


Report on E-workshop on Design Validation through various model of design validation (e.g. Double Diamond Approach)

E-workshop titled: Magic of Design Thinking (design validation through various models such as double diamond approach) was conducted by PTVAIM's convener R. Mahabal on 15th December 2020 with the Third semester MMS students of PTVA's Institute of Management. The aim of the session was to sensitize the students regarding various design thinking techniques and their application while tackling problems and while ideating. 60 students attended this workshop.

R. Mahabal explained the concept behind design thinking and why was it critical and useful while tackling any problem. She spoke about various places in which design thinking approach could be used by any individual for a comprehensive, viable, feasible and unique solution generation in any given circumstance. She explained various techniques of design validation and explained at length tis various components and its importance. She then discussed the double diamond approach, explained its technique and many benefits. She then discussed a case study with the students in which the use of this approach was clear. She urged the student to apply these concepts while ideating specially with the idea competition in perspective. The session concluded with a question answer round in which the students asked many interesting and pertinent questions.




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