

**Department of Production Engineering & Industrial Management**  
**College of Engineering, Pune (COEP)**  
(An Autonomous Institute of Government of Maharashtra)

**Report on**  
**Seminar on Design Thinking in Project Management**

**Date: 30<sup>th</sup> December 2017 Time: 10.30 a.m. to 12.30 p.m.**

**Venue: Department of Production Engineering & Industrial Management, COEP**

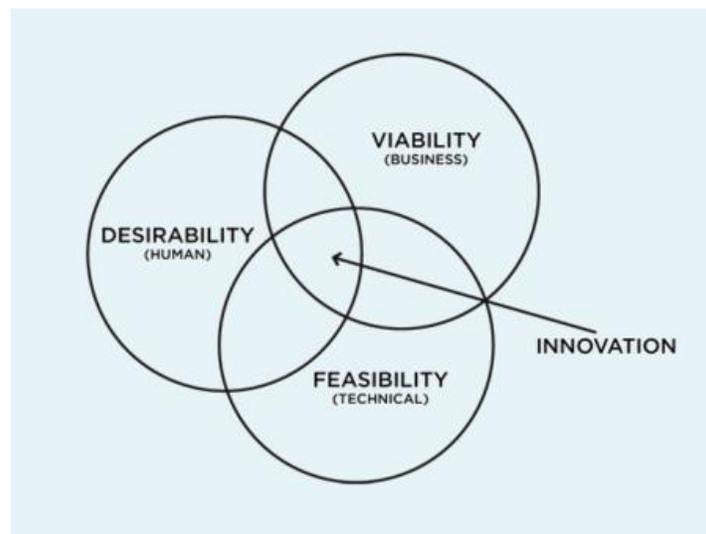
### **Introduction**

Design thinking utilizes elements from the designer's toolkit like empathy and experimentation to arrive at innovative solutions. By using design thinking, decisions can be made based on what future customers really want instead of relying only on historical data or making risky bets based on instinct instead of evidence.

**“Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”**

**— Tim Brown, CEO of IDEO**

Thinking like a designer can transform the way organizations develop products, services, processes, and strategy. This approach, which IDEO calls design thinking, brings together what is desirable from a human point of view with what is technologically feasible and economically viable. It also allows people who aren't trained as designers to use creative tools to address a vast range of challenges.



## Event

College of Engineering, Pune started a MTech course with Project Management as specialization under the Production and Industrial Management Department in 2012. Since the initiation of this course, college is conducting various programs for students. The main agenda of such programs is to expose students to industrial atmosphere and to get knowledge about how industry works. In collaboration with Project Managers Club Pune, Department of Production Engg. & Industrial Management organizes monthly seminar on various concepts in project management field. People from industries and college students attend such sessions and various industrial experts share their views and knowledge on particular topic. On 30<sup>th</sup> December 2017 from 10.30 am to 12.30 am, college conducted seminar on “Design Thinking” where Dr. Ketan Gandhi (IIM alumni & Founder of KgGuruji) and Mr. Kalyanraman , Members of PMCP explained topic in detailed way with case study.

In the beginning Dr. M. D. Jaybhaye welcomed and introduced both the guests on behalf of COEP. Dr. Ketan Gandhi started the session with brief introduction on Project success, Assumptions in projects and Types of projects(Goal method matrix). After his introduction Dr. Gandhi gave task to all audience to design a “21<sup>st</sup> Century CLASSROOM”.



**Dr. M. D. Jaybhaye giving welcome speech and introducing the Speaker Mr. Ketan Gandhi**

## Role Play – Part I



- Research & design - 21<sup>st</sup> century class room (Year 2020)
  - Time duration of completion of delivery – 6 months (Parts, equipment are available)
  - Budget – Rs. 30 lakh
  - Quality – World class, good aesthetics, best quality

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**Mr. Ketan Gandhi explaining the Classroom design**

Audience came up with various individual ideas for 21<sup>st</sup> century classroom. After this Mr. Gandhi explained the key points which are necessary in Design Thinking. He spoke about reframing the given problem statement according to user need instead of framing it from designer's point of view.

Later on Mr. Gandhi explained the various challenges in designing a classroom from students perspective. He also shared his findings about Learning Pyramid and Difference between Traditional classroom & Learning studio.



**Mr. Ketan Gandhi explaining the topic " Design Thinking"**



**Mr. Gandhi interacting with participants**



**Mr. Kalyanraman interacting with participants**

After getting inputs from Mr. Gandhi, audience again started working on same task but now by forming a group of 2-3 individuals. Then the groups came up with more improvised solution to their previous design. Various groups shared their designs with all.



**Participants working on task in groups**



**Team members explaining their improvised idea**



**Team members explaining their improvised idea**



**Second Team members explaining their improvised idea**



**Team members explaining their improvised idea**

Mr. Gandhi also shared his experience with Project Management Club Mumbai. He told a story regarding Design thinking which was initiated in last century by Rabindranath Tagore at Shanti-Niketan.

The session ended with questions and answers, followed by a video filmed on a company named IDEO, USA. The video gave glimpse of how IDEO works, how they work to come up with new and innovative ideas and products. Dr. M. D. Jaybhaye thanked and appreciated both the guest and people from industry for attending the session.



**Vote of thanks by Dr. M. D. Jaybhaye.**