GUJARAT TECHNOLOGICAL UNIVERSITY

Centre for Industrial Design (Open Design School)

DESIGN ENGINEERING

CONTINUOUS ASSESSMENT CARD

COLLEGE NAME: Gyanganjari Institute of technology	
COLLEGE CODE: 129	
SUBJECT NAME: Design Engineering	
SUBJECT CODE: 3150001	SEMESTER: 5th
BRANCH: IT	ACADEMIC YEAR: 2022-25

TEAM NAME: Raivi, Dharmi	TEAM ID: 670081
PROJECT TITLE/DOMAIN: Event Manager	

SR. NO.	TEAM MEMBER'S NAME	ENROLLMENT NO.
1	Raivi R. Chauhan	221290116015
2	Dharmi G. Chauhan	221290116013

INTERNAL GUIDE NAME:	Prof. Dhruvi R. Chudasama
INTERNAL GUIDE SIGN:	23/10/'24

Head of Department

College Seal

MONTHLY ASSESSMENT - I (Observation, Empathy and Define Phase)
(DATE : 21/10/24)

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.)
   Team have taken above mentioned domain because of Market Demand, user experience, Integration opportunities, Scalability, Revenue potential and Innovation Potential.

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?
   21-Sep-2024 time : 11 AM Place : Central park
   • Key observation: (Birthday)
   Crowd management technic and use
   25-Sep-2024 time 12 Pm Place : RD Hall
   • For engagment event

3. A. How many interactions/interviews team members have done?
   for this project team members have done two interaction / interviews.

   B. Who are the user and various stakeholders on domain? Describe their persona (Name, age, occupation/education, roles and responsibility etc.)
   1 event planner : Naresh Age : 32
   2 venue manager : Mahavir Age : 34.
   3 vendor : Raju Age : 30
   4 website Administrator Age 49

   C. List out the questions asked by team while having observation and interview?
   Question asked by team: Planning process, vendor coordination, Booking process, Event requirement, user Experience needs

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.

- Unique venue type : venue is eco-friendly, utilizing sustainable materials.
- Interactive event technology
- Unusual catering options : foods are locally sourced and can cater to various dietary preference
- The need networking events.

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 Complex Navigation
② Inadequate Information
③ Poor mobile experience
④ lack of Personalization
⑤ complicated booking Process

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

User/ Stakeholder	Needs a way to	Problem/Needs	Because	Insights
user/ Stakeholder	Needs a way to	Problem / Needs	Because	Insights

SUGESTIONS BY INTERNAL GUIDE:

AEIOU CANVAS SUGGESTIONS: ↳ provid all types of Condition or policy motion in project.
EMPATHY CANVAS SUGGESTIONS: ↳ provide verification for Confirmation or rejection through text or mail.
MIND MAPPING SUGGESTIONS: ↳ Need to Implement payment gateway for Booking Services. and provide details through Mail.
GENERAL SUGESTIONS: ↳ Implement all above motion Comment and try to Execute.
Overall Mark (Out of 05):

GUIDE SIGNATURE:

Date: 23/10/'24