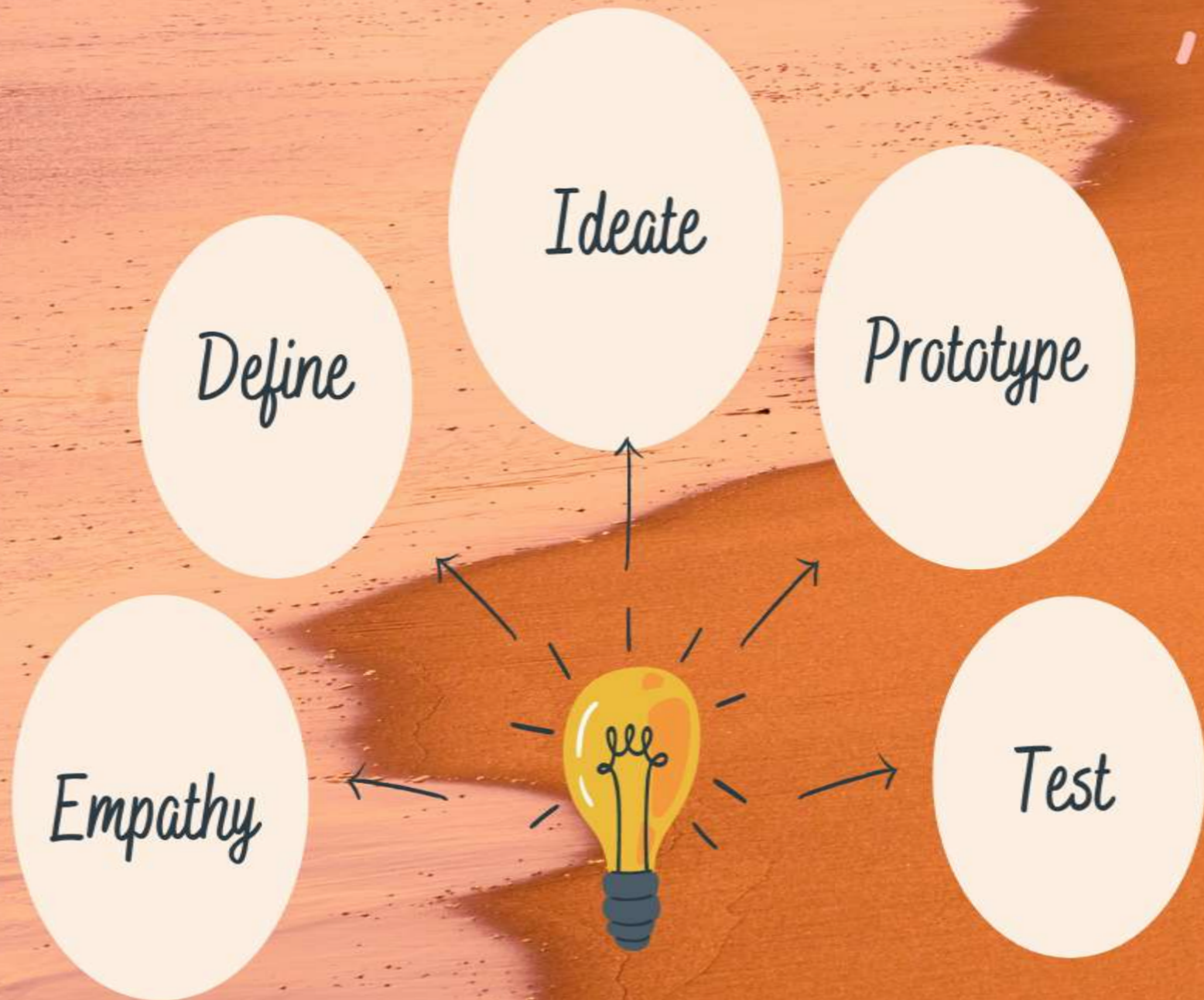




DESIGN THINKING





EMPATHY MAP

STATEMENT

WHAT ARE THE PROBLEMS FACING BY SECURITY GUARDS IN OUR COLLEGE?

SAYS

- 1.EVERYTHING IS FINE**
- 2.NO PROBLEM WITH STUDENTS**
- 3.SATISFIED FOR THEIR DUTY**

FEEL

- 1.WANTS TO SPEND TIME WITH FAMILY**
- 2.SALARY IS NOT SUFFICIENT**
- 3.NEED RESPECT**

DO

- 1.TREATING STUDENTS FRIENDLY**
- 2.GIVING THEIR FULL POTENTIAL TO THEIR DUTY**
- 3.RESPECTING CO SECURITY GUARDS TIME AND REACHING COLLEGE ON TIME**

THINK

- 1.THEY WISH SALARY INCREMENT**
- 2.UNABLE TO MANAGE DAILY EXPENDITURE**

INTERACTION WITH SECURITY GUARDS



1. MR. SUBHASH CHANDRA
BOSE



2,3. MR. MOHANRAO &
MR. JOHN



4. MR. LAKSHMAN



5. MR. SRINIVASARAO



6. MR. BHASKARRAO



7. MR. HANUMANTHA
RAO



KEY POINTS

1: SALARY IS NOT SUFFICIENT

2: MANAGEMENT IS COOPERATIVE

3: DURING NIGHT SHIFT GETTING PROBLEM WITH MOSQUITOES , HONEYBEES

4: DURING RAINY SEASON THEY ARE GETTING PROBLEM TO DO DUTY, THEY WISH RAINCOATS PROVIDED BY MANAGEMENT

5: DAILY EXPENDITURES ARE INCREASING FOR FOOD, TRANSPORT

6: THEY WISH FOR A FAN NEAR MAIN GATE

7: FEW STUDENTS ARE NOT COOPERATIVE AND SHOWS DISRESPECT



DEFINE

1.SALARY IS NOT
SUFFICIENT

2.THEY WISH FOR FEW
MORE BETTER FACILITIES



IDEATE BRAINSTORMING



SALARY

1. Talk to the management
2. Creating some employment to earn money without disturbing their daily work
3. Tie up with Team 9 and generating employment Ex: Food Pickup Point

FACILITIES

1. Provide Food at hostel for free
2. Provide Raincoats, Mosquito Repellents
3. Remove Honey Womb

PROTOTYPE



Food Pickup Point



- *We will keep a food pickup points in college
- *Students will take their ordered food from the pickup point
- *Food Contractor will give salary to security guards so that revenue is generated

TEST

- * We will keep 3 food pickup points near main gates

- * Food contractor will give 30 rupees to security guards for each item delivery

- * Through this employment revenue is generated





STARTUP LEAN BUSINESS MODEL CANVAS



STARTUP LEAN BUSINESS MODEL CANVAS

PROBLEM

Lack of platform to test and improve skills for placement in college

SOLUTION

Create a software to test and improve skills

CUSTOMER SEGMENTS

SRKR
College
Students

KEY METRICS

Student's
Progress
is
provided

UNFAIR ADVANTAGE

Students of SRKR
Engineering College

EXISTING ALTERNATIVES

Unacademy, Byjus

HIGH LEVEL PRIORITY

Best Material, Exam
structure, Notes

UNIQUE VALUE PROPOSITION

Quality platform for
placement training at
affordable cost

CHANNELS

Whatsapp Groups,
Announcements in
hostles, Social Media
Advertisements

COST STRUCTURE

1 Lakh for
software, resources

EARLY ADOPTERS

SRKR
College
Students

REVENUE STREAMS

Each student
6 Months Subscription
:Rs.2500/-
Yearly Subscription :Rs.5000/-

