



Lloyd Business School, Greater Noida

Workshop on Design Thinking

Event Report

Event Name: Workshop on Design Thinking	Event Date: 15 th September, 2023
Faculty Coordinators: Ms. Neha Issar	Event Timings: 9:30 AM-1:30 PM
Number of Participants: 80	Venue: IBM Lab & Mainframe Lab, Campus 1
Guest Speakers: Prof. Dr. Neetu Kamra & Ms Neha Issar	MOC: Offline

Expected Outcomes:

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

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 commenced with an exploration of the paramount importance of user experience and its direct relevance to our everyday existence. It delved into the diverse perspectives and perceptions each student held regarding this crucial aspect.

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

Learning Outcomes:

- The workshop successfully imparted the 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)