GUJARAT TECHNOLOGICAL UNIVERSITY

Chandkheda, Ahmedabad

Affiliated

(Name of institute)

A
Project Report
On

(TOPIC)

Under subject of
DESIGN ENGINEERING – I
B. E. II, Semester – III
(XXXXXX Branch)

Submitted by:
Group:

Sr.	Name of student	Enrollment No.
1		
2		
3		
4		

CCCC DDDD EEEE
(Faculty Guide)

AAAA BBBBB CCCCC
Head of the Department

Academic year
(2014-2015)

Common Instructions:

1) There is no need to repeat / rewrite questions in your report document
2) All questions are to be attempted to best describe your thinking approaches.
3) Questions may be answered in paragraph form. Avoid bullet unless to mention very specifically something.
4) There is no page limit/ word limit for the answer, may be you can put in brief/ detail to best of your discretion. Your choice obviously.
5) You can also use pictures (in part or full size) of your canvas. Kindly make sure you reduce the using compression (Format tab at top) with a resolution of 200 dpi. Teams can add picture of any part of canvases to explain particular thing in the report.
6) There is no need to write this instruction in report.
7) Sections are illustrative here. Students and faculty guide may decide their best way to express the THINKING APPROACH in report.
8) At the end of the report each team is supposed to add the full image of each canvas.
9) The report book can be spiral bound and team can keep one copy with them and they can give a copy to the department for record.
10) GTU will give a web link where each team in each branch can register and upload the soft copy of the report including image of each canvas.
11) Teams will have to show the physical canvases to the department/examiner during the practical examination and explain briefly.
12) After examination teams may keep the canvases for their further reference or submit to the department.

Contents

1. **Introduction**

   Give a name to your team. Write in brief about every team members, guide, mentors with their photos if posisble .Elaborate what you know about design thinking. (50 words). You can study , analyse and share in your own words.

2. **Empathy Mapping**

   1) What domain area or pre requisite did you start with empathy campus?
   2) Who was the Selected User? Who were the stakeholders? (snapshot of user and stakeholder section from the canvas)
   3) Enlist all the activities of the user mentioned in the canvas and write briefly about all of them. (snapshot of activities section in the canvas)
   4) Mention the stories mentioned in the canvas in 100 words each.
   5) Insert a picture of entire canvas of empathy mapping.
   6) Write 5 points about your conclusion from the empathy canvas.

3. **Ideation Canvas**

   7) Mention the set of People in ideation canvas. (You may mention about new persons introduced in addition to Empathy canvas)(with snapshot of the section)
   8) List down every single activity mentioned in the canvas people-wise. (with snapshot of the section)
   9) List down various situation locations and contexts in the canvas and explain each of them in brief. (with snapshot)
   10) Mention all the props included in your canvas and highlight the props you actually used in the problem identification.
   11) Explain in 250 words various iterations tried with the ideation canvas. Mention atleast 5 iterations and explain all of them. List down atleast 10 problems you figured out while analysing the ideation canvas.
   12) Insert a picture of entire canvas of ideation.

4. **Product Development Canvas**

   1. Mention with snapshots all the sections of the product development canvas and explain all of them in detail.
   2. Explain in detail the customer validation you did with your customer.
   3. Write in about 100 words about your product solution with its functions, features and components.

4. Explain the customer revalidation and the reject, retain and redesign components in detail.
5. Mention the redesigned features and components in detail.
6. Write down in 100 words about your final product solution.