



Sardar Patel Institute Of Technology

Industry Relations Cell

Bhavans Campus, Old D N Nagar, Munshi Nagar, Andheri West, Mumbai,
Maharashtra 400058

Event Summary Report

Event Name: Workshop on Design Thinking and Innovation Design.

Venue: Online (Google Meet).

Date: December 18, 2020.

On December 18, the Industry Relations (IR) Cell S.P.I.T in collaboration with E-Cell S.P.I.T and IIC S.P.I.T, conducted its first event since the lockdown, a workshop on Design Thinking and Innovation Design. The speaker of the workshop was Mr. Sameer Chavan, a true industry expert with over 23 years of experience at leading product-based companies building a wide array of applications from desktop and mobile to hand-wearable. In addition to his Master's degree from IIT Bombay, Mr. Chavan's resume includes lead roles in 'Design' at Flipkart, Intel, LG, and Siemens.

Design thinking is a popular and significant aspect of the process

at any great product based company. Hence, Mr.Chavan stressed the importance and true execution of design thinking. “Innovation and design go hand in hand” - a rule to live by for any organization. Mr.Chavan alluded to the story of the Wright brothers to encourage the audience to understand that true innovation requires continuous effort, experimentation, and the mentality to embrace failure as a learning opportunity. Mr.Chavan then went on to discuss an important question - ‘Why do some innovations fail while others are successful?’. This time he cited the example of Apple’s QuickTake, the world’s first consumer digital lens, which was way ahead of its time and did not have any impact on the average customer. “Storytelling, sketching, and prototyping is all examples of powerful visual thinking methodologies”, said Mr.Chavan.

As companies are focusing more on the aesthetics of their product, integrating visual and design thinking to an analytical, top-down approach is the methodology of the future. Design thinking is a bottom-up, human-centric process for innovation that encourages a ‘fail-fast’ method, keeping in mind the user experience. Mr.Chavan then went on to expertly break down the various steps an organization or individual must take to integrate a design thinking approach into the development process.

‘Empathize, Define, Ideate, Prototype, and Evaluate’ are the pillars of design thinking. Essentially, the entire process revolves around human-centric thinking, aesthetic simplicity, out-of-the-box problem solving, and interaction between a corporation and its users. Mr.Chavan concluded his presentation and an interactive question-answer session was conducted, wherein he covered topics ranging from UX-design to project management with an emphasis on design thinking ideology.

The workshop was attended by over 60 people and their feedback was overwhelmingly positive. “A very illuminating and unique workshop. I had never truly considered how crucial design-thinking is to the process of innovation!”, said Gaurav Parulekar of SE-IT. The meeting concluded with our principal, Dr. B.N Chaudhari, and chairperson of the IIC, Dr.Kalbande offering Mr.Chavan their gratitude for sharing his expert insights and perspective with the students of SPIT.

Meet - jbz-jjmf-opm

meet.google.com/jbz-jjmf-opm?pli=1&authuser=1

Sameer Chavan is presenting

Hrusheekesh Sawa... and 48 more

11:39 AM

Design Thinking Process

The diagram illustrates the Design Thinking Process with five stages, each represented by a colored hexagon and a guiding question. Below the stages is a line graph showing the 'Number of Possibilities'.

Stage	Guiding Question
EMPATHIZE	How do I approach the challenge?
DEFINE	How do I interpret my findings?
IDEATE	What do we create?
PROTOTYPE	How do I build my idea?
TEST	How do I prove and improve the idea?

Number of Possibilities

Participants: Sameer Chavan, Karen Castelino, Gaurav Panchal, Swathy Nair, Sharvari Kalgut..., Kaiser Katchi, Ishita Badole, Aman Parikh, Ravi Agrawal.

Meet - jbz-jjmf-opm

meet.google.com/jbz-jjmf-opm?pli=1&authuser=1

Sameer Chavan is presenting

Navya Fadia and 41 more

11:50 AM

1] IDEATE

Empathize → Define → **Ideate** → Prototype → Test

METHODS

- Generate Ideas
- Do brainstorming
- Do not limit with technology for current state
- Do not judge or debate ideas as this limits creativity
- Create multiple solutions with broad wild ideas
- Co-create with diverse teams

QUESTIONS

- Did we went wide?
- What are wild ideas?

Result

- What do I create?

The big idea is one that helps a large number of customers (job executors) get a job done significantly better at a price they are willing to pay. (jobs-to-be-done) - Strategyn

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Meet - jbz-jimf-opm

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Sameer Chavan is presenting

H Hrusheekesh Sawa... and 40 more

52

12:00 PM

You M

DESIGN THINKING

User Experience (UX) Design Methods & Processes

EMPATHIZE

- Put user's emotional state and experiences
- Gather insights
- Understand user needs
- Define personas
- Identify user tasks and their environment
- Identify context of use

- Who are the users?
- What do they care?
- How do I empathize?

DEFINE

- Build user stories
- Synthesize data
- Interpret user demands
- Define technology
- Frame opportunities
- Define scope
- Frame point of view
- Define problem

- What do the users want?
- What can we build?
- How do I interpret?

IDEATE

- Generate wild ideas
- Brainstorm without constraints
- Go beyond technology
- Explore multiple solutions
- Co-create solutions with diverse teams
- Go wide to go narrow

- Did we go broad?
- What are wild ideas?
- What do I create?

PROTOTYPE

- Showing is better than explaining
- Build multiple crafts
- Seek help from your team
- Use simple artifacts
- Try various prototyping methods
- It is just a draft

- Did the users understand?
- Did the users interact well?
- How do I showcase?

EVALUATE

- Test with the real users
- Seek user feedback
- Validate design ideas
- Iterate and improve on designs
- Conduct contextual inquiry, user interviews, surveys and usability tests

- What worked well?
- What didn't work and why?
- How do I evolve?

Sameer Chavan

Karen Castelino

Gaurav Panchal

Swathy Nair

Sharvari Kalgut...

Kaiser Katchi

Ishita Badole

Aman Parikh

Dhananjay Kal...