Which activity is most commonly used during the Empathize stage?**

- A. User Interviews
- B. Deployment Planning
- C. Contract Negotiation
- D. Vendor Audits

✔ **Answer: A** – User Interviews

# Design Sprints, Role Storming, Journey Maps & Idea Evaluation

1

**Q45. What is the primary purpose of a Design Sprint?**

- A. Long-term planning
- B. Rapid problem solving and validation
- C. Annual budgeting
- D. Resource allocation

✔ **Answer: B** – Rapid problem solving and validation

2

**Q46. Which technique encourages looking at problems from another person's perspective?**

- A. Role Storming
- B. Affinity Mapping
- C. Benchmarking
- D. Auditing

✔ **Answer: A** – Role Storming

3

**Q47. Which Design Thinking tool helps identify customer emotions throughout an experience?**

- A. Customer Journey Map
- B. Budget Report
- C. SLA Matrix
- D. Compliance Checklist

✔ **Answer: A** – Customer Journey Map

4

**Q48. What is the best approach when evaluating ideas during ideation?**

- A. Criticize immediately
- B. Encourage only realistic ideas
- C. Defer judgment initially
- D. Limit participation

✔ **Answer: C** – Defer judgment initially

# The Ultimate Goal of Design Thinking

1

**Q49. What is the ultimate goal of Design Thinking?**

- A. Create user-centered, innovative solutions
- B. Reduce employee involvement
- C. Eliminate experimentation
- D. Standardize all products

✔ **Answer: A** – Create user-centered, innovative solutions

2

**Q50. Which statement best describes Design Thinking?**

- A. A rigid project management framework
- B. A human-centered, iterative approach to innovation and problem-solving
- C. A software development methodology only
- D. A financial planning process

✔ **Answer: B** – A human-centered, iterative approach to innovation and problem-solving



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