

**CDES102 SPRING 2012  
EXAM 1 STUDY GUIDE**

The exam is forty questions, multiple choice. We will bring the quiz and the scantron forms. You should bring a pencil.

**There will be a full lecture after the exam. Please plan to stay for the duration as it won't be the type of class that we can post online.**

**(2 questions) INTRODUCTION and PROLOGUE in *The Ten Faces***

You should be able to:

- identify the three personas from *The Ten Faces*
- recognize the qualities of a devil's advocate

**(2 questions) CHAPTER ONE: THE ANTHROPOLOGIST**

You should be able to:

- define the distinguishing characteristics of The Anthropologist
- identify techniques employed by successful Anthropologists

**(3 questions) CHAPTER TWO: THE EXPERIMENTER**

You should be able to:

- define the distinguishing characteristics of The Experimenter
- identify the different ways in which rapid prototyping is valuable
- identify which companies employed unique methods for advertising a traditional product

**(4 questions) CHAPTER THREE: THE CROSS-POLLINATOR**

You should be able to:

- recognize the characteristics of a T-shaped person
- identify inventions that came from Cross-Pollinators
- identify the athlete who challenged conventions in his field
- define the seven "secret ingredients" of The Cross-Pollinator

**(5 questions) CHAPTER FOUR: THE HURDLER**

You should be able to:

- identify specific qualities essential to a Hurdler.
- recognize the specific companies that benefited from having Hurdlers work for them.
- identify the specific suggestions for "outmaneuvering bureaucracies."
- identify specific traits of a Hurdler.
- identify common hurdles within companies.

**(5 questions) CHAPTER SIX: THE DIRECTOR**

You should be able to:

- recall the significance and reasons for the "Deep Dive."
- identify specific traits of the Director.
- identify specific roles of the Director in then long-term health and innovation of an organization.
- recognize specific activities that a Director might allow to promote productivity and innovation.

**(4 questions) CHAPTER SEVEN: THE EXPERIENCE ARCHITECT**

You should be able to:

- recognize the principle definition of an experience architect
- identify the products that were significantly improved by considering a user's experience
- identify an important technique employed by experience architect
- identify important components of "mapping the customer journey"

**(4 questions) CHAPTER EIGHT: THE SET DESIGNER**

You should be able to:

- recognize the principle definition of the set designer
- identify elements that would be important when trying to improve collaboration and innovation
- recognize a technique employed to "seed" an unused space
- identify ways to create an "innovation lab"

**(3 questions) CHAPTER NINE: THE CAREGIVER**

You should be able to:

- recognize the principle definition of the caregiver
- identify an effect that caregivers often recognize
- recognize an often-overlooked tool of customer service

**(8 questions) Lecture, discussion, on online posting topics**

You should be able to:

- recognize important characteristics of the *Deep Dive*
- identify the cautionary lesson learned during research for prototyping car controls (from the New York Times article posted on the web site)
- recognize some main points from Alan's BLM visual audit presentation
- recall some of the main points from the presentation and discussion about the Super Bowl commercials, specifically, the Apple 1984 ad, the Chrysler halftime ad, and the Audi R8