


**Institution's Innovation Council**

**Design Thinking to Product Development  
workshop**

**on**

**27.12.2022**

<b>INDEX</b>		
<b>SL.NO</b>	<b>CONTENT</b>	<b>PAGE NO</b>
<b>1</b>	<b>Circular</b>	<b>1</b>
<b>2</b>	<b>Brochure</b>	<b>2</b>
<b>3</b>	<b>Participants List</b>	<b>3</b>
<b>4</b>	<b>Report</b>	<b>6</b>
<b>5</b>	<b>Feedback</b>	<b>17</b>
<b>6</b>	<b>Photos</b>	<b>23</b>

  
Faculty Incharge

  
President/NC

  
Principal

**SSM INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
Dindigul – Palani Highway, Dindigul – 624 002.

Website: [www.ssmiet.ac.in](http://www.ssmiet.ac.in)

**Institution's Innovation Council**

**CIRCULAR**

**21.12.2022**

One day Workshop on “Design Thinking to Product Development” is scheduled to be conducted on 27.12.2022. Henceforth, interested students from all disciplines are requested to attend this workshop and get benefitted.

**Resource Person:**

**Dr.S.Vinodh**

Professor

Department of Production Engineering

National Institute of Technology

Tiruchirappalli

**Date & Time:** 27.12.2022 & 10.00 AM – 4.30 PM

**Venue:** Seminar Hall-1

  
Dr.K. Vinoth Kumar

Professor/ECE

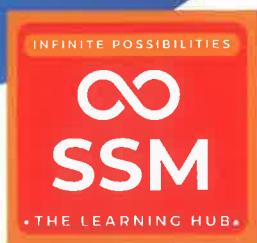
**President/IIC**

  
Ms N.J Divya, AP/CSE

Mr M.Selwin, AP/Mech

**Coordinator /IIC**

  
Principal



# SSM INSTITUTE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai, Accredited by NAAC)  
Dindigul-Palani Highway, Dindigul - 624 002, Tamilnadu

## Institution's Innovation Council



*Organizes*

Workshop on

## Design Thinking to Product Development

Date : 27.12.22(Tuesday) | Time : 10:00 a.m to 04:30 p.m

Venue : Seminar Hall - 1



**Resource Person**

**Dr. S.Vinodh**

Professor in Department of Production Engineering,  
National Institute of Technology,  
Trichirapalli.



**President / IIC : Dr. K.Vinoth Kumar, Prof./ECE**

**Co-ordinators / IIC : Mrs. N.J Divya, AP/CSE  
Mr. M. Selwin, AP/Mech**

**Principal  
Dr. D. Senthil Kumaran**

*All are Cordially Invited*

# SSM Institute of Engineering and Technology, Dindigul

Dindigul – Palani Highway, Dindigul – 624 002

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## Institution Innovation Council

Name of the Program: Workshop on “Design Thinking to Product Development”

Name of the Guest: **Dr.S.Vinodh,**  
Professor, Department of Production Engineering,  
National Institute of Technology,  
Tiruchirappalli,Tamil Nadu.

Date & Venue: 27-12-2022 & Seminar Hall - 1

Timing: 10.00 a.m. to 04.30 p.m.

### Attendance Sheet

S.No	Register Number Department	Name of the Participant	Signature of the Participant
1.	22RAIO10 (AI-DS)	R-Mohammed Nowfal	Rmdhowfal
2.	22RC5014 (CSE)	A.J. Harishraj	A.J. Harishraj
3.	22RME001 (MECH)	A.Abdul Rahman	A.Abdul Rahman
4.	22RME007 (MECH)	S. Kaviarasu	S. Kaviarasu
5.	22RME024 (MECH)	R.Vasanth Balaji	R.Vasanth Balaji
6.	22RME005 (MECH)	V-Daniel RAJ	V-Daniel RAJ
7.	22REC007 (ECE)	V.Aravindhkumar	V.Aravindhkumar
8.	22REC032 (ECE)	R.Gokul nath	R.Gokul nath
9.	22REC034 (ECE)	S. GopinATH.	GopinATH.
10.	22REC017 (ECE)	S. Clement	S. Clement
11.	22RME012 (MECH)	S.R. Nataraj	S.R. Nataraj
12.	22RME020 (MECH)	V. Sathish Kumar	V. Sathish Kumar



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S.No	Department	Name	Signature
13.	22 RME010 (MECH)	A. Lawrence	A. Lawrence
14.	22 RME015 (MECH)	R. Sudhan	R. Sudhan
15.	22 RECO01 (ECE)	M. Aathis	M. Aathis
16.	22 RECO45 (ECE)	M. Karthikeyan	M. Karthikeyan
17.	22 RECO53 (ECE)	K. Lingesh Kumar	K. Lingesh Kumar
18.	22 RECO81 (ECE)	D.T. Ramesh Prasanth	P.T. Ramesh Prasanth
19.	22 RBS003 (CSBS)	J. Dhanush Pandi	J. Dhanush
20.	22 RBS014 (CSBS)	Monish Babu VM	Monish
21.)	22 RCS056 (CSE)	R. Sundharashwaran	R. Sundharashwaran
22.)	22 RCS48 (CSE)	V. SARATHY	V. Sarathy
23.)	22 RCS055 (CSE)	Sugithkumar K	Sugithkumar K
24.)	22 RCS050	G. Sathishkumar	G. Sathish
25.)	22 RAI009 (AIDS)	Mohammed Abzeel	Mohammed Abzeel
26.)	22 RAI020 (AIDS)	M.S. Sambath Kumar	M.S. Sambath Kumar
27.)	22 RBS028 (CSBS)	A. Tharun Prasanth	A. Tharun Prasanth
28.)	22 RCS084 (CSE)	J. Kaleel Shamed	J. Kaleel Shamed
29.)	22 RECO59 (ECE)	S. Muguntha	S. Muguntha
30.)	22 RECO96 (ECE)	R. SHARON	R. Sharon
31.)	22 RECO46 (ECE)	S. Kausal Negan	S. Kausal Negan
32.	22 RECO37 (ECE)	K. Harikrishnan	K. Harikrishnan
33.)	22 RECO56 (ECE)	N. MOHAMED UVAID	N. MOHAMED UVAID

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34.)	22REC061(ECE)	MUTHUKAMATCHA.K	shy.
35	22REC111(ECE)	THANIAL DISHOSHAR.	R. Th.
36.	22REC095(ECE)	P.SHAM SANTHOSH	shy
37.	22REC118 (ECE)	A. Vishnu prasad	A. Vishnu prasad
38.	22REC107 (ECE)	H. Suresh kumar	H. Suresh kumar
39	22REC120 [ECE]	J. YOGESH.	J. Y. P.
40.	22REC073 [ECE]	M. Parthasarathy Raj	M. Parthasarathy Raj
41.	22REC030(ECE)	R. GIRIRAJ	R. Girish
42	22REC002(ECE)	J. Abdul Wahid	J. Abdul Wahid
43.	22RCS036(CSE)	R. Rakhyanna	Rakhyanna
44.	22RCS037 (CSE)	S. Reshma.	S. Reshma
45.	22RCS021 (CSE)	P. Jeya Shri	P. Jeya Shri
46	22RBS012(CSBS)	V. Madhumitha	Madhumitha
47	22RBS011 (CSBS)	M. Kaviya Lakshmi	M. Kaviya Lakshmi
48.	22RCS038(CSE)	B. Rithika	B. Rithika
49	22RCS034 (CSE)	S. Priyanga Saleth Mary	S. Priyanka
50	22RCS025(CSE)	G. Kanisha	Kanisha
51	22REC071 (ECE)	Pagalavathi.R	P. Pagalavathi
52.	22RAI015(AIDS)	R. Poornani	R. Poornani
53.	22RCS009 (CSE)	J. Divya Dharshini	J. Divya Dharshini
54.	22RCS019(CSE)	J. Jeeritha	J. Jeeritha
55.	22RAI026(AIDS)	M. Varsha	M. Varsha
56.	22REE003(ECE)	L. Gracious Louissana	L. Gracious

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57.	22 REC103 (ECE)	K. Subhagatha	K. Subhagatha
58	22 REC098 (ECE)	J. Shri Shadha	Shadha
59	22 REC102 (ECE)	S. Sowmya Vathini	S. Sowmya Vathini
60.	22 REC113 (ECE)	S. Upasnasree.	S. Upasnasree
61	22 REC114 (MECH)	J. SANTHOSHI	J. SANTHOSHI
62.	22 REC115 (MECH)	G. Sathya Surya	G. Sathya Surya

1. N.J.D.  
27/12/22  
2. P. S.  
27/12/22  
Event In-charge/IIC

66  
President/IIC

Principal



# SSM INSTITUTE OF ENGINEERING AND TECHNOLOGY

Dindigul – Palani Highway, Dindigul – 624 002.



## Institution's Innovation Council

### Report

Date: 09/01/2022

One day workshop on “**Design Thinking to Product development**” was conducted on 27/12/22 in Seminar Hall - 1 for I- Year Students from all Disciplines. Event started with Prayer song at 9.30 a.m. As per the agenda Welcome speech was addressed by Dr C.Sujatha HoD of CSE Department welcomes our honourable Chief Guest Dr S.Vinodh, Professor in Department of Production Engineering, National Institute of Technology, Trichy and our beloved students.







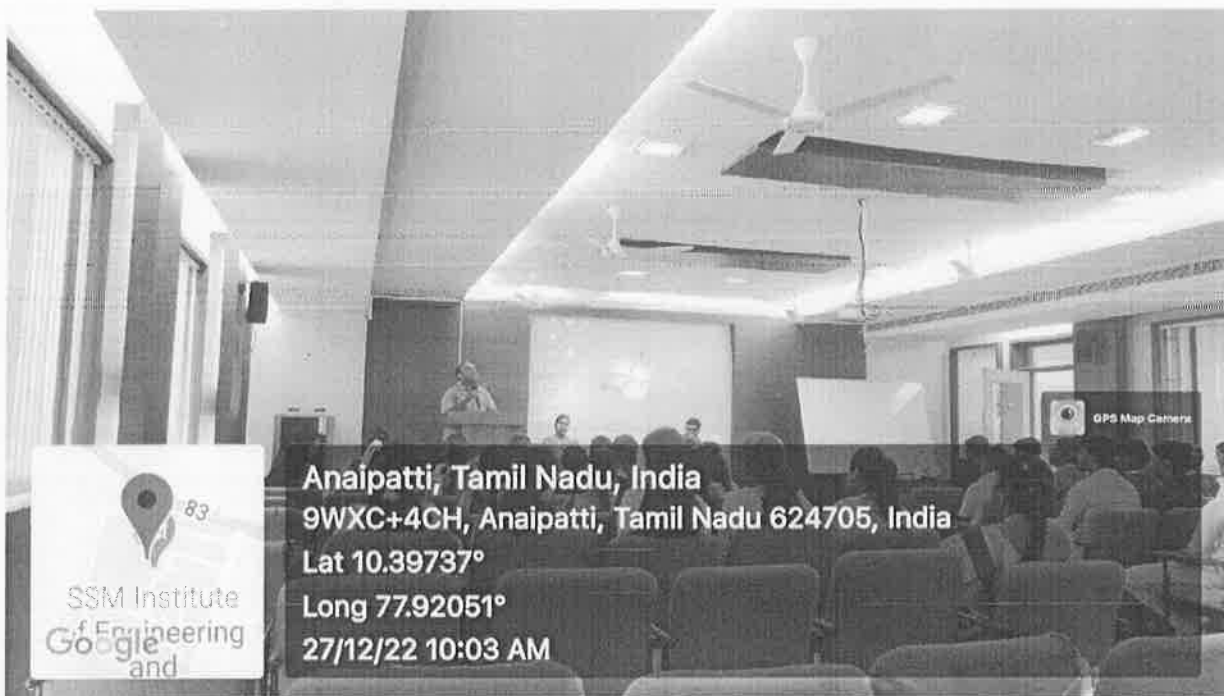
Introduction about the chief guest was given by V.P Rakshitha II-Year CSE Department of SSMIET.



After the addressal by Rakshitha, chief guest Vinodh sir was honoured by Dr G.Sankara Narayanan, HoD of mechanical Department by awarding shield to him.



Then chief guest takes over the session by thanking all members of the IIC Cell and the management for providing the opportunity to interact over the students through an IIC and finally thanked him through vote of thanks by Ms N.J Divya Event coordinator of IIC cell and played national Anthem.





Anaipatti, Tamil Nadu, India  
 9WXC+4CH, Anaipatti, Tamil Nadu 624705, India  
 Lat 10.397388°  
 Long 77.920503°  
 27/12/22 09:55 AM

## Invitation



# SSM INSTITUTE OF ENGINEERING AND TECHNOLOGY

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 Dindigul-Palani Highway, Dindigul - 624 002, Tamilnadu

## Institution's Innovation Council



*Organizes*

Workshop on

## Design Thinking to Product Development

Date : 27.12.22(Tuesday) | Time : 10:00 a.m to 04:30 p.m  
 Venue : Seminar Hall - 1



### Resource Person

**Dr. S. Vinodh**

Professor in Department of Production Engineering,  
 National Institute of Technology,  
 Trichirapalli.

President / IIC

Dr. K. Vinoth Kumar, ProVCE

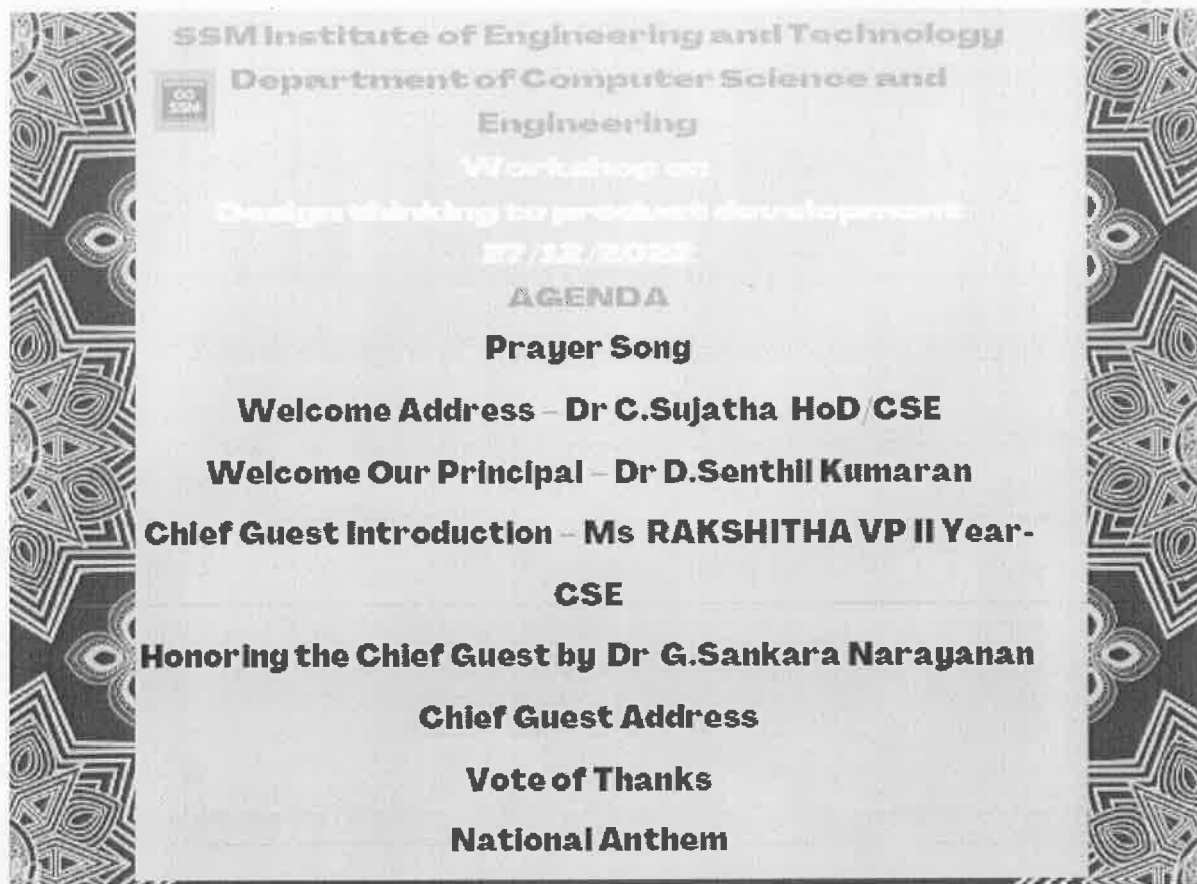
Co-ordinators / IIC

Mrs. N.J Divya, AP/CSE  
 Mr. M. Selwin, AP/Mech

Principal  
**Dr. D. Senthil Kumaran**

*All are Cordially Invited*

## Agenda:



## Syllabus Coverage:

### Morning Session:

Time: 9.30 a.m to 1.00 p.m

Topics Covered
Engineering design process
Product development process
What is "S-Curve"
Conducting interviews: Like/Dislike Method
Establishing Engineering specifications
Customer requirements/Engineering specifications



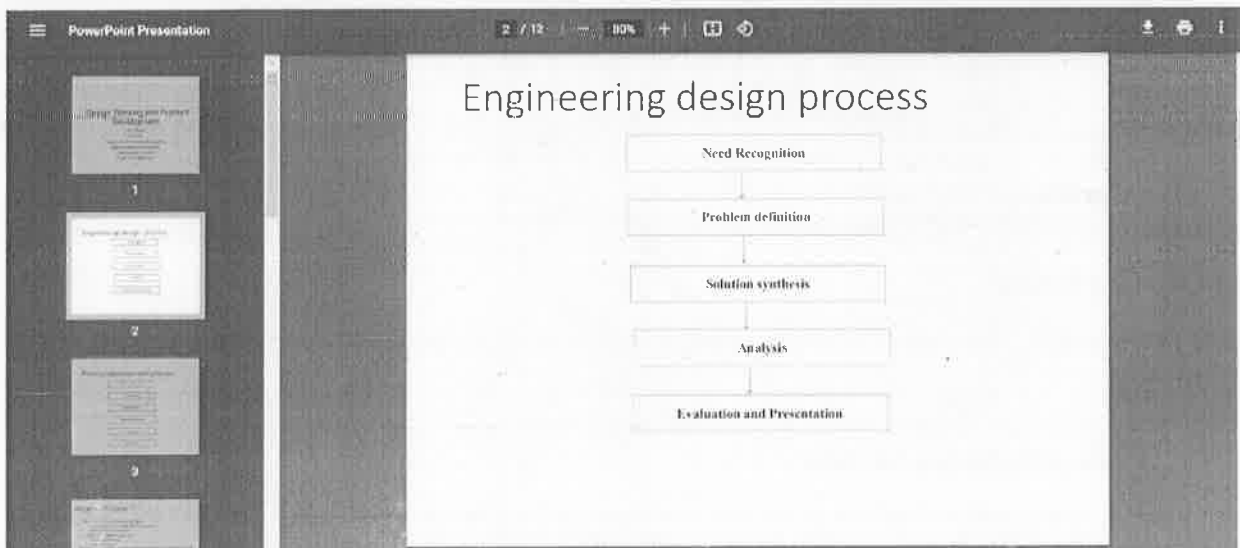
Function modeling basics

Basic methods : Information gathering and brainstorming

Traditional Brainstorming

Pugh Charts

Started the session by showing presentation to the students and interacting with the students by asking basic questions on design process to check their depth of knowledge in that field.





After showing the flowchart of how the requirements transformed into design aspect and how it will be converted into product will be explained in detail and ask few examples in real time with the students



PowerPoint Presentation 4 / 12 75%

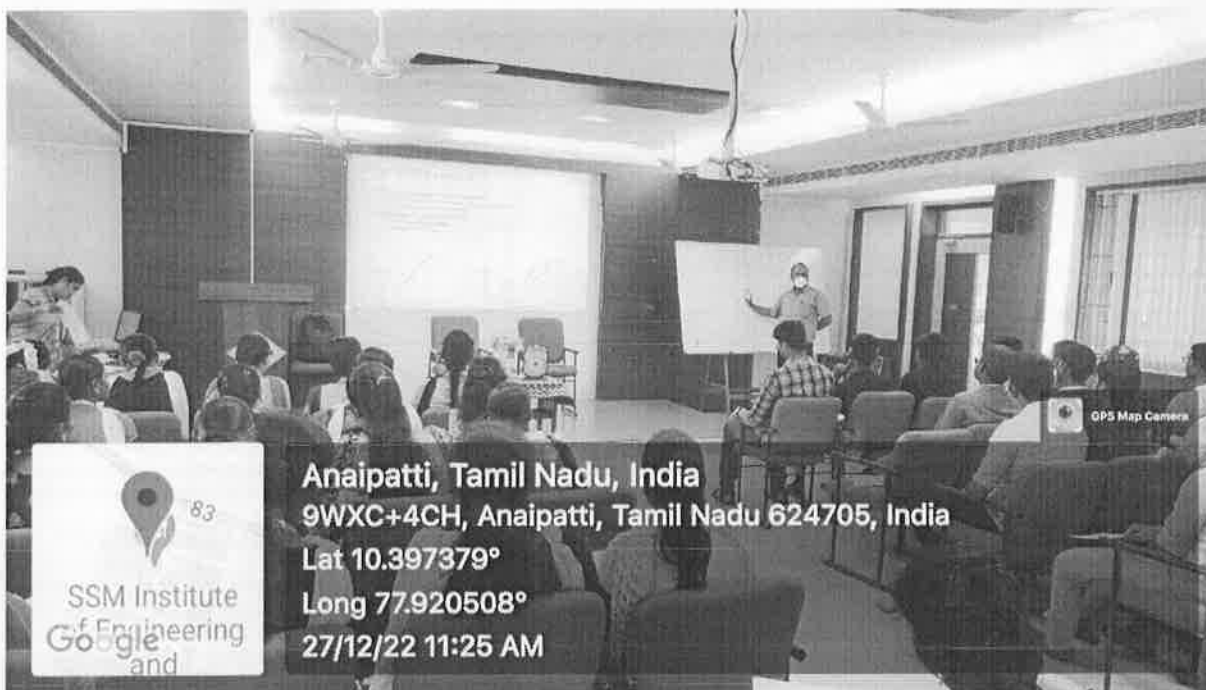
## What is "S-Curve"?

- The uses of S-curve *at the industry level* :
  - The description of the magnitude of improvement
  - The prescriptive S-Curve theory
- Product performance results from:
  - Component technology
  - Architectural design

S-curve can provide convincing explanations of why alternative technologies have made substantial inroads against currently dominant technology?

Product performance

Time in engineering effort



PowerPoint Presentation 5 / 12 75%

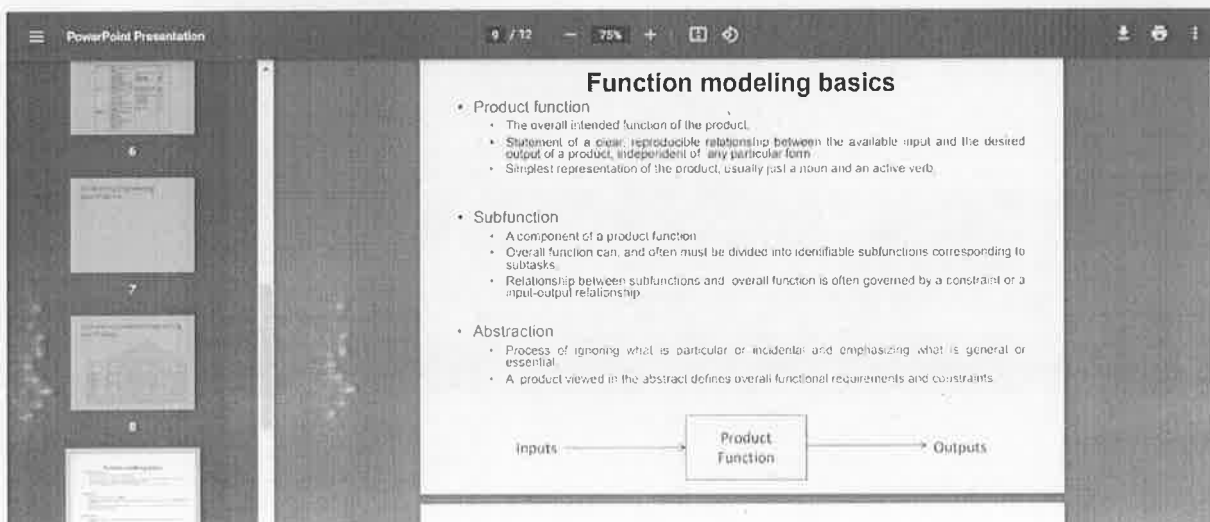
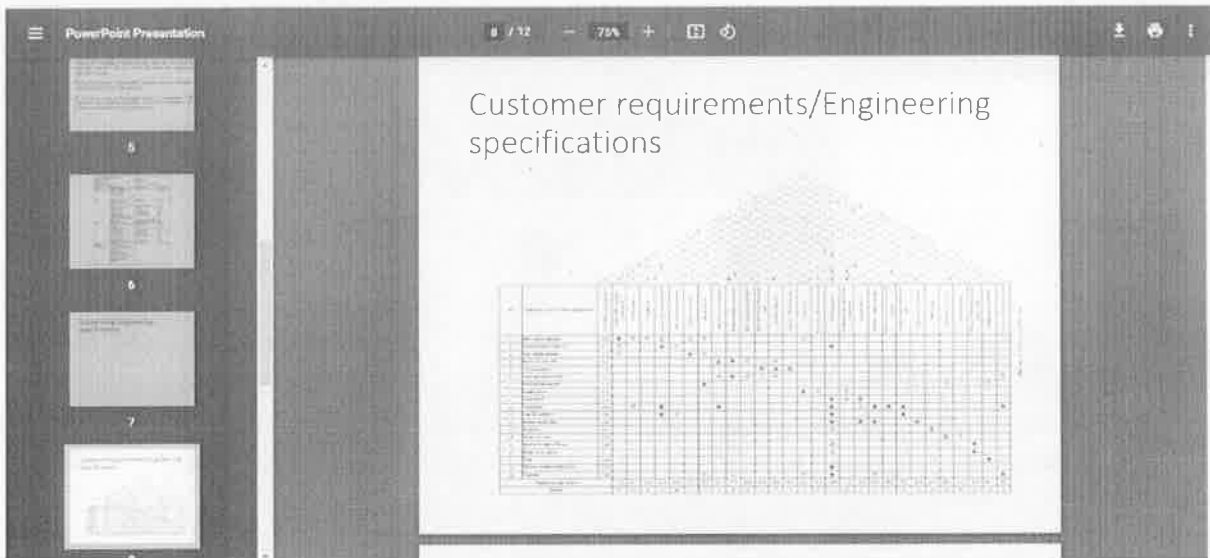
## Conducting interviews: Like/Dislike Method

- The simplest approach that proves reasonably effective in practice is to interview customers as they use the product. During the interview, a team member asks the customer to describe what they like and do not like about the product at their site of usage.
- During this process, more detailed questions may be asked to explore different facts of the product.
- At the same time, a reasonable needs is developed. It is important when holding interviews to have the customers run through their process of using the product.

Time in engineering effort







PowerPoint Presentation 10 / 12 75%

## Basic methods : Information gathering and brainstorming

- Concept generation is the divergent development of many alternatives, where the focus is on innovation, structural layout and function satisfaction.
- Formal concept generation methods may be classified broadly as:
- Intuitive and Directed (logical)

10

PowerPoint Presentation 11 / 12 75%

## Traditional Brainstorming

- It is an intuitive method of generating concepts. It focuses on product function and architecture, where team members communicate ideas verbally during a set time period.
- All team members are encouraged to be open and uninhibited during the initial sessions of brainstorming.
- There is no need to strictly adhere to product specifications, but instead to focus on the functional needs of a product.
- The overall aim of brainstorming is to obtain several concepts that might work as solution principles to a piece of the design problem.

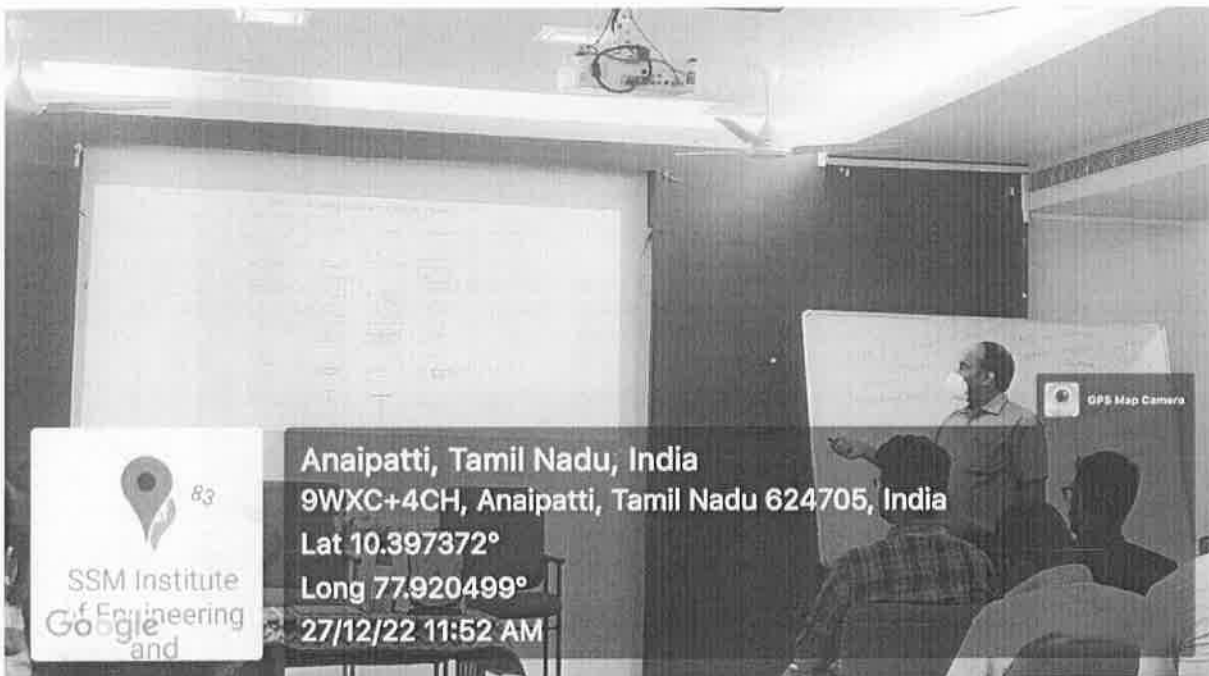
11

PowerPoint Presentation 12 / 12 75%

## Pugh Charts

- The Pugh chart evaluation scheme presented earlier involves sets of alternatives, sets of criteria and a better/same/worse evaluation against a datum
- With the set of alternatives and criteria, there are three basic mathematical tasks that are to be completed

12



Finally show the morphological analysis chart of each functions we have taken in an bicycle example and showed some solutions also.

#### **Afternoon Session:**

**Timing: 1.30 p.m to 4:30 p.m**

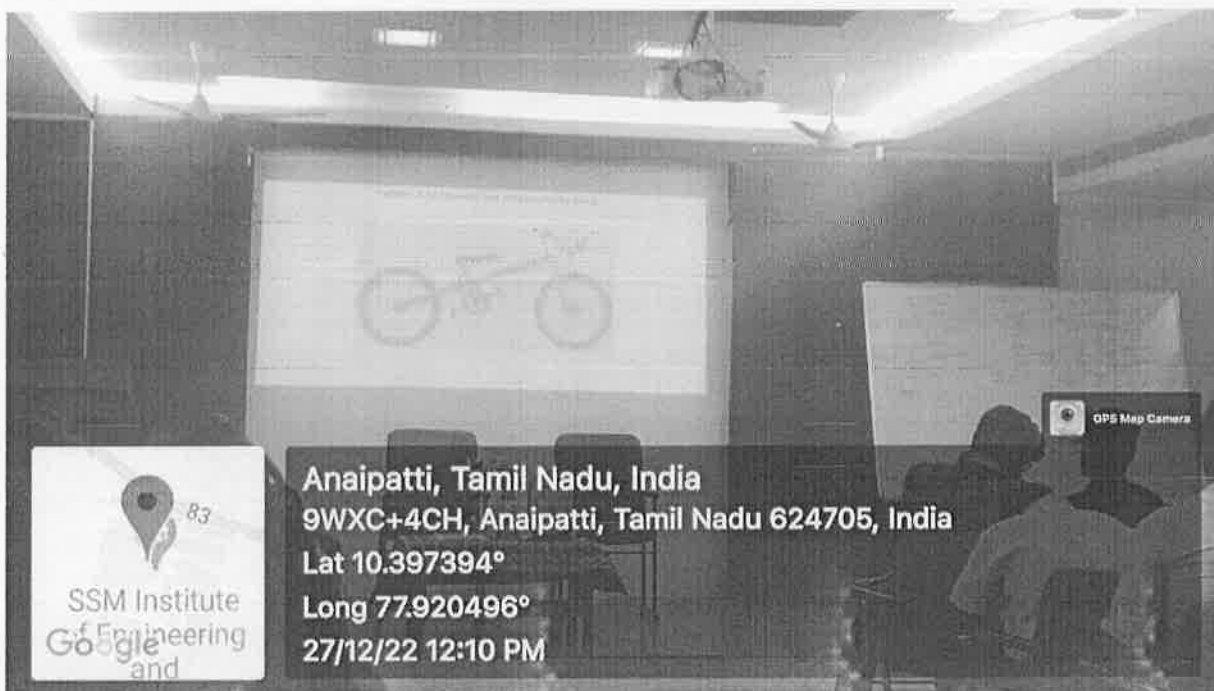
Session was started by splitting the 60 students into twelve teams and each with five members in that and form a round table conference for discussing their ideas with their team members.



Each team chooses their own topic of customer requirements and started to sketch their own design conversion of requirements to product map.



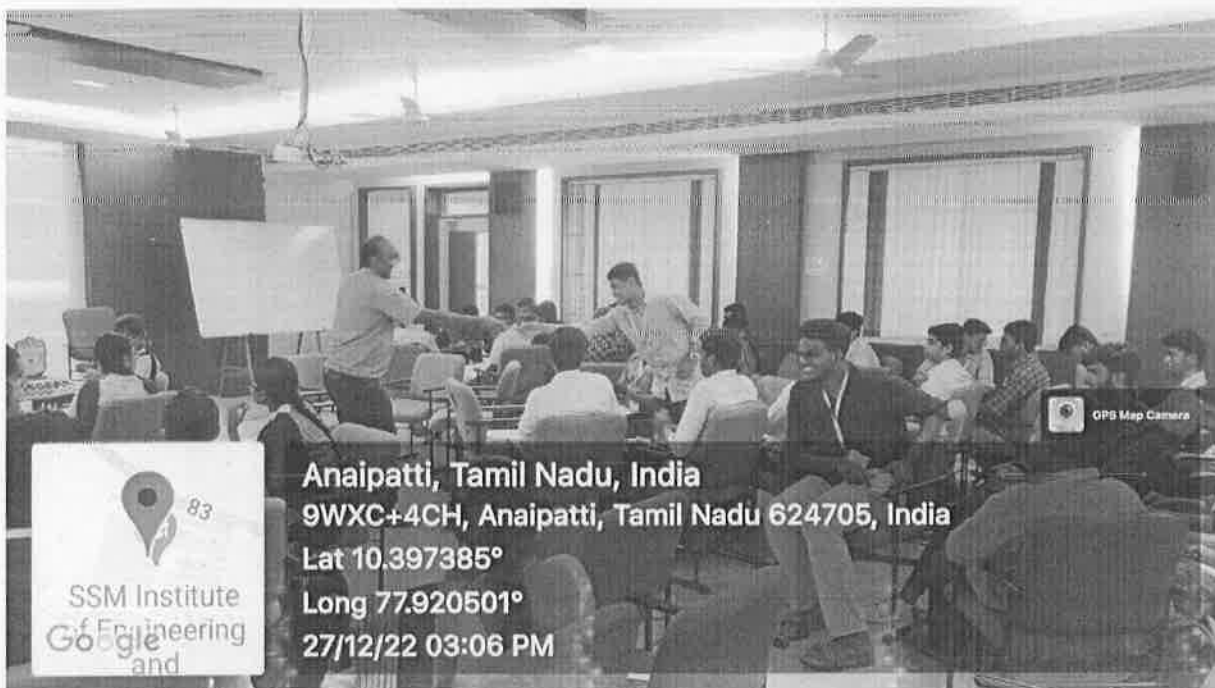
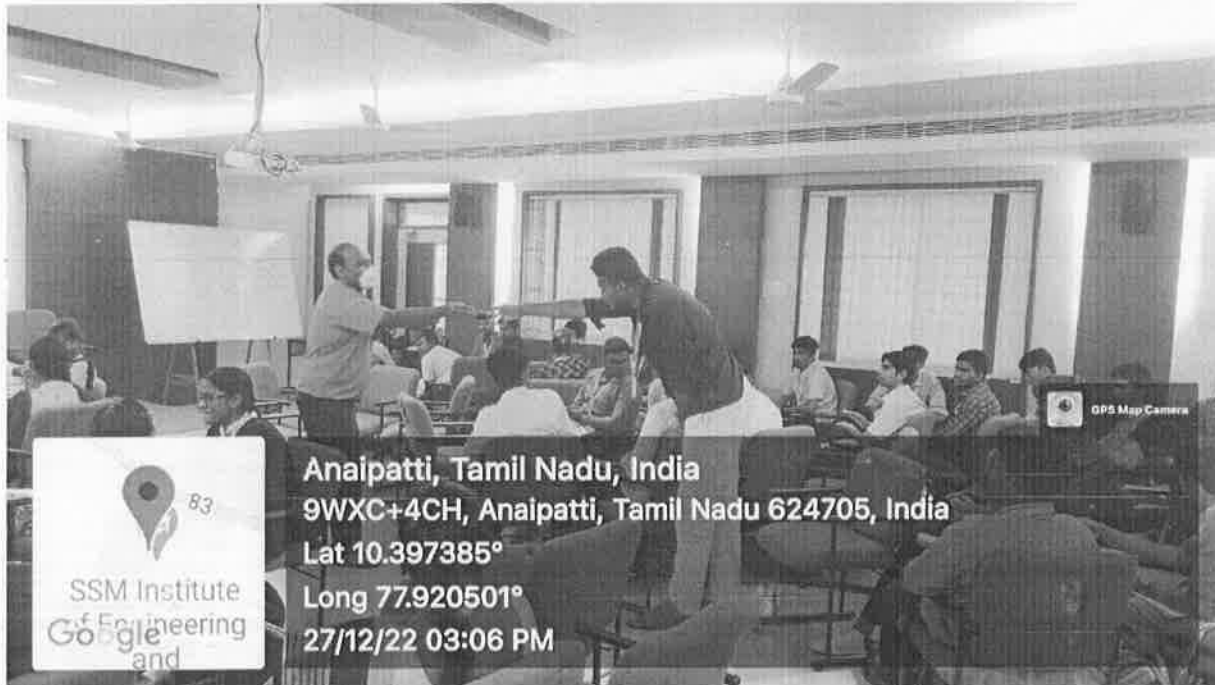
Chief guest shown thier own case study for figuring out how to convert thier ideas into product design like foldable bicycle.





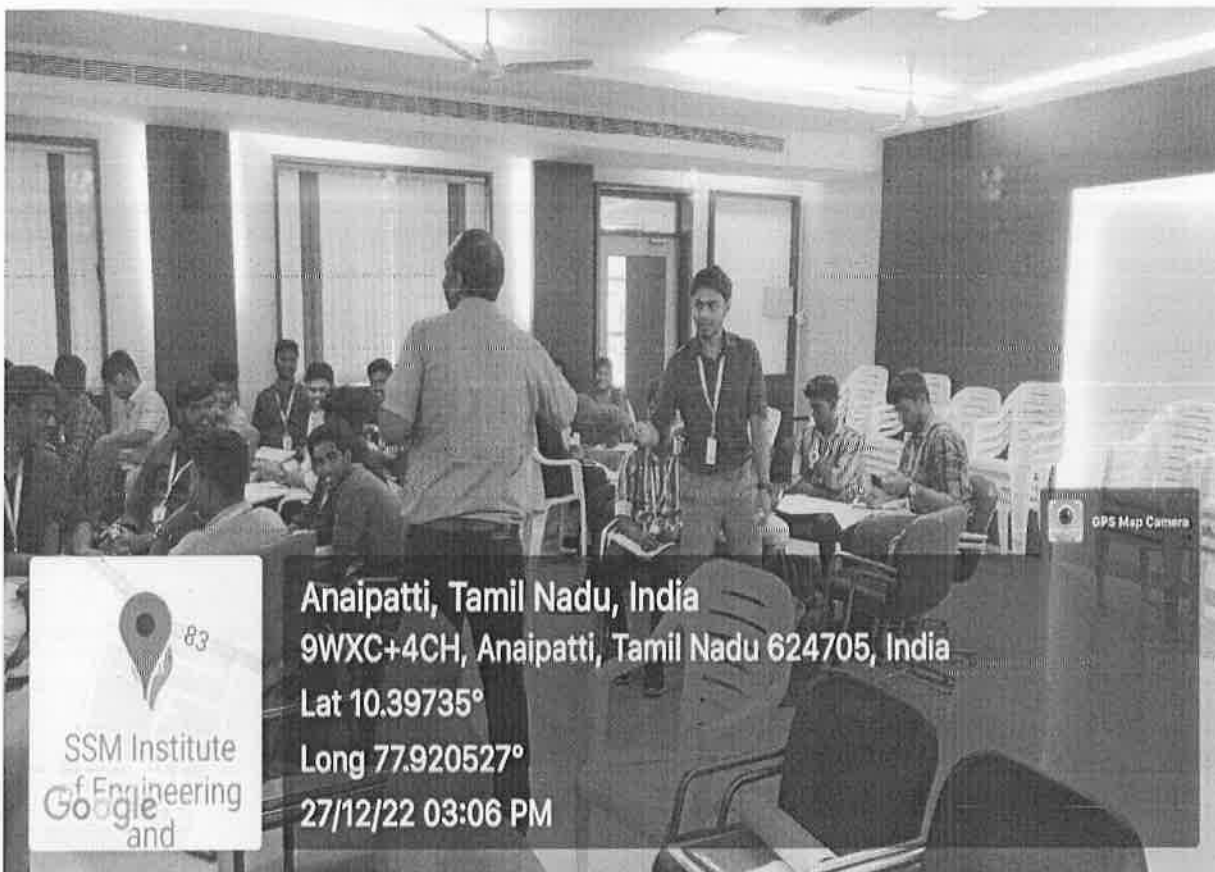
## Quiz Session:

After showing the case study to the students a small quiz session was conducted to recollect all the information gathered from morning session. Those who answered well was appreciated by the chief guest and gifted pen for that students.





Anaipatti, Tamil Nadu, India  
9WXC+4CH, Anaipatti, Tamil Nadu 624705, India  
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### Students Discussing and Sketching Their own Ideas:



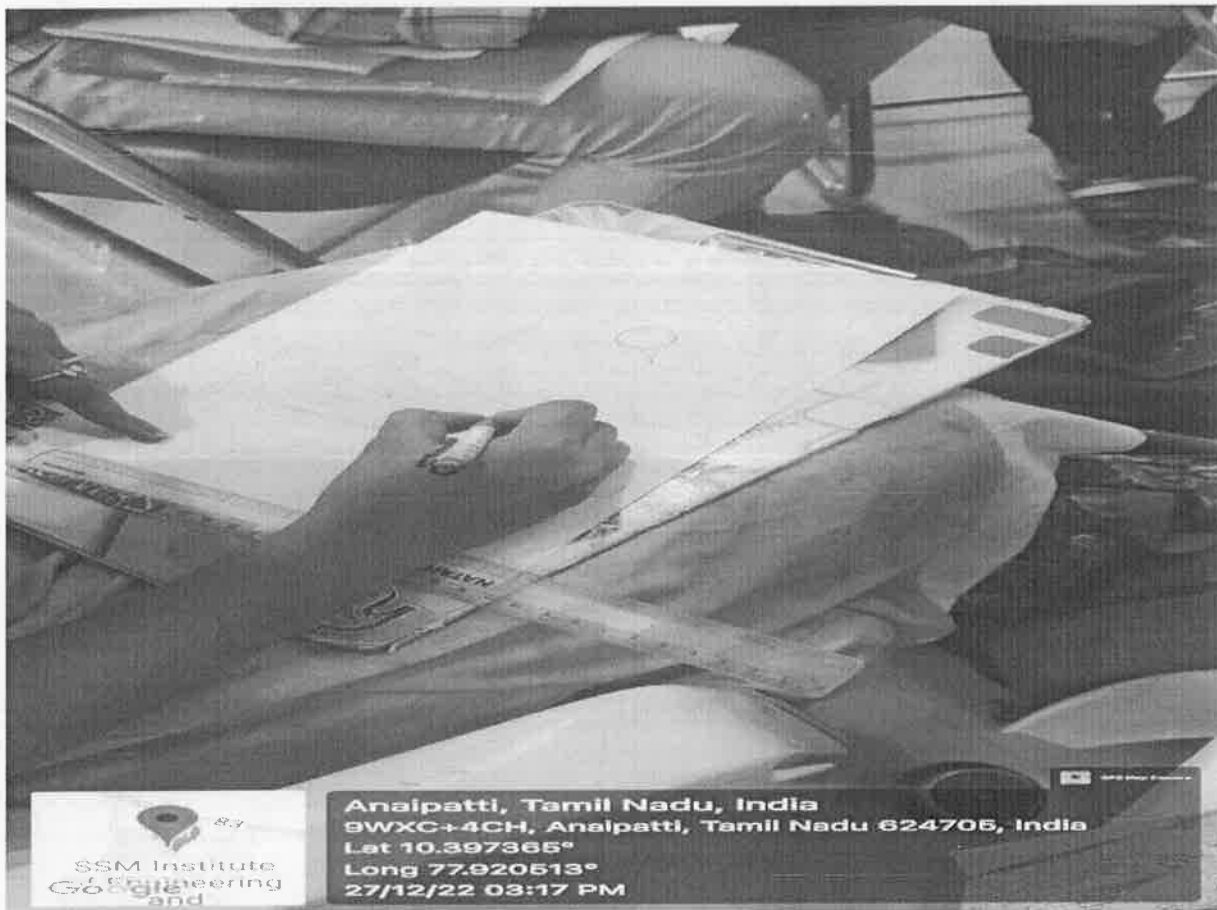


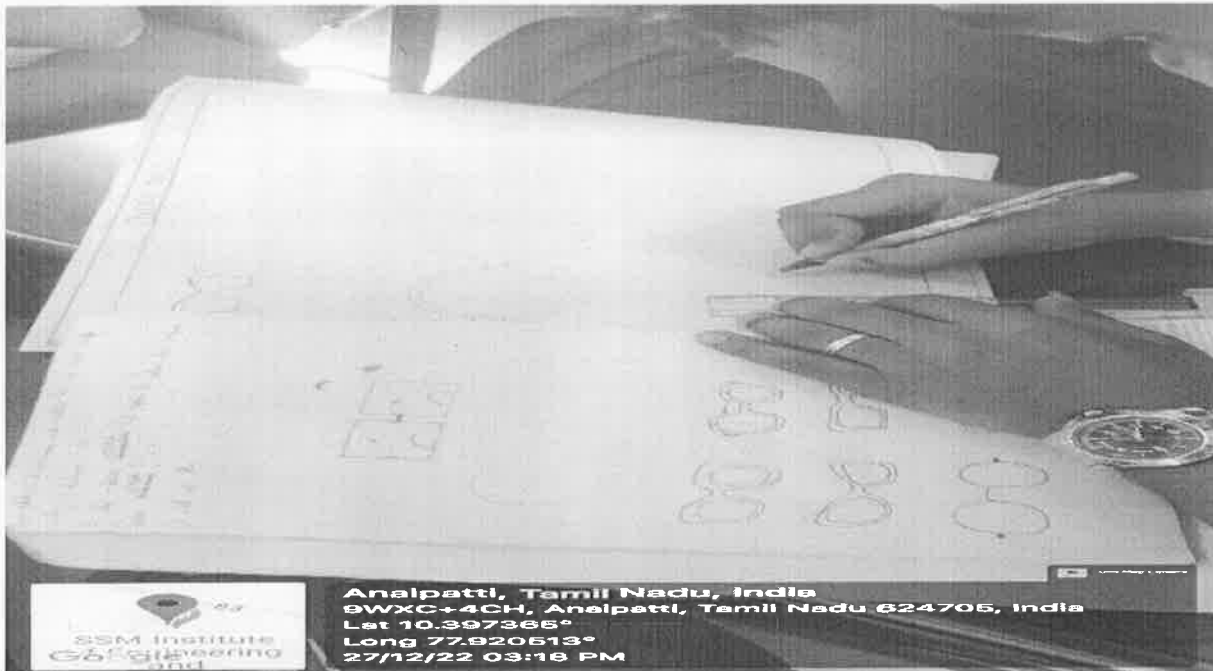
Team	Topic Chosen
Team 1	Ergonomic Chair
Team 2	Smart Switch
Team 3	Smart Fan
Team 4	Traveller shoe(Smart Shoe for Various seasons)
Team 5	Smart Specs
Team 6	Digitalization Helmets



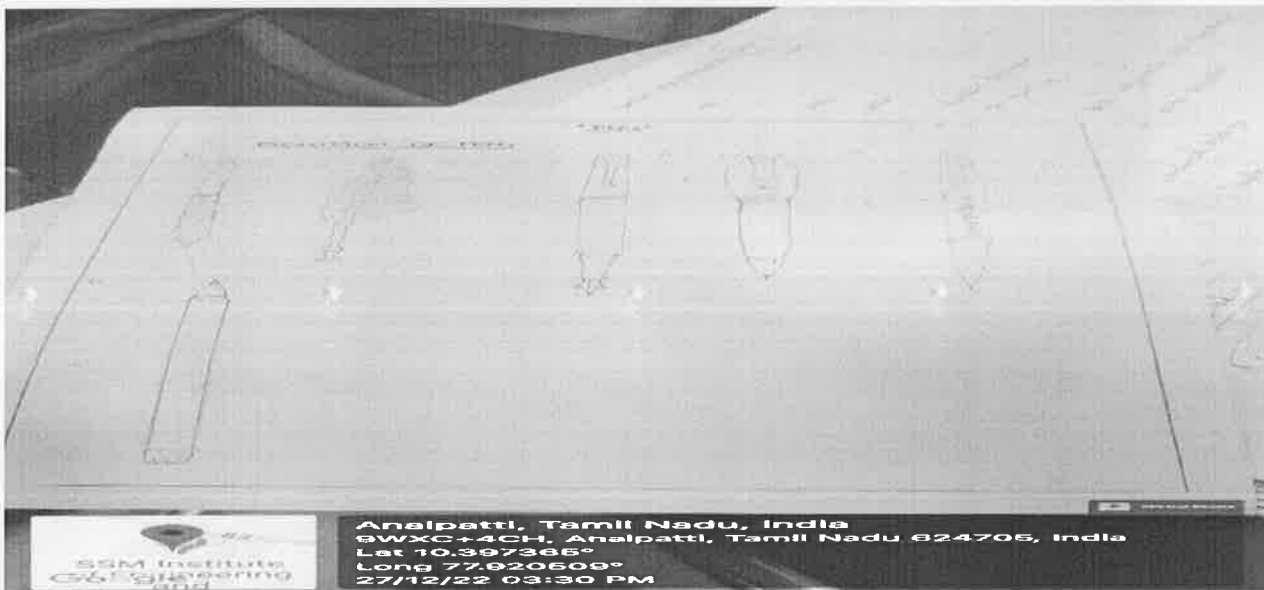
Team 7	KLEXA Air pods
Team 8	Foldable Laptops
Team 9	Smart Pen(Stylo-Metlantikos)
Team 10	Smart ID Card
Team 11	Smart Syntax tank
Team 12	Umbrella Table

Each team presented their customer requirements and the design of their product to all members.





Anaipatti, Tamil Nadu, India  
9WXC+4CH, Anaipatti, Tamil Nadu 624705, India  
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Anaipatti, Tamil Nadu, India  
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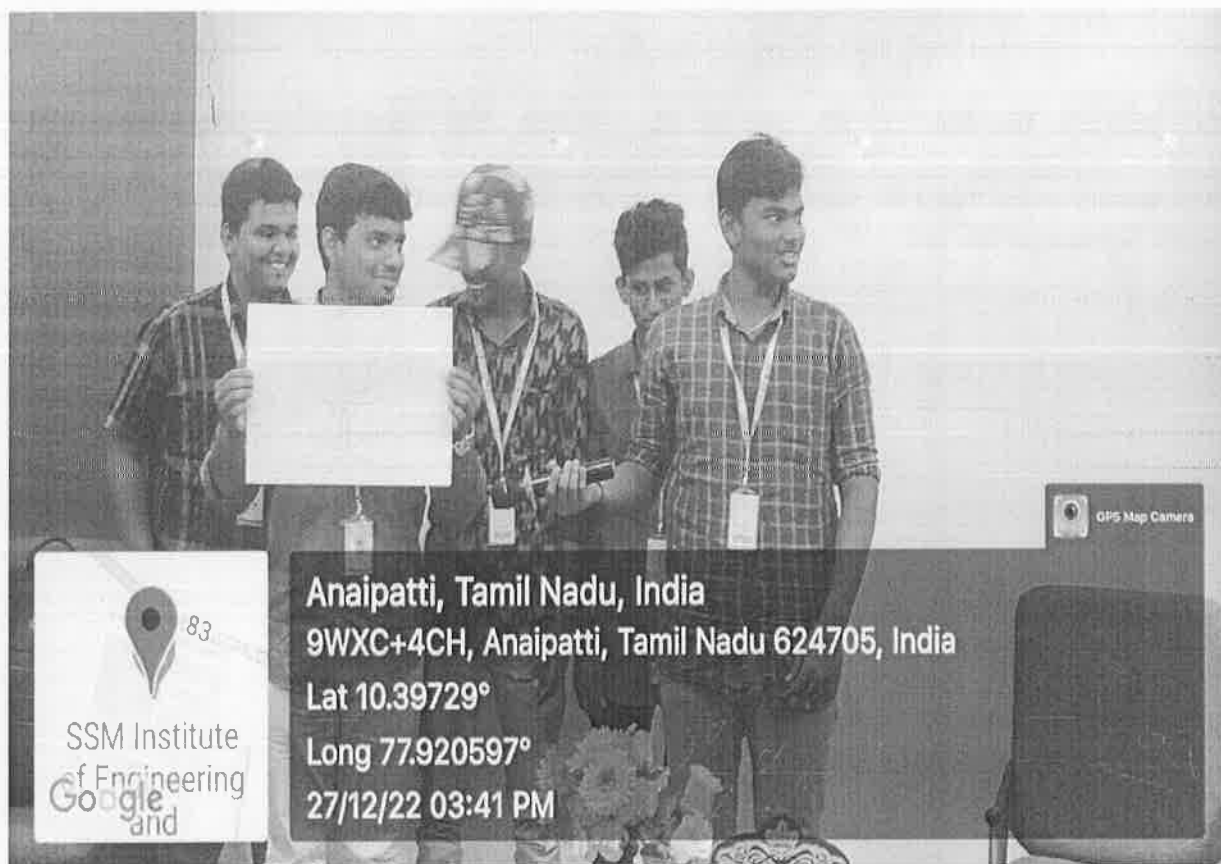
After sketching their design, presented their design in front of all and told about their advantages, Features about their product in detail.





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and  
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of Engineering  
and  
Google

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9WXC+4CH, Anaipatti, Tamil Nadu 624705, India  
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Long 77.920597°  
27/12/22 03:41 PM



Each and Every point trainer interacts with the students by asking questions and answering them gently. We conclude the workshop by getting feedback from the students and appreciate the efforts taken by the students. We conclude the session at 4.30 p.m and thank the chief guest for thier patience, involvement and core to the knowledge he expressed and motivated the students.

Students learned lot from the session by how simply convert our customer requirements into product and they asked to arrange the detailed marketing strategy also in future.

  
Event- Coordinators/IIC

  
President/IIC

  
Principal



Institution's Innovation Council (IIC)

Feedback form

Name of the Program:	Workshop on "Design Thinking to product development"	
Name of the Guest:	Dr S.Vinodh, Department of Production Engineering, National Institute of Technology, Trichy.	
Date & Venue: 27.12.22 & Seminar Hall 1	Timing: 10:00 a.m. to 04.30 p.m.	

- Content delivery by Resource person
  - ☒ Excellent
  - ☐ Good
  - ☐ Fair
- Resource person's knowledge on content delivered
  - ☒ Excellent
  - ☐ Good
  - ☐ Fair
- Response of the resource person to students' queries.
  - ☒ Excellent
  - ☐ Good
  - ☐ Fair
- Whether the session was useful?
  - ☒ Excellent
  - ☐ Good
  - ☐ Fair
- Overall experience
  - ☒ Excellent
  - ☐ Good
  - ☐ Fair
- Suggestions/ Comments to improve, if any:

∴ This session is very useful for me to uplift my professional life

Signature of the Participant

P.T. Raam prasanth.

Institution's Innovation Council (IIC)

Feedback form

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  - ☐ Fair
- Overall experience
  - ☒ Excellent
  - ☐ Good
  - ☐ Fair
- Suggestions/ Comments to improve, if any:

∴ The session was very useful

B. Rithikaa  
Signature of the Participant

**Institution's Innovation Council (IIC)**

**Feedback form**

<b>Name of the Program:</b>	Workshop on "Design Thinking to product development"
<b>Name of the Guest:</b>	Dr S.Vinodh, Department of Production Engineering, National Institute of Technology, Trichy.
<b>Date &amp; Venue: 27.12.22 &amp; Seminar Hall 1</b>	<b>Timing: 10:00 a.m. to 04.30 p.m.</b>

**1. Content delivery by Resource person**

- ☒ Excellent  
☐ Good  
☐ Fair

**2. Resource person's knowledge on content delivered**

- ☒ Excellent  
☐ Good  
☐ Fair

**3. Response of the resource person to students' queries.**

- ☒ Excellent  
☐ Good  
☐ Fair

**4. Whether the session was useful?**

- ☒ Excellent  
☐ Good  
☐ Fair

**5. Overall experience**

- ☒ Excellent  
☐ Good  
☐ Fair

**6. Suggestions/ Comments to improve, if any:**

∴ This way of method is Very Approaching. So continue like this.

R. Pragasathi  
Signature of the Participant

Institution's Innovation Council (IIC)

Feedback form

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1. Content delivery by Resource person

- ☒ Excellent  
☐ Good  
☐ Fair

2. Resource person's knowledge on content delivered

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☐ Good  
☐ Fair

3. Response of the resource person to students' queries.

- ☒ Excellent  
☐ Good  
☐ Fair

4. Whether the session was useful?

- ☒ Excellent  
☐ Good  
☐ Fair

5. Overall experience

- ☐ Excellent  
☒ Good  
☐ Fair

6. Suggestions/ Comments to improve, if any:

The way of speech is good.

Priyanka Sathya Mary. S  
Signature of the Participant

Institution's Innovation Council (IIC)

Feedback form

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  - ☐ Fair
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  - ☒ Excellent
  - ☐ Good
  - ☐ Fair
- Suggestions/ Comments to improve, if any:

∴ We gained more knowledge from this sir, no suggestions sir.  
Thank You

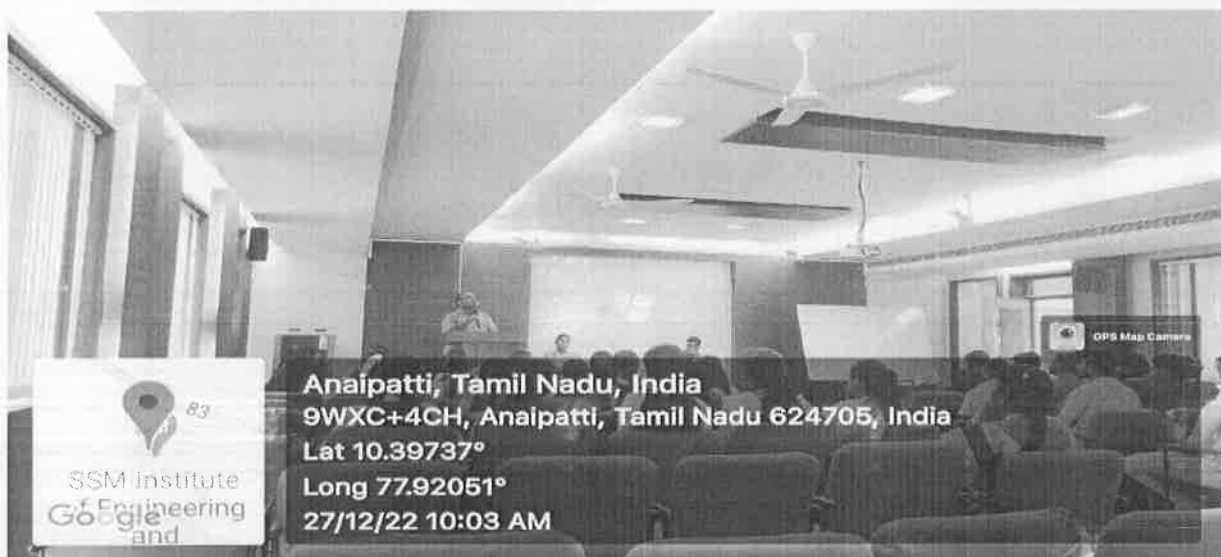
*Ranishah*

Signature of the Participant



Institution's Innovation Council (IIC)  
Workshop Photos



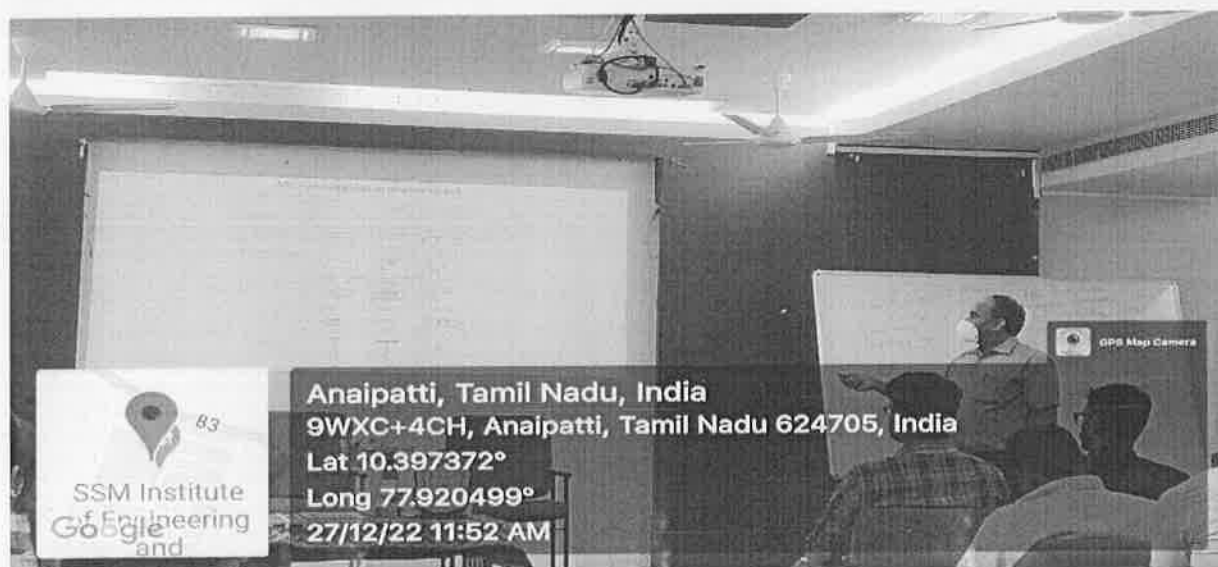




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27/12/22 10:27 AM



Anaipatti, Tamil Nadu, India  
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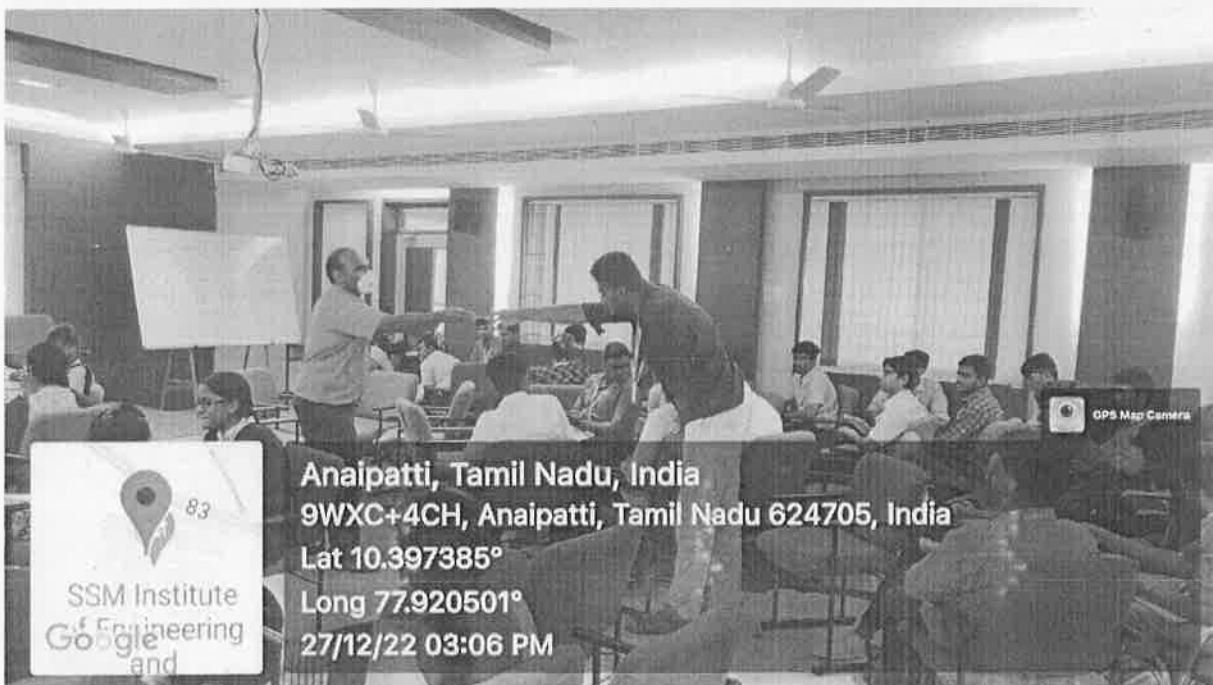
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Anaipatti, Tamil Nadu, India  
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Anaipatti, Tamil Nadu, India  
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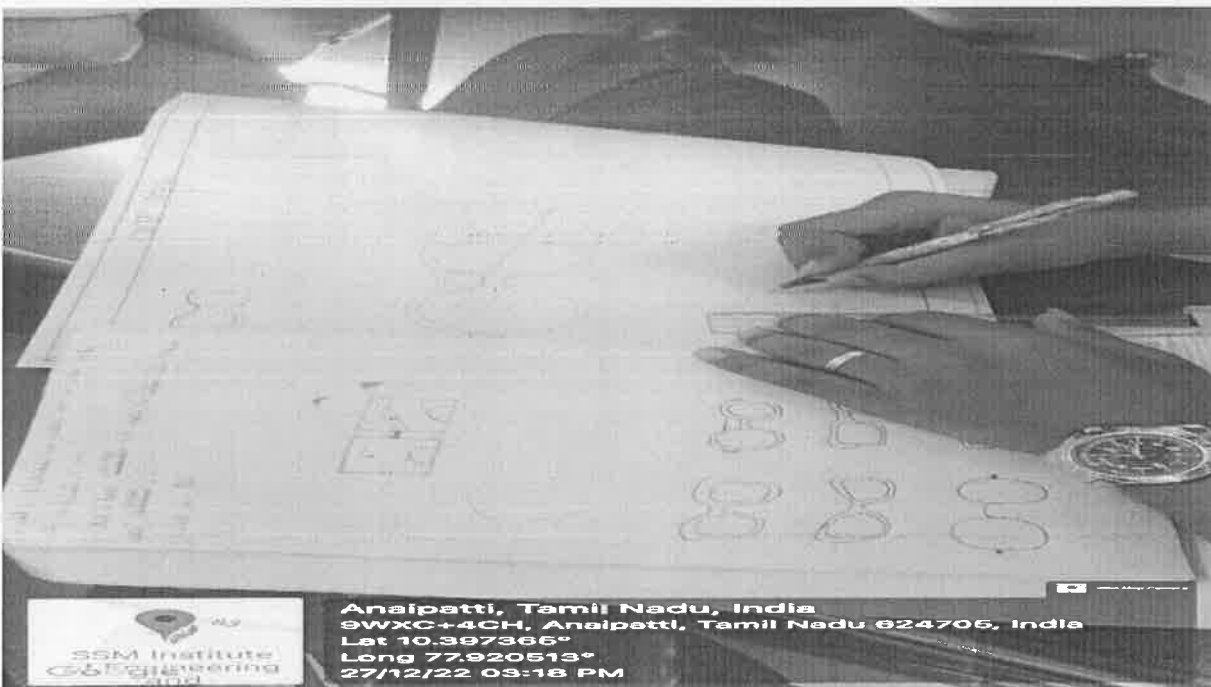


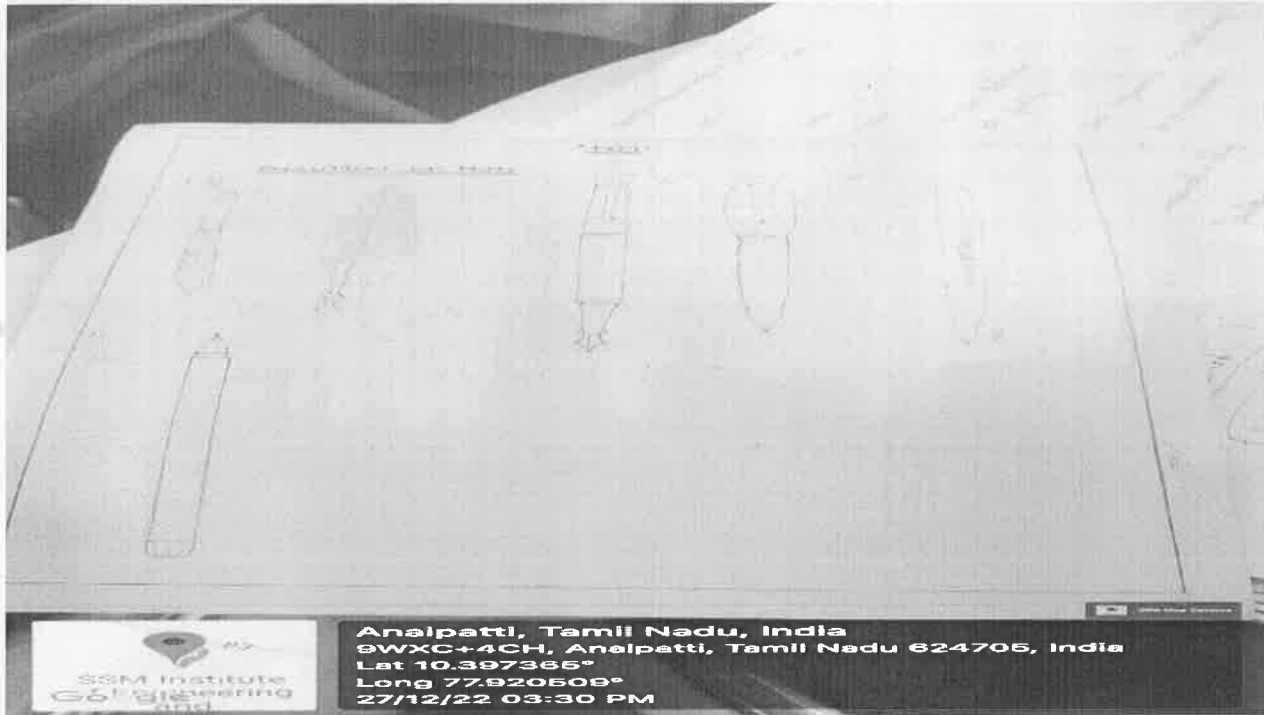
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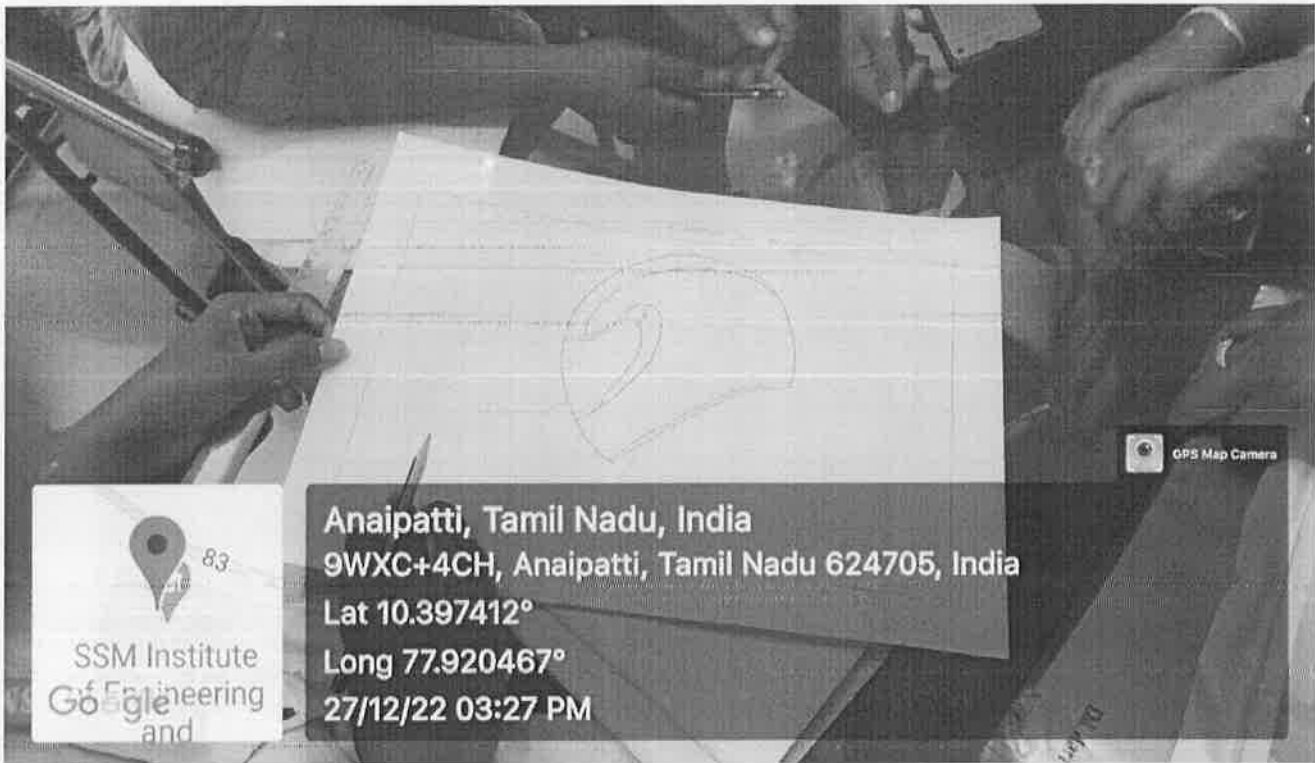
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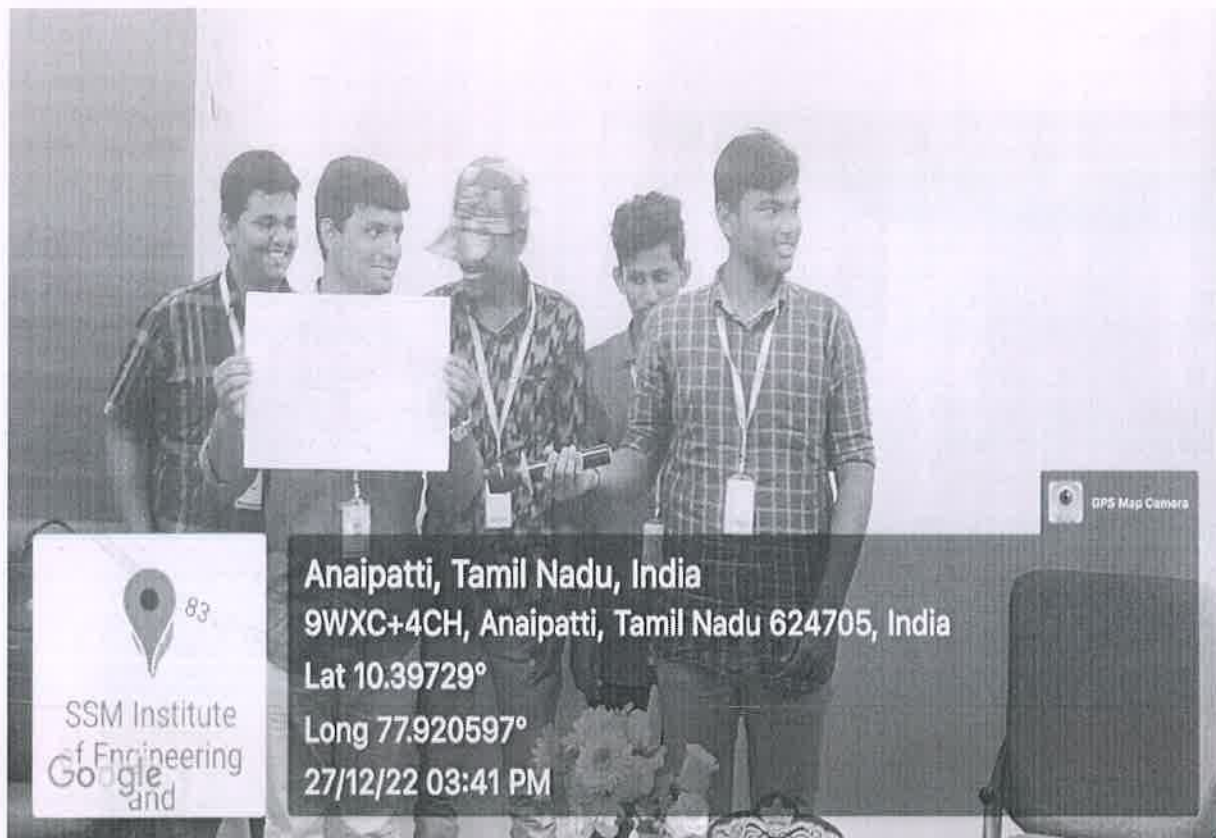




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Anaipatti, Tamil Nadu, India  
9WXC+4CH, Anaipatti, Tamil Nadu 624705, India  
Lat 10.397412°  
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27/12/22 03:27 PM



  
President/NC

  
Event Coordinator/IIC

  
Principal



# SSM INSTITUTE OF ENGINEERING AND TECHNOLOGY



(Approved by AICTE, New Delhi • Affiliated to Anna University, Chennai • Accredited by NAAC)

Dindigul - Palani Highway, Dindigul - 624002.

## Workshop on Design Thinking to Product Development

### CERTIFICATE OF PARTICIPATION

This is to Certify that Dr. M. RAMESH MARI, PROFESSOR from the

Department of MATHS SSM Institute of Engineering and Technology,

had actively participated in the WORKSHOP on "DESIGN THINKING TO PRODUCT DEVELOPMENT"

organized by Institution's Innovation Council on 27th December 2022.

Event Coordinators

Mrs. N. J. Divya (AP/CSE)  
Mr. M. Selwin (AP/Mech)

IIC President

Dr. K. Vinoth Kumar

Principal

Dr. D. Senthil Kumaran