

Event Report

Name of the Event	Empathize and Prototype
Date(s)	2 August 2019 - 4 August 2019
Time	14:30 – 17:30 hours
Venue	Techno Hub, Jaipur
Agenda	The objective of this class was to introduce entrepreneurs with what, why and how of Design Thinking as a methodology and its applications.

Brief Description of the Event

Design is a critical element of any business but it's especially important for startups who have the unique challenge of discovering the right business model for their innovation. Too often, companies spend all their time on the innovation itself and miss one or two key elements that would really connect with a particular market. By identifying and really understanding their customers early on, companies can save a lot of time and money in discovering that successful business model.

Dhaval Shah, conducted a class named Empathize and Prototype on August 2nd, 2019 to 4th as Part I of the workshop on Design Thinking. This workshop is particularly targeted towards the early stage startups from the new cohort which are still working towards building a proto-type and defining their business model.

Dhaval is a creative systems designer with the right mix of logical business reasoning, technical analysis, and human-centric design thinking. He was a technologist in Silicon Valley for 13 years before rebooting his career into Business Design and Strategy. His Masters in Computer Science and MBA in Design Strategy put him at the unique intersection of business, technology and design.

As the name of the class, Empathize and Prototype, the discussions during the class were to find answers to the following questions:

- How to empathize with customers using design research tools (qualitative interviews, shadowing, observation etc.)
- How to define a problem statement that is worth solving
- What, why and how of prototyping a solution to test hypothesis

Picture from the Event


List of Startups Participated

S. No.	Name of the Startup	Representative Name	Contact No.	Email ID
1	Househelp	SaloniKanoongo	8005519162	care@househelp.in
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