

Collaborative Research and Learning (CORaL) Centre

GOVERNMENT ENGINEERING COLLEGE THRISSUR

A WORKSHOP ON DESIGN THINKING

INAUGURATION

SPEAKER



Dr. Bindu G R

PRINCIPAL
GOVERNMENT ENGINEERING
COLLEGE THRISSUR



Dr. Manoj A.S

HEAD - PLANNING, COMPETENCY
DEVELOPMENT & INNOVATIONS.
ICT ACADEMY OF KERALA



23-03-2023

9.30 a.m. to 12.30 p.m.

VENUE: GLORIA GOPI ALUMNI HALL

About Speaker

Dr. Manoj A.S is a Corporate Trainer, Life Coach, and Management expert with more than 23 years of experience in academia and industry. His credentials include an MBA (Third Rank), a PGDHRM (First Rank), an MSc in Psychology, and a PhD in HRM. He also possesses seven patents and is accredited as an Accredited Management Teacher (AMT) by the All India Management Association (AIMA). Dr.Manoj has trained 6500 faculty members (Engineering, Arts & Science faculty members), 4000 corporate professionals, 1500 police officers & more than 20,000 students so far and is continuously contributing to many National & International Journals with 45 published articles and 6 books; he is also the Chief Editor for the International Journal "Convergence".

About Workshop

Design thinking is a problem-solving approach that focuses on understanding the needs and perspectives of users to create innovative solutions. It involves a human-centered approach that puts the user at the center of the design process. Here are some of the key reasons why design thinking is important. The User-Centered Focus of Design thinking is a user-centered approach that puts the needs, wants, and desires of users at the forefront. By focusing on the user, designers can create solutions that better meet their needs, resulting in products and services that are more useful, intuitive, and enjoyable. Innovation in Design thinking encourages innovation and creativity by challenging designers to think outside the box and come up with novel solutions to complex problems. By considering multiple perspectives and exploring diverse ideas, designers can create new and innovative products and services that meet the changing needs of users. Empathy in Design thinking fosters empathy by encouraging designers to understand the perspectives and experiences of users. This helps designers to create solutions that are more relevant, meaningful, and impactful for users. Collaboration in Design thinking promotes collaboration and teamwork by bringing together designers, stakeholders, and users to work towards a common goal. This helps to create a shared understanding of the problem and ensures that all perspectives are considered when developing solutions. Finally the Iteration in Design thinking involves an iterative process that allows designers to test and refine their ideas. By prototyping and testing solutions, designers can quickly identify areas for improvement and make necessary changes.Overall, design thinking is important because it allows designers to create solutions that are better suited to the needs and desires of users, fosters innovation and creativity, promotes collaboration and empathy, and enables designers to continuously refine and improve their ideas.