



VISHWKARMA GOVERNMENT ENGINEERING COLLEGE, CHANDKHEDA

Brief Report on “Innovation and Start-up from Design Thinking Perspective”

Name of Department/Organizer	:	Mechanical Department and SSIP Cell, Vishwakarma Government Engineering College
Date & Time	:	05/09/2020 10:30 a.m. to 11:30 a.m
Venue	:	Online Platform: Google Meet
No of Participants	:	72

Objective of the Event:

The main objective of the webinar is to understand the step by step yet iterative process of innovation and creating start-up. This process is called Design Thinking and it is accepted and practiced globally by innovators and entrepreneurs.

Design Thinking is human-centred, experimental, iterative and holistic approach for problem-solving, which focuses on three aspects of innovation ie. people's desirability, technological feasibility and business viability. Another objective of webinar is developing skills among students by applying a design thinking approach into their academic projects.

Experts:

Prof. Karmjitsinh Bihola

Founder, Innodesk Designovation Services, Ahmedabad

Former Asst. Prof. & Coordinator,

Design Innovation Centre, Gujarat Technological University, Ahmedabad

Outcome of the Event:

- The main outcome of the webinar will be knowing and understanding nuances of design thinking for Innovation and Entrepreneurship ecosystem development in the academic institutions.
- Students will be motivated by solving real issues rather than just copy pasting their academic projects.
- By applying classroom learning through project based learning, students will learn very essential skills that are required by the industry in 21st century.

Event Photographs:

Design Thinking - Definition

"DESIGN THINKING IS A HUMAN-CENTERED APPROACH TO INNOVATION THAT DRAWS FROM THE DESIGNER'S TOOLKIT TO INTEGRATE THE NEEDS OF PEOPLE, THE POSSIBILITIES OF TECHNOLOGY, AND THE REQUIREMENTS FOR BUSINESS SUCCESS."

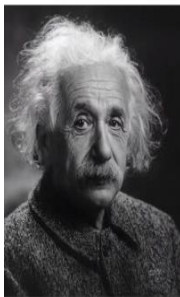
— Tim Brown, President And CEO of IDEO

SOURCE: [HTTP://WWW.IDEO.COM/PAGES/DESIGN-THINKING](http://www.ideo.com/pages/design-thinking)

What is Design Thinking?

- ✓ **Mindset of creative process** for Problem Solving
- ✓ **Divergent - Convergent/Analysis - Synthesis**
- ✓ Calls for a deep understanding of user's emotional needs
- ✓ **Multidisciplinary approach**
- ✓ Seeing Problems as Opportunities
- ✓ Failure should be celebrated (**Build-Test-Fail-Iterate**)
- ✓ Can be applied to almost **any field**
- ✓ **Contextual approach** (not a template based)

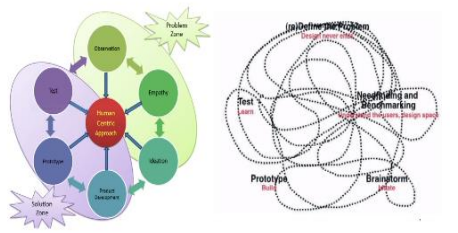

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"Creativity is intelligence having fun"

-Albert Einstein

Theoretical v/s Real process flow

Meeting details

1. Leadership in organization

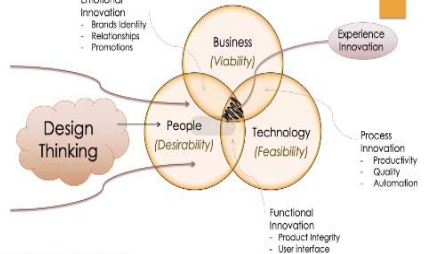
2. Innovation in organization

3. Financial performance

4. Market share and growth

5. Customer satisfaction and loyalty

6. Employee engagement and productivity



Emotional Innovation

- Brands identity
- Relationships
- Promoters

Business (Viability)

Experience Innovation

Process Innovation

- Productivity
- Quality
- Automation

Design Thinking

People (Desirability)

Technology (Feasibility)

Functional Innovation

- Product integrity
- User interface
- Ergonomics

<http://www.ideo.com/pages/design-thinking>