

# Transforming Technology through

# DESIGN THINKING



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# for LIFE

we discover, design and deliver!

everyone follow a **process**

 **thinking to execution.** 

A creative workspace, likely a Design Thinking studio, featuring a large black wall covered in a dense grid of colorful images and sketches. A whiteboard in the center displays a complex flowchart or process diagram. To the right, a blackboard is filled with numerous yellow sticky notes arranged in a structured manner. In the foreground, a wooden table is cluttered with various items, including a laptop, papers, and a black bag with 'EOS' branding. Several black office chairs are positioned around the table.

# a process to solve complex problems

An approach that can help you to solve such problems in a **methodical** & **human-centric** way.

Design Thinking fosters an outside-the-box approach, with huge emphasis on creativity, innovation, and the needs of the user.

# PROTOTYPE

how

you'll solve them

# TEST

why

your work matters

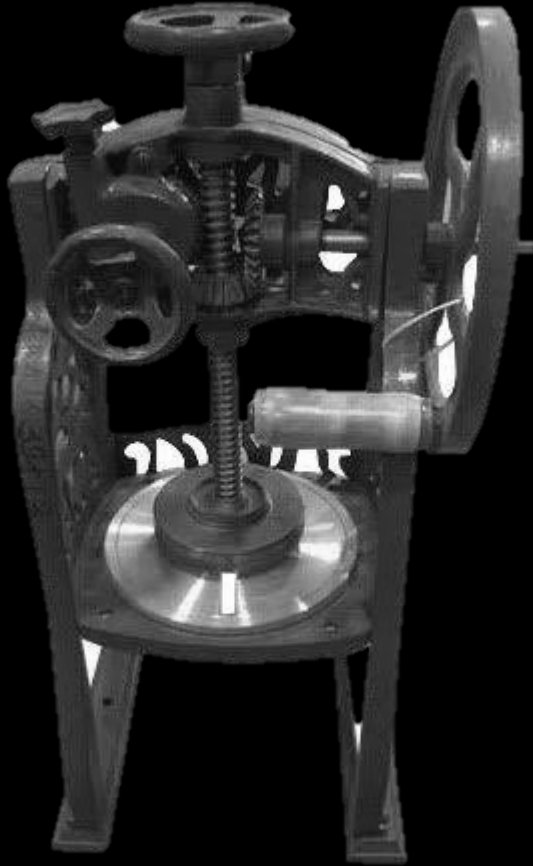
**Deliver**



A group of people are gathered around a wooden table, working on various colorful paper prototypes. One person is holding a smartphone, displaying a colorful interface. The table is cluttered with many small, folded paper models in various colors like blue, yellow, orange, and red. A person's hand is visible, holding a small black object, possibly a pen or a small tool. The background shows more people and papers, suggesting a collaborative workspace.

# A **prototype** of a product or feature

be it a **low-fidelity** model or **mockup** or simple **paper model** or **scaled-down version** or an interactive **digital representation**



# Opportunity tested !

Context  
Desires  
Usability  
Function  
Material  
Cost  
Time consumption

Market  
Need



# INDUSTRY

Philips | Whirlpool | Revamp



Concept Start  
& 3D Design

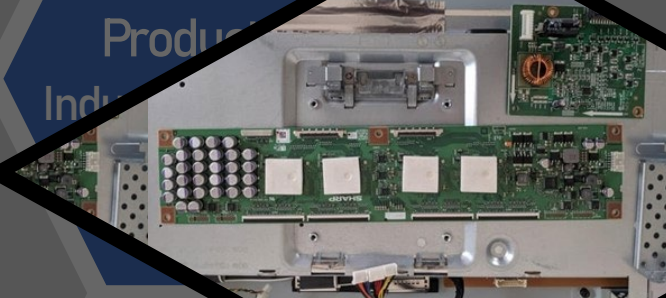
# At Philips Displays

Market Positioning

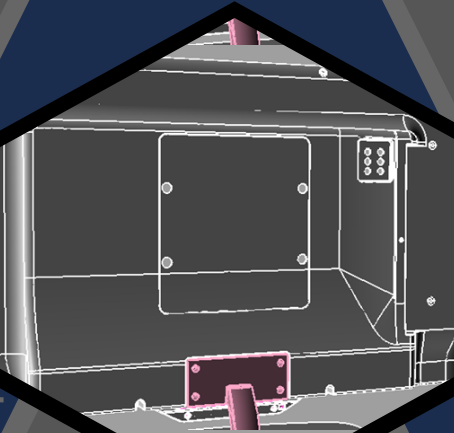


Mould &  
Chassis Release

CQA Approval



Development



Field



Mock up / Approval

PCB and Chasis

Design Review  
3D modelling

Mass Production  
Product Development

Exclusive list &  
BOM Release

Time to Release

## Product Development Cycle

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# Form Follows Function | Usability | USP



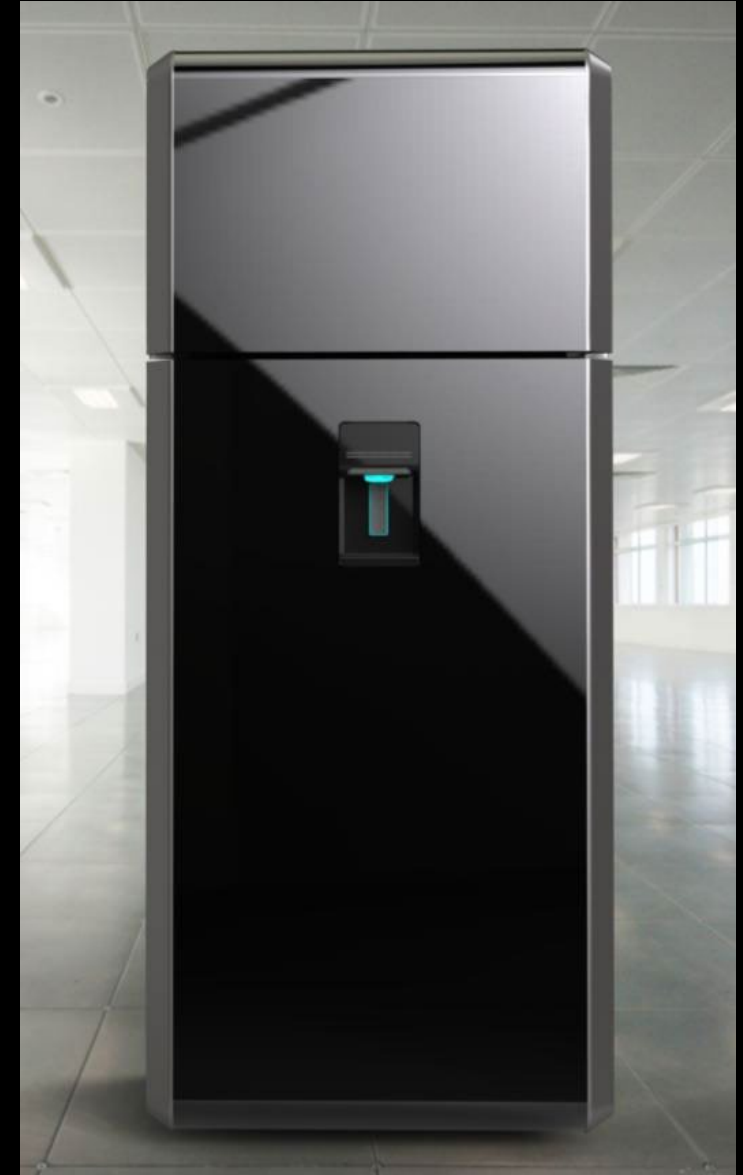
Idea | Opportunity | Addressing specific need



# Whirlpool Asia Studio

Global Consumer Design

Refrigerator Design



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# Exterior Design Strategy

Aesthetic Strategy		
Aesthetics	Same Construction Type	Different Construction Type
Same Aesthetics	A	B
Different Aesthetics	C	D

Con A

Con B

Aesthetics	Aesthetic Strategy	
	Same Construction Type	Different Construction Type
Same Aesthetics	A	B
Different Aesthetics	C	D







# Revamp Moto

startup company

Design of an electric 2-wheel  
**modular utility platform** for Street Vendors.





# Background

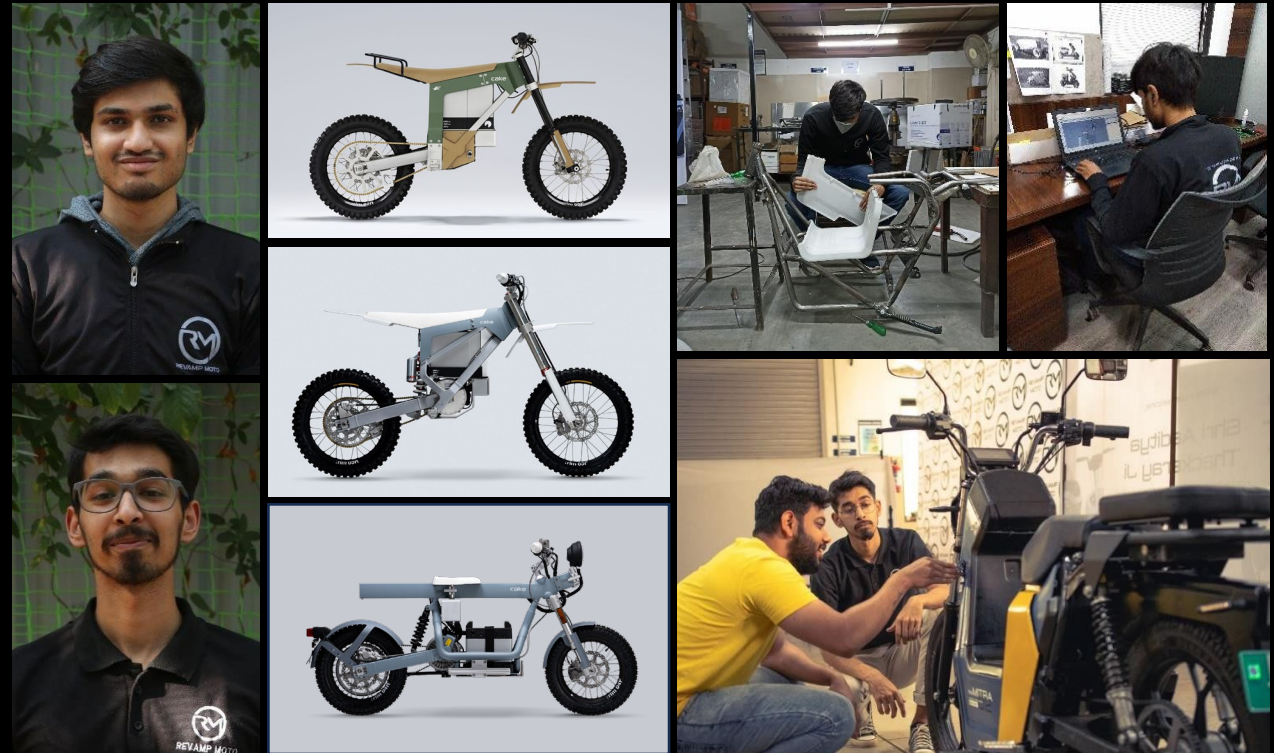
Students

**Shawn Pinto and Omkar Kulkarni**

Classroom Project ( Cake Bikes )

**Mr. Mahajan**

Wanted to build an electric bike



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# Primary User groups



## Street Hawkers

Hawkers and street vendors are part and parcel of urban life in India. The street vendors are also called as hawkers, peddler.



## Delivery Personnel

In the recent past, food delivery services have emerged as key employers in the urban and peri-urban areas.



## Milkmen

Dairy is currently the top-ranking commodity in India. Rural small scale milk producers contribute 62% of the total milk produced in the country.



## Farmers

Agriculture plays a pivotal role in the Indian economy. Although its contribution to GDP is now around one sixth, it provides employment to 56 %of the Indian workforce.

After mapping the user groups, we were tasked to select one for our graduation topic. I selected Street Vendor because they are an important cog in the wheel of urban economy in India. Street vendors play an important role in reducing the cost of living in urban areas.

There are three categories of Street Vendors in India –

1. Vendors who sell pre-cooked foods. Eg.: Chips, Farsan, etc.
2. Vendors who sell Cooked food. Eg.: Dosa, Idli, etc.
3. Vendors who sell Ready-Made foods Eg.: Bhel, Panipuri, etc

# Aim

To analyze the potential of electric vehicles in India, and contribution of Revamp Moto as a newly registered Start-up Original Equipment Manufacturing (OEM) company.

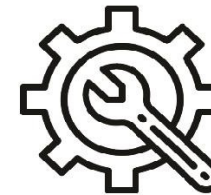
## Objectives of the project



To design and develop a electric two wheeler with its modular attachments.



To design the brand language for Revamp Moto

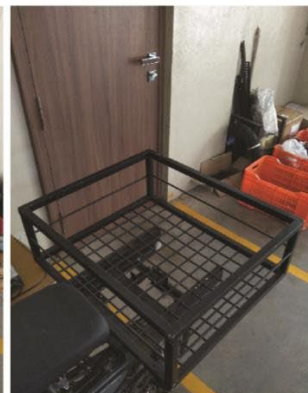


To achieve a functional prototype with respect to industry standards



# Manufacturing and Validation

6







## Working Prototype



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# Achievements



Cleantech Open Forum  
Runner up CTO global forum 2021  
Cash prize - \$1000



Shark tank India  
Raised pre-seed round



Altair Startup India Challenge  
Top 20 Upcoming EV  
startups of India



iCreate Pitch to Rise  
Top 5 startups of  
May 2021

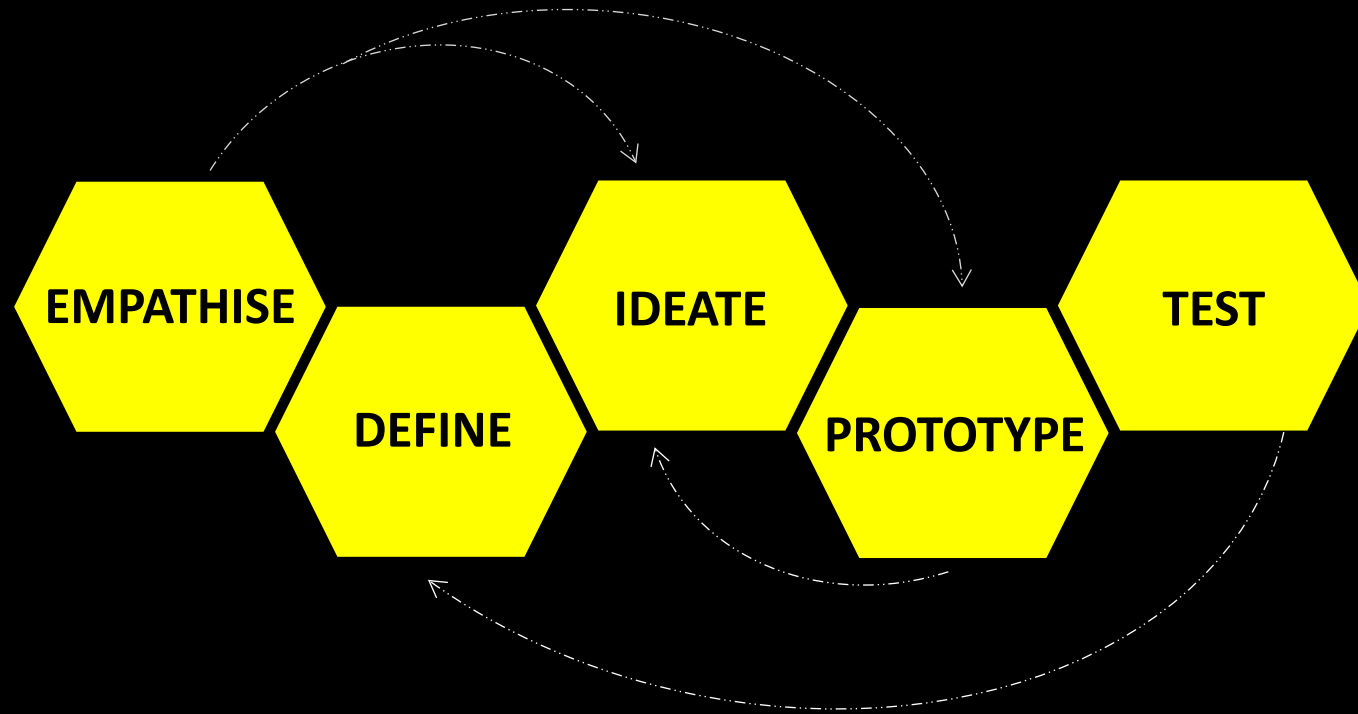


Government of India  
Ministry of Commerce and Industry  
Department for Promotion of Industry and Internal Trade

DPIIT Recognition  
One of GOI  
recognized startups



Project was fortunate enough to be featured and recognized across different platforms.  
Currently, the startup is in the production phase of the vehicle.



“Innovation is not an Event, it doesn't happen like a eureka moment,  
**Innovation is a process**”

Tim Brown, IDEO

**Thank you.**