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C_THINK1_02 Exam

Certified Associate - Design Thinking

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Question: 1

The_____phase uses brainstorming as a way to generate as many ideas as possible to meet the need identified in the_____phase.
Note: There are 2 correct answers to this question.

A. Reverberation
B. Defloration
C. Inspiration
D. Ideation

Answer: C, D

Explanation:

Question: 2

Those companies that succeed in identifying and satisfying the needs of customers have a better chance of gaining that all-important_____.
Note: There are 1 correct answers to this question.

A. Empathize
B. Competitive edge
C. Ideate
D. Test

Answer: B

Explanation:

Question: 3

Divergent thinking is similar to the practice of_____, which free the imagination, opens up ours minds to a wealth of opportunities and possibilities, and helps us become more innovative.
Note: There are 1 correct answers to this question.

A. Over
B. Start
C. Close
D. Play

	Answer: D

Explanation:

Question: 4

An idea is deemed successful if it strikes a balance among these three main criteria:
Note: There are 3 correct answers to this question.

A. Desirability - who will want to use or buy the product/service?
B. Viability - how sustainable is the idea in the long term?
C. Feasibility - what can be possibly achieved in the near future?
D. Differentiability - what is engaging with people directly?

	Answer: A, B, C

Explanation:

Question: 5

What is the golden rule of interviewing?
Note: There are 1 correct answers to this question.

A. Expertise
B. Actively listen to the other person
C. Confidence
D. Statement

	Answer: B

Explanation:

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