

Event Report

Name of the Event	(re)Define, Ideate and Deliver an Experience
Date(s)	29– 30 August 2019
Time	11:00 – 13:00 hours
Venue	Techno Hub, Jaipur
Agenda	The objective of this class to find out where are the startups going wrong and then find out ways to get back on the correct path.

Brief Description of the Event

Design Thinking is a process of problem solving that approaches complex scenarios with a creative mindset. The key to the success of this methodology is its focus on the needs of the business. Solutions perfectly in sync with business objectives can help achieve extraordinary results. Design Thinking utilizes empathetic, creative, innovative, and analytical skills to solve a problem. The process is driven by the end user's needs and experience. Design Thinking employs an iterative model, repeating the feedback-modification cycle till an effective solution is found. Design Thinking is applicable to all walks of life, especially businesses. The outlook of using it optimally can turn it into a sustainable profit center. With customer behavior as the focal point, Design Thinking formulates evolutionary models of problem solving.

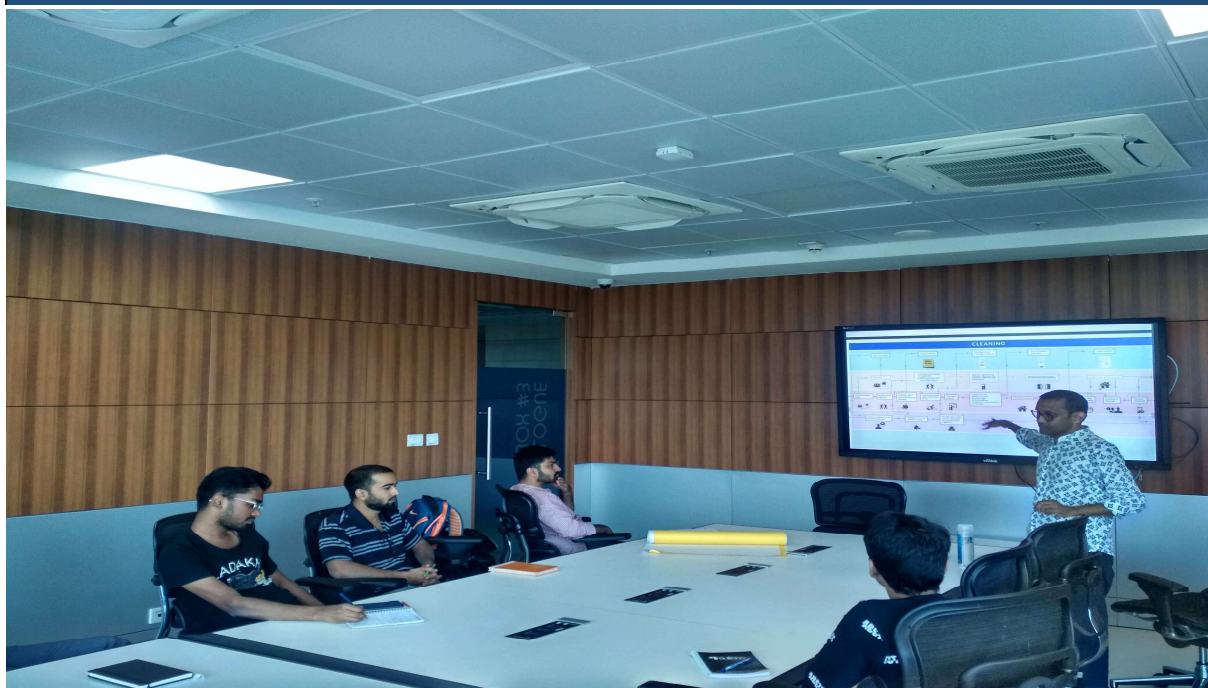
Dhaval Shah, conducted a class named (re)Define, Ideate and Deliver an Experience on August 29th & 30th, 2019 as Part II of the workshop on Design Thinking. This workshop was a continuation of Part I, Empathize and Prototype conducted on August 2nd, 2019.

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, (re)Define, Ideate and Deliver an Experience, the discussions during the class were around the following topics:

- Sharing of stories from field interviews: What did you learn from your customer interviews? Will it change your current PoV/Problem statement? How was your prototype received? Will it change your solution?
- What, why and how of Ideation techniques
- How would your solution deliver a meaningful customer experience?

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
2	Househelp	Kartik	--	carer@househelp.in
3	TDI online Services	Farid Hussain	9782878878	farid@thedigitalindia.net
4	Gitesh Agarwal	Urban Bricks	7610959540	agarwalgitesh414@gmail.com
5	Kushapra Singh	Pratikriya	9782845467	ksingh1898@gmail.com
6	Vasumitra Shankar	Spandanweavers	9529897827	spandhanweavers@gmail.com
7	Vimal Kumar Sharma	Farmheal	7728882667	Farmheal1@gmail.com