

Duke University - Course Evaluations




Pratt EGRP Course Evaluations - Spring 2025

Course: EGRMGMT-576-01: DESIGN THINKING AND INNOVATION.EGRMGMT-576-01.




Instructor: Katharine Amato *

Response Rate: 27/28 (96.43 %)

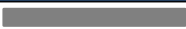


1 - Thank you for completing an evaluation. Your constructive comments and ratings will be helpful to the faculty for improving this course for future students, helpful to the Duke administration for faculty promotion and awarding teaching-based recognitions, and helpful to other students considering enrolling in this course.

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
I understand the purpose of course evaluations.	(1)	27	100.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	1.00	0.00	1.00	938		1.00	0.00	1.00




2 - The goal of evaluations is to help instructors identify which aspects of the course are most effective and which aspects could be productively changed. Please do your best to focus on the course components and learning environment, and avoid superficial comments that are not relevant to the learning environment (for example, comments about the appearance of the instructors or personal attacks are not helpful or appropriate).

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
I will do my best to be constructive.	(1)	27	100.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	1.00	0.00	1.00	947		1.00	0.00	1.00



3 - Prior research has identified biases in course evaluations related to instructor gender, age, race, ethnicity, sexuality, or other aspects of identity. Keep this in mind when reflecting on your course experience, and do your best to minimize the influence of any particular instructor identities on your evaluation.

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
I will do my best to avoid potential biases.	(1)	27	100.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	1.00	0.00	1.00	943		1.00	0.00	1.00

4 - When answering questions that refer to "learning," please consider the relevant aspects of learning that are specific to this course (for example, acquisition of skills and methodology, retention of course content, new ways of thinking, or anything else that the course offered).

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
I understand.	(1)	26	100.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
26/28 (92.86%)	1.00	0.00	1.00	939		1.00	0.00	1.00

5 - Overall Appraisal Give an overall rating for the quality of this course (e.g., content, structure, approach, educational value).

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
Very poor	(1)	0	0.00%					
Poor	(2)	0	0.00%					
Adequate	(3)	2	7.41%	■				
Good	(4)	10	37.04%	■				
Excellent	(5)	15	55.56%	■				
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	4.48	0.64	5.00	949		4.24	0.88	4.00

Duke University - Course Evaluations

Pratt EGRP Course Evaluations - Spring 2025

Course: EGRMGMT-576-01: DESIGN THINKING AND INNOVATION.EGRMGMT-576-01.
Instructor: Katharine Amato *
Response Rate: 27/28 (96.43 %)

6 - Please elaborate on your impressions of the quality of the course.

Response Rate 17/28 (60.71%)

- The course was decent overall.
- For someone who has worked as a PM there wasn't much new to learn. Maybe the last few part of the class could get more advance. Quality it solutions is one aspect that I felt lacked. Some ideas even after following the framework didn't really solve much.
- I really like the way DTI made me think about my product design and the ability to solve the problem statement
- its thoughtful and helpful
- As someone transitioning from engineering to product management, this course has helped me learn the fundamentals of design thinking, which are crucial for product management. I feel more equipped to be a part of the product management community now.
- Introduce the startup as part of the class, the team gain more outside class interactions
- I thought the course gave me an insight on how to think outside the box. We usually run with deadlines on what the client wants rather than stepping back and understanding the problem. So this helped me with understanding that. one place of improvement is that i felf i was repeating the same set of interviewing and refining a lot and maybe have done something else ..like doing a real startegy and see how it works .. like doing a trial and error with our prototype.
- I have seen a lot of the value there is in the course, and honestly think that I will use it a lot in my life.
- I found a lot of value in the material and Kathie's teaching. I thought the activities were helpful as well.
- The course is very solid with intense work flow and deliveries.
- The course was phenomenal and I had a great time contributing overall. I learned so much!
- I loved this course, like loved loved! I learnt a lot and on how we go about the process of coming up with ideas and what all we could consider through the process. I also had great team and great client who were supportive throughout the process!
- I Had a really good time attending this course as it took me in depth on what design thinking actually is and the cherry on top was that after learning the concepts, I was able to apply it with my client. All the frameworks and activities done in the class were relevant and I thoroughly enjoyed it.
- I feel the entire process of the course took me through the journey of a Product Thinker every step of the way and very naturally ingrained that thought process.
- The course is really helpful for someone who needs to understand product management in summary with practical experience as students are divided into groups and assigned clients to work for as student consultants.
- Overall, we had great content: the class activities and case studies (I loved the Alison and Lydia case). The course is possibly one of the best structured courses due to the step-by-step iterative process to achieve the outcome. One improvement I would suggest is to introduce some frameworks (eg SCAMPER) a bit earlier because I personally didn't implement it due to the lack of experience seeing and using that framework.
- The quality of speakers was nothing short of excellence. The workshops were the most useful part of the course!

7 - Give an overall rating for quality of the instructor, Katharine Amato (e.g., presentation, knowledge, fairness, responsiveness). -

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
Very poor	(1)	0	0.00%			4.76	4.44	
Poor	(2)	0	0.00%					
Adequate	(3)	0	0.00%					
Good	(4)	6	24.00%					
Excellent	(5)	19	76.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall	Mean	STD	Median	
25/28 (89.29%)	4.76	0.44	5.00	1217	4.44	0.80	5.00	

Duke University - Course Evaluations

Pratt EGRP Course Evaluations - Spring 2025

Course: EGRMGMT-576-01: DESIGN THINKING AND INNOVATION.EGRMGMT-576-01.
Instructor: Katharine Amato *
Response Rate: 27/28 (96.43 %)

8 - Please elaborate on your impressions of the quality of the instructor, Katharine Amato. -

Response Rate	17/28 (60.71%)
<ul style="list-style-type: none"> • Dr. Amato was a great instructor. She made accommodations to adapt to my team's busy schedule when we needed to meet and she was always cheerful and happy to see us in class. • Excellent professor • She has been very encouraging and she has helped us at every step of time and made us think about all aspects of life • she is well practiced • Kathie is one of the best professors I've had at Duke MEM. It awe-inspiring how invested she is in the growth for students and the knowledge she has for everything she teaches. • great pitch and good quality on the activities. Insight guest speaker invited • She's very efficient and knowledgeable in what she does • Very knowledgeable, very well spoken and organized. I think very human, which is definitely key when teaching design. • Kathie does a great job of making her slides engaging and entertaining while giving off a good message. • Kathie is a really good professor. She taught very well and was extremely responsible for the course content and students. • Professor Amato demanded a lot and really made me grow as a presenter, design innovator, and an overall teammate in the course. • Kathie helped me to be more mindful as a person and think in a broader context when it comes to design thinking. I like the way of teaching where she is super organized as it make me follow with ease. • My impressions on Professor Kathie are really good, she is an excellent professor when it comes to instructing. Every part of her delivering a lecture to helping us navigate on how to effectively provide solutions with aspect to the framework were really helpful. I am glad I took her course as all her teachings are imprinted in my brain. • She's excellent. and the best quality about her is that before she expects us to do anything - she sets an example of what good looks like and that enabled us to reallu raise the standard and quality of work. • Kathie is one of the best professors i've had the chance to be taught by. • An important aspect of this course is the presentation skills that you develop to present ideas to clients and the class. Prof Kathie Amato is a pro at presentations. Talking about the quality of content, her insights, experience, and clients were unique to the market, and she made sure they didn't target any sector too much, considering that everyone aligned to product management and design thinking is interested in the course. Also, it's the most aligned course to Entrepreneurship offered by MEM. • The quality of the course is attributed to how Kathie carried the sessions and I had the best time in-class. She was a great listener and encouraged everyone to express their oppnion. 	

9 - Would you recommend this faculty member, Katharine Amato, for a Pratt Teaching Award? -

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
Yes	(1)	27	100.00%	<div><div></div></div>	<div><div>1.00</div><div>1.27</div></div>			
No	(2)	0	0.00%					
02550100					Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	1.00	0.00	1.00	1181		1.27	0.45	1.00

<ul style="list-style-type: none"> • She has founded multiple courses and programs throughout Duke. • Yes definitely I will recommend • she has refined the course to the fullest • great assistance on building the connections all throught the class • I think that she pushed me constantly to do my best quality of work and is delivering something very valuable in a world that people are obsessed with fast paced answers. • Kathie makes learning fun and brings a special energy to class. • Kathie cares a lot about her students and the materials she is teaching. • She is one of the best professors that I have ever had. At times, I did not like being in the class because I am not used to this way of thinking, but she showed me, through her great teaching skills, the importance of the course. • Very much organized person who also knows every student and looks out for them. Great instructor who shows a lot of interest in what we think. • Excellent teacher, Listens to students feedback. • She's experienced, she's open to new ideas, really helps her students grow, is always innovating and wants the best for her students. • Highly recommend Design Thinking and Innovation. She has helped me a lot in understanding product management as well as in real life situations when I speak to industry professionals, her way of teaching is exemplary. • Kathie Amato has put in regular effort in meeting with students and clients to help make the process smoother. She provides the platform where we can push our design thinking skills and offers many guest speakers and simulations in class to test our design thinking perspective to reality. She is also empathetic and understands the students' pain points. 								
---	--	--	--	--	--	--	--	--

Duke University - Course Evaluations

Pratt EGRP Course Evaluations - Spring 2025

Course: EGRMGMT-576-01: DESIGN THINKING AND INNOVATION.EGRMGMT-576-01.

Instructor: Katharine Amato *

Response Rate: 27/28 (96.43 %)

10 - Self-EvaluationHow many hours per week, on average, did you spend outside of scheduled class (including labs) on this course?

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
3-6 hours per week	(1)	12	44.44%					
6-9 hours per week	(2)	10	37.04%					
9-12 hours per week	(3)	4	14.81%					
12-15 hours per week	(4)	1	3.70%					
15+ hours per week	(5)	0	0.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	1.78	0.85	2.00	938		2.01	1.11	2.00

11 - How difficult was this course for you?

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
Very low difficulty	(1)	1	3.70%					
Low difficulty	(2)	6	22.22%					
Moderate difficulty	(3)	15	55.56%					
High difficulty	(4)	5	18.52%					
Very high difficulty	(5)	0	0.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	2.89	0.75	3.00	943		2.83	0.94	3.00

12 - What level of critical thinking did this course require?

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
Very low	(1)	0	0.00%					
Low	(2)	1	3.70%					
Moderate	(3)	3	11.11%					
High	(4)	17	62.96%					
Very high	(5)	6	22.22%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	4.04	0.71	4.00	940		3.50	1.05	4.00

13 - What was your interest level in this course topic at the beginning of the semester?

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
Very low	(1)	1	3.70%					
Low	(2)	1	3.70%					
Moderate	(3)	9	33.33%					
High	(4)	11	40.74%					
Very high	(5)	5	18.52%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	3.67	0.96	4.00	941		3.55	1.03	4.00

Duke University - Course Evaluations

Pratt EGRP Course Evaluations - Spring 2025

Course: EGRMGMT-576-01: DESIGN THINKING AND INNOVATION.EGRMGMT-576-01.

Instructor: Katharine Amato *

Response Rate: 27/28 (96.43 %)

14 - What is your interest level in this course topic now?

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
Very low	(1)	0	0.00%					
Low	(2)	0	0.00%					
Moderate	(3)	5	18.52%					
High	(4)	14	51.85%					
Very high	(5)	8	29.63%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	4.11	0.70	4.00	942		3.76	1.06	4.00

15 - How often did you attend class (either live or asynchronously)?

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
More than 95% of the time	(1)	20	74.07%					
85-95% of the time	(2)	6	22.22%					
75-85% of the time	(3)	0	0.00%					
50-75% of the time	(4)	1	3.70%					
0-50% of the time	(5)	0	0.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	1.33	0.68	1.00	942		1.32	0.70	1.00

16 - What grade do you expect to receive in this class?

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
A	(1)	25	92.59%					
B	(2)	2	7.41%					
C	(3)	0	0.00%					
F	(4)	0	0.00%					
Other	(5)	0	0.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	1.07	0.27	1.00	940		1.17	0.54	1.00

17 - Appraisal of Learning

The readings supported the objectives of this course.

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
Strongly agree	(5)	17	62.96%					
Agree	(4)	9	33.33%					
Neutral	(3)	1	3.70%					
Disagree	(2)	0	0.00%					
Strongly disagree	(1)	0	0.00%					
N/A	(0)	0	0.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	4.59	0.57	5.00	936		4.43	0.84	5.00


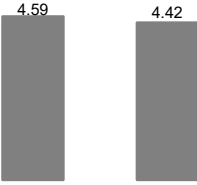





Duke University - Course Evaluations

Pratt EGRP Course Evaluations - Spring 2025

Course: EGRMGMT-576-01: DESIGN THINKING AND INNOVATION.EGRMGMT-576-01.
Instructor: Katharine Amato *
Response Rate: 27/28 (96.43 %)


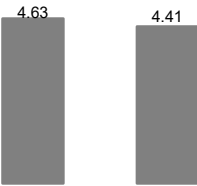





17 - Appraisal of Learning

The assignments and projects supported the objectives of this course.

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
Strongly agree	(5)	17	62.96%					
Agree	(4)	9	33.33%					
Neutral	(3)	1	3.70%					
Disagree	(2)	0	0.00%					
Strongly disagree	(1)	0	0.00%					
N/A	(0)	0	0.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	4.59	0.57	5.00	933		4.42	0.87	5.00


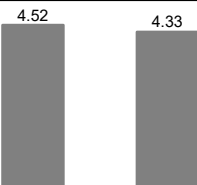





17 - Appraisal of Learning

The class discussions and/or lectures supported the objectives of this course.

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
Strongly agree	(5)	17	62.96%					
Agree	(4)	10	37.04%					
Neutral	(3)	0	0.00%					
Disagree	(2)	0	0.00%					
Strongly disagree	(1)	0	0.00%					
N/A	(0)	0	0.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	4.63	0.49	5.00	935		4.41	0.90	5.00


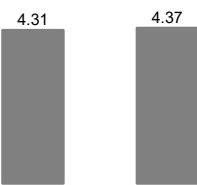





17 - Appraisal of Learning

I would recommend this course to future students.

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
Strongly agree	(5)	15	55.56%					
Agree	(4)	11	40.74%					
Neutral	(3)	1	3.70%					
Disagree	(2)	0	0.00%					
Strongly disagree	(1)	0	0.00%					
N/A	(0)	0	0.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	4.52	0.58	5.00	934		4.33	1.00	5.00

17 - Appraisal of Learning

The evaluation method (exams, homework, etc.) matched the objectives and content for the course.

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
Strongly agree	(5)	11	42.31%					
Agree	(4)	12	46.15%					
Neutral	(3)	3	11.54%					
Disagree	(2)	0	0.00%					
Strongly disagree	(1)	0	0.00%					
N/A	(0)	0	0.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
26/28 (92.86%)	4.31	0.68	4.00	929		4.37	0.93	5.00





Duke University - Course Evaluations

Pratt EGRP Course Evaluations - Spring 2025

Course: EGRMGMT-576-01: DESIGN THINKING AND INNOVATION.EGRMGMT-576-01.
Instructor: Katharine Amato *
Response Rate: 27/28 (96.43 %)

17 - Appraisal of Learning

The evaluation method (exams, homework, etc.) for this course was fair.

Response Option	Weight	Frequency	Percent	Percent Responses	Means			
Strongly agree	(5)	12	44.44%					
Agree	(4)	13	48.15%					
Neutral	(3)	2	7.41%					
Disagree	(2)	0	0.00%					
Strongly disagree	(1)	0	0.00%					
N/A	(0)	0	0.00%					
				0 25 50 100	Question	EGRP Overall		
Response Rate	Mean	STD	Median	EGRP Overall		Mean	STD	Median
27/28 (96.43%)	4.37	0.63	4.00	931		4.36	0.96	5.00

18 - Open-Ended QuestionsWhat parts of the class were most useful for you? Why?

Response Rate 16/28 (57.14%)

- The periodic assignments for our team were the most useful because it provided structure to the course and gave us mandatory deliverable checkpoints.
- I think it's activity that we took and the guest speaker
- The stakeholder map and the kind of ideation and problem solving that we were having to present stuff
- understanding the way of thinking about a problem instead of jumping for the solution
- Guest speakers helped better understand the scale and importance of design thinking in big industries.
- guest speaker to visualize the stratgy
- I think its the whole mindset. I don't really care so much about the frameworks (of course they help), but I will probably not use them much. It is more about the curious, problem seeking mindset.
- The IBM days were great, and the in-class exercises as well. I think the client project was valuable too because we got real-world experience.
- Group project. I strengthed my collaboration, communication and presentation skills throughout the project.
- The process of starting at such an incremental level really helped me hone in on what good solutions look like. This systems thinking approach was very useful because I learned how to think, not what to think.
- Working with a client in parallel help me to understand how this textbook knowledge could be applied in real problem context.
- Learning Framework and the opportunity to engage with guest speakers.
- Conducting interviews, the in-class workshops and activities, final presentation, story boarding
- Understanding the what if, work is, what works, what wows, etc. Along with the aspects that go into them such as stakeholder mapping, user journeys, how might we statements, user need statements, mapping the solutions, prototyping, napkin pitches, etc. Each facet of course were extremely useful for me.
- Ideation
- The multiple workshops we did during class were helpful. It helped me improve my spontaneous thinking abilities and made me more confident expressing my ideas consistently over time.

19 - What parts of the class were least useful for you? Why?

Response Rate 15/28 (53.57%)

- The in-class activities were a tad boring and unengaging. I personally like the lecture and individual activity structure of a course much better.
- No
- the long video recording, i think we as a team would follow the thinking and analysis process even without having to sit in front of a camera for 2 hrs, three times in a semester
- None, I love them all, every bit of it.
- Several Guest speaker from IBM.
- I feel like some of the initial assignments could be changed, to "teach" a bit more.
- Parts of the client project, such as the mandatory 1.5 hour meeting, felt unnecessary. The client project itself was a bit confusing. I also struggled to connect with my group, and I am not sure they really understood the product at the end.
- Some of the inclass activities.
- There were no parts of the course that I can think of that were not useful. They all helped in one way or another.
- N/A
- I did not like the grading, I felt there could have been some leniency provided to the students.
- Nothing as such
- Every part of the class was useful for me.
- Designing Content
- Making long videos using zoom. These activities done in-person, would be much more useful and effective.

Duke University - Course Evaluations
Pratt EGRP Course Evaluations - Spring 2025

Course: EGRMGMT-576-01: DESIGN THINKING AND INNOVATION.EGRMGMT-576-01.
Instructor: Katharine Amato *
Response Rate: 27/28 (96.43 %)

20 - Please add any additional comments or suggestions for improving the learning experience in this course.

Response Rate	11/28 (39.29%)
<ul style="list-style-type: none">• N/A• I'd highly recommend every MEM student to take this class with Kathie. You'll come more knowledgeable, smarter and well-equipped for the product management world and beyond.• Have clarification on assignment of recording. the team feel unknown for the structure of what to do in the time line.• I feel like there should be a bigger emphasis on iteration. I like working with a client, and understand the time constraints. But you should always be iterating and learning from the process. I don't have a solution but it is a piece of feedback,• Include more design thinking techniques and methodologies that are useful in tech industry. Follow more on modern trends.• I think it was a great course but I did not like the dependency on team or I would have liked to see more peer evaluations. I feel like one member of my team was not as involved as the rest of us and his apathy towards the assignments ultimately costed us a reasonable amount of time towards the end.• Maybe make the grades visible only after finals like how IP and Management classes are done. This way the students dont have to worry about their grades and can perform well without any pressure.• Would love if you could incorporate an additional assignment where student teams after devising their solutions can also present that they got back with the interviewees and showed them what they proposing and get feedback. Most teams didn't do that and could be a very cruical step. Make it compulsory. I understand it might be additional work but will really add value.• Great course, it has helped me a lot in real life situations, I recommend it highly to students who want to pursue product management as a career.• Assign Groups based on Experience• The course is just brilliantly designed with the best instructor.	