



**S4 (Student Startup Support System)**

REPORT:

**Ideation Workshop based on Design Thinking**

to solve real life challenges to help final year students become more creative

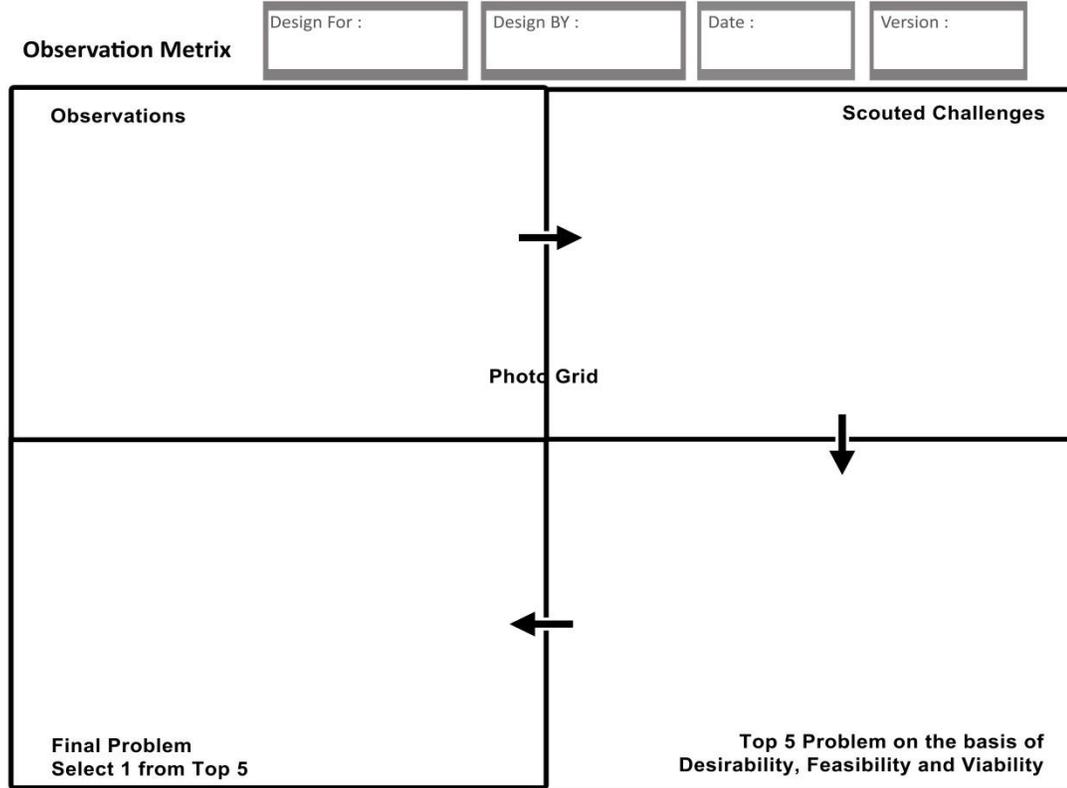
*Evening session organized on 22<sup>nd</sup> July 2014 at S4-C3*

**BACKGROUND:** GIC has adopted design thinking approach to help students do their final year project. (Ref - [http://www.gtu.ac.in/circulars/14Jul/07072014\\_01.pdf](http://www.gtu.ac.in/circulars/14Jul/07072014_01.pdf) for Guidelines for the Final Year B.E. projects 2014). Every final year student needs to follow a systematic six step approach (Empathize, Define, Ideate, Prototype, Test and deploy) from defining a challenge till deploying it with impact. We are developing various endogenous and sometime contextually modified frameworks for each of the above steps so that students can properly harness their creative skills. While ideation has been believed to be a random tinkering process, this workshop will highlight various frameworks on how the strategic ideation process can create multiple heuristics for solving a challenge. As per the final year project guidelines, the students after scouting a challenge through Industrial Shodh Yatra (ISY) should go through a strategic ideation process via an ideation canvas in their class. During this strategic ideation process, each team is supposed to explore various heuristics to solve the challenges associated with the IDP/UDP.

**Action ahead:**

Each team of students after finishing their Industrial Shodh Yatra (ISY) need to document their challenge via hands on workshop involving the canvas as given below. After the problem definition is well defined the team can present its early stage findings to the classmates and take suggestions. After this the strategic ideation process need to start. GTU Innovation club coordinators of respective colleges should ensure that every team of final year students does it thoroughly.

Ref-[http://www.gtu.ac.in/circulars/14Jul/18072014\\_01.pdf](http://www.gtu.ac.in/circulars/14Jul/18072014_01.pdf) for announcement of the program



Observation matrix based hands on workshop module developed by GTU Innovation Council.

**“The Lateral Thinking, Innovation and Socio-Economic-Technological (SET) trends”**

by **Prof K. Thyagrajan** from i-CREATE

To give an exposure to systematic ideation process the workshop “The Lateral Thinking, Innovation and SET” was conducted by Mr. Tyagrajan at GTU Innovation Council. He talked about changing the mindset of an Indian especially a young student which has become narrow and dependent on logic. He stressed on the diversity in India which can be a potential opportunity for a budding engineer.

The concept of “Lateral Thinking” which is thinking out of the box has been lost in the student of our country. Through some interesting puzzles he explained how we need to think unconventional in our daily life. One should not completely rely on creative thinking, but should think with an optimum mix of logical and creative thinking. Then he talked about “Innovation” where a new product should be new but at the same time feasible for the target population. Explaining with an example of Sam Fabers who invented ‘Oxo good grip’ a vegetable peeler he explained how a simple problem can be a business

opportunity. The latter half of the workshop was spent on **Socio-Economic-Technological** (SET) trends which should be kept in mind before venturing into a new business. These three factors (called the **Opportunity SET**) along with the entrepreneurs capabilities, skills, interests and passion culminate into a sweet spot where that person should head. The above factors help in determining the value proposition for the startup. These also clarifies that the product is not incongruous and is catering the right market at the right time. Mr. Tyagrajan insisted to start with social trend as technology and economy can change but problem will always remain the same. He also added set your products price according to features offered, whereas you can add few features later for a premium price.

Thus in all the session was quite enlightening and also stressing on some other key points such as: ***'always start with the problem not an idea'*** and ***'life is all about creating a difference'***. The workshop ended with a quick Q&A session. Closing remarks were given by Mr. Hiranmay Mahanta where he also shared some developments at GTU Innovation Council towards encouraging students to take up entrepreneurship seriously.



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Prof K Thyagrajan from I-create took this session at S4( Student Start-up Support System) Conference hall at GTU Innovation Council along with Mr. Ankit from Icreate.