



GUJARAT TECHNOLOGICAL UNIVERSITY

Centre for Industrial Design (Open Design School)

DESIGN ENGINEERING

CONTINUOUS ASSESSMENT CARD

COLLEGE NAME: New LJ Institute of Engineering and Technology.	
COLLEGE CODE: 143	
SUBJECT NAME: DESIGN ENGINEERING -	
SUBJECT CODE: 3150001	SEMESTER: 5
BRANCH: CSE	ACADEMIC YEAR:

TEAM NAME:	TEAM ID: 666868	
PROJECT TITLE/DOMAIN: NextGen Furnishing & Digital Store		
SR. NO.	TEAM MEMBER'S NAME	ENROLLMENT NO.
1	Patel Bhagya Nitinkumar	221430131 073
2	Patel Neel Mukundlal	221430131 081
3	Patel Het Ashok Kumar	221430131 075
4	Sheth Anand Ajay Kumar	221430131 111
5	Shah Vedant Mukesh Kumar	221430131 133
INTERNAL GUIDE NAME: Asiya Dunmini		
INTERNAL GUIDE SIGN: 		

Head of Department

College Seal

MONTHLY ASSESSMENT - I (Observation, Empathy and Define Phase)
(DATE : 20/09/24)

1. Why students/team have taken above mentioned domain? (Please specify the reason)

(Note: For more content or information, one may attach additional pages to this card.)

We have taken above mentioned domain to solve the problem like, in Rural areas where they couldn't find any source for purchasing or selecting furnitures & if its design they can visit our product & solve it.

2. How frequently student team has gone for observation on field, mention with date, place, time etc.? Which are the key observations that they have noticed?

- Our team have gone for observation in frequency of 10 to 15 days. In place like rural areas and industries. The key observation that there is absence of physical showroom & no concern for furniture.

3. A. How many interactions/interviews team members have done?

Our team have done nearly 7 to 8 interviews & this interviews were with business man & some people of urban areas.

- B. Who are the user and various stakeholders on domain? Describe their persona (Name, age, occupation/education, roles and responsibility etc.)

Name : Patel Ashokbhai M., Age : 43

Occupation : Businessman

Responsibility : Investing & financial support.

- C. List out the questions asked by team while having observation and interview?

- Are you satisfied with design of your furniture?
- If you have chance would you make your own furniture design using 3D construction?
- Is there source available for you to buy any furniture?

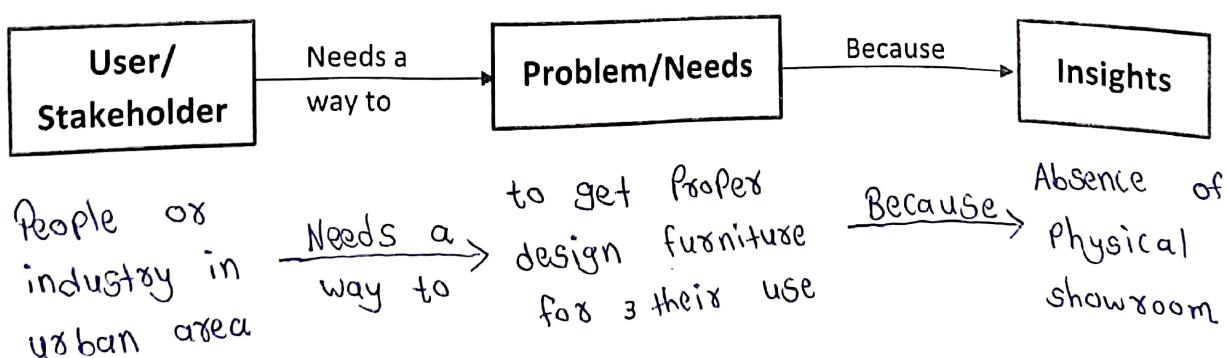
4. What is something special/random/unusual (i.e. activity, environment, interaction, object or user) team have observed at the domain? Please elaborate the conditions with photographs if available.

- 3D Customisation is special & unusual future of our team domain using it customers can create their own design and also modify old design to their liking which can satisfy users needs.

5. Enlist any five major problems observed by your team in the respective domain. Mention any one for which you have empathize user the most and which might become your problem statement. Give reasons of selection of particular problem/issue based on empathy.

- (1.) User couldn't afford their favorite design
- (2.) In urban area they couldn't find source to purchasing furniture.
- (3.) Customer didn't get satisfying result of furniture design.
- (4.) People couldn't make their own design furniture.
- (5.) Quality of material was not efficient.

6. Define your "PROBLEM DEFINITION" for the project as per below format. Which might be refine till end of Ideation phase if you wish.



SUGESTIONS BY INTERNAL GUIDE:

AEIOU CANVAS SUGGESTIONS:

N/A

EMPATHY CANVAS SUGGESTIONS:

N/A

MIND MAPPING SUGGESTIONS:

N/A

GENERAL SUGESTIONS:

N/A

Overall Mark (Out of 05): 05

GUIDE SIGNATURE: AP

Date:

31-08-24