

## DESIGN THINKING WORKSHOP

**13-16 December 2019**

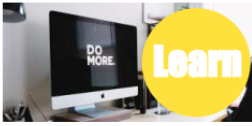


Department of Business Administration, Tezpur University in tandem with the clarion call for Innovation organised a four day Design Thinking workshop for both batches of the MBA students. The basic aim of the workshop is to train the first year and second year MBA students in the various fundamental aspects of Design Thinking for use in problem solving, idea generation and solution conceptualization. In this context, the Design Thinking workshop conducted by Tinkerlabs (Bangalore) addressed the following areas of Design Thinking- Introduction and applications of Design Thinking, the different steps associated such as exploring, creating and ideating. Through the students got an opportunity of working on real world design challenges and the workshop equipped students with critical thinking, complex problem solving, experimental and an entrepreneurial mindset.

The workshop conducted by Mandeep Toor and Ankur Grover from Tinkerlabs was delivered in two batches for the MBA students. With an activity based and simulated real life exercise approach, the workshop aligned participants towards focusing on relevant business problems and how the same can be solved using Design Thinking Approach



**Design Thinking Workshop conducted by TinkerLabs Design Solutions Private Limited for MBA first and second year students.**

### **Student Idea Presentations in progress**

	<p><b>Segment 1 LEARN:</b> Cases and Industry examples to set context about why Design Thinking is important - for the world and for your sector <i>Key focus on introduction to Design Thinking as a problem solving concept</i></p>
	<p><b>Segment 2 APPLY:</b> Rigorous hands-on workshop with live challenges, engaging participants in the complete Design Thinking process <i>Key focus on learning techniques to apply Design Thinking in real-life scenarios</i></p>
	<p><b>Segment 3 DEPLOY:</b> Contextualizing Design Thinking for MBA students and how can they apply it in business school and at work <i>Key focus on empowering the participants to be able to practice Design Thinking going forward, through project identification and next-steps planning</i></p>

## WORKSHOP STRUCTURE \_\_\_\_\_ DAY 1


### SEGMENT ACTIVITY

- LEARN**
- 1 Understanding the changing face of Innovation today**  
Discuss the pace, methods and changing faces of Innovation in the industry under various contexts
  - 2 Context Setting - Why is Design Thinking important?**  
Case studies, examples to understand the importance of Design Thinking for the industry as well as an individual
  - 3 Empathy and Discovery**  
Explain the key role of research, and the use of research techniques, for understanding the user and stakeholders
- APPLY**
- 4 Design Challenge and Research Planning**
    - Based on prior research, TinkerLabs will prepare Micro-Challenges relevant to the participating teams and contexts.
    - Participants will be divided into functional teams, and each team will prepare research plans based on TinkerLabs formats
  - 5 Inspiration Hunt: On-Field Research**
    - In this session, teams will gather their user's challenges by Empathy interviews, Journey mapping, Extreme user study, Observation techniques like Fly On The Wall, Day in the Life of etc.
    - All recording tools will be guided by TinkerLabs facilitators
  - 6 Visual Storyshare and Problem Definition**  
Teams imagine and plot research insights, linkages and possible connections, and map them using threads, markers and post-its. The final target will be to get the following from each team:
    - Need Statement** - highlighting the most critical need they identified
    - Opportunity Statement** - highlighting the possibilities and resource network present at their disposal

## WORKSHOP STRUCTURE \_\_\_\_\_ DAY 2

### SEGMENT ACTIVITY

- APPLY**
- 7 Open Ideation - Go Big and Go Wild!**
    - Idea generation, guided by TinkerLabs Prompts
    - Converge and build on final 3 solution directions
  - 8 Prototyping and Iterative Testing**
    - Teams will create prototypes using available material, and test with the original stakeholders to gain feedback
    - Teams will create Version 1 and Version 2 of their solutions based on responses from the users
  - 9 StoryShare**
    - Each team presents their ideas, prototypes and solution versions through a "Show, not Tell" format
    - All teams share feedback on the solution and process
- DEPLOY**
- 10 Open House - Design Thinking a Lifestyle!**
    - TinkerLabs StoryShare on "How can Design Thinking be applied to different contexts?"
    - Deliver **Design Thinking Toolkit** for future use

  
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DEPARTMENT OF BUSINESS ADMINISTRATION, TEZPUR UNIVERSITY  
SKILL DEVELOPMENT WORKSHOP CYCLE

**DESIGN THINKING WORKSHOP (15-16 Dec 2019)**

MBA 3rd Semester

Seminar Hall | Dept. of Business Administration | ~~15/12/19~~ 01/02/20

ROLL NO.	NAME OF STUDENT	SIGNATURE IN FULL		Remarks (if any)
		FORENOON SESSION	AFTERNOON SESSION	
BAM18001	KAPIL PRATIM DAS	P	P	
BAM18002	PARTHADEEP SHARMA	P	P	
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BAM18016	SANTANA GAYAN	P	P	
BAM18017	SANTOSH RAWAT	AL	AL	
BAM18018	NAZMEEN AHMED	P	P	
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BAM18023	TANUSHREE SARKAR	P	P	
BAM18024	SURYASHA BORGHAIN	P	P	
BAM18025	AVINASH GOGOI	P	P	
BAM18027	SUBHARAJ NATH	P	P	
BAM18028	MAHARSHI SAHA	P	P	

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BAM18035	SWEETY BALMIKI	P	P	
BAM18036	ANUPA KANUNGOE	P	P	
BAM18037	RIA MAZUMDER	P	P	
BAM18038	TUHIN PORAN DAS	P	P	
BAM18039	PREETHWIJIT BISWAS	P	P	
BAM18040	ARUNJYOTI DAS	P	P	
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BAM18042	KALPAMAY MASHAHARY	P	P	
BAM18043	LENIN DOLEY	Ab	Ab	
BAM18044	MIHIN SUMPA	P	P	
BAM18045	DIPANKAR SAIKIA	Ab	Ab	
BAM18046	MOITRY SONOWAL	P	P	
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BAM18048	DESIRE CHIKAFUTWA	P	P	
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BAM18028	MAHARSHI SAHA	P	P	.

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**DESIGN THINKING WORKSHOP (13-14 Dec 2019)**

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BAM19002	ANIRBAN BARDHAN *	AVANS	AVANS	
BAM19003	SHREYASEE DEB *	AVANS	AVANS	
BAM19004	SANHATI GOSWAMI	P	P	
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BAM19006	TANIA CHOUDHURY	P	P	
BAM19007	NUNGSHITHOI <del>NAOREM</del>	P	P	
BAM19008	MERUPRANTA SAIKIA	P	P	
BAM19009	SHABANA AZMI HUSSAIN	P	Absent	
BAM19010	ANTONU DUTTA	P	P	
BAM19011	DIVYA SHARMA *	AVANS	AVANS	
BAM19012	UTTARAN GOGOI	P	P	
BAM19013	HIRAKRANJAN CHOUDHURY	P	P	
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BAM19019	SRISTI DAS	P	P	
BAM19020	SIMRAN RAJKHOWA	P	P	
BAM19021	ANKUR SINHA	P	P	
BAM19022	BANDAN BISHNU SAIKIA	P	P	
BAM19023	HIMADREE DOLAKASHORIA	P	P	
BAM19024	HRISHIKESH NATH	P	P	
BAM19025	NEHA BORAH	P	P	
BAM19026	BIKASH JYOTI DUTTA	P	P	

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BAM19049	BARSHA DEVI	P	P	
BAM19050	PRIYANKA DAS	P	P	
BAM19051	HIRANYA TIMUNG	P	P	
BAM19052	SHEILLA WONGANI MALUWA	P	P	
BAM19053	MARY OSMAN	P	P	
BAM19054	RUTH THAUZENI	P	P	

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02/02/20

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BAM19001	KALYANI DEVI ✓	P	Kalyani Devi	
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BAM19004	SANHATI GOSWAMI ✓	P	Sanhati Goswami	
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BAM19009	SHABANA AZMI HUSSAIN ⊗	Absent	Absent	
BAM19010	ANTONU DUTTA ✓	P	Antonu	
BAM19011	DIVYA SHARMA ⊗	AVANS	<del>AVANS</del>	
BAM19012	UTTARAN GOGOI ✓	P	Uttaran Gogoi	
BAM19013	HIRAKRANJAN CHOUDHURY ✓	P	Hirak	
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BAM19016	TRIDISHA CHETIA ✓	P	Tridisha	
BAM19017	SUSHANTA KRISHNA BHUYAN ✓	P	Sushanta	
BAM19018	KRISHNIKA KASHYAP ✓	P	Krishnika	
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BAM19024	HRISHIKESH NATH ✓	P	Hrishikesh	
BAM19025	NEHA BORAH ✓	P N. Borah	N. Borah	
BAM19026	BIKASH JYOTI DUTTA ✓	P	Bikash	


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BAM19032	TAPASH JYOTI DEKA ✓	P	T.D.	
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BAM19034	TRISHNA DAS ✓	P	T.D.	
BAM19035	NIKITA MALI	Absent	Absent	
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BAM19052	SHEILLA WONGANI MALUWA ✓	P	S.W.M.	
BAM19053	MARY OSMAN ✓	P	M.O.	
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