# 118.Design Thinking Workshop

**Title for the Event:** Design Thinking Workshop

**Date:** 18-02-2018

**Banner/ Brochure:**



**DESIGN THINKING WORKSHOP**

18th Feb 2018
Old Senate Hall
10am – 6pm

**Photos:**



**Details of the Program/Report:**

The workshop on design thinking was organized with the aim of making the participants think from multiple angles and understanding the needs & expectations of multiple stakeholders while designing a
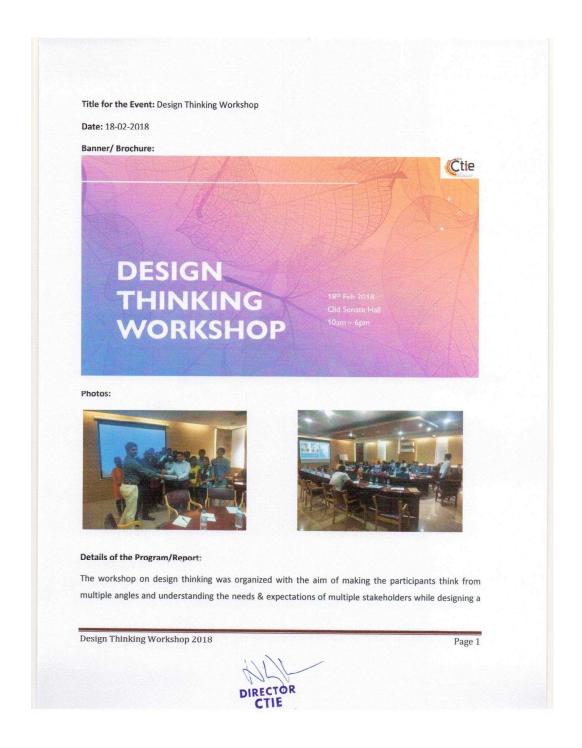
DIRECTOR
CTIE

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product. The workshop was conducted for employees and employers of all startups incubated in KLE-CTIE.

**What is Design Thinking?**

Design Thinking is essentially a problem-solving approach, crystalized in the field of design, which combines a user-centered perspective with rational and analytical research with the goal of creating innovative solutions.

*Design Thinking* is essentially a problem-solving approach specific to design, which involves assessing known aspects of a problem and identifying the more ambiguous or peripheral factors that contribute to the conditions of a problem. This contrasts with a more scientific approach where the concrete and known aspects are tested in order to arrive at a solution. Design Thinking is an iterative process in which knowledge is constantly being questioned and acquired so it can help us redefine a problem in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding.

*Design Thinking* is often referred to as 'outside the box thinking', as designers are attempting to develop new ways of thinking that do not abide by the dominant or more common problem-solving methods – just like artists do. At the heart of Design Thinking is the intention to improve products by analyzing how users interact with products and investigating the conditions in which they operate. Design Thinking offers us a means of digging that bit deeper to uncover ways of improving user experiences.

The workshop was conducted by Mr. Rajeev Mankar, he has his roots in Dharwad. He has 22 years of Industry experience. Currently, he is the Product Manager at Veritas Software. He contributes in designing and strategizing the various services products offerings for the entire Services product portfolio. He completed his M.S. in Computer Science from Manipal University. He has a PGDBA from Emeritus Institute of Management Singapore (In collaboration with MIT Sloan, Columbia and Tuck University). In free time plays Tennis and loves trekking and music.

**Highlights of the day:**

The workshop highlighted a lot on the important aspects of conceptualization, market feasibility, design and development, prototyping, and successful deployment of a product (or service). Towards the conclusion of the workshop, an internet based activity was organized. The eighteen participants had to enter innovative ideas into an internet tool called The Darwinator. The tool would let other participants'

rate the ideas entered on a scale of 1 to 10. Top three ideas were shortlisted and the owner of those ideas would be free to select his/her team from the rest of the participants. The top three ideas were presented and were reviewed by Mr. Rajeev and the rest of the teams.

Few of the participants have given their feedback as follows:

Today's Workshop on design thinking was amazing. Got to understand lot of good things about design thinking. Please let us know when workshops like this happens in future I am very much interested to attend.

- Pragati Kerur, Property360degree

It was a pleasure attending the workshop today, getting to know people and processes was fun. I have been through several ideation camps, this was on the similar lines. Thank you for the opportunity.

- Sushma Jain, GDV Research

Very thankful to you and others who made this event happen. Was very helpful. Thanks again :)

- Kiran Dhongade, Property360degree

Some of the memories captured during the workshop:

**No. of Participants: 20**

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