



CMR TECHNICAL CAMPUS
UGC AUTONOMOUS
Accredited by NBA & NAAC with 'A' Grade
Approved by AICTE, New Delhi and JNTU, Hyderabad
Kandlakoya, Medchal Road, Hyderabad- 501 401, Telangana

Estd: 2009



DEPARTMENT OF INFORMATION TECHNOLOGY

REPORT

Session Topic: Design Thinking-Role in Innovation

1.Objective of the Program : Design Thinking Principles, Objectives. Innovation in Design Thinking start ups

2.Benefits /Outcome of the Program: Develop the product and demonstrate how it would be of use Promoting creativity in an integrated approach. Developing new ideas.

3.Description: Promotes creativity in a integrative approach, focus on early customer orientation. Starts with people and not with a technology or a business goal.

4.Organized on:24-08-2022

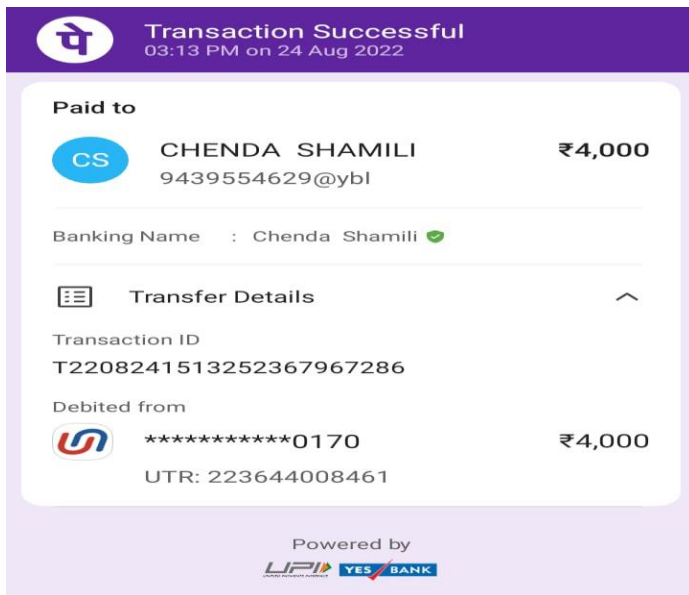
5.Student Participants number:80

6.Students /Faculty Registration Details with timestamp:

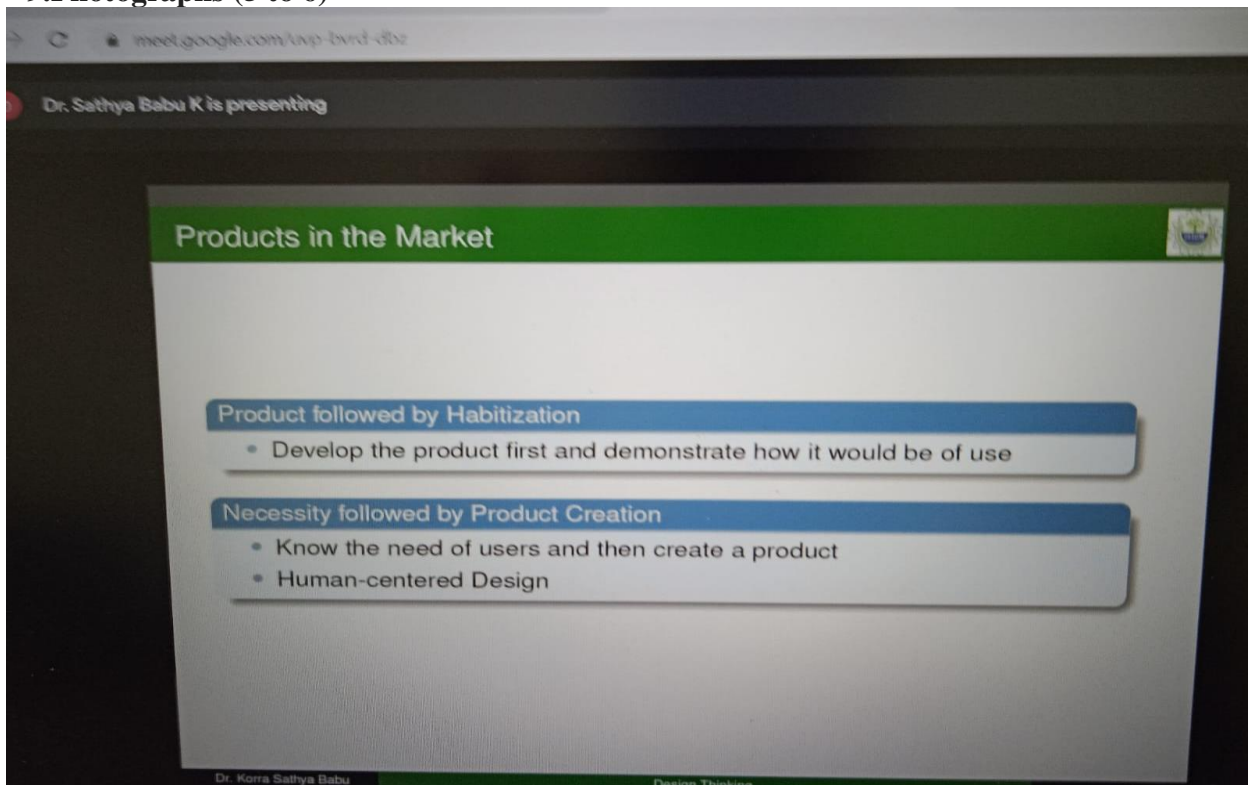
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7.Faculty Participants number:15

8.Expenditure amount if any:4000



9.Photographs (5 to 6)



Design Thinking

Features

- Promotes creativity in an integrative approach (systematic and holistic). Three P's of design thinking: People (the human being), Process (Problem solving process), Place (Working Space) and additionally Partnership (Partners involved in development of ideas)
- focuses on early customer orientation. Starts with people and not with a technology or a business goal
- emphasizes Empathy: The central element is to put oneself in the position of the customer/user and to observe him in detail
- strives to make ideas tangible at an early stage. Prototypes must be created as quickly as possible
- consists of frequent iteration loops between the development phases. Fail fast to succeed sooner
- creates team-oriented, creative working spaces
- combines analytical phases (collecting, organizing, evaluating information) and synthetic phases (developing, testing, improving solutions)

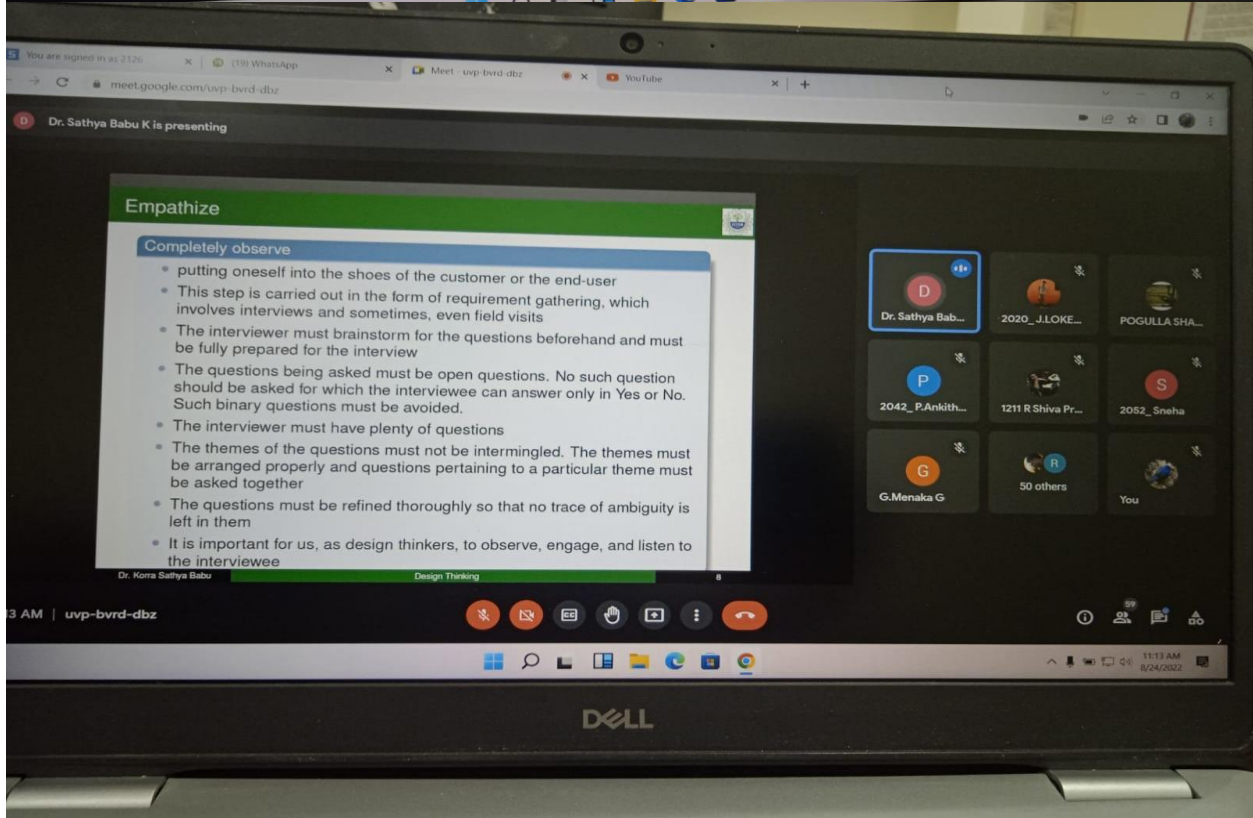
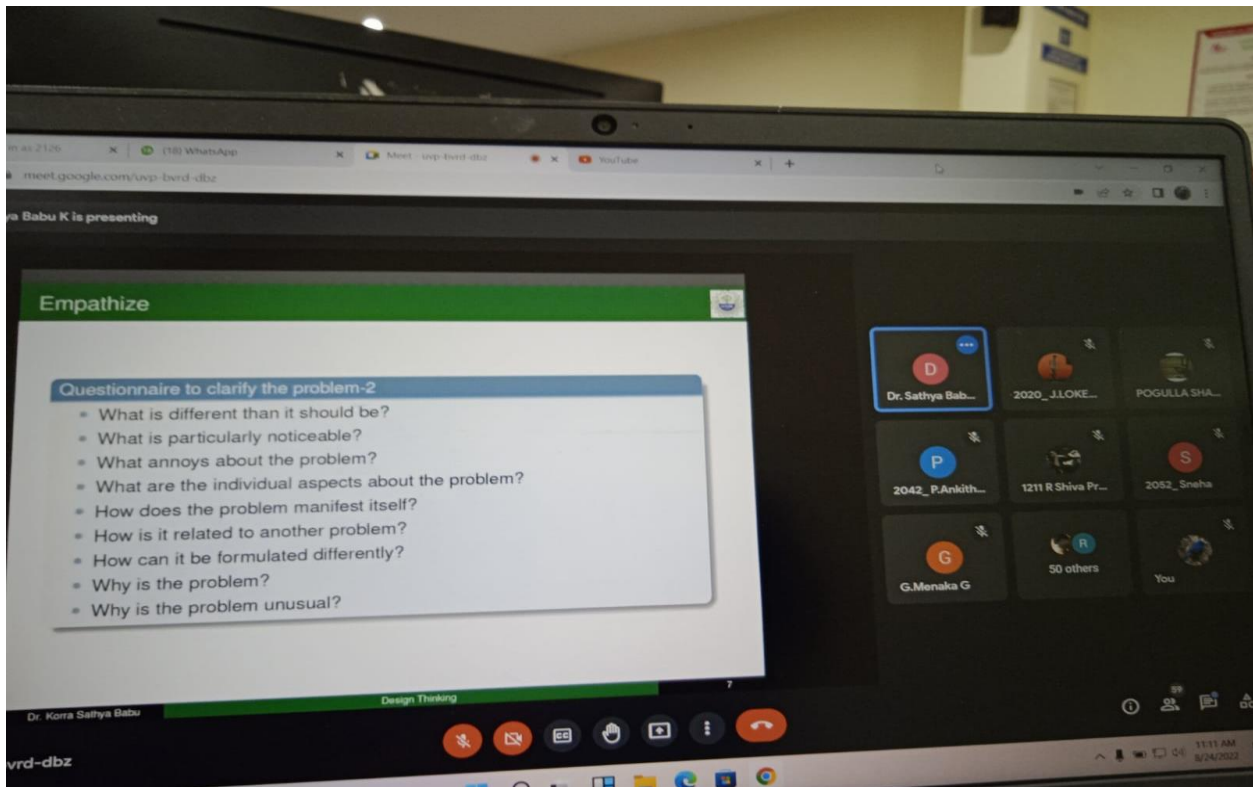
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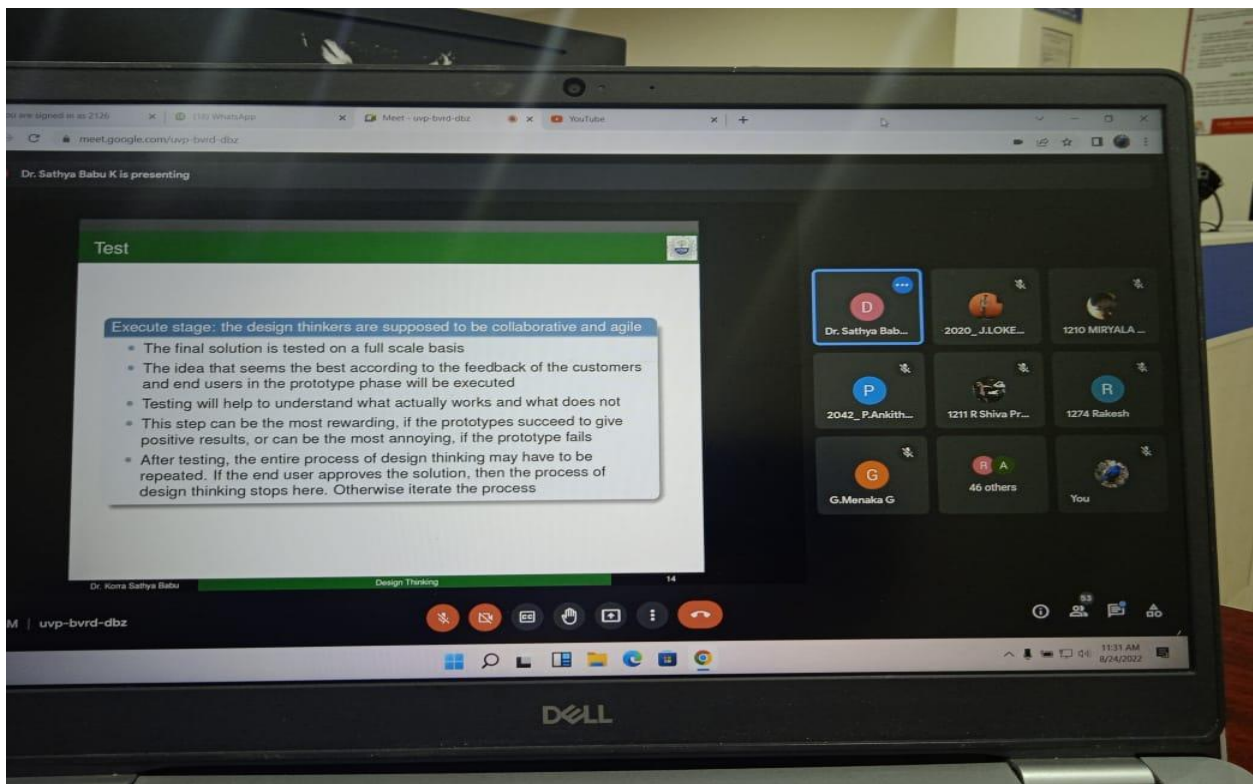
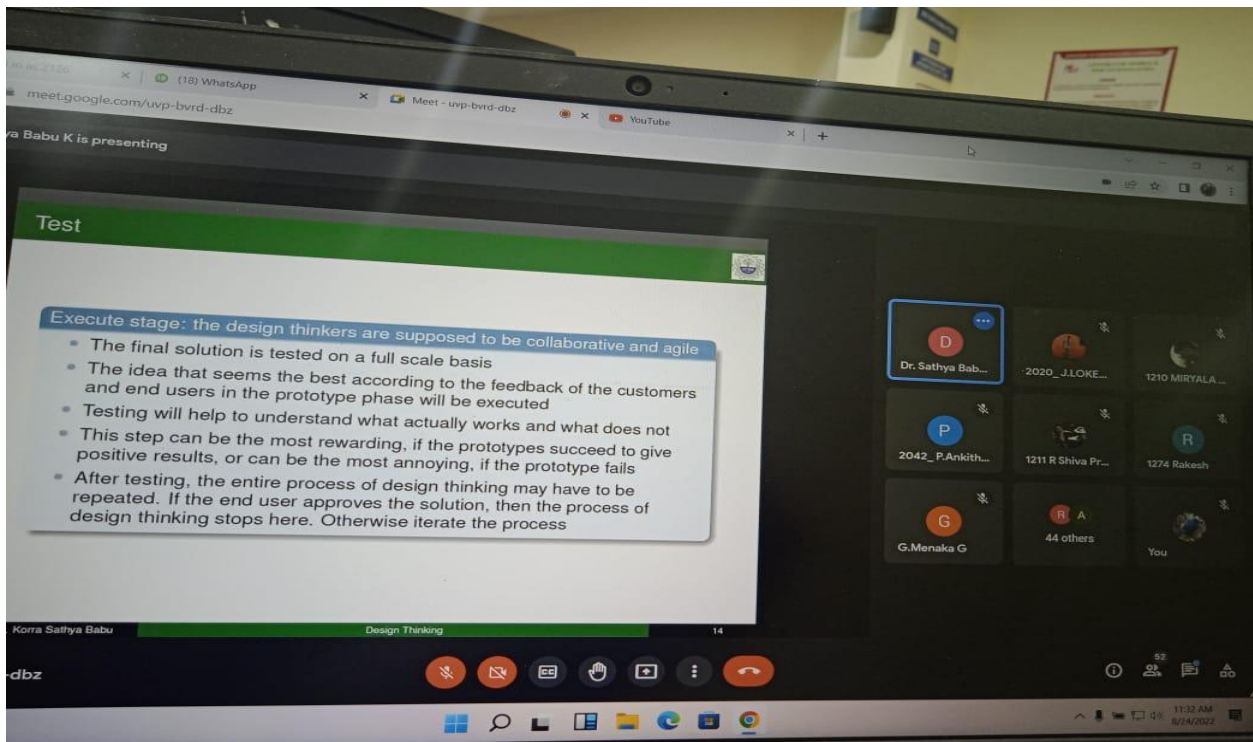
Dr. Sathya Babu K is presenting

The process of Design Thinking

Steps

- Empathize (Understanding the Problem)
- Define the problem (Formulation)
- Ideate (Finding and selecting ideas)
- Prototype (Making Tangible)
- Test (Execute)





Principles of Design Thinking

Ten Commandments of Design Thinking

- Leave titles at the door (All are equal for growth)
- Encourage wild ideas (Don't put down others)
- Go for quantity (Quality is after quantity)
- Build on Ideas of others (Ideas from others should be taken up, supplemented or changed)
- Think human centered (Let technology and business come later)
- Be visual and make it tangible (Use drawings, illustrations, photos, videos, prototypes, etc.)
- Avoid criticism (Idea generation and evaluation must be strictly separated)
- Fail early and often (Failure means learning. Often failure means that you have learned a lot)
- Stay focused (stick to the concrete tasks in the Design Thinking process)
- Let's have fun (Developing new ideas in a team should be fun. Creativity needs this fun)

Dr. Korra Sathya Babu

Design Thinking

10.Video link url: <https://drive.google.com/file/d/1720cZ360f64RX63XWOZrYm-GjLfU9uIz/view?usp=drivesdk>

11. Poster

CMR TECHNICAL CAMPUS
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TELANGANA-501401

IIC 4.0-DEPARTMENT OF IT ORGANIZING A SESSION ON
DESIGN THINKING - ROLE IN INNOVATION

DATE : 24-AUG-2022 TIME : 10AM TO 12PM

SPEAKER
PROF. SATHYA BABU KORRA
ASSOCIATE PROFESSOR
INDIAN INSTITUTE OF INFORMATION
TECHNOLOGY, DESIGN AND
MANUFACTURING, KURNOOL

REGISTRATION LINK:
<https://forms.gle/1kvYEoqdGC8U5YDC7>

G.MENAKA CO-ORDINATOR,CMRTC	Dr.B.KAVITHA RANI HOD-IT,CMRTC	Dr.SUDHA ARVIND CONVENER-IIC,CMRTC
Dr.K.SRUJAN RAJU VICE PRESIDENT-IIC,CMRTC	Dr.M.AHMED ALI BAIG PRESIDENT-IIC,CMRTC	Dr.A RAJI REDDY DIRECTOR,CMRTC

12.Keywords:

- **Human-Centered designed**
- **Creates Team Oriented, creative Working Spaces**
- **Empathize**
- **Prototype**

13.Lead Expert's Name: V.Srisuma

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15.Lead Expert's Designation: Assistant Professor

14.Lead Expert's Organization: CMRTC