



Institution's Innovation Council Saurashtra University Rajkot

TALK ON DESIGN THINKING AND INNOVATION DESIGN
10th February 2025
Seminar Room, Incubation Centre, Dr. APJ Abdul Kalam Common
Laboratory, Saurashtra University, Rajkot

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Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule

3:30	Registration Time
3:35	Welcome
3:40	Awareness session on Talk on Design Thinking and Innovation Design by Ms. Devina Kothari
4:15	Programme Feedback - Conclusion
4:30	Closing Ceremony

Event Registration Link

bit.ly/SUSEC-DCI

Brief about Event

Department of Nano Science and Advanced Materials, Saurashtra University along with Department of Physics, Saurashtra University in collaboration with Institutions' Innovation Council organizes an insightful seminar on "Talk on Design Thinking and Innovation Design" on Monday, 10th February 2025 from 3:30pm to 4:30pm

Awareness session on explain by Ms. Devina Kothari mam Design Thinking is a problem-solving approach that emphasizes empathy, creativity, and iteration. It is particularly useful in tackling complex problems and designing innovative solutions by focusing on the needs and experiences of users. The process typically involves five stages.

Understand the needs, challenges, and emotions of the users. Conduct research and user interviews to understand how tea is consumed and what tea-drinkers, especially in urban settings, seek in their tea experience. Observe how people integrate chai into their daily routine, what they value in accessories or attire, and what kind of products could make the

chai experience more unique.

Users valued long battery life, durability, ease of use, and clear call quality. They also wanted features that simplified their lives—like the ability to send texts, make calls, and use simple mobile apps. For older Nokia phones, the emphasis was on accessibility (large buttons for easy dialing) and ruggedness (water and dust resistance).

Clearly articulate the problem to be solved based on insights from the Empathy phase. The core problem is that while tea is loved by many, especially in countries like India, there is a gap in products that combine cultural significance with a modern lifestyle aesthetic. The solution is to design a product that makes chai drinking an experience—something enjoyable, fashionable, and culturally rich.

Unlike smartphones, early Nokia models were renowned for their ability to last days on a single charge. The interface was easy to navigate, with minimal distractions. Features were intuitive. The devices were known for their "indestructible" design (e.g., Nokia 3310). Nokia catered to different market segments with phones at various price points, ensuring accessibility.

Brainstorm potential solutions and generate creative ideas. Brainstorm ideas that Chai-themed fashion items (like Chai Ki Kapri pants, comfy hoodies, etc.) A "Chai Express Kit" with all the accessories one needs to brew the perfect chai. Interactive tea mugs or cups that celebrate chai culture with quirky designs or color-changing elements.

Nokia engineers and designers brainstormed how to bring simplicity, usability, and durability into one mobile device. Customizable Ringtones and Polyphonic Sounds to make the mobile phone more personal. The Snake Game an innovative and fun feature that became iconic, combining entertainment with the functionality of the phone. Compact Size Mobile phones were still in their early stages, so size mattered. Nokia phones were typically small and pocket-friendly, with easy-to-use hardware buttons.

Build low-cost, quick prototypes to test solutions. Create physical prototypes for both the apparel (comfortable "Chai Ki Kapri" pants) and accessories (a specially designed tea mug or a chic chai kit). These can be produced in small batches to test the appeal and functionality of each product.

The Nokia 3210 (with its built-in antenna and compact design) and the Nokia 3310 (known for its iconic durability) were major hits in the market. These phones emphasized simplicity, compact design, and fun features (like SMS and games).

Evaluate the prototypes with users, refine them, and iterate on them. Conduct user testing with people who enjoy chai regularly. Get feedback on the aesthetic appeal, usability, and cultural connection of the products. Refine the design based on feedback, especially focusing on whether the product enhances the chai-drinking ritual.

Nokia gathered user feedback, often through market research and customer service, to continuously improve their devices. They would have learned about durability in real-world conditions, battery life during daily use, and ease of interaction.

Session on Ms. Devina Kohari mam explain are Consider the innovative push that Nokia could make with a foldable phone that integrates AI-based features like personalized battery usage, voice recognition, and smart photo filters. Users could customize their phone's layout, interface, and even choose between a slim and compact mode for portability or a larger screen mode for media consumption.

The sustainability aspect could focus on utilizing recycled plastic for the device body and biodegradable packaging. Furthermore, energy-efficient processors and solar charging options could extend the battery life, an issue that mobile users often struggle with. Incorporating seamless integration with IoT (Internet of Things) devices in a user's home, such as lights, security systems, and smart appliances, would position the phone as an all-in-one control hub for daily life, staying ahead of competitors by providing real-life utility.

Through Design Thinking, Nokia can craft a product that is not only innovative but also deeply aligned with user needs and environmental concerns. The iterative process would allow them to refine features, address pain points, and ensure the final product resonates well with both tech enthusiasts and everyday consumers.

Key Points

During the session, below mentioned points were discussed:

- Chai Ki Kapri
- Design Thinking Process
- Innovation Design
- Nokia's Decline
- Adaptability:
- human interaction
- feedback

Outcome

When discussing Design Thinking and Innovation Design in the context of student outcomes, integrating metaphors like Chai Ki Kapri (tea stall chair) and examples like old Nokia can bring these concepts to life in a more relatable and engaging way. Both of these metaphors can help students grasp the key lessons from these design approaches, particularly when thinking about problem-solving, creativity, collaboration, and user-centric design.

For students, this old Nokia example serves as a cautionary tale about the importance of adaptability and innovation in the ever-changing market. It highlights how focusing too much on a single aspect (like hardware) without understanding broader user needs and changing trends can result in failure.

For students, Chai Ki Kapri represents the human-centered nature of Design Thinking. Just like how people come together at a chai stall, students learn to empathize with users—sitting down with them, listening to their needs, and working together to figure out solutions. The process isn't about creating something from a high tower; it's about listening, understanding, and engaging with real-world problems, just like how ideas evolve over tea.

About the Speaker / Chief Guest



Ms. Devina Kothari

Director
Zuan Design Labs LLP
Delhi, India



Talk on Design Thinking and Innovation Design



Department of Nano Science,
Saurashtra University in
collaboration with Institutions'
Innovation Council organizes an
insightful seminar on
**"Talk on Design Thinking and
Innovation Design"** on Monday,
10th February 2025



Ms. Devina Kothari

Director
Zuan Design Labs LLP
Delhi, India

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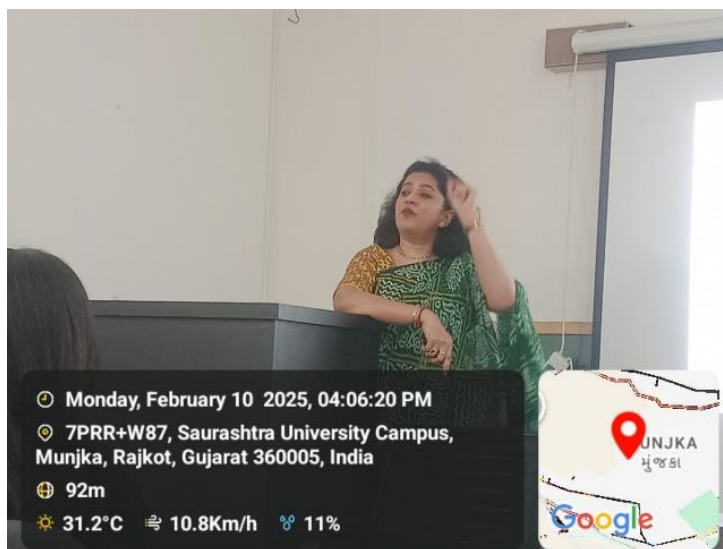
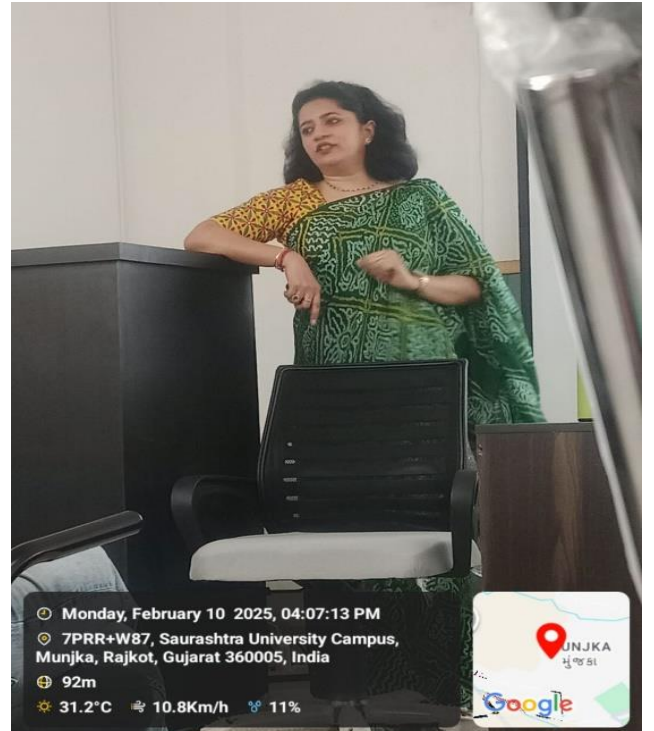
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