



KSIT Bengaluru

DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING
ASSIGNMENT QUESTIONS

Academic Year	2022-2023		
Batch	2022-2026		
Year/Semester/Section	I/II/D&E		
Subject Code-Title	BIDTK258 – INNOVATION & DESIGN THINKING		
Name of the Instructor	Mr. Krishna Gudi	Dept	CSE

Assignment No: I		Total marks: 20	
Date of Issue: 23/06/2023		Date of Submission: 30/06/2023	
Sl.No	Assignment Questions	K Level	Marks
1.	<p>A leading bank wants to revamp its mobile banking app to improve the user experience and attract more customers. They have identified several pain points in the current app, such as confusing navigation, slow loading times, and limited functionality. The bank's goal is to create a user-friendly, intuitive, and feature-rich mobile banking app that meets the needs and expectations of its customers. They have assembled a team of designers, developers, and business analysts to work on this project.</p> <p>a. How can the team generate creative ideas for improving the user experience and addressing the identified problems?</p> <p>b. What tools and techniques can the team use to create low-fidelity prototypes of the redesigned mobile banking app?</p>	Applying	10
2.	<p>A startup company is developing a ride-sharing app to compete with established players in the market. They have limited resources and want to launch an MVP to test their concept and gather user feedback before investing further. The company aims to provide a convenient and reliable ride-sharing service that offers a seamless experience for both riders and drivers. They have a small team of designers, developers, and product managers working on this project.</p> <p>a. How can the team identify the primary needs and pain points of potential users in the ride-sharing market?</p> <p>b. What design principles and best practices should be considered to ensure a positive user experience?</p>	Applying	10