

## Report on

# Design thinking workshop

|                                     |  |                     |       |
|-------------------------------------|--|---------------------|-------|
| <b>ACTIVITY TYPE</b>                | Workshop on "Design thinking"  |                     |       |
| <b>DATE &amp; TIME</b>              | 16/06/2025   | Duration            | 1 Day |
| <b>SEMESTER</b>                     | All  | No. of participants | 100   |
| <b>EXPERT NAME WITH DESIGNATION</b> | Mr. Gourav Aggarwal,<br>Head of Academics & Ecosystem Strategy<br>Thinkstartup |                     |       |

### Introduction

A dynamic Design Thinking Workshop was conducted on 16th June 2025 at PIAS Seminar Hall, starting at 9:00 AM onwards. The session was organized by Dr. Chintan Somaiya and facilitated by expert Mr. Gourav Aggarwal, Head of Academics & Ecosystem Strategy at ThinkStartup.

The workshop introduced participants to the core principles of design thinking, including empathy, problem definition, ideation, prototyping, and testing. Through interactive discussions and practical exercises, Mr. Aggarwal demonstrated how design thinking can be effectively applied to develop user-centric and innovative solutions.

The session proved highly valuable for students, innovators, and budding entrepreneurs, offering them a structured and creative approach to problem-solving and product development across various sectors.

### Objectives of the Workshop

- **To introduce the fundamentals of design thinking** as a human-centered approach to innovation and problem-solving.
- **To equip participants with practical tools and techniques** for empathizing with users, defining problems, generating ideas, and prototyping solutions.
- **To develop creative and critical thinking skills** required for identifying real-world challenges and designing impactful solutions.
- **To encourage a mindset of experimentation and iteration**, helping participants learn from failure and refine ideas effectively.
- **To foster collaboration and teamwork** through group activities and case-based learning.
- **To inspire entrepreneurial thinking**, particularly in identifying opportunities and developing solutions that align with user needs and market viability.

## **Learning Outcomes**

By the end of the session, attendees gained:

- Understand the five stages of design thinking—Empathize, Define, Ideate, Prototype, and Test.
- Apply user-centered thinking to identify real problems and develop meaningful solutions.
- Generate innovative ideas using brainstorming and creative ideation techniques.
- Build low-fidelity prototypes to visualize and communicate solutions effectively.
- Test and iterate solutions based on user feedback and observations.
- Work collaboratively in teams to solve problems using a structured and creative approach.
- Develop an entrepreneurial mindset, focusing on user needs, market fit, and practical implementation.

## **Conclusion**

The Design Thinking Workshop concluded successfully, providing participants with valuable insights into the process of human-centered problem-solving. Through interactive activities and collaborative exercises, attendees learned to apply the key stages of design thinking—empathize, define, ideate, prototype, and test. The workshop encouraged creative thinking, teamwork, and a user-focused mindset, equipping participants with practical tools to develop innovative and impactful solutions.

## **Glimpses of the Program**







