

**DEPARTMENT OF CIVIL ENGINEERING**

**A Report on  
Webinar on  
“Session on Design Thinking”**

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<b>Date</b>	:	30.11.2021
<b>Organized by</b>	:	Department of Civil Engineering
<b>Convenor</b>	:	<b>Dr.G.Selvakumar (Principal - AVIT)</b> Prof.L.Prabhu (President-IIC/AVIT, Vice Principal - Admin)
<b>Coordinator and Resource Person</b>	:	<b>Ms.Pa.Suriya (Assistant Professor - II)</b> Department of Civil Engineering

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The image shows a slide titled "What is design thinking?" with a list of bullet points. To the left is a smaller slide titled "WEBINAR ON INNOVATION THROUGH DESIGN THINKING" with details about the date, time, venue, and resource person.

### What is design thinking?

- ▶ A Method of focusing innovation on people and designing based on:
  - What people need and want
  - What people like or dislike
    - ▶ In regards to production, packaging, marketing, retailing, support, or all of them
- ▶ A skill that allows a designer to align what people want with what can be done, and produce a viable business strategy that creates customer value and market opportunity

**WEBINAR ON INNOVATION THROUGH DESIGN THINKING**

**Date : 30.11.2021 (Tuesday)    Time : 10:00 AM to 12:15 PM**  
Venue : Digital Classroom - Civil Engineering

**Resource Person**  
**Ms. Pa. Surya**  
IIC - Innovation Ambassador  
Design Thinking

Dr. G. Selvakumar, Principal, AVIT  
Mr. R. Praveen, President - IIC / AVIT

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**Invitation and Programme Introduction Slides**

Institution Innovation Council (IIC) - AVIT & Department of Civil Engineering organized Webinar on "Design Thinking" for II, III and IV year UG students on 30th November 2021 in Digital Classroom – Civil Engineering.

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**Session on Design Thinking**

The resource person, Pa.Suriya, Assistant Professor - II gave an introduction about Design Thinking. She also presented about the Innovation ideas and how to develop the product/Process in effective manner. The event was concluded with a questionnaire and feedback session among the participants Mr.R.Praveen Assistant Professor -II, Department of Mechanical Engineering delivered the vote of thanks.

### Ideation

- ▶ Prototyping
  - Does not have to be complex or expensive
    - ▶ Must be physical
      - Intangibles can be taped
      - Visualizing helps review
    - ▶ True prototypes beg for improvement
      - A "finished" prototype isn't necessarily the best prototype
  - Used to identify strengths and weaknesses of an idea and direct the next prototype in the best possible direction
  - Test, re-prototype, test, re-prototype, test, re-prototype...

### Design thinking in action

- ▶ Shimano – manufacturer of bicycle parts
  - Inspiration
    - ▶ Slowing growth in American markets
      - Discuss with consumers – human-centered exploration
      - Discovered growing intimidation of complex marketplace
  - Ideation
    - ▶ Developed "coasting"
      - Simplistic bikes
      - Marketing strategy that welcomed novice bikers
      - Branding
  - Implementation
    - ▶ 3 manufactures on board
    - ▶ Retailers on board
    - ▶ Website developed to get the word out

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**Question**

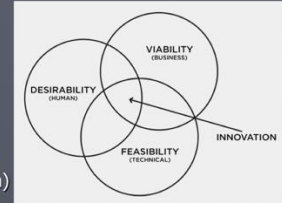
Which of these is NOT one of the spaces of design thinking?

- A. Ideation
- B. Inspiration
- C. Interpretation
- D. Implementation

**Design principle**

► Phases:

- 0) Understand/observe
- 1) Visualize/Realize
- 2) Evaluating/Refining
- 3) Implement (detailed engineering)
- 4) Implement (manufacturing liaison)



**Slides of Webinar Content**

**Coordinator**

**HoD/Civil Engg.**