



Design Thinking

Event Report

Event Name: Design Thinking	Event Date: 15th September, 2023
Faculty Coordinators: Dr. Neetu Kamra & Ms. Neha Issar	Event Timings: 9:30 am-2:00 pm
Number of Participants: 80	Venue: Campus 1, Lloyd Business School
Guest Speakers: NA	MOC: Offline

Expected Outcome

- Use the Pyramid Balloon Activity as a teaching tool to foster students' comprehension of the significance of user experience in improving and enriching our daily lives.

Detailed Report

A thought-provoking and engaging workshop on 'Design Thinking' took place on September 15, 2023, in the IBM lab at Campus 1, exclusively for PGDM students. This event was meticulously organized by the 'Grey Matter Club,' the business analytics club of Lloyd Business School, and featured distinguished facilitators, Prof. Dr. Neetu Kamra and Prof. Neha Issar.

The workshop began with exploring the paramount importance of user experience and its direct relevance to our everyday existence. It delved into each student's perspectives and perceptions regarding this crucial aspect.

A lively team activity, the Pyramid Balloon Activity, was conducted to make the learning experience immersive. During this exercise, students were presented with problem statements and guided on discerning the core issues and formulating effective solutions. This process hinged on applying creative and critical thinking, underscoring the essential role of collaborative teamwork. By pinpointing the crux of the problem, suggesting viable solutions became a streamlined endeavour. As a result, students gained practical insights that facilitated seamless teamwork and enhanced efficiency.

Learning Outcomes

The workshop successfully imparted an understanding of the imperative nature of adding value to products. It emphasized that the entire design thinking process hinges on the amalgamation of empathy, creativity, and rationality to cater to user needs and drive business prosperity.

Report Prepared By

(Ms. Neha Issar)