Socially Relevant Project Using Design Thinking

Report Structure & Contents

Your report should be neatly compiled in the following format:

1. Cover Page

- College Name and Logo
- Department Name
- Title of the Project
- Student Names and Roll Numbers
- Guide Name (if any)
- Date of Submission

2. Certificate

- Include a certificate stating that the project work is original and carried out by the student(s).

3. Acknowledgment (Optional)

- A short note of thanks to those who supported the project.

4. Index/Table of Contents

- List all major sections with page numbers.

Main Sections to Include

5. Introduction

- Brief overview of the problem identified
- Objective and relevance of the project

6. Empathy Phase

- **User Personas**
  - Create 2–3 detailed user personas
  - Include name, age, background, goals, pain points, etc.

7. Survey/Research

- **Surveys Conducted**
  - Mention target audience, number of respondents
  - Include survey questions and key insights (graphs/tables if possible)

8. Define Phase

- Problem statement derived from the empathy research
- Clear articulation of user needs and challenges

9. Ideate Phase

- Brainstormed ideas and shortlisted solutions
- Justification for selected idea

10. Market Analysis

- Current trends in the market related to your problem
- Size of the market or potential demand
- Key drivers and challenges

11. Prototype

- Description of the prototype created (mockups, wireframes, physical models, etc.)

12. Test

- Feedback received during testing
- Observations and improvements made

13. Competitor Analysis

- Identify and briefly analyze 2–3 existing solutions
- Highlight their strengths and gaps your project addresses

14. Conclusion

- Summary of outcomes and learning
- Scope for future work

15. References

- Mention any sources, tools, or inspirations used