

121.Design Thinking Workshop - Rohan Goswami

2017-18

Title of the Event: Design Thinking Workshop

Date: 31st March & 1st April 2018

Banner/ Brochure:

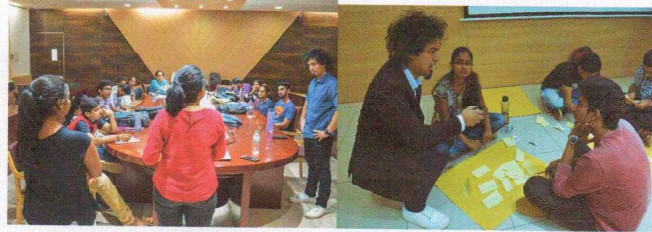
DESIGN THINKING WORKSHOP

- 31ST MARCH & 1ST APRIL 2018
- OLD SENATE HALL
- 9.30AM TO 6PM

RESOURCE PERSON
ROHAN GOSWAMI,
COO, YCENTRE INDIA



Photos:



Details of the Program/Report:

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The workshop was aimed at giving students a platform to enhance their creative and complex problem-solving technique and dwell to possible solution to address the same.

The resource person started off with introducing themselves post which they had a short skype call with Mr. Dhairya Pujara, CEO, Ycenter Development Program.

Ycenter is a USA based global experiential educational enterprise offering human centred design programs for Entrepreneurship, Leadership and Innovation.

The workshop started off with discussing, what Design Thinking is all about. The resource person dealt with double diamond model to make the participants understand how to evolve *through Discover, Define, Develop and Deliver stages*.

Then he dealt with the way problems can be classified.

- *Well Structured Problems* – which yield right answer through application of appropriate algorithm.
- *Ill structured Problems* – which does not yield a particular certain answer, mostly real-world problems where data is conflicting or inclusive.
- *Wicked problem* – those that are difficult or impossible to solve because of incomplete, contradicting and changing requirement that are often difficult to recognize.

Participants were asked to start an organization of their own and recruit members to their organization by choosing other participants from the workshop. This is how teams got formed. Once organization were formed, each organization choose an area to work on, were the focus was to come up with a business model to address the issue.

Lastly the workshop ended up building a *Business Model Canvas* around the problem to address it appropriately. Ycenter also has a canvas of their own to support start – ups.

The workshop ended by participants showcasing their Business Model Canvas. There were discussions, debate on the same. But a platform to build appropriate canvas was provided.

More about Resource Person:

Rohaam Goswami is the COO and Director of Product Design at Ycenter India. He leads the engineering and design teams in their mission to create a global experiential learning platform. He oversees conceptualizing and implementing creative features along with go-to-market strategies for Ycenter's worldwide expansion programs, specifically in Asia and the Middle East.

In November 2017, Rohaan was invited as a delegate from India to the United Nations Development Program - Misk Global Forum in Riyadh to brainstorm with young leaders, creators and thinkers from around the world for ways to meet "The Challenge of Change".

No of Participants: 20

List of Participants:

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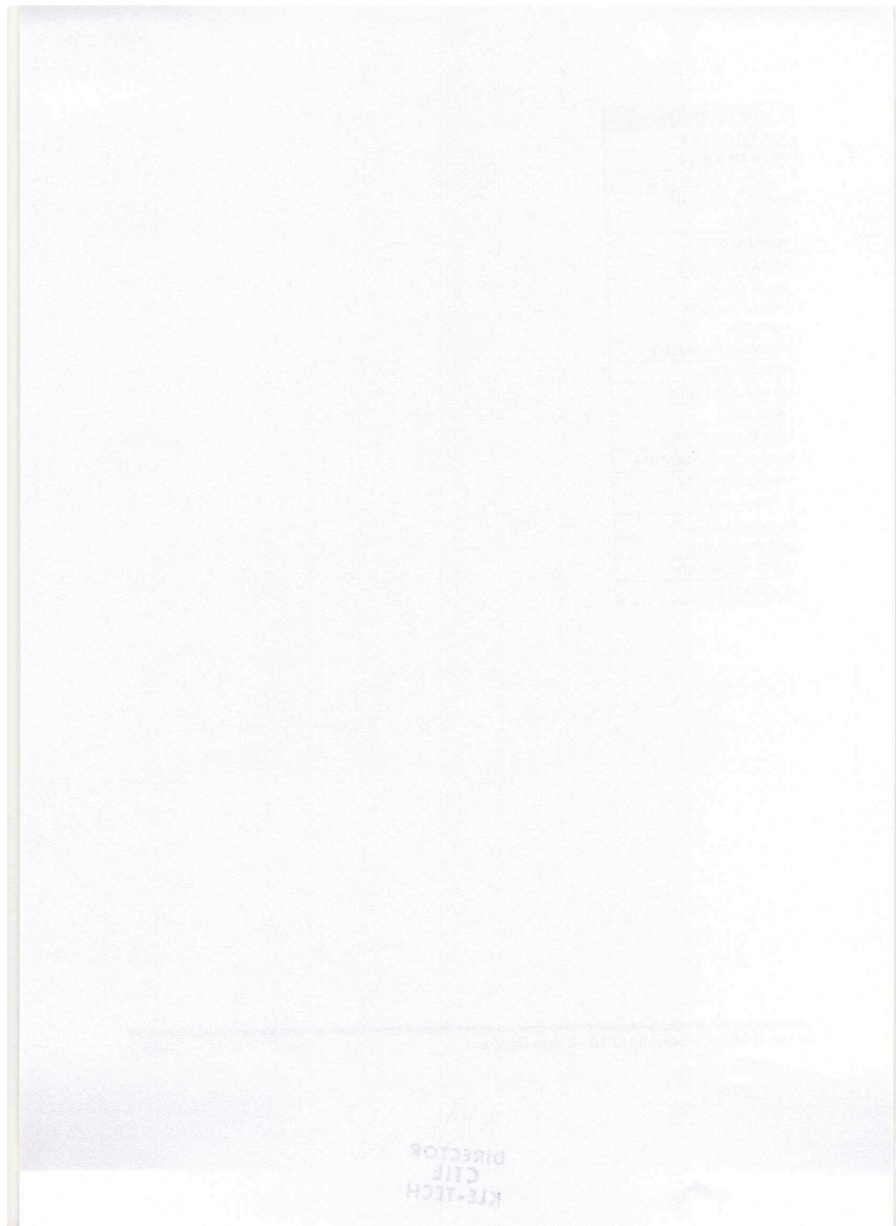
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2017-18

Name of the Student
KANAVI PUNIT Y
PRAJHOT R NAIK
HARISH A VERNEKAR
JUSTIN AUGISTINE PINHEIRO
SURAJ REDDY
SAMARTH TIKARE
RAJAT MEHTA
SHYAM SUNDAR AGARWAL
PRIYANKA NABAPURE
NISHANTH B S
MEGHA KOUJAGERI
KAJAL JAIN
GREESHMA KATARKI
NAMITA RAYANGOUDAR
MANJUNATH H M
ATHEETH A NAIK
AKANKHSA PATIL
ANANNYA HANJI
NEETU DESHPANDE
KEERTI KAMAT


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Title for the Event: Design Thinking Workshop

Date: 18-02-2018

Banner/ Brochure:



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

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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'

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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:

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