



**Dr. D. Y. Patil Unitech Society's**  
**Dr. D.Y. PATIL INSTITUTE OF MANAGEMENT & RESEARCH,**  
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## **Self driven Activity-Quarter 2**

### **Report on**

### **“Recent Trends and Practices in Design Thinking”**

**Date: 7<sup>th</sup> January 2022**

**Time: 10am**

**Venue: DYPIMR, Pimpri (Through Online Zoom Mode)**

**Participants: Around 56 (Including students of MBA, MCA and MBA (Digital Marketing) and faculty members**

**Resource person: Dr. Vidya Patil**

**Objective of the webinar:** To make the participants understand the prevailing recent trends and practices in design thinking.

**Key Outcome of the webinar:** Participants understood the various trends, practices and challenges in design thinking.

**Summary of the Event:** Under the ATAL FDP, our Institute had organized this FDP. At the outset, Dr. Meghana Bhilare , Director DYPIMR felicitated the resource person, Dr. (Mrs) Vidya Nitin Patil. She explained the Design thinking as a framework for Innovation in details and key stages in design thinking. She said that design thinking is a hot topic for business and that the growing body of research shows that organizations have adopted the innovative approach based on customer centricity, creative problem solving and experimentation, She quoted that the design led organizations realize 10% more revenue than ones that aren't. She gave three powerful examples of design thinking in Startups in action including AirBnB, PillPack and UberEats. She highlighted that the design thinking is regarded as a system of three overlapping spaces of desirability, feasibility and viability. She discussed how design thinking is changing the world and emerging trends. The session was followed by Question and Answer session

## Resource Person's Profile:

Dr. (Mrs) Vidya Nitin Patil Associate Professor Department of Civil Engineering All India Shivaji Memorable Society's College of Engineering, Pune

### Experience

- Associate Professor Department of Civil Engineering All India Shivaji Memorable Society's College of Engineering, Pune
- Expert Panel Member in Eco Housing Certification Program in Pune Municipal Corporation, Science & Technology Park, Pune University, Pune.

### Educational Background:

- Ph.D. Geotechnical Engineering Mumbai University
- M E., Civil Engineering Construction management, Pune University
- B E., Civil Engineering Advanced Structural Design, Shivaji University
- Diploma in Civil Engineering, Water resource Engineering, Government Polytechnic Kolhapur

**Feedback:** The participants gave a good feedback about the session. They found it very useful and relevant for inculcating the entrepreneurial mindset and process.

**DPU** Dr. D. Y. Patil Institute of Management & Research, Pimpri 

AICTE Training and Learning ( ATAL ) Academy Sponsored Five Days  
Online Faculty Development Program  
(Advanced Level)

**'Recent Trends And Practices  
In Design Thinking'**

**Resource Person**  
**Dr. Vidya Patil**  
Associate Professor, Department of  
Civil Engineering, AISSMS COE PUNE

Day 4, Friday, 7th January 2022 Time: 10.00 AM Onwards

Flyer of the webinar

Screenshots



Zoom

REC LIVE

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2020 Trends: Using a Design Thinking Approach to Create Meaningful Constituent Experiences

key stages of design thinking to consider:

- Empathise with users
- Define their problems and their needs
- Explore and ideate different solutions
- Prototype and test solutions
- Add improvements based on user feedback



## In Startups in Action

Reka Forgach  
August 1, 2021

Design thinking methodology is a popular problem solving strategy created by the design consulting firm IDEO. Its prime characteristic is a commitment to **prioritizing consumer's needs above everything else** - by observing how people interact with environments and products and using those learnings to innovate new solutions.

In startup world, design thinking is a powerful tool for honing in on a real consumer need and optimizing costly hours and resources hypothesizing and experimenting with different solutions.

Airbnb and Billings are well-known brands whose success can be attributed, in part, to an aha moment inspired by design thinking processes. UberEats integrates various design thinking practices intentionally into their product development with methods like "Order Shadowing" and "Walkabouts."

Here's what that looks like in action.

### The 5 steps of design thinking




# Design Thinking



#ATAL 4p Application of Design Thinking Tools M/2022

This screenshot shows a Zoom meeting in progress. The main window displays a presentation slide titled "Problem:" which contains four black and white photographs of individuals. The interface includes a top navigation bar with options like "Video Off", "Share Screen", "Chat", and "More". On the right, a sidebar lists participants: "Participant", "Search", "Feedback", "ABC123", "En Shripad Prathapavale", "Col & Venkat", "Abhinav", and "Vidya Prath". The bottom toolbar contains icons for "Mute", "Unmute", "Video Off", "Video On", "Screen Share", "Chat", and "More". At the bottom of the screen, the text "#ATAL 4p Application of Design Thinking Tools M/2022" is visible.

Close Participants (57)

- SB Swati Bhat
- VS Vince Sebastian
- Y Yogesh Desale
- SS Shweta Singh Pundir
- AK Asma Khatoun
-  Dhanalakshmi Venkatesan
- DS Dr. Vivek Sharma
-  Karthik Nagarajan
- LJ Lenin Joy
-  Nayan Bhidodiya
- PP PREMA PRATHAP
- PV Prof. Viral Ahire
- RI Rohith I J
- SK Saket Kumar

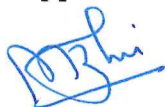
Invite

Attendance

Report prepared by:

  
Dr. Jena Joshi & Dr. Shraddha Dudhani

Report approved by:

  
Dr. Meghana Bhilare  
I/C director