Design Thinking for Startups : Innovate and Thrive

WORKSHOP DETAILS :

- **Date:** July 18-19, 2024
- **Day 1:** Facilitator: Prof. J Ramkumar, IIT Kanpur
- **Day 2:** Facilitator: Prof. Vivek Kant, IIT Kanpur

MATERIALS NEEDED:

- Projector and screen
- Whiteboards or flip charts
- Sticky notes and markers
- Handouts with workshop content & exercises

PARTICIPANTS SHOULD BRING:

- Laptops or tablets (optional)
- Notebooks and pens

Introduction :

Design thinking is a powerful approach for startups to innovate and solve complex problems. This workshop is designed to equip startup founders and teams with the mindset and tools to create user-centric solutions, iterate rapidly, and build products that truly meet market needs. Startups often struggle to identify real user needs, develop viable solutions, and adapt to market feedback. This workshop addresses these challenges by teaching a structured approach to innovation and problem-solving.

The workshop is structured to provide hands-on experience with each phase of the design thinking process. Participants will learn practical skills they can immediately apply to their startup ventures. Led by Prof. Ramkumar and Prof. Vivek Kant from IIT Kanpur, participants benefit from academic expertise combined with real-world startup insights.

A key focus of this workshop is Human-Machine Interface (HMI), which plays a crucial role in the success of many technology-driven startups. As products and services become increasingly digital and automated, the quality of the interface between users and technology can make or break a startup's offering. Effective HMI design ensures that products are not only functional but also intuitive, accessible, and enjoyable to use. By integrating HMI principles into the design thinking process, startups can create more compelling and user-friendly solutions, leading to better market acceptance and competitive advantage. This workshop will emphasize how HMI considerations should inform each stage of the design thinking process, from empathizing with users to prototyping and testing interfaces.

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Immediate Application:

Startup founders will have opportunities to apply design thinking to their startup ideas throughout the day, ensuring they leave with actionable insights. The content is customized specifically for startups, with relevant examples and case studies that resonate with the unique challenges and opportunities in the startup world.

By dedicating a full day to the topic, the workshop ensures comprehensive coverage of design thinking principles and their application in startup contexts. This includes a strong focus on Human-Machine Interface (HMI) design, which is crucial for technology-driven startups. Participants will learn to integrate HMI considerations into every stage of their design thinking process, from user research to prototyping and testing.

The workshop emphasizes the critical role of HMI in creating successful digital products and services. Startups will learn how effectively HMI can differentiate their offerings in the market, improve user adoption rates, and drive customer satisfaction. Through hands-on exercises, participants will practice designing intuitive and user-friendly interfaces that align with their overall product strategy.

As design thinking and HMI become increasingly recognized as key drivers of innovation, this workshop positions participants at the forefront of startup methodologies. The skills gained will enable startups to create more compelling, user-centric products with interfaces that truly resonate with their target audience. This combination of design thinking and HMI expertise will give participants a significant competitive edge in the fast-paced startup ecosystem.

Workshop Schedule

Day 1 : 18th July 2024

Time	Session	Description
9:00 AM – 9:30 AM	Registration and Welcome	Welcome address
9:30 AM – 10:15 AM	Introduction to Design Thinking	Overview of design thinking principles- Relevance to startups and innovation
10:15 AM – 11:00 AM	Empathize Phase	Understanding user needs and pain points- Techniques for gathering user insights
11:00 AM – 11:15 AM	Coffee Break	
11:15 AM – 12:15 PM	Define Phase	Framing the problem statement- Identifying core challenges for startups
12:15 PM – 1:15 PM	Lunch Break	
1:15 PM – 2:30 PM	Ideate Phase	Brainstorming techniques-- Generating innovative solutions for startup challenges
2:30 PM – 3:30 PM	Prototype Phase	Rapid prototyping methods- Creating low-fidelity prototypes
3:30 PM – 3:45 PM	Coffee Break	
3:45 PM – 4:45 PM	Test Phase	User testing strategies- Gathering and incorporating feedback
4:45 PM – 5:30 PM	Application to Startups	Case studies of successful startups using design thinking- Adapting design thinking to different startup stages
5:30 PM – 6:00 PM	Q&A and Closing Remarks	Open forum for questions- Summarizing key takeaways- Closing remarks

Location
PBCEC, IIT KANPUR

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Workshop Schedule

Day 2: 19th July 2024

Time	Session	Description
09:30 AM – 11:00 AM	Introduction to HMI and its value proposition	User-centered design- Usability and ergonomics- Applications for HMI in various sectors (Automotive, Manufacturing, Industrial control etc.)
11:00 AM – 11:15 AM	Break	
11:15 AM – 1:00 PM	HMI Design Process	Requirements gathering- Prototyping- Iterative design and testing
1:00 PM– 2:30 PM	Lunch Break	
2:30 PM – 4:00 PM	Hands-on Design Exercise	Participants work in groups to design an HMI for a given scenario
4:00 PM – 4:15 PM	Break	
4:15 PM – 6:00 PM	Future Trends in HMI, Q&A and Wrap-up	Address participants' questions- Show how HMI can add value to their startups- Summarize key takeaways- Discuss potential next steps

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**SOCIAL INNOVATION LAB BY CITI
(COHORT 2)**

3 DAYS RESIDENTIAL
ACCELERATOR
WORKSHOP

DESIGN | DEVELOP | DEMONSTRATE

Workshop Schedule

Day 3: 20th July 2024

Time	Session	Description
09:30 AM – 1 PM	Mr. Nitin Jain, eFuture Ventures: Sustainability Investor	The intersection of sustainability and investment in the evolving landscape of sustainable ventures