

Date: 22.12.2021

Maharaja Surajmal Institute of Technology

Institution Innovation Council

Problem Solving & Ideation

Institution Innovation Council, *MSIT*, organized an online session on the topic of “Problem Solving & Ideation” on **22.12.21** at 1 PM through online mode to explain how students can shape & develop their mindset as budding entrepreneurs to think of the most versatile ideas and design thinking capabilities.

Faculty Members

- Dr. Sudesh Pahal, Convener, IIC
- Dr. Neeru Rathee, Startup Coordinator
- Dr. Geetika Dhand, Innovation Coordinator
- Dr. Sitender Malik, ARIAA Coordinator
- Dr. Poonam Dahiya, IPR Coordinator
- Dr. Kavita Sheoran, Innovation and Activity Member

Speakers

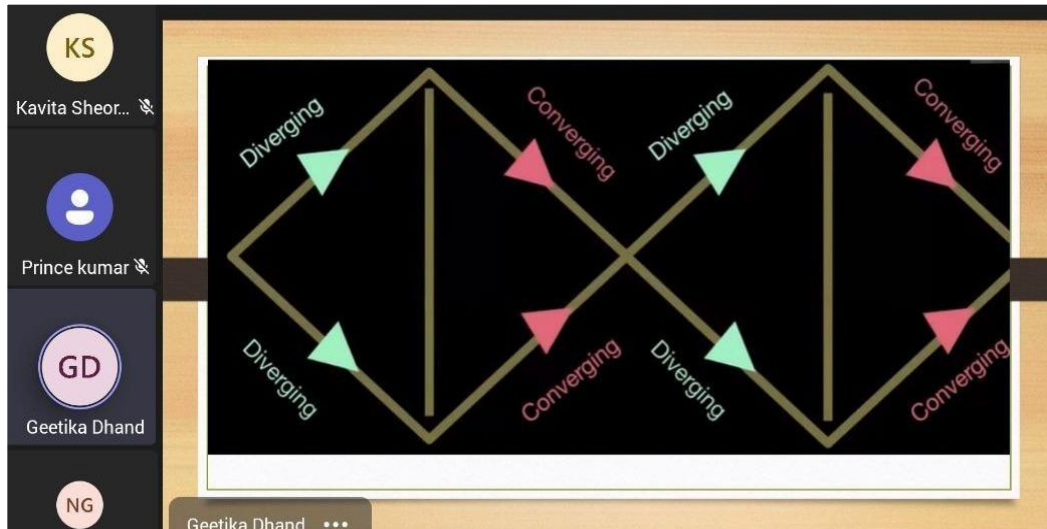
- Dr. Sudesh Pahal, Convener, IIC
- Dr. Geetika Dhand, Innovation Coordinator

Student Coordinators

- Tanvi Sobti, Organizer
- Tanisha Beri and Tanvi, Overall Coordinators
- Nitesh Gupta, Content Coordinator
- Prerna Aneja, Publicity Coordinator
- Tanay Aggarwal and Sukriti Sinha, Activity Coordinator
- Student members of different departments

❓ Outcomes of The Activity:

- ❖ Dr. Sudesh Pahal (Convener, IIC MSIT) and student coordinators welcomed the fellow students in the workshop.
- ❖ She continued to talk about 5 major steps in the journey of entrepreneurs which included- Ideation, MVP, Product-Market Fit, Channel-Product Fit & Maturity.
- ❖ The discussion went on about the step-by-step guide to turn the ideas into startups, followed by a brainstorming session.
- ❖ Dr. Geetika Dhand (Innovation Coordinator, IIC MSIT) began her session with an in-depth analysis of what design thinking is.
- ❖ The students got to know how design is changing the world by learning about the mega-companies that are generously investing in the field of innovative design thinking. For example- IBM invested \$100 Million in building a massive Design Organisation.
- ❖ The session took a fun turn while discussing some of the most innovative design ideas that were miles high on the creativity scale and left everyone awestruck.
- ❖ Dr. Geetika Dhand gave a challenge to the students. Students were given a sheet of 30 circles and they had to transform each of those circles into something recognizable under TWO minutes.
- ❖ Students found the workshop very useful for developing a problem-solving mindset in different situations. The workshop concluded with a vote of thanks to both the respected Innovation ambassadors.



Ideate Mode

WHAT is the Ideate mode

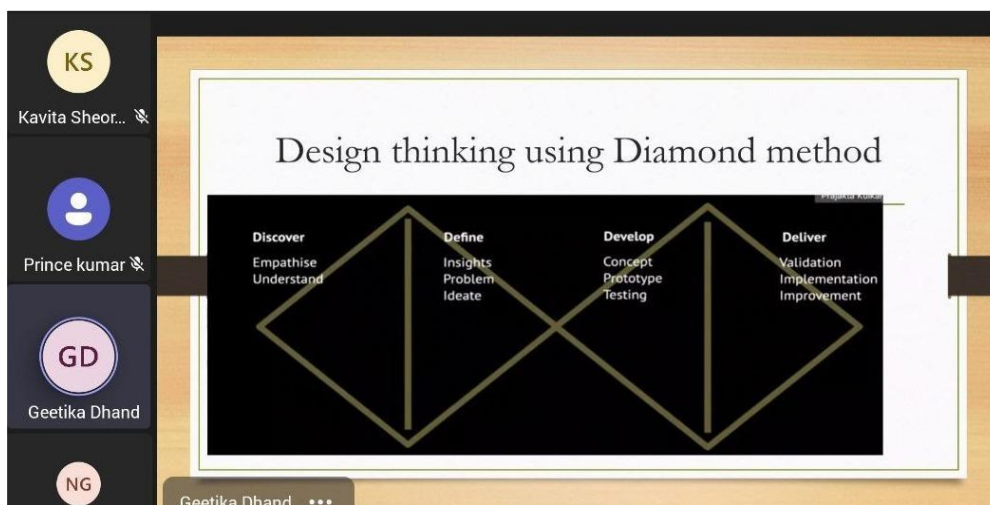
Ideate is the mode of the design process in which you concentrate on idea generation. Mentally it represents a process of "going wide" in terms of concepts and outcomes. Ideation provides both the fuel and also the source material for building prototypes and getting innovative solutions into the hands of your users.

WHY ideate

You ideate in order to transition from identifying problems to creating solutions for your users. Ideation is your chance to combine the understanding you have of the problem space and people you are designing for with your imagination to generate solution concepts. Particularly early in a design project, ideation is about pushing for a widest possible range of ideas from which you can select, not simply finding a single, best solution. The determination of the best solution will be discovered later, through user testing and feedback.

Various forms of ideation are leveraged to:

- Step beyond obvious solutions and thus increase the innovation potential of your solution set
- Harness the collective perspectives and strengths of your teams
- Uncover unexpected areas of exploration
- Create fluency (volume) and flexibility (variety) in your innovation options
- Get obvious solutions out of your heads, and drive your team beyond them



Microsoft Teams

Request control

Recording has started. This meeting is ... Dismiss

GD +66

Geetika Dhand

Desirability Feasibility

Copy Ctrl+C

Participants

Type a name

Share invite

- HO Harsh ojha
- HR Harsh Rathi
- HS Harsh Singh
- HA Harshit Arora