

*GTU INNOVATION COUNCIL*

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# **BASICS OF DESIGN THINKING**

**Date:** 30<sup>th</sup> August, 2018

**Time:** 10:30 am to 5:00 pm

**Venue:** GTU Innovation Council Center, AVPTI campus, Rajkot

**Speaker of the event:** Mr. Parth Sejpal (Assistant Professor, GTU GIC Rajkot zone)

## [GTU Innovation Council \(GIC\) at a glance](#)

**GTU Innovation Council (GIC)** has been designed to establish close bonding between industries, entrepreneurs, faculty members and students to make research and development at the University, relevant to the needs of industries at national and international levels. It helps to create a culture of design, new and products augmentation and processes in the arena of

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industries. GTU Innovation Council as an innovation campaign has started strategic steps to establish a close and continuing inter-action for the students in all the undergraduate and postgraduate courses. GTU Innovation Council is one of the elite organizations of the nation for cultivating multilayer innovation ecosystem. Through the efforts for creating culture of innovation and entrepreneurship in 7 years, an aura of developing the ecosystem across the state was conceptualized. The pilot projects and efforts have ideated many policies which have helped to change and shape up innovation and entrepreneurial mind-set of students. Pioneering more than 12 initiatives in 8 sectors of the council.

## About The Event:

GTU Innovation Council is one amongst the elite organization for fostering Entrepreneurship and Innovation beneath the aegis of Gujarat Technological University. The session began with introduction concerning GTU Innovation Council and its efforts in building entrepreneurial ecosystem across Gujarat. On 30th August 2018, Basics of Design Engineering Event conducted by Mr. Parth Sejpal, GTU GIC Rajkot zone coordinator at GIC Rajkot Center. There were 80 students for the event. Mr. Parth Sejpal initiated the session addressing all the students.

## Highlights Of The Event:

The emphasis tends to be on utilizing engineering physics and sciences to develop solutions for society. The design engineer usually works with a team of and other designers to develop conceptual and detailed designs that ensure a product actually functions, performs and is fit for its. The main benefit of Design Engineering Event includes:

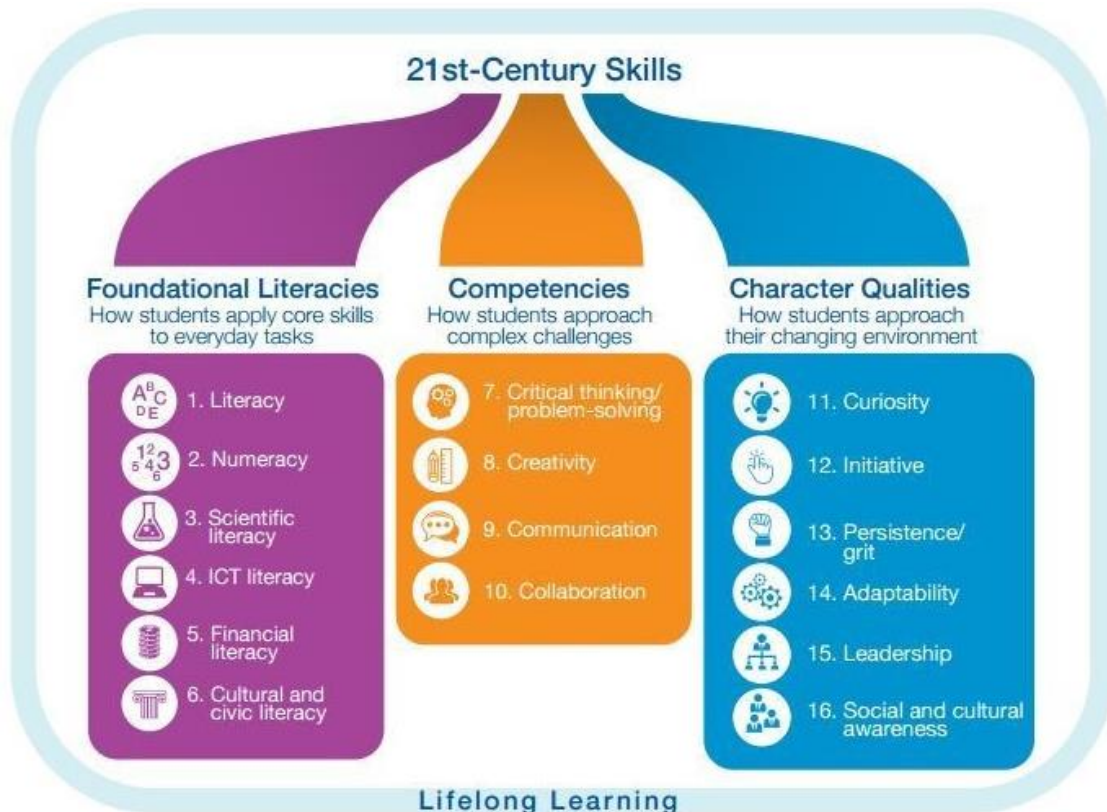
- Students get clear idea of what design thinking actually is.
- Why design thinking in curriculum?
- Students get a notion of as to how design thinking aligns with industry need.

Mr. Parth Sejpal discussed four canvas of design engineering. First AEIOU sheet, second Empathy Mapping canvas, third Ideation Canvas and fourth Product Development Canvas. In AEIOU canvas, there are four sections: **User, Stakeholders, Activities and Story building**. AEIOU canvas contained Activities, Environment, Interaction, Objects, and Users of Projects. Next canvas discussed, in Empathy Mapping canvas, there are four sections: **User, Stakeholders, Activities and Story boarding**. In Story Boarding, there are two types: Happy Story and Sad Story. Then next was Ideation Canvas. Ideation Canvas contains Four section: **People, Activities, Situation/Location and Possible Solution**. Next was Product Development canvas, in that there are eight sections: **Purpose, People, Product Experience, Product Function, Product Features, Components, Customer Revalidation, Reject, Redesign and Retail**.



Then there was a lunch break after a session-1. After Lunch, session-2 was started. Next topic was purpose of Design Engineering Process. The design engineering process is a series of steps

that engineers follow to come up with a solution to a problem. Many times the solution involves designing a product that meets certain criteria and/or accomplishes a certain task. Move further, Mr. Parth Sejpal has discussed following topic:



Next topic was all about design methodology. And then all the students did Activities and enjoyed.

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## Pictures:

