

Call for Projects for IASF 2025 Design Thinking Project Showcase

Jan 7, 8, 2025 at VNVJNET, Hyderabad

Objective of IASF 2025 Design Thinking Project Showcase:

- **Demonstrate how working on a Project using Design Thinking approach can develop skills for helping students become more “employable”**

Context:

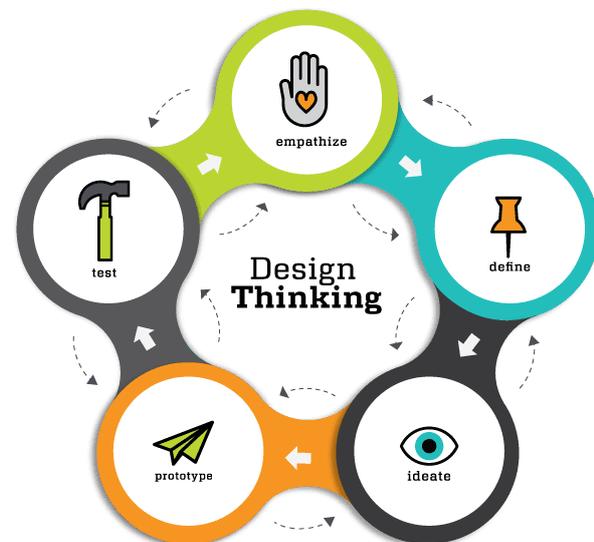
NBA requires that graduates from engineering programs have the attributes listed below as Learning Outcomes. Of these 12 Outcomes, 6 to 12 are extremely relevant to employability of engineering graduates. These are not usually attainable in conventional classroom teaching.

Graduate Attributes by the National Board of Accreditation (NBA):

1. A Knowledge base for engineering
2. Problem analysis
3. Investigation
4. Design
5. Use of engineering tools
- 6. Individual and teamwork**
- 7. Communication skills**
- 8. Professionalism**
- 9. Impact of engineering on society and the environment**
- 10. Ethics and equity**
- 11. Economics and project management**
- 12. Life-long learning**

Outcomes 6 to 12, however, are achievable if we ensure that students do projects using the Design Thinking approach.

Two comparable versions of the Design Thinking Cycle are

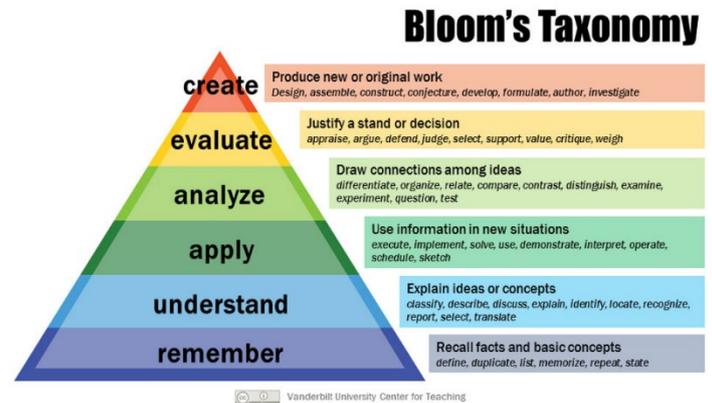


illustrated below:

Collectively, all the steps in the Design Thinking Cycle have the potential to help develop the higher order thinking skills in Blooms Taxonomy.

Potential skills/outcomes developed during the different stages in the Design Thinking Cycle

1. Empathy
2. Communication Skills
3. Critical Thinking Skills
4. Team Skills
5. Innovative Thinking
6. Interdisciplinary thinking
7. Economics and project management
8. Leadership Skills



IASF 2025 Design Thinking Showcase of Student Projects will be the venue for encouraging **teams of faculty and students** to demonstrate evidence of development of these skills by the students.

Schedule

- **Call for Design Thinking Projects: September 15, 2024**
- **Deadline for Submission of Projects: October 31, 2024**
- **Selection of Projects for Presentation at IASF 2025: November 30, 2024**
- **Deadline for IASF 2025 Registration: December 10, 2024**
- **Presentation of Projects: January 7, 8, 2025 at IASF at VNRVJIET, Hyderabad.**
- **Presentation of Awards: January 8 at ICTIEE 2025 at VNRVJIET, Hyderabad**

Eligibility:

ONLY Projects completed by teams of 3 to 5 students guided by a faculty mentor, while teaching a course on using the Design Thinking approach to undergraduate students, during the academic year 2023-24, are eligible. Only members of the IUCEE Consortium are eligible.

Format for Submission of Projects

1. Title and Introduction

- **Title:** Bold and concise title of the project.
- **Subtitle:** A brief tagline or description that captures the essence of the project.
- **Team Members:** Names and roles of the team members involved.
- **Date:** Date of submission or presentation.

2. Problem Statement

- **Description:** A clear, concise statement of the problem you are addressing.
- **Context:** Brief background or context to highlight why this problem is important.

3. Research & Empathy

- **User Insights:** Key findings from user research, including quotes or data that reveal user needs and pain points.
- **Empathy Map:** A visual representation (e.g., empathy map) showing user emotions, needs, and challenges.

4. Define

- **Point of View (POV):** A clear articulation of the user's needs and the problem you are focusing on.
- **Problem Statement:** Refined problem statement based on insights gathered during research.

5. Ideation

- **Brainstorming Process:** Brief overview of the ideation process and methods used (e.g., brainstorming sessions, mind mapping).
- **Idea Highlights:** Key ideas generated, possibly displayed with images or sketches.

6. Prototyping

- **Prototype Overview:** Description of the prototypes created to explore solutions.
- **Images/Samples:** Visuals or samples of the prototypes (e.g., sketches, wireframes, models).

7. Testing & Feedback

- **Testing Process:** Summary of how prototypes were tested with users.
- **Feedback Summary:** Key feedback received from users and how it was incorporated into the design.

8. Final Solution

- **Solution Description:** A detailed description of the final solution or design.
- **Features:** Key features and benefits of the solution.
- **Visuals:** High-quality images or diagrams of the final solution.

9. Reflections and Next Steps

- **Lessons Learned:** Insights gained from the project and any challenges faced.
- **Future Steps:** Recommendations for further development or next steps.

Criteria for Evaluation of Submitted Projects

1. User-Centric Focus

- **Empathy and Understanding:** Does the project demonstrate a deep understanding of the user's needs, desires, and pain points?
- **User Feedback:** How effectively does the project incorporate user feedback and insights throughout its development?

2. Problem Definition

- **Clarity of Problem Statement:** Is the problem clearly defined and framed from the user's perspective?
- **Relevance and Impact:** Does the project address a significant issue that impacts the target audience?

3. Ideation Quality

- **Creativity and Innovation:** Are the proposed solutions creative and original?
- **Range of Ideas:** Does the project explore a wide range of potential solutions before converging on a final approach?

4. Prototyping and Testing

- **Prototyping Process:** How effectively does the project use prototypes to explore and refine ideas?
 - **Iteration and Improvement:** Is there evidence of iterative development based on testing and feedback?
- 5. Feasibility and Viability**
- **Technical Feasibility:** Is the proposed solution technically feasible and practical to implement?
 - **Financial Viability:** Are the costs and resources required for implementation realistic and sustainable?
- 6. User Experience**
- **Usability:** How intuitive and user-friendly is the proposed solution?
 - **Experience Impact:** Does the solution enhance the user experience in a meaningful way?
- 7. Alignment with Objectives**
- **Project Goals:** Does the project align with the broader goals and objectives set out at the beginning?
 - **Strategic Fit:** How well does the project fit with the overall strategy or mission of the organization or initiative?
- 8. Scalability and Sustainability**
- **Scalability:** Can the solution be scaled up or adapted to other contexts or user groups?
 - **Long-term Sustainability:** Is the solution designed to be sustainable over time, considering factors like maintenance and resource use?
- 9. Collaborative Effort**
- **Team Dynamics:** How well does the project leverage the skills and perspectives of a diverse team?
 - **Stakeholder Engagement:** Does the project effectively engage and involve relevant stakeholders throughout the process?
- 10. Impact Measurement**
- **Success Metrics:** Are there clear metrics or criteria for measuring the success and impact of the project?
 - **Evidence of Impact:** Is there evidence that the project will achieve the desired outcomes and make a positive difference?
- 11. Social Impact**
- **Societal Relevance:** Does the project expect to have a social impact ?
 - **Relevance to UNSDGs:** Does the project address any of the UN Sustainable Development Goals ?
 - **Multidisciplinary:** Does the project include elements from several disciplines of learning ?

Link for Submitting Projects

<https://docs.google.com/forms/d/e/1FAIpQLSdy4Oj2F6IzHcwBJmwT9spJGfN8BeYhAYc2Mfj4ziFkURngOg/viewform>

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