EISA 2 - OCCUPATIONAL CERTIFICATE: DESIGN THINKING INNOVATION LEAD

SAQA ID: 118788, **NQF Level:** 4

Total Marks: 150

Duration: 3 hours

Format: Written Assessment

Open Book: Yes

Candidate Instructions

- Answer **all five questions**.
- Read the scenario carefully and apply design thinking concepts.
- Support your answers with examples, reasoning, and stakeholder-based thinking.
- Write in clear, structured paragraphs or bullet points where appropriate.

Scenario

A municipality has partnered with a local development forum to improve access to community services in a township where residents struggle with long queues, poor communication, and limited feedback on service requests. The municipality wants a team to use design thinking to create a better service experience for residents, especially elderly people, youth, and people with limited digital access.

The team must investigate the problem in context, work with residents and staff, generate ideas, and communicate a practical solution that can be implemented with limited resources.

Question 1: Design Thinking Foundations [20 marks]

1.1 Explain the meaning of a user-centred approach in design thinking.[3]

1.2 Describe three characteristics of design thinking that make it useful for innovation.[8]

1.3 Explain the importance of empathy in innovation work.[3]

1.4 Identify three design thinking tools or methods that can help generate ideas.[6]

Question 2: Team Leadership and Collaboration [30 marks]

2.1 Describe the responsibilities of an innovation lead when managing a diverse team.[5]

2.2 Explain three strategies for making sure all team members contribute during a design thinking session.[8]

2.3 How would you deal with a team that is rushing to choose the first idea without testing alternatives?[5]

2.4 Explain how a leader can build trust and psychological safety in an innovation team.[12]

Question 3: Applying the Process to the Scenario [45 marks]

3.1 Apply the design thinking process to the municipality service challenge in the scenario. **[24]**

3.2 Suggest one innovative service solution and explain how it improves the user experience.[12]

3.3 Identify three stakeholder groups you would engage and explain why each is important.[6]

3.4 Explain how you would test and improve the solution after the prototype stage.[3]

Question 4: Applied Ethnographic Research [25 marks]

4.1 Define applied ethnographic research and state why it is important in this project.[7]

4.2 Describe four research activities you would use to understand the community context.[12]

4.3 Explain how observing people in their environment can improve the final solution.[6]

Question 5: Communication and Presentation [30 marks]

5.1 Explain why communication must be adapted for different audiences.[5]

5.2 Identify three ways to present the proposed solution to stakeholders.[8]]

5.3 Draft a short stakeholder pitch for the municipality's proposed service improvement idea.[12]

5.4 Explain how you would present the same idea differently to residents and to municipal executives.[5]

EISA 2 MARK ALLOCATION SUMMARY

- Question 1: 30
- Question 2: 30
- Question 3: 35
- Question 4: 25
- Question 5: 30

Total: 150 marks