



## REPORT ON TWO DAY STUDENT WORKSHOP ON DESIGN THINKING

**Date:** 29<sup>TH</sup> & 30<sup>TH</sup> April, 2024.

**Venue:** Conference hall, Workshop Hall and Seminar hall

**Time:** 9 am to 5.30 pm

**Event :** Certification Course

**No. of Participants:** 180

**Co-ordinators:**  
**Section A :**  
**Dr. Tamizharasi**  
**Coordinators:** Prof. Sowmya and Dr. Vinay

**Section B:**  
**Dr. Purushottam Bung**  
**Coordinators:** Prof. Uma and Prof. Pooja .

**Section C:**  
**Dr. Padmalini Singh**  
**Coordinators:** Prof. Ankita and Prof. Mithun.

The two-day workshop on Design Thinking held at R.V. Institute of Management (RVIM) was an intensive and interactive session aimed at equipping students with practical skills in design thinking. The workshop brought together students of the 3<sup>rd</sup> Semester to explore innovative problem-solving techniques and foster a creative mindset.

### *Day 1: Introduction and Ideation*

#### *Opening Session*

The workshop commenced with an opening session led by Dr. purushottam Bung, Dr. Padmalini Singh and Dr. Tamizharasi, who provided an overview of the importance of design thinking in today's business environment. Emphasizing empathy, creativity, and collaboration, the speaker set the tone for the workshop.

#### *Understanding Design Thinking*

The first segment introduced the fundamental principles of design thinking:

- **Empathy:** Understanding the user's needs and experiences.
- **Define:** Clearly articulating the problem to be solved.
- **Ideate:** Generating a wide range of ideas and potential solutions.
- **Prototype:** Building tangible representations for a subset of ideas.
- **Test:** Engaging in continuous feedback and iterations.



## Empathy and User Research

Students were divided into groups and assigned to conduct user research. They interviewed potential users to gather insights and understand their pain points. This hands-on activity emphasized the importance of empathy in the design process.

## Ideation Techniques

Post-lunch, the focus shifted to ideation techniques. Facilitators introduced methods such as brainstorming, mind mapping, and the SCAMPER technique. Each group then worked on generating a broad range of ideas, encouraging out-of-the-box thinking.

## Day 2: Prototyping and Testing

### Prototyping

The second day began with a session on prototyping, where students learned about different types of prototypes (low-fidelity and high-fidelity) and their purposes. Groups created simple prototypes of their ideas using materials like paper, cardboard, and digital tools.

### Testing and Feedback

Groups presented their prototypes to their peers and facilitators for feedback. This session underscored the iterative nature of design thinking, highlighting the need for continuous improvement based on user feedback.

### Refinement and Presentation

With feedback in hand, groups refined their prototypes and prepared final presentations. Each group showcased their journey from problem identification to refined solution, demonstrating the practical application of design thinking principles.

### Closing Session and Certificates

The workshop concluded with a closing session where each group presented their final prototypes. The facilitators provided constructive feedback and highlighted the strengths of each presentation. Certificates of participation were awarded to all students, acknowledging their effort and engagement over the two days.

### Outcomes and Feedback

The workshop successfully achieved its objectives of imparting design thinking skills and fostering a creative problem-solving mindset among students. Feedback from participants indicated a high level of satisfaction, with many appreciating the hands-on approach and the opportunity to work on real-world problems.



### *Workshop Schedule*

#### **Day 1: (29.04.2024):**

9am to 10.30 am- Introduction to Design Thinking and Session on Step 1- Empathize.

10.30 to 11.15am- Activity on Empathize.

11.30am to 11.45am Discussion on the result of the First activity

11.50am to 1.00 pm- Delivery of Step 2- Defining problem statement

1.00pm to 1.30pm- Activity to define problem statement

1.30pm to 1.45pm - Discussion on the outcome of step 2

1.45pm to 2.15pm- Lunch break

2.30 pm to 3.30 pm- Step 3 Ideate

3.30 pm to 4.15pm - Activity on Ideation

4.15pm to 5pm - Discussion on outcome of step 3.

#### **DAY 2 (30.04.2024):**

9am to 10.00 am- Presentation on Ideation step

10.00 to 11.00am- Session on Prototyping.

11.00am to 12.30pm- Prototyping

12.30 pm to 1.30 pm- Presentation of the Prototype

1.30pm to 2.00pm- Lunch break

2.00pm to 2.30pm - Session on Testing

2.30pm to 3.30pm- Presentation of Final Model

3.30 pm to 5 pm- Final Presentation and Valedictory.

The two-day design thinking workshop at RVIM was a resounding success, providing students with valuable skills and experiences that will be beneficial in their academic and professional lives. The interactive and practical approach ensured active participation and a deeper understanding of design thinking principles. The workshop has set a strong foundation for future events, with students expressing eagerness for more such interactive learning experiences.

On 30.04.2024, Final Presentation and Valedictory ceremony was conducted where Dr. Purushottam Bung announced the winning teams in each section and awarded them with Cash Prize of Rs.5000 per team and certificates of Excellence.





## RV Institute of Management®

CA 17, 36th Cross Rd, 26th Main, 4th T Block East,  
Jayanagar, Bengaluru - 560041, Karnataka, India

Autonomous  
Institution Affiliated  
to Bengaluru City  
University

Approved by AICTE,  
New Delhi, Accredited  
by NAAC with 'A+' Grade  
QS I-Gauge Diamond Rated

contact.rvim@rvei.edu.in  
www.rvim.edu.in  
Tel: 080 42540300  
080 26547048

### PHOTO GALLERY:





**RV Institute of Management®**

CA 17, 36th Cross Rd, 26th Main, 4th T Block East,  
Jayanagar, Bengaluru - 560041, Karnataka, India

Autonomous  
Institution Affiliated  
to Bengaluru City  
University

Approved by AICTE,  
New Delhi, Accredited  
by NAAC with 'A+' Grade  
QS I-Gauge Diamond Rated

contact.rvim@rvei.edu.in  
www.rvim.edu.in  
Tel: 080 42540300  
080 26547048



#### ENCLOSURES:

1. PARTICIPANT LIST & DESIGN THINKING TOPICS
2. DESIGN THINKING QUIZ QUESTIONNAIRE



Dr. Purushottam Bung,  
Professor and Director,  
RV Institute of Management,  
Bangalore- 560041





## *Design Thinking and Creativity for Business*

### DESIGN THINKING QUIZ-1

#### Question 01 (MC)

Design Thinking is:			MC
Default mark:			1
Shuffle the choices?			No
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	Defining, framing, and solving problems from users' perspectives		100
B.	Thinking about Design		0
C.	Designing ways in which people think		0
D.	Asking users to solve problems		0

#### Question 02 (MC)

What are the steps of the design thinking process?			MC
Default mark:			1
Shuffle the choices?			Yes
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	Understand > Draw > Ideate > Create > Test		0
B.	Empathise > Define > Ideate > Prototype > Test		100
C.	Empathise > Design > Implement > Produce > Test		0
D.	Understand > Define > Ideate > Produce > Try		0

#### Question 03 (MC)

Design Thinking is a Linear Process True or False?			MC
Default mark:			1
Shuffle the choices?			Yes
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	False		100
B.	True		0



#### Question 04 (MC)

Which of the below firms is associated the most with Design Thinking?				MC
Default mark:				1
Shuffle the choices?				Yes
Number the choices?				A
Penalty for each incorrect try:				0
#	Answers	Feedback	Grade	
A.	Ikea		0	
B.	Ideo		100	
C.	Idea		0	
D.	Ikei		0	

#### Question 05 (MC)

Design Thinking typically helps in _____				MC
Default mark:				1
Shuffle the choices?				Yes
Number the choices?				A
Penalty for each incorrect try:				0
#	Answers	Feedback	Grade	
A.	Innovation		100	
B.	Data Analytics		0	
C.	Financial Planning		0	
D.	Operational Efficiency		0	

#### Question 06 (MC)

Which of the following well known consulting firms are offering Design Thinking as a solution?				MC
Default mark:				1
Shuffle the choices?				No
Number the choices?				A
Penalty for each incorrect try:				0
#	Answers	Feedback	Grade	
A.	Mckinsey and Co		0	
B.	BCG		0	
C.	Bain and Co		0	
D.	All of the above		100	



### Question 07 (MC)

You would interview people to gain an understanding of how they feel during the ... Stage of Design thinking			MC
Default mark:			1
Shuffle the choices?			Yes
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	Prototype		0
B.	Define		0
C.	Ideate		0
D.	Empathise		100

### Question 08 (MC)

Design Thinking is a			MC
Default mark:			1
Shuffle the choices?			Yes
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	A method facilitated by UX designers		100
B.	A process for creative problem solving		0
C.	A process to teach design to non-designers		0
D.	A methodology developed to discard old design methods		0

### Question 09 (MC)

Which of the following principles are not considered for design thinking?			MC
Default mark:			1
Shuffle the choices?			Yes
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	Embrace Experimentation		100
B.	Human-centric design		0
C.	Profit-centric		0
D.	Pattern identification for problem solving		0





### Question 10 (MC)

To empathize, one has to			MC
Default mark:			1
Shuffle the choices?			Yes
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	Observe		0
B.	Engage		0
C.	Listen		0
D.	All of the above		100

### Question 11 (MC)

Which of the following are NOT tools of visualization?			MC
Default mark:			1
Shuffle the choices?			Yes
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	Maps		0
B.	Images		0
C.	Stories		100
D.	Videos		0

### Question 12 (MC)

What happens in the test stage of design thinking?			MC
Default mark:			1
Shuffle the choices?			Yes
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	You conduct a written test of your design team.		0
B.	You allow consumers to test a product or service.		0
C.	You engage in internal testing with employees.		100
D.	You test products designed by competitors.		0



### Question 13 (MC)

Collecting _____ is an important portion of testing a prototype in the test stage of design thinking			MC
Default mark:			1
Shuffle the choices?			Yes
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	Pictures		0
B.	Money		0
C.	Feedback		100
D.	Emails		0

### Question 14 (MC)

Mind maps are used to _____ ideas			MC
Default mark:			1
Shuffle the choices?			No
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	Generate		0
B.	Visualize		0
C.	Structure		0
D.	All of the above		100

### Question 15 (MC)

Journey mapping is also called _____ mapping			MC
Default mark:			1
Shuffle the choices?			No
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	Path		0
B.	Experience		0
C.	Conduct		0
D.	Feedback		100



### Question 16 (MC)

Which of the following are NOT tools of Design Thinking?			MC
Default mark:			1
Shuffle the choices?			No
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	Co-creation		0
B.	Prototyping		0
C.	Mind Mapping		0
D.	Online Marketing		100

### Question 17 (MC)

A prototype is a simple experimental model of a proposed solution used to			MC
Default mark:			1
Shuffle the choices?			No
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	test ideas		0
B.	validate ideas		0
C.	Both		100
D.	None of the above		0

### Question 18 (MC)

What is your first model/design of a product called?			MC
Default mark:			1
Shuffle the choices?			No
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	Draft		0
B.	Rough Draft		0
C.	Prototype		100
D.	Practice Design		0



### Question 19 (MC)

To Ideate is			MC
Default mark:			1
Shuffle the choices?			No
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	To rapidly change.		0
B.	When you create a 3D model of your design.		0
C.	The process for creating and sharing ideas where you use images and sketches instead of words to describe your idea.		100
D.	When you brainstorm ideas, get feedback, create an initial design, share the design, and iterate.		0

### Question 20 (MC)

In design, where does the information used to put together a problem statement come from?			MC
Default mark:			1
Shuffle the choices?			No
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	The Design Stage		0
B.	The Ideate Stage		0
C.	The Define Stage		100
D.	The Testing Stage		0





### Question 21 (MC)

Which is NOT an aspect of the Define step of design thinking?			MC
Default mark:			1
Shuffle the choices?			No
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	Create a composite user to give perspective to the solution		0
B.	Develop a Point of View statement to state user's need		0
C.	Define as many possible solutions to the problem as possible		100
D.	Recognise a challenge with a "How Might We" question		0

### Question 22 (MC)

At what step do you want to complete the POV - point of view?			MC
Default mark:			1
Shuffle the choices?			No
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	empathy		100
B.	prototype		0
C.	define		0
D.	ideate		0

### Question 23 (MC)

Design thinking principles DO NOT include			MC
Default mark:			1
Shuffle the choices?			No
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	Feasibility		100
B.	Viability		0
C.	Desirability		0
D.	Credibility		0



### Question 24 (MC)

User persons are created during which phase of design process			MC
Default mark:			1
Shuffle the choices?			No
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	Design stage		100
B.	Discover stage		0
C.	Develop stage		0
D.	None of the above		0

### Question 25 (MC)

When defining a problem, your problem statement should include a solution.			MC
Default mark:			1
Shuffle the choices?			No
Number the choices?			A
Penalty for each incorrect try:			0
#	Answers	Feedback	Grade
A.	True		0
B.	False		100



### TOPICS FOR DESIGN THINKING WORKSHOP

Sl. No.	TOPICS	TEAM NUMBER with Section	VENUE FOR ACTIVITY
1	Problems related to Traffic Congestion in Metro Cities	1 (A)	Conference hall
2	Problems related to Waste Management	2 (A)	Conference hall
3	Problems related to Energy Management	3 (A)	Finance Lab
4	Problems related to Soil Management	4 (A)	Finance Lab
5	Problems related to Water Management	5 (A)	Quadrangle
6	Problems related to Health and Hygiene	6 (A)	Quadrangle
7	Problems related to Climate Change	7 (B)	Gym Room
8	Problems related to Financial Illiteracy among unorganised sector	8 (B)	Quadrangle
9	Problems related to Work life Balance	9 (B)	Quadrangle
10	Problems related to Women Security	10 (B)	Board Room
11	Problems related to Road Accidents	11 (B)	Workshop Hall
12	Problems related to Waste Disposal in EV Sector	12 (B)	Workshop Hall
13	Problems related to Higher Education Absenteeism and Dropouts	13 (C )	Board Room
14	Problems related to Primary Education in India.	14 (C )	Seminar hall
15	Problems related to Garbage Disposal of a city.	15 (C )	Seminar hall
16	Problems related to Stray Animals and their rehabilitation.	16 (C )	Generator area
17	Problems related to Urbanization	17 (C )	Generator area
18	Problems related to Gig Economy	18 (C )	Placement Interview room