

TECNIA INSTITUTE OF ADVANCED STUDIES
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INSTITUTIONS INNOVATION COUNCIL

&

Training and Placement Cell

EVENT REPORT

Workshop on
Design Thinking, Critical Thinking & Innovation Design
Speakers

Dr. Ajay Kumar
 Director,
 IIAS

Ms. Saumya
 VP Marketing,
 Meyer

Dr. Nivedita
 T&P Head, IIC In-charge
 IIAS

Date: 22nd March, 2022
 Timing : 12:50 PM Onwards

Join Us: <https://bit.ly/3Na6aKQ>

Event: Virtual Workshop
Topic: Design Thinking, Critical Thinking & Innovation Design
Date: 22nd March 2022
Time: 12:50 PM Onwards
Duration: One Hour
Platform: Microsoft Teams
Program: BBA, BCA, MBA, BAJMC,
Coordinator: Ms. Keenika Arora, Assistant Professor of Management Sciences
 Mr. Rahul Tripathi, Assistant Professor of Management Sciences
 Mr. Mayank Arora, Assistant Professor of Mass Communication
Convener: Dr. Nivedita, Head- Training & Placement Cell, IIC In-Charge
Students: 75

Resource Person:

MS. Saumya, VP -Marketing at Meyer - majorly I focus is on preparing GTM for Meyer and its brands - product and brand positions - NPDs and CMI (which involves research - survey etc.)

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Objective:

- To understand the application of the concept "Design Thinking, Critical Thinking and Innovation Design in real world applications"
- To develop a better approach for problem solving and also for decision-making capabilities
- To understand the process of prototyping and testing it
- To understand the Design thinking for innovative products by a case study of Meyers India
- To identify alternative strategies and solutions with initial level of understanding

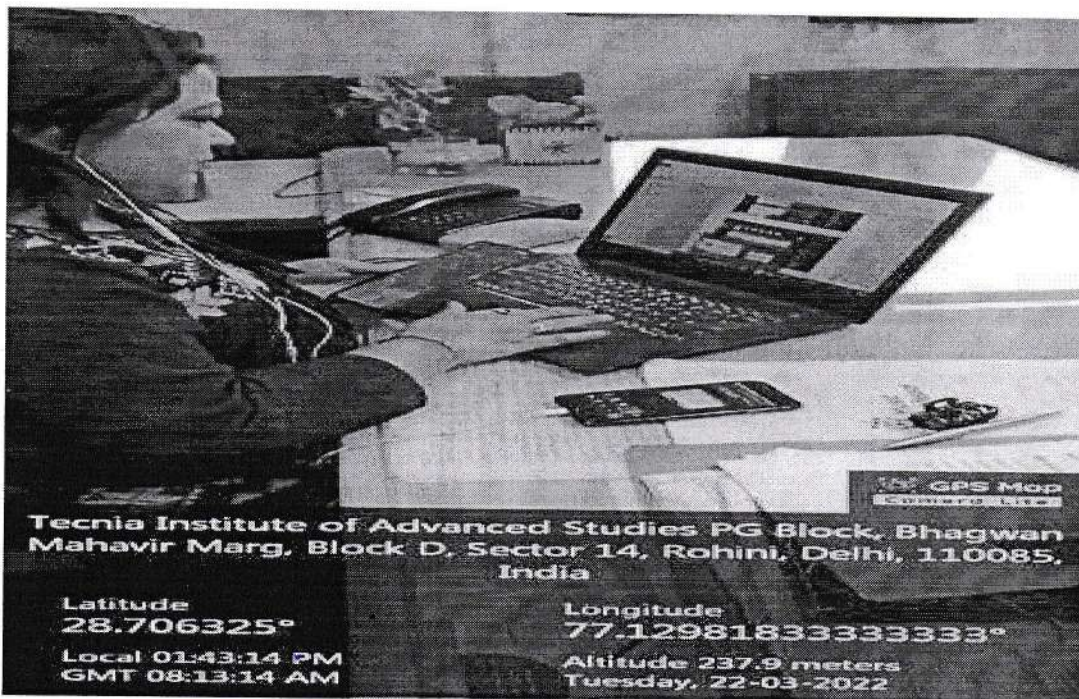
Report:

An online workshop was organised by IIC TIAS under the ambit of Capability Enhancement Scheme on 22.03.2022 from 12.50 PM onwards. The topic of the workshop was Design Thinking, Critical Thinking and Innovation Design. The speaker for the session was Ms. Saumya, VP -Marketing at Meyer - majorly I focus is on preparing GTM for Meyer and its brands - product and brand positions - NPDs and CMI (which involves research - survey etc.) The speaker described the attendees about what is design thinking and stages of design thinking which include empathising, defining, ideation, prototyping and testing. She said to empathize, one needs to follow three steps observe , engage and immerse and demonstrated various tools for it like assuming a beginner's mind-set, asking What, How and Why, asking 5 ways, conducting interviews, engaging, bodystorm, creating journey maps etc. She defied Point of View and said that it is articulated by combining three elements-user, need and insight by using the sentence [User....(descriptive)+ needs *need....(verb)+ because [insight...(compelling)+. She described using Why How Ladder to find user needs and ways to possibly solve them. She explained that ideate is transition from identifying problems to exploring solutions. She suggested to for a creative ideation, brainwriting exercise and Mindmap often resulting in good ideas. She told once Idea is there, one needs to define it by using power of ten. After an idea is validated prototype is created which may be in any physical form and they are inexpensive with low resolution having some features in early stages. She discussed that prototypes are most successful when people (the design team, users and others can experience and interact with them. She further described that once prototype is made feedback is collected for refining the solution and it's an iterative mode. Testing of the prototype can be achieved by feedback capture matrix by constructing four quadrants, 1st for constructive criticism, 2nd for placing things one like or finds notable, 3rd for questions raised and 4th for new ideas spurred. She then described the case of Meyer's India- Delhi Home Visits for designing the innovative products for Indian kitchens in detail. Dr. Ajay Kumar, Director, TIAS discussed about the importance of design thinking and creative thinking in innovation. Earlier and Dr. Nivedita, Head Training and Placement Cell and In Charge IIC welcomed everyone and introduced to the students about the speakers and objective of the workshop. The one hour session was well organised and well received by the students. The session ended with vote of thanks by Dr. Nivedita and feedback collection.

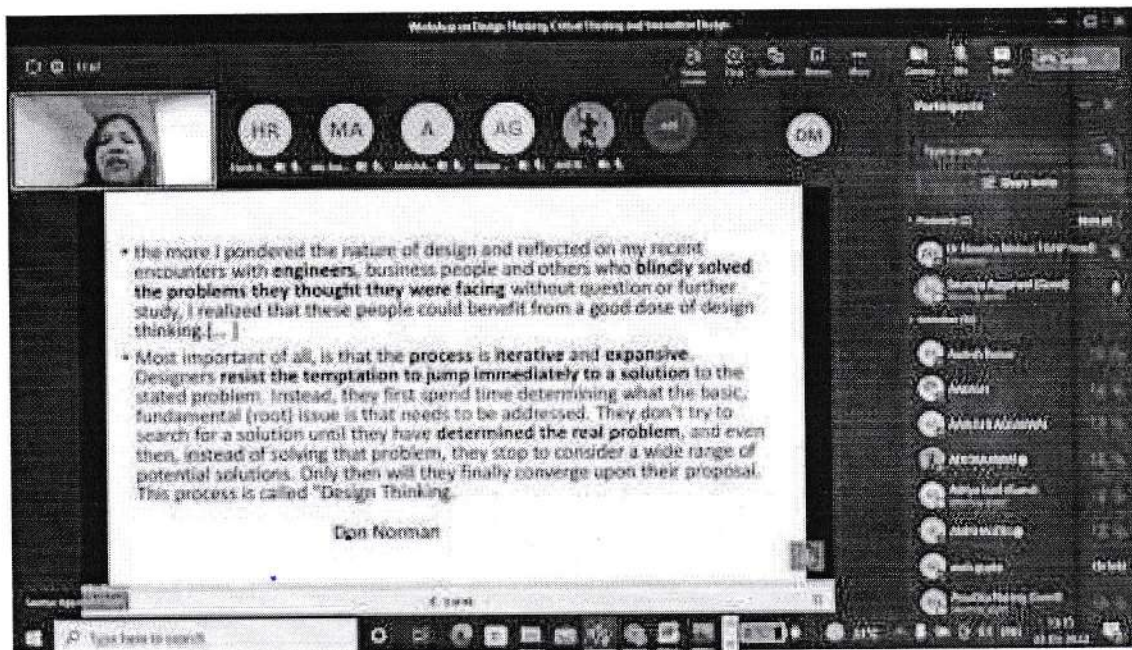
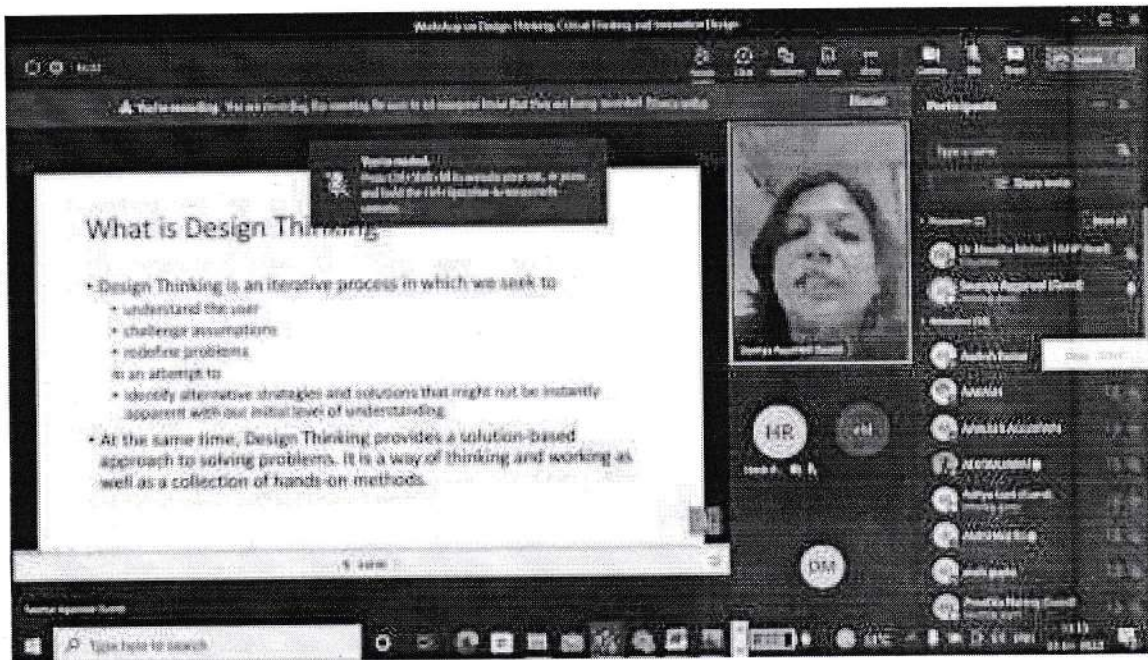
Learning Outcome:

- Students will able to understand about the concept of design thinking after attending the webinar.
- Students will able to understand the process of ideation after attending the webinar.
- Students will able to develop a better approach for problem solving and also for decision-making capabilities after attending the webinar.
- Students will able to understand the Design thinking for innovative products by a case study of Meyers India after attending the webinar.
- Students will able to identify alternative strategies and solutions with initial level of understanding after attending the webinar.

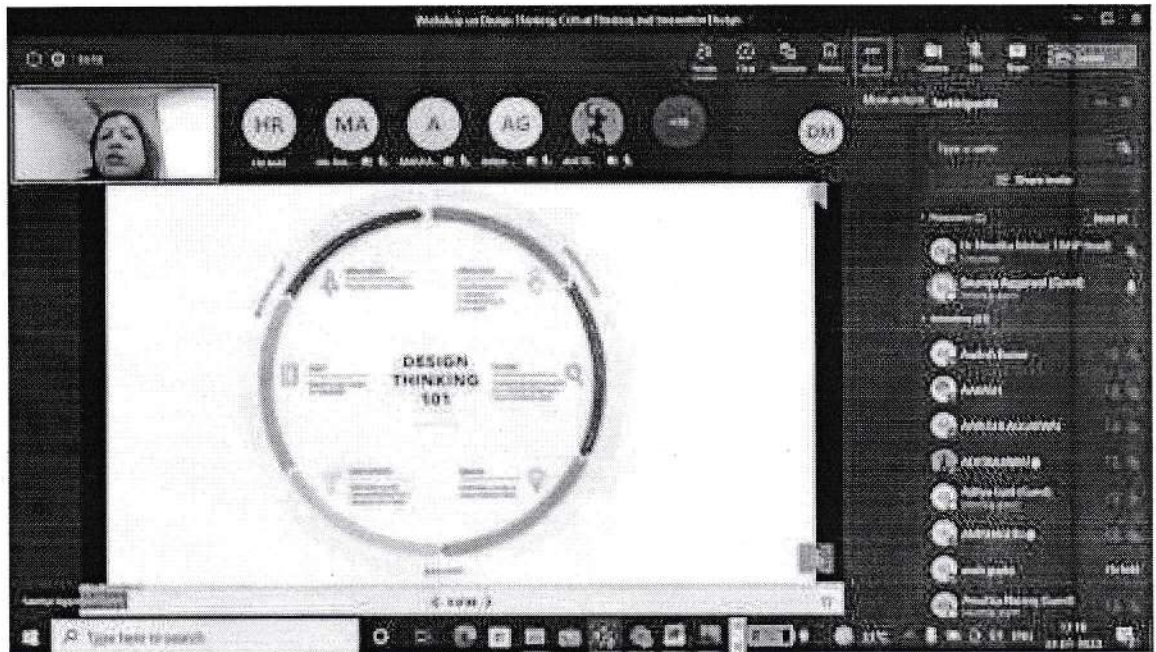
Screenshot and Geotag:



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Workshop on Design History, Critical Thinking and Innovation Design

HR MA A AB MS DM

Empathize

- "deep understanding of the problems and realities of the people you are designing for"
- 3 steps
 - Observe
 - How users interact with their environment
 - Capture quotes, behaviors and other notes that reflect their experience
 - Notice what they think, feel, need
 - Engage
 - Interviews scheduled or ad hoc
 - Learn how to ask the right questions
 - Synthesize
 - Find ways "to get into the user's shoes"
 - Best way to understand the user's needs

Workshop on Design History, Critical Thinking and Innovation Design

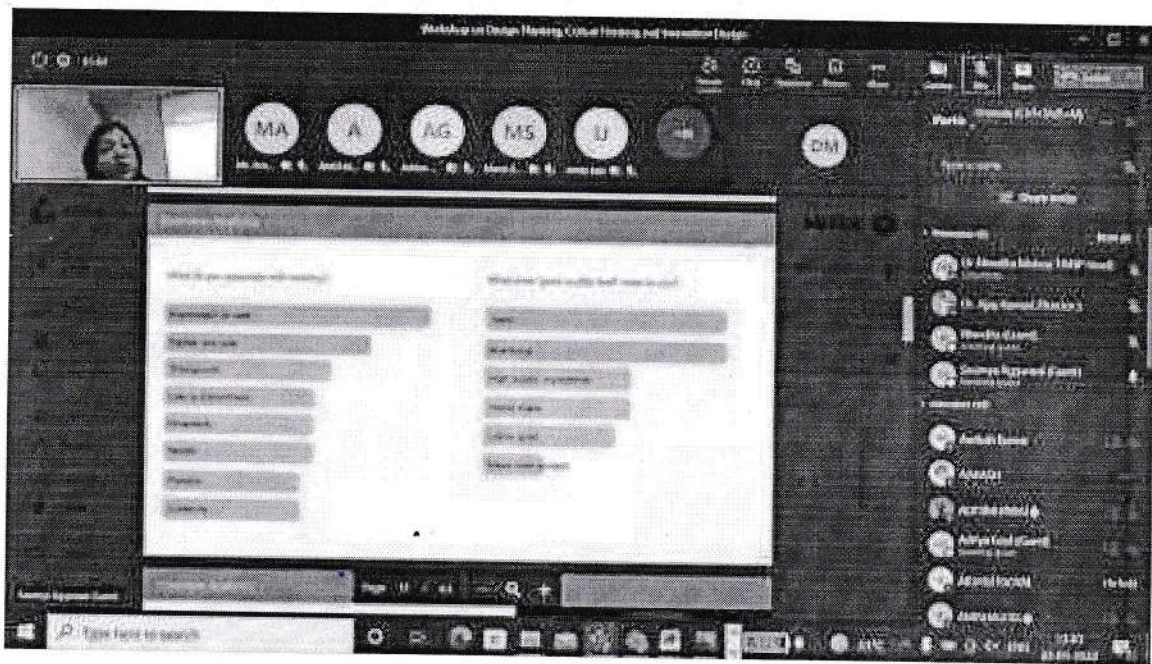
HR MA A AB MS DM

Empathize – Conduct interviews with empathy

- Ask why
- Never say "usually" when asking a question
- Encourage stories
- Look for inconsistencies
- Pay attention to nonverbal cues
- Don't be afraid of silence
- Ask questions neutrally and don't suggest answers

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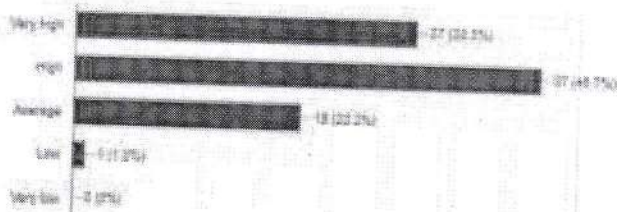
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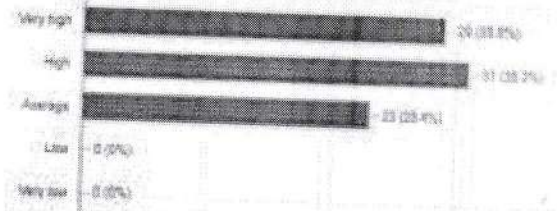
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Feedback:

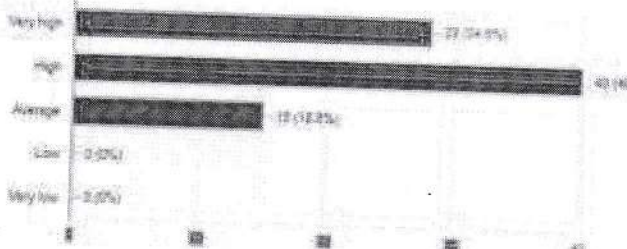
Feedback of the Webinar , rate your satisfaction level for the relevancy of the webinar
31 responses



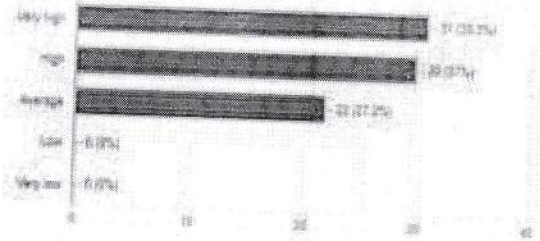
Feedback of the Webinar , rate your satisfaction level for the objective of the webinar
31 responses



Feedback of the Webinar , rate your satisfaction level for the content of the webinar
31 responses

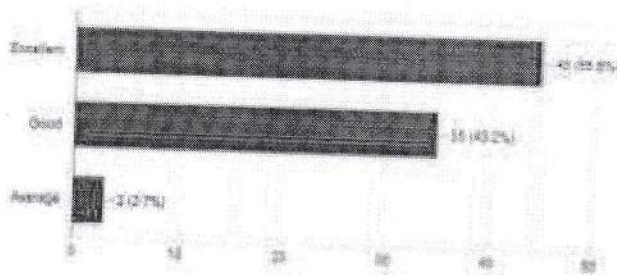


Feedback of the Webinar , rate your satisfaction level for the delivery by the speaker in the webinar
31 responses



Overall feedback

31 responses



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List of Beneficiaries:

Sl.No	Name	Attended as	Program	Overall feedback
1	Keenika Arora	Faculty	BBA	Excellent
2	Kanika Jain	Student	BBA	Excellent
3	Shimpy Goyal	Faculty	BCA	Good
4	Divya Sharma	Student	BBA	Good
5	Tarang Chopra	Student	BA(JMC)	Excellent
6	Divyanshu Mishra	Student	BA(JMC)	Excellent
7	Piyush Makhija	Student	BA(JMC)	Good
8	Naman Chawla	Student	BA(JMC)	Good
9	Lakshya Sharma	Student	BA(JMC)	Good
10	Devang Sabharwal	Student	BA(JMC)	Excellent
11	Shreya Das	Student	BA(JMC)	Good
12	Shruti Jain	Student	BA(JMC)	Excellent
13	Khushi Mahajan	Student	BA(JMC)	Excellent
14	Anamika	Student	BA(JMC)	Good
15	Sabiya Basheer	Student	BA(JMC)	Excellent
16	Yashika Sharma	Student	BA(JMC)	Average
17	Yash Sah	Student	BA(JMC)	Excellent
18	Ashutoshbisht	Student	BA(JMC)	Good
19	Anisha Yadav	Student	BA(JMC)	Excellent
20	Himanshi Arora	Student	BA(JMC)	Excellent
21	Shubham Kumar	Student	BBA	Excellent, Good
22	Vansh Kalra	Student	BA(JMC)	Excellent
23	Sheetal Tiwari	Student	BA(JMC)	Excellent
24	Sanya Oberoi	Student	BA(JMC)	Excellent
25	Saurav Sharma	Student	BA(JMC)	Good
26	Nidhi	Student	BA(JMC)	Excellent
27	Riya Sharma	Student	BA(JMC)	Excellent
28	Freya Uppal	Student	BA(JMC)	Excellent
29	Riya Gupta	Student	BA(JMC)	Excellent
30	Bhavya	Student	BA(JMC)	Excellent
31	Rahul Sharma	Student	BA(JMC)	Good
32	Riddhi	Student	BA(JMC)	Excellent
33	Naman Vij	Student	BBA	Excellent
34	Anamika	Student	BA(JMC)	Excellent
35	Alaksa Assis	Student	BA(JMC)	Good
36	Abhijeet Puri	Student	BA(JMC)	Excellent
37	Manisha Chauhan	Student	BA(JMC)	Good
38	Tanya	Student	BA(JMC)	Good
39	Imrana Naz	Student	BA(JMC)	Good
40	Kartio Bisht	Student	BBA	Good
41	Ojus Puri	Student	BA(JMC)	Good
42	Tisha Mehta	Student	BA(JMC)	Excellent

43	Kanika Bansal	Student	BA(JMC)	Good
44	Anushka	Student	BA(JMC)	Excellent
45	Ishpreet Singh	Student	BA(JMC)	Good
46	Ishika Tayal	Student	BA(JMC)	Good
47	Fiza Dua	Student	BA(JMC)	Excellent
48	Ronica	Student	BA(JMC)	Good
49	Varnika Sharma	Student	BA(JMC)	Excellent
50	Aman Gupta	Student	BBA	Excellent
51	Tanush	Student	BBA	Good
52	Tushar Aggarwal	Student	BA(JMC)	Excellent
53	Yash	Student	BBA	Excellent
54	Ayush Garg	Student	BBA	Excellent
55	Sneha	Student	BBA	Good
56	Aastha	Student	BA(JMC)	Good
57	Anshika Kher	Student	BBA	Good
58	Mayank Arora	Faculty	BA(JMC)	Excellent
59	Kavya Kukreja	Student	BBA	Good
60	Aman Anil Tyagi	Student	BBA	Excellent, Average
61	Ritish Sawal	Student	BBA	Excellent
62	Sanjini Layek	Student	BBA	Good
63	Ananya Karan Srivastava	Student	BA(JMC)	Good
64	Astha Sharma	Student	BBA	Excellent
65	Amit Kumar	Student	BA(JMC)	Excellent
66	Tavish Bhandari	Student	BBA	Good
67	Tisha Chawla	Student	BBA	Excellent
68	Rishav Ranjan	Student	BBA	Excellent
69	Arushi	Student	BA(JMC)	Good
70	Ira Sharma	Student	BA(JMC)	Excellent
71	Justin Abraham	Student	BBA	Good
72	Diwas	Student	BBA	Good
73	Navneet Kumar	Student	BA(JMC)	Excellent
74	Chahat Daryani	Student	BCA	Average
75	Kajal Jha	Student	BBA	Good
76	Kanushi Taneja	Student	BBA	Excellent
77	Lakshay Khandelwal	Student	BBA	Good
78	Ronak	Student	BBA	Good
79	Rahul Tripathi	Faculty	MBA	Excellent
80	Dr. Nivedita	Faculty	MBA, BBA, BA(JMC), BCA	Excellent
81	Heena Lal	Faculty	MBA	Excellent