

Title of the Session: Design Thinking with a focus on redesigning fashion to achieve product market fit faster

Date and Time of Organization: 5:30 - 7:30 pm, 27.12.22

Venue: Online - Google Meet

Brief Intro of Program:

The program focused on the power of design thinking to revolutionise the fashion industry and achieve product market fit faster. Design thinking expert, Avijit Dutta revealed the secrets behind successful fashion product launches. Participants learnt how to use design thinking to develop innovative products that drive consumer demand, reduce costs, and maximise market success.

Speakers: Mr Avijit Dutta (Founder and Chief Designer at Nonlinear)

Faculty Coordinator in Charge: Prof Aranyak Chakraborty and Prof Paltu Kumar Dhal

Attendance Sheet -

<https://docs.google.com/spreadsheets/d/1dPwN15a3rshLr9wrLHiWFsBNdr7VX9qRJUczc3YDz3E/edit?usp=sharing>

Sr No.	Name of Student	Year of Study	Department
1	Shreejoy Saha	UG-1	Mechanical Engineering
2	Aashish Kumar Yadav	UG-1	IEE
3	Soumyadip Mistry	UG-4	ETCE
4	Moupia Mazumder	UG-4	Computer Science
5	Shounak Das	UG-3	Printing Engineering
6	Amitabh Majumdar	UG-1	Computer Science
7	Sarthak Jauhari	UG-2	Food Technology
8	Sk jubed alam	UG-3	Food Technology
9	Bhavesh Agrawal	UG-2	Power Engineering
10	Sayantana Mukherjee	UG-3	Food Technology
11	Juganta Makhali	UG-2	Power Engineering
12	Sourav Sethi	UG-2	IT
13	Diptoprovo Mondal	UG-1	Food Technology
14	Sayandeep Pramanik	UG-2	Production Engineering
15	Ankan Mondal	UG-4	Computer Science

16	Siddhartha Das	UG-1	Chemical Engineering
17	Urvi Nahata	UG-4	Printing Engineering
18	Anjan Hansda	UG-1	ETCE
19	RAMIJ RAJA MOLLA	UG-3	IEE
20	Koustav Das	UG-4	Construction Engineering
21	DEBAUDH GHOSH	UG-1	Food Technology
22	Sohini Hazra	UG-1	Chemical Engineering
23	Sounak Agarwala	UG-2	Food Technology
24	Aditya Kumar	UG-2	Electrical Engineering
25	Ruchi Sengupta	UG-3	Computer Science
26	Ashis Kumar Mondal	UG-3	Construction Engineering
27	Saritra Bhattacharjee	UG-1	ETCE
28	Nikhil Gupta	UG-4	IT
29	Anupam Dhar	UG-3	Electrical Engineering
30	Diptangshu sengupta	UG-1	Food Technology
31	Sohamdeep Mondal	UG-4	Food Technology
32	Aditi Sarkar	UG-1	Metallurgy Engineering
33	Sabarno Bhattacharya	UG-4	Electrical Engineering
34	Debamita Banerjee	UG-3	Production Engineering
35	Soumyadip Ghosh	UG-3	Construction Engineering
36	Ritika Gutgutia	UG-1	IEE
37	Arya Pandit	UG-1	Chemical Engineering
38	Asmit Acharya	UG-4	Computer Science
39	Arindam Mukherjee	UG-2	Electrical Engineering
40	Sutanu Saha	UG-4	Production Engineering
41	Shreyas Pathak	UG-2	Production Engineering

Detailed Report:

The event was attended by students of the Engineering Faculty of Jadavpur University. Mr. Dutta started the event by laying out the importance of design thinking in the fashion industry. He discussed how it helps to reduce the time it takes to achieve product market fit faster.

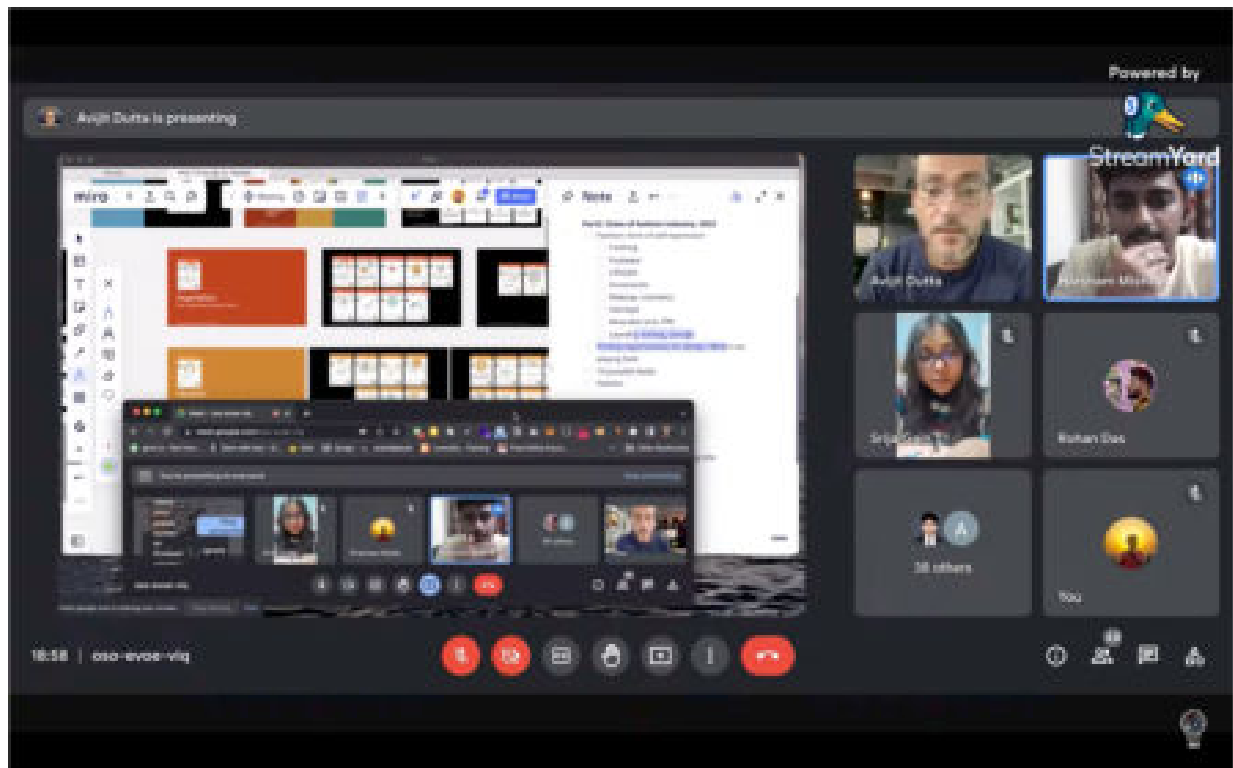
He then focused on the seven stages of design thinking - defining the problem, gathering information, brainstorming ideas, prototyping, selecting ideas, testing, and implementing. He explained how each stage helps to create better fashion products.

The attendees were then asked to brainstorm for solutions with the help of Mr. Dutta. He discussed the importance of focusing on consumer needs when designing products. He also discussed different methods of prototyping and testing which help to identify customer needs quickly. The attendees then discussed how to use design thinking to quickly launch fashion products that have potential to become successful in the market. The attendees also discussed how to use customer feedback to refine fashion products and make them more successful.

Mr. Dutta concluded the event by summarizing the importance of design thinking in the fashion industry and how it can help to achieve product market fit faster. He encouraged the attendees to become familiar with design thinking to better understand customer needs and uses that knowledge to develop fashion products.

Overall, the event was successful in showing the importance of design thinking in the fashion industry and how it can help to achieve product-market fit faster.

Pictures of the Event:



Powered by StreamYard

18:13 | ooo-ivooe-riq

18:13 | ooo-ivooe-riq

Powered by StreamYard

Avijit Dutta is presenting

ADAPT

19:44 | ooo-ivooe-riq

19:44 | ooo-ivooe-riq