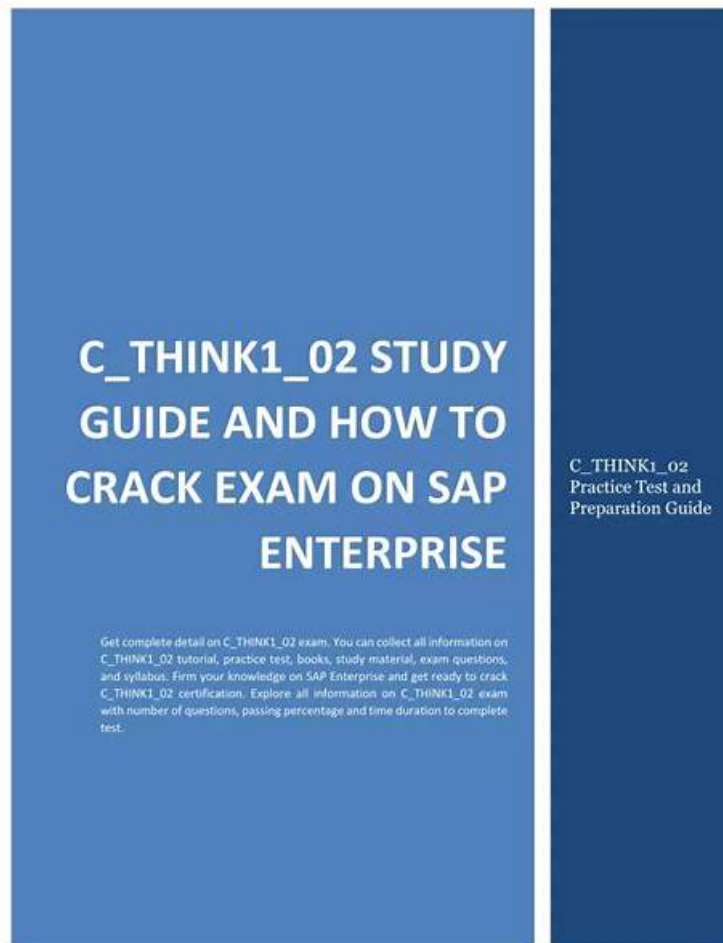


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## SAP Certified Associate - Design Thinking Sample Questions (Q55-Q60):

### NEW QUESTION # 55

What rules do you apply when defining a design challenge? Note: There are 3 correct answers to this question.

- A. The design challenge should have the right balance between open and close phrasing
- B. After completing the scoping phase, the design challenge cannot be rephrased anymore.
- C. The design challenge sets the scope for a Design Thinking project.
- D. The design challenge has to refer to a concrete persona in the context of the problem space
- E. The design challenge needs to be aligned and defined together with the client.

**Answer: A,C,E**

Explanation:

Defining a design challenge is a critical step in the Design Thinking process. It ensures that the problem space is well-understood, actionable, and aligned with the goals of the project.

\* Option A: The design challenge needs to be aligned and defined together with the client. This is correct.

Collaboration with the client ensures that the design challenge reflects their priorities and objectives.

This alignment is essential for delivering meaningful outcomes.

\* Option B: The design challenge should have the right balance between open and close phrasing. This is correct. A well-phrased design challenge is neither too broad nor too narrow. It should provide enough direction to guide the team while leaving room for creative exploration.

\* Option C: After completing the scoping phase, the design challenge cannot be rephrased anymore. This is incorrect. The design challenge can and often should be refined as new insights emerge during the project. Flexibility is a key principle of Design Thinking.

\* Option D: The design challenge sets the scope for a Design Thinking project. This is correct. The design challenge defines the boundaries of the project, ensuring that efforts are focused on addressing the most relevant aspects of the problem.

\* Option E: The design challenge has to refer to a concrete persona in the context of the problem space.

This is incorrect. While personas are important in Design Thinking, the design challenge itself does not need to explicitly reference a specific persona. It focuses on the broader problem space.

### NEW QUESTION # 56

What areas should be covered in a game plan? Note: There are 3 correct answers to this question.

- A. Objectives
- B. Tasks.
- C. Strategies
- D. Maturity assessments
- E. Success factors

**Answer: A,B,E**

Explanation:

A game plan outlines the strategy and approach for a Design Thinking project, ensuring alignment with goals and facilitating smooth execution. It should cover key areas that define the scope, activities, and criteria for success. Below is a detailed explanation of the correct answers:

\* Definition: Objectives define the specific goals and outcomes the team aims to achieve through the Design Thinking process.

\* Why it's included in the game plan:

\* Clear objectives provide direction and focus, ensuring that all activities align with the desired results.

\* SAP Design Thinking methodology emphasizes setting measurable and achievable objectives to guide the project.

### NEW QUESTION # 57

What are the objectives of the empathy map technique? Note: There are 3 correct answers to this question.

- A. To understand the user's ideas to solve the problem

- B. To understand the attributes of the user's character.
- C. To understand the user's needs and measures of success
- D. To understand what the user sees, hears, says and does
- E. To understand the user's fears, obstacles, and frustrations

**Answer: C,D,E**

Explanation:

The empathy map is a powerful tool in SAP Design Thinking for capturing and organizing insights about users. It helps teams develop a holistic understanding of the user's experience. Here's why the correct answers are C, D, and E:

\* To understand the user's fears, obstacles, and frustrations (C): Empathy maps include sections for emotions and challenges, helping teams identify pain points and barriers that users face. SAP emphasizes addressing these issues to create meaningful solutions.

\* To understand what the user sees, hears, says and does (D): These categories form the core of the empathy map, capturing the user's external environment and behaviors. SAP highlights the importance of observing and documenting these aspects to gain a comprehensive view of the user's context.

\* To understand the user's needs and measures of success (E): Empathy maps also explore what users need and how they define success. SAP stresses aligning solutions with these insights to ensure relevance and value.

Incorrect Options:

\* A. To understand the attributes of the user's character: While character traits may emerge during empathy research, the empathy map focuses on observable behaviors and experiences rather than personality attributes.

\* B. To understand the user's ideas to solve the problem: The empathy map is not intended to capture the user's proposed solutions but rather their experiences and needs. Solution generation occurs during ideation.

## NEW QUESTION # 58

What do you define during the scoping phase? Note: There are 3 correct answers to this question.

- A. User types
- B. "How might we" questions for personas
- C. The project plan.
- D. The design challenge
- E. The team setup

**Answer: C,D,E**

Explanation:

In the scoping phase of the SAP Design Thinking methodology, the primary goal is to define the framework and boundaries for the project to ensure that it is focused, feasible, and aligned with business objectives. This phase lays the foundation for the subsequent phases of the design thinking process, such as discovery, ideation, prototyping, and testing. Below is a detailed explanation of the correct answers and why they are relevant:

\* Definition: The design challenge is a clear and concise statement that defines the problem you are trying to solve. It serves as the guiding question or focus area for the entire project.

\* Why it's defined during scoping:

\* During the scoping phase, it is critical to articulate the design challenge because it sets the direction for the team and ensures alignment with stakeholders.

\* A well-defined design challenge helps avoid scope creep and keeps the team focused on solving the right problem.

\* According to SAP Design Thinking methodology, the design challenge should be framed in a way that is broad enough to allow for creative exploration but specific enough to provide clarity.

## NEW QUESTION # 59

Referring to the Blue Ocean Strategy, what are elements of the REICC technique? Note: There are 3 correct Answers to this question.

- A. Combine
- B. Enhance
- C. Consume
- D. Reduce
- E. Increase

**Answer: A,D,E**

## NEW QUESTION # 60

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