



ATHARVA EDUCATIONAL TRUST'S
ATHARVA COLLEGE OF ENGINEERING

(Approved by AICTE, Recognized by Government of Maharashtra
& Affiliated to University of Mumbai - Estd. 1999 - 2000)

ISO 21001:2018 ISO 14001:2015 ISO 9001:2015

NAAC Accredited with Grade A+

Date	27/02/2024 & 28/02/2024
Time	3 to 5 PM
Venue	ILAB, Third Phase, ACE
Target Audience	EXTC SE Students
Topic	Workshop on Design Thinking and idea generation - ILAB
Faculty	Prof. Trisha Ghosh

Objective of the session:

1. To educate students about design thinking.
2. To explain various steps involved in design thinking post idea generation stage.
3. To help students design Apps for various design product case problems.
4. To be able to integrate Idea Generation app, Xmind for design thinking case studies.

Students were enthusiastic about learning and exploring the software tool. They have come up with multiple innovative ideas and implemented the same using the two tools such that: Brand building of an apparel industry, tourism planning and management company, online gaming platform, food product and branding of the same, restaurant business planning, product development and delivery management system supporting logistics and so on. Some of the students also used the Mind-mapping tool to represent the entire synopsis of their mini-projects like: Smart Parking-slot tracker, Electronic eye, etc. All the students were excited performing and implementing their own ideas. The idea representation helped them to focus deeply and prioritize tasks accordingly while implementing the idea practically. The session was very interactive and ended on a positive note.



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Photographs of the session:



Ilab Coordinator:

Trisha Ghosh

Prof. Trisha Ghosh(EXTC)

