


Institution's Innovation Council

**Design Thinking to Product Development
workshop
on
27.12.2022**

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Faculty Incharge


President/NC


Principal

SSM INSTITUTE OF ENGINEERING AND TECHNOLOGY
Dindigul – Palani Highway, Dindigul – 624 002.

Website: www.ssmiet.ac.in

Institution's Innovation Council

CIRCULAR

21.12.2022

One day Workshop on “Design Thinking to Product Development” is scheduled to be conducted on 27.12.2022. Henceforth, interested students from all disciplines are requested to attend this workshop and get benefitted.

Resource Person:

Dr.S.Vinodh

Professor

Department of Production Engineering

National Institute of Technology

Tiruchirappalli

Date & Time: 27.12.2022 & 10.00 AM – 4.30 PM


Venue: Seminar Hall-1



Dr.K. Vinoth Kumar

Professor/ECE

President/IIC



Ms N.J Divya, AP/CSE

Mr M.Selwin, AP/Mech

Coordinator /IIC



Principal



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Dindigul-Palani Highway, Dindigul - 624 002, Tamilnadu

Institution's Innovation Council



Organizes

Workshop on

Design Thinking to Product Development

Date : 27.12.22(Tuesday) | Time : 10:00 a.m to 04:30 p.m

Venue : Seminar Hall - 1



Resource Person

Dr. S. Vinodh

Professor in Department of Production Engineering,
National Institute of Technology,
Trichirapalli.

President / IIC : **Dr. K. Vinoth Kumar**, Prof./ECE

Co-ordinators / IIC : **Mrs. N.J Divya**, AP/CSE
Mr. M. Selwin, AP/Mech

Principal
Dr. D. Senthil Kumaran

All are Cordially Invited



SSM Institute of Engineering and Technology, Dindigul

Dindigul – Palani Highway, Dindigul – 624 002

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Institution Innovation Council

Name of the Program: Workshop on “Design Thinking to Product Development”

Name of the Guest: **Dr.S.Vinodh,**
Professor, Department of Production Engineering,
National Institute of Technology,
Tiruchirappalli, Tamil Nadu.

Date & Venue: 27-12-2022 & Seminar Hall - 1

Timing: 10.00 a.m. to 04.30 p.m.

Attendance Sheet

S.No	Register Number Department	Name of the Participant	Signature of the Participant
1.	22RAIO10 (AI-DS)	R-Mohammed Nowfal	Rmdnowfal
2.	22RCS014 (CSE)	A.J. Harvishraj	A.J. Harvishraj
3.	22RME001 (MECH)	A.Abdul Rakuman	A.Abdul Rakuman
4.	22RME007 (MECH)	S.Kaviarasu	S.Kaviarasu
5.	22RME024 (MECH)	R.Vasanth Balaji	R.Vasanth Balaji
6.	22RME005 (MECH)	V-Daniel RAJ	V-Daniel RAJ
7.	22RECO07 (ECE)	V.Aravindhkumar	V.Aravindhkumar
8.	22RECO32 (ECE)	R.Gokulnath	R.Gokulnath
9.	22RECO34 (ECE)	S.Gopinath.	S.Gopinath.
10.	22RECO17 (ECE)	S. Clement	S. Clement.
11.	22RME012 (MECH)	S.R. Narakishore	S.R. Narakishore
12.	22RME020 (MECH)	V.ishik Kumar	V.ishik Kumar

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S. NO	Department	Name	Signature
13	22 RME010 (MECH)	A. Lawrence	A. Lawf
14	22 RME015 (MECH)	R. Sudhan	R. Sudhan
15	22 REC001 (ECE)	M. Aathis	M. Aathis
16	22 REC045 (ECE)	M. Karthikeyan	M. Karthikeyan
17	22 REC053 (ECE)	K. Lingesh Kumar	K. Lingesh Kumar
18	22 REC081 (ECE)	D. T. Ramesh Prasanth	P. T. Ramesh Prasanth
19	22 RBS003 (CSBS)	J. Dhanush Pandi	J. Dhanush
20	22 RBS014 (CSBS)	Monish Babu VM	Monish
21	22 RCS056 (CSE)	R. Sundhreshwaran	R. Sundhreshwaran
22	22 RCS48 (CSE)	V. SARATHY	V. Sarathy
23	22 RCS055 (CSE)	Sujith Kumar K	Sujith Kumar K
24	22 RCS050	G. Sathish kanthi et.	G. Sathish
25	22 RAI009 (AIDS)	Mohammed Abzeef	Mohammed Abzeef
26	22 RAI020 (AIDS)	M. S. Sambal Kumar	M. S. Sambal Kumar
27	22 RBS028 (CSBS)	A. Tharun Prasanth	A. Tharun Prasanth
28	22 RCS094 (CSE)	J. Kaleel Shamed	J. Kaleel Shamed
29	22 REC059 (ECE)	S. MUGUNTHA	S. MUGUNTHA
30	22 REC096 (ECE)	R. SHARON	R. SHARON
31	22 REC046 (ECE)	S. Kausal Negan	S. Kausal Negan
32	22 REC037 (ECE)	K. Harikrishnan	K. Harikrishnan
33	22 REC056 (ECE)	N. MOHAMED UVAID	N. MOHAMED UVAID

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34.)	22RECO61(ECE)	MUTHUKAMATCHA.K	shy.
35	22REC111(ECE)	THANIAL DISHOSHAR.	R. Thy.
36.	22RECO95(ECE)	P. SHAM SANTHOSH	shy
37.	22REC118 (ECE)	A. Vishnu prasadh	A. Vishnu prasadh
38.	22REC107 (ECE)	H. Sreeya kumaran	H. Sreeyakumaran
39	22REC120 [ECE]	J. YOGESH.	J. Y. P.
40.	22REC073 [ECE]	M. Parthasarathy Raj	M. Parthasarathy Raj
41.	22RECO30(ECE)	R. GIRIRAJ	R. Girish
42	22REC002(ECE)	J. Abdul Wahith	J. Abdul Wahith
43.	22RCS036(CSE)	R. Rakhyanna.	Rakhyanna
44.	22RCS037 (CSE)	S. Reshma.	S. Reshma
45.	22RCS021 (CSE)	P. Jeya shri	P. Jeya shri
46	22RBS012(CSBS)	V. Madhumitha	Madhumitha
47	22RBS011 (CSBS)	M. Kaviya lakshmi	M. Kaviyalakshmi
48.	22RCS038(CSE)	B. Rithikaa	B. Rithikaa
49	22RCS034 (CSE)	S. Priyanga Saleth Mary	S. Priyanka
50	22RCS025(CSE)	G. Kanisha	Kanisha
51	22REC071 (ECE)	Pagalavathi.R	R. Pagalavathi
52.	22RAI015(AIDS)	R. Poorani	R. Poorani
53.	22RCS009 (CSE)	J. Divya Dharshini	J. Divya Dharshini
54.	22RCS019(CSE)	J. Jeeritha	J. Jeeritha
55.	22RAI026(AIDS)	M. Varsha	M. Varsha
56.	22REE003(EEE)	L. Gracious Louissama	L. Gracious

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57.	22 REC103 (ECE)	K. Subhagatha	K. Subhagatha
58	22 REC098 (ECE)	J. Shri Shadha	Shadha
59	22 REC102 (ECE)	S. Sowmya Vasthina	S. Sowmya Vasthina
60.	22 REC113 (ECE)	S. Upasreeee.	S. Upasreeee
61	22 REC114 (ECE)	J. SANTHOSHI	J. SANTHOSHI
62.	22 REC115 (ECE)	G. Sathya Surya	G. Sathya Surya

1. N.J.D.
27/12/22
2. P. S.
27/12/22
Event In-charge/IIC

66
President/IIC

Principal



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Report

Date: 09/01/2022

One day workshop on “**Design Thinking to Product development**” was conducted on 27/12/22 in Seminar Hall - 1 for I- Year Students from all Disciplines. Event started with Prayer song at 9.30 a.m. As per the agenda Welcome speech was addressed by Dr C.Sujatha HoD of CSE Department welcomes our honourable Chief Guest Dr S.Vinodh, Professor in Department of Production Engineering, National Institute of Technology, Trichy and our beloved students.





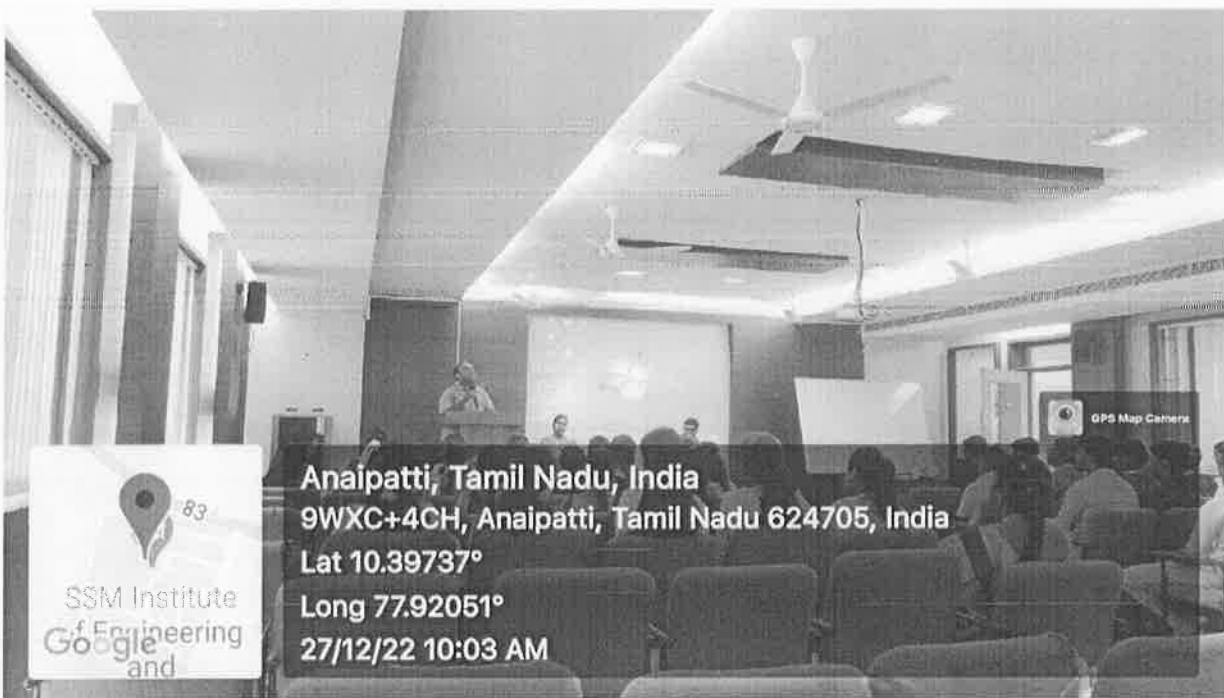
Introduction about the chief guest was given by V.P Rakshitha II-Year CSE Department of SSMIET.

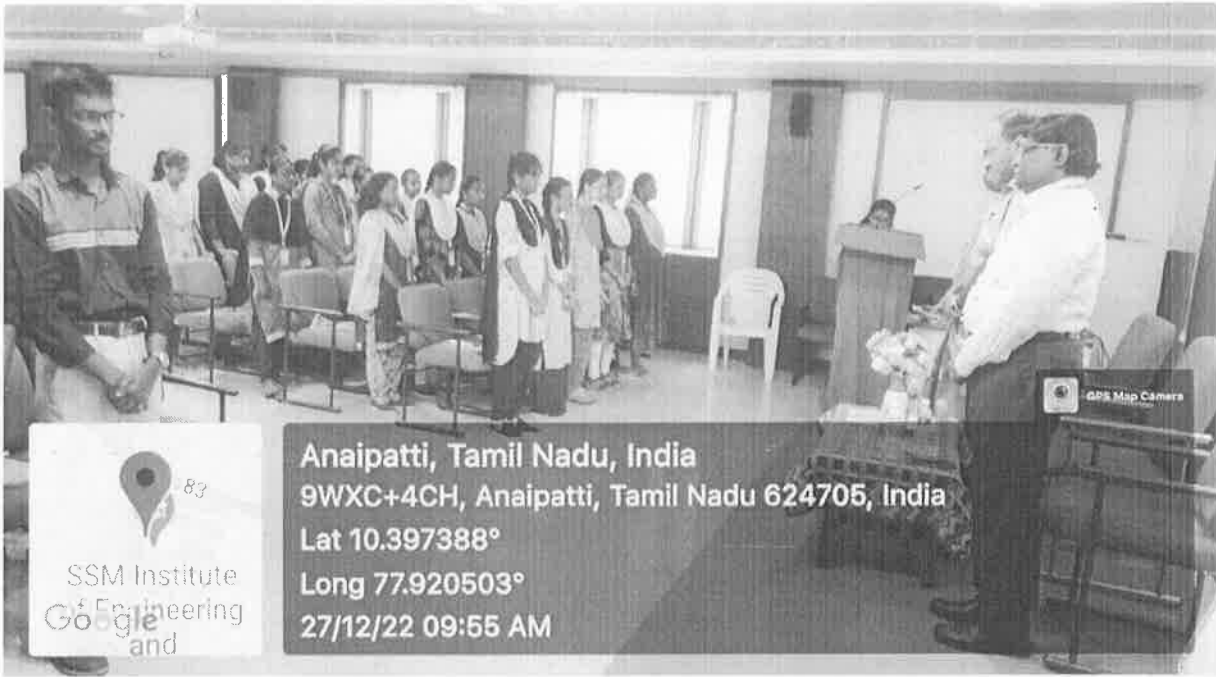


After the addressal by Rakshitha, chief guest Vinodh sir was honoured by Dr G.Sankara Narayanan, HoD of mechanical Department by awarding shield to him.



Then chief guest takes over the session by thanking all members of the IIC Cell and the management for providing the opportunity to interact over the students through an IIC and finally thanked him through vote of thanks by Ms N.J Divya Event coordinator of IIC cell and played national Anthem.





Anaipatti, Tamil Nadu, India
 9WXC+4CH, Anaipatti, Tamil Nadu 624705, India
 Lat 10.397388°
 Long 77.920503°
 27/12/22 09:55 AM

Invitation



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Institution's Innovation Council



Organizes
 Workshop on

Design Thinking to Product Development

Date : 27.12.22(Tuesday) | Time : 10:00 a.m to 04:30 p.m
 Venue : Seminar Hall - 1



Resource Person
Dr. S. Vinodh

Professor in Department of Production Engineering,
 National Institute of Technology,
 Trichirapalli.

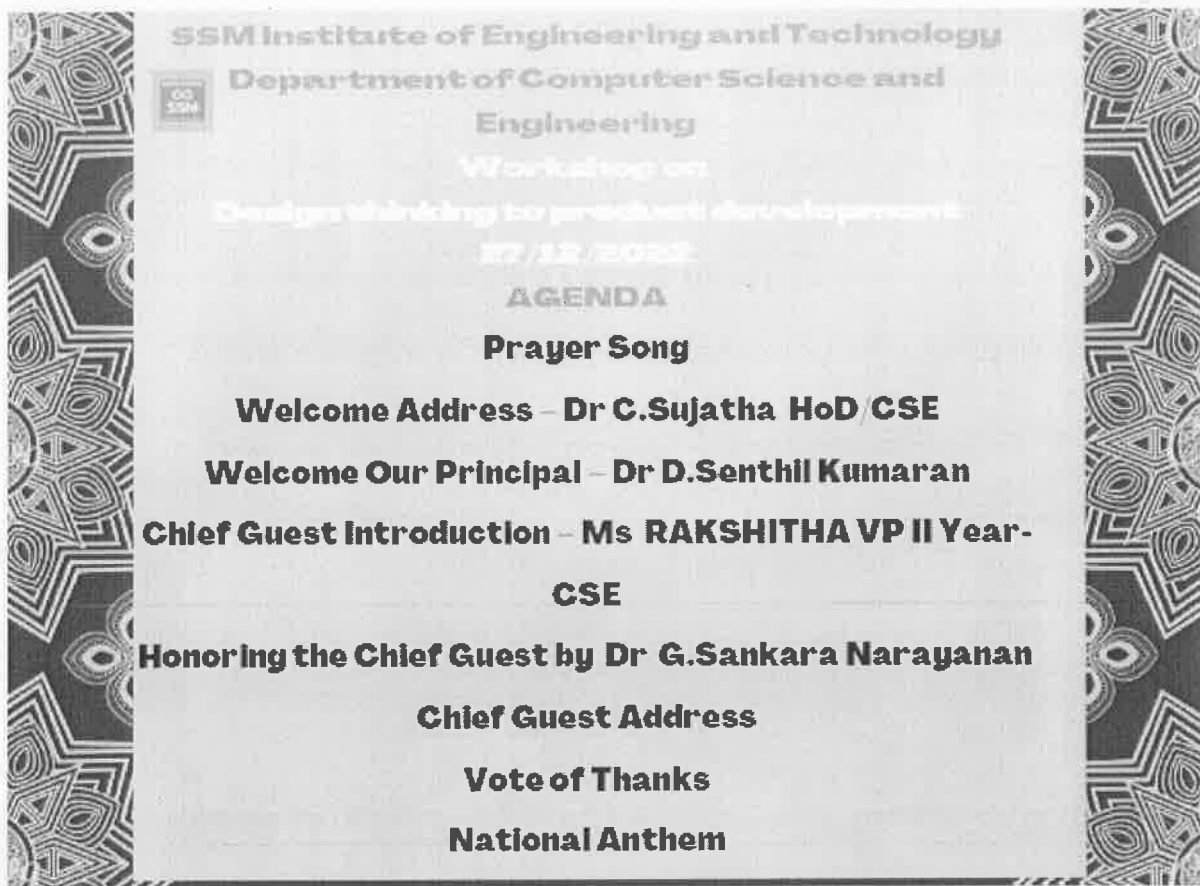
President / IIC : **Dr. K. Vinodh Kumar, PhD/ECE**

Principal
Dr. D. Senthil Kumaran

Co-ordinators / IIC : **Mrs. N.J Divya, AP/DSG**
Mr. M. Selwin, AP/Mech

All are Cordially Invited

Agenda:



Syllabus Coverage:

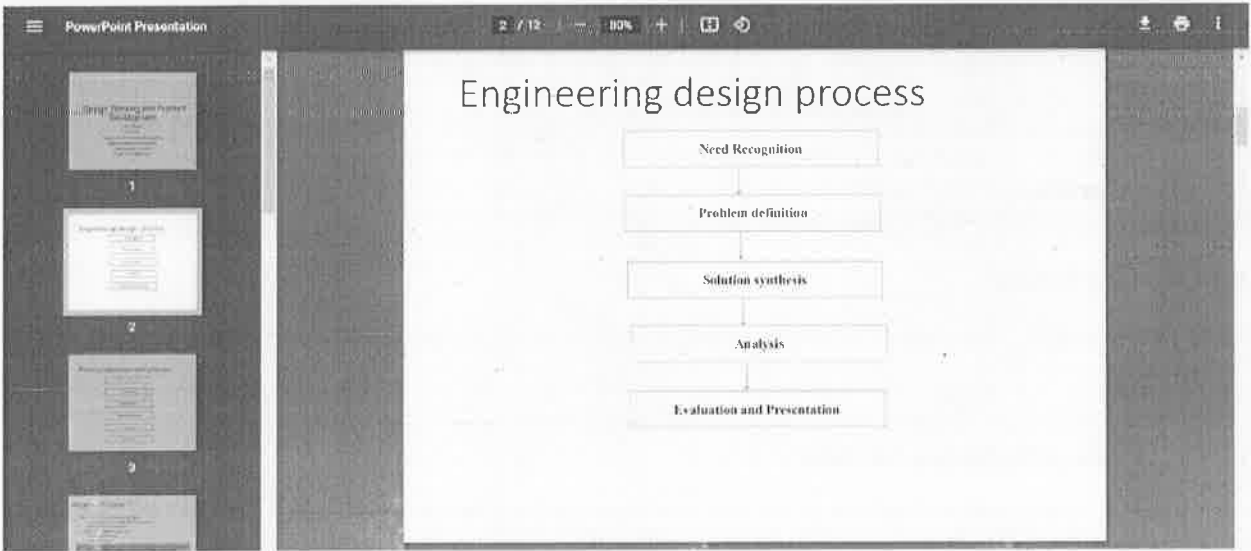
Morning Session:

Time: 9.30 a.m to 1.00 p.m

Topics Covered
Engineering design process
Product development process
What is "S-Curve"
Conducting interviews: Like/Dislike Method
Establishing Engineering specifications
Customer requirements/Engineering specifications

Function modeling basics
Basic methods : Information gathering and brainstorming
Traditional Brainstorming
Pugh Charts

Started the session by showing presentation to the students and interacting with the students by asking basic questions on design process to check their depth of knowledge in that field.





After showing the flowchart of how the requirements transformed into design aspect and how it will be converted into product will be explained in detail and ask few examples in real time with the students



PowerPoint Presentation 4 / 12 78%

What is "S-Curve"?

- The uses of S-curve *at the industry level* :
 - The description of the magnitude of improvement
 - The prescriptive S-Curve theory
- Product performance results from:
 - Component technology
 - Architectural design

S-curve can provide convincing explanations of why alternative technologies have made substantial inroads against currently dominant technology?

Time in engineering effort



PowerPoint Presentation 5 / 12 78%

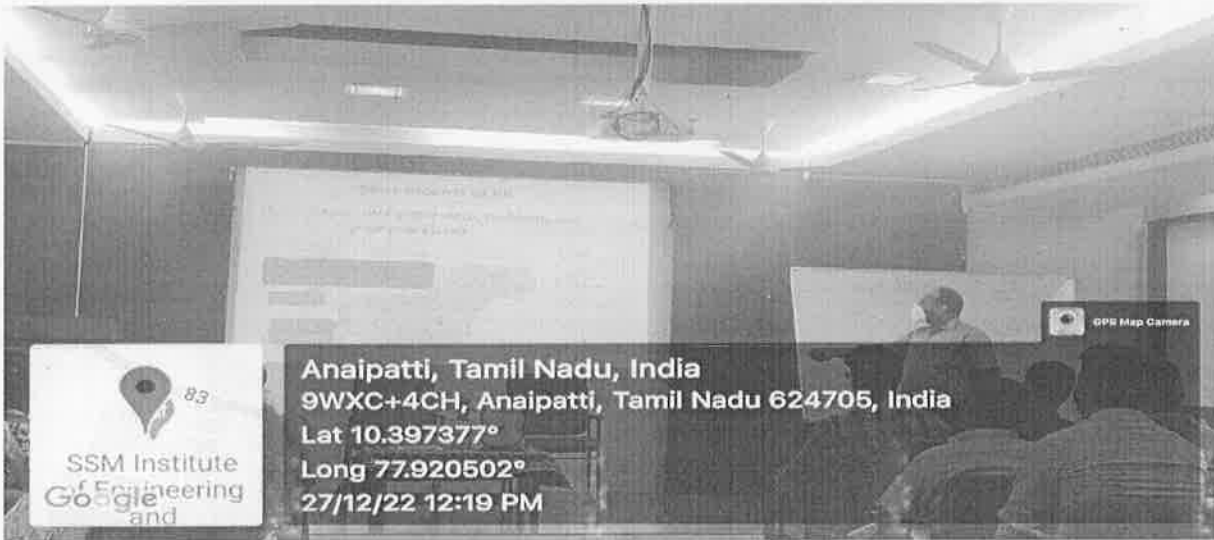
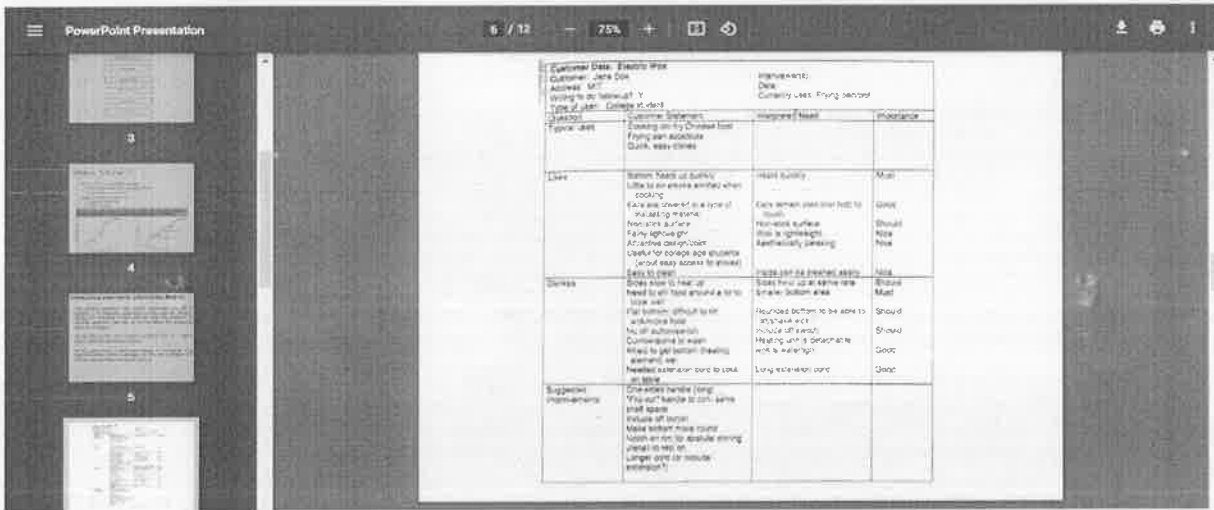
Conducting interviews: Like/Dislike Method

- The simplest approach that proves reasonably effective in practice is to interview customers as they use the product. During the interview, a team member asks the customer to describe what they like and do not like about the product at their site of usage.
- During this process, more detailed questions may be asked to explore different facts of the product.
- At the same time, a reasonable needs is developed. It is important when holding interviews to have the customers run through their process of using the product.

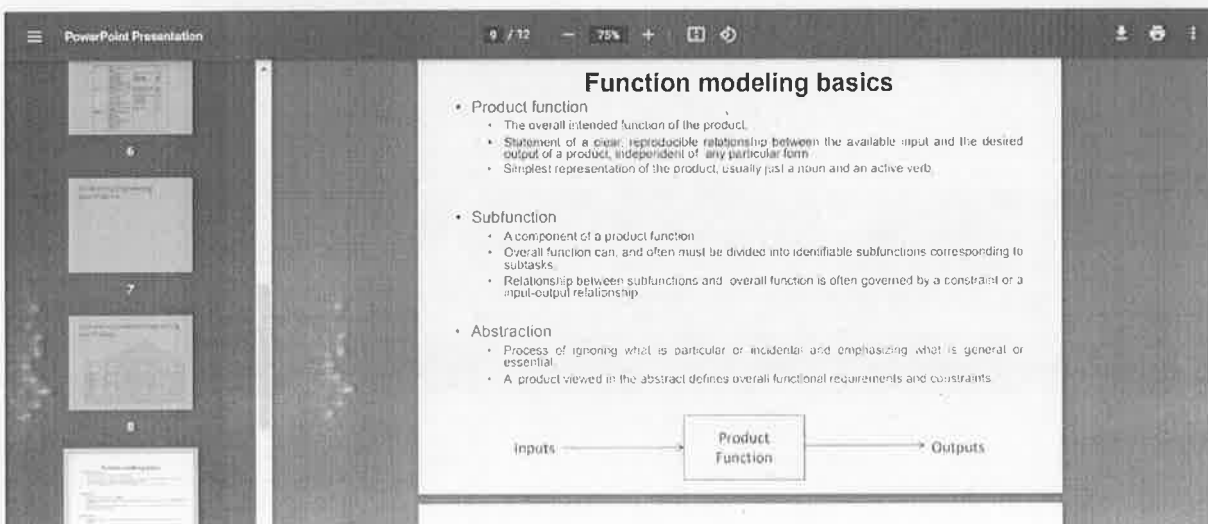
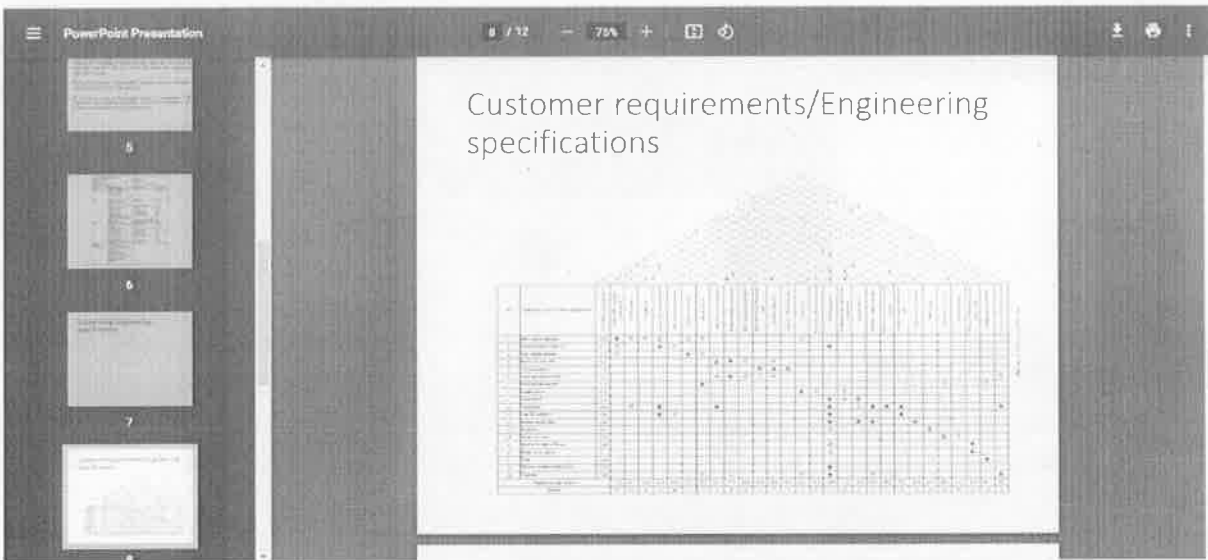
Time in engineering effort



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PowerPoint Presentation 10 / 12 75%

Basic methods : Information gathering and brainstorming

- Concept generation is the divergent development of many alternatives, where the focus is on innovation, structural layout and function satisfaction.
- Formal concept generation methods may be classified broadly as:
- Intuitive and Directed (logical)

10

PowerPoint Presentation 11 / 12 75%

Traditional Brainstorming

- It is an intuitive method of generating concepts. It focuses on product function and architecture, where team members communicate ideas verbally during a set time period.
- All team members are encouraged to be open and uninhibited during the initial sessions of brainstorming.
- There is no need to strictly adhere to product specifications, but instead to focus on the functional needs of a product.
- The overall aim of brainstorming is to obtain several concepts that might work as solution principles to a piece of the design problem.

11

PowerPoint Presentation 12 / 12 75%

Pugh Charts

- The Pugh chart evaluation scheme presented earlier involves sets of alternatives, sets of criteria and a better/same/worse evaluation against a datum
- With the set of alternatives and criteria, there are three basic mathematical tasks that are to be completed

12



Finally show the morphological analysis chart of each functions we have taken in an bicycle example and showed some solutions also.

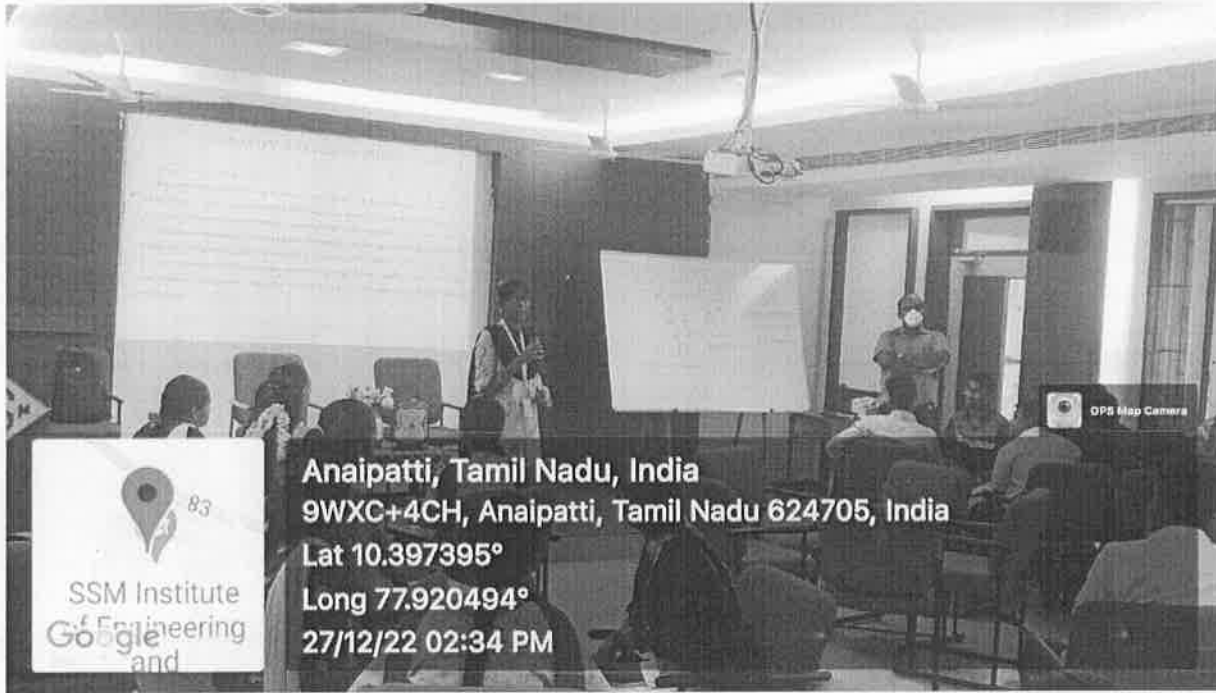
Afternoon Session:

Timing: 1.30 p.m to 4:30 p.m

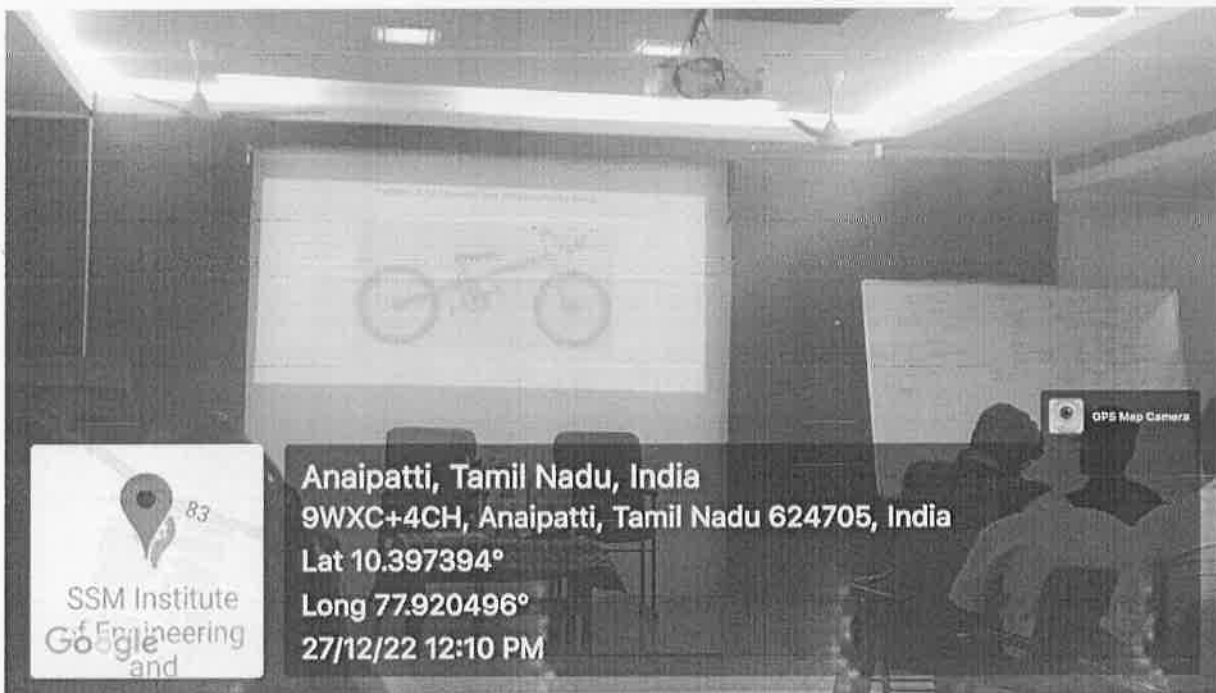
Session was started by splitting the 60 students into twelve teams and each with five members in that and form a round table conference for discussing their ideas with their team members.



Each team chooses their own topic of customer requirements and started to sketch their own design conversion of requirements to product map.

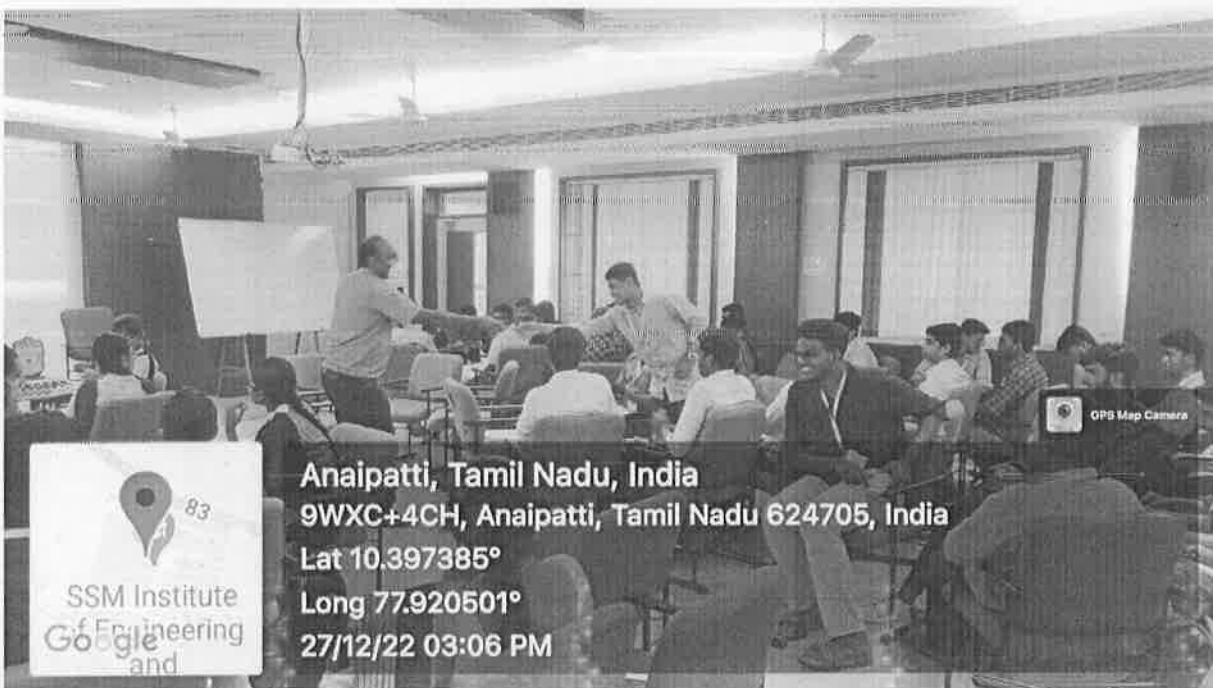
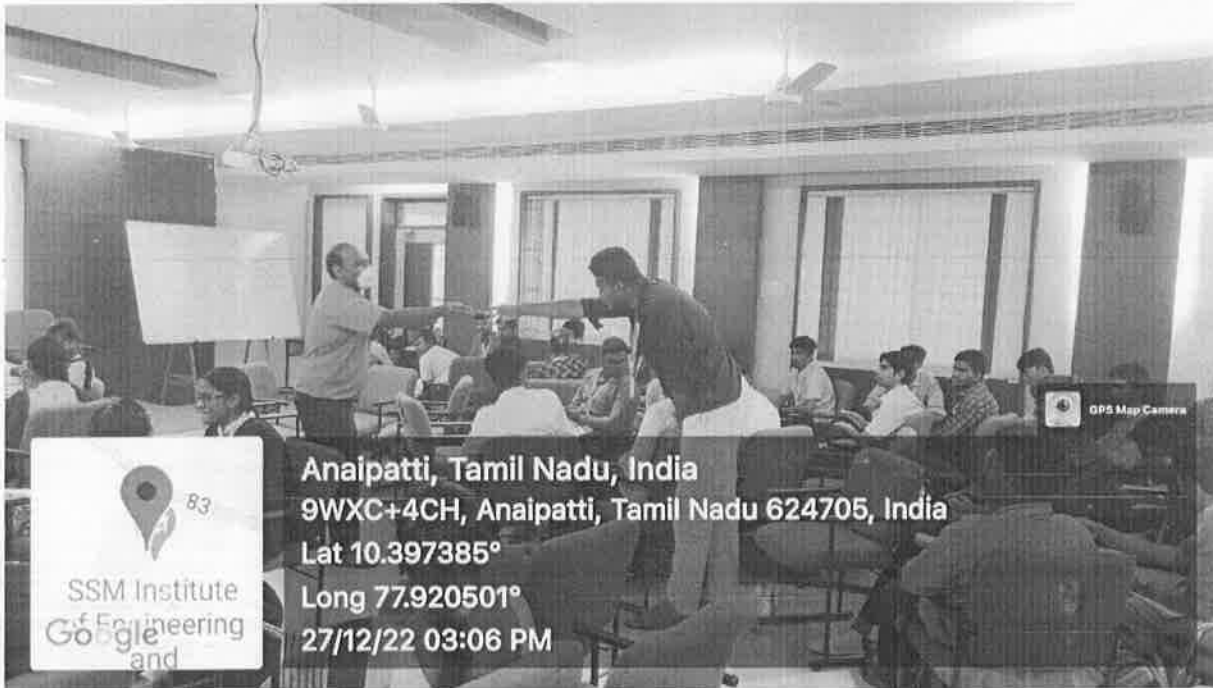


Chief guest shown their own case study for figuring out how to convert their ideas into product design like foldable bicycle.



Quiz Session:

After showing the case study to the students a small quiz session was conducted to recollect all the information gathered from morning session. Those who answered well was appreciated by the chief guest and gifted pen for that students.





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GPS Map Camera



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GPS Map Camera

Students Discussing and Sketching Their own Ideas:



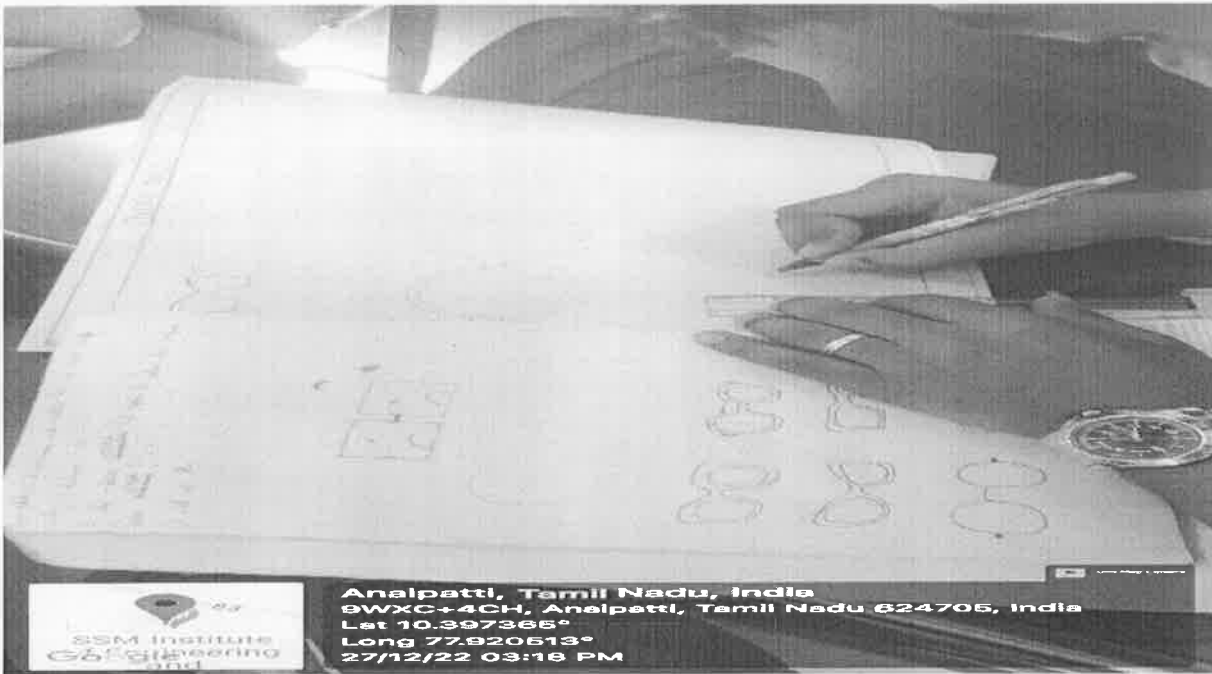


Team	Topic Chosen
Team 1	Ergonomic Chair
Team 2	Smart Switch
Team 3	Smart Fan
Team 4	Traveller shoe(Smart Shoe for Various seasons)
Team 5	Smart Specs
Team 6	Digitalization Helmets

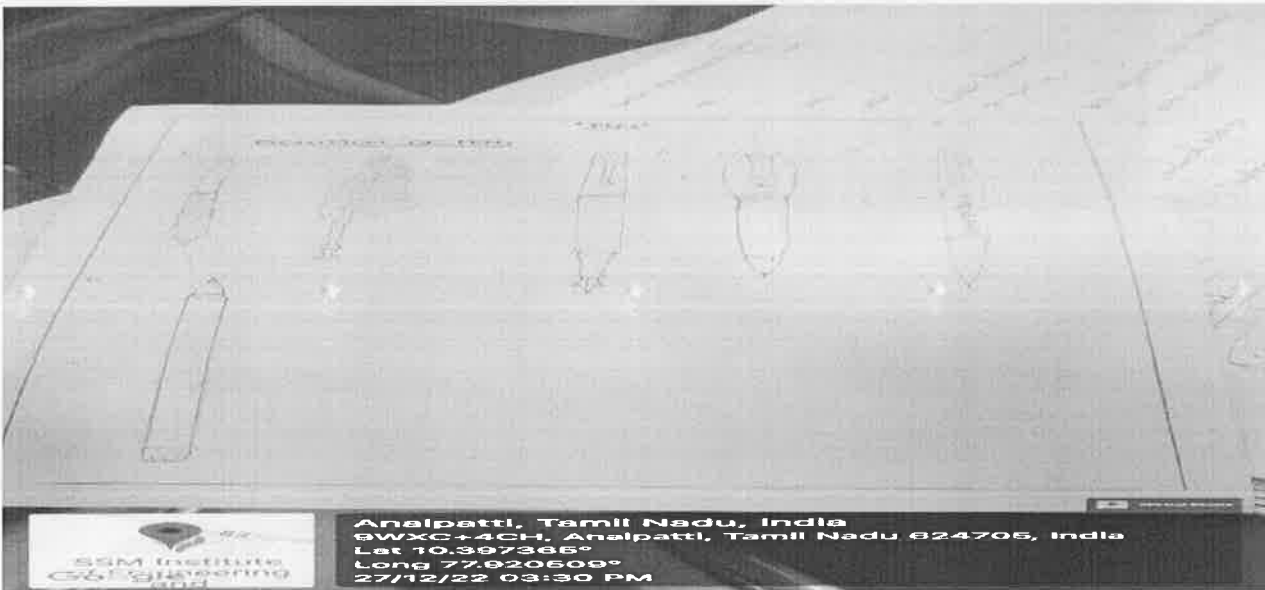
Team 7	KLEXA Air pods
Team 8	Foldable Laptops
Team 9	Smart Pen(Stylo-Metlantikos)
Team 10	Smart ID Card
Team 11	Smart Syntax tank
Team 12	Umbrella Table

Each team presented their customer requirements and the design of their product to all members.

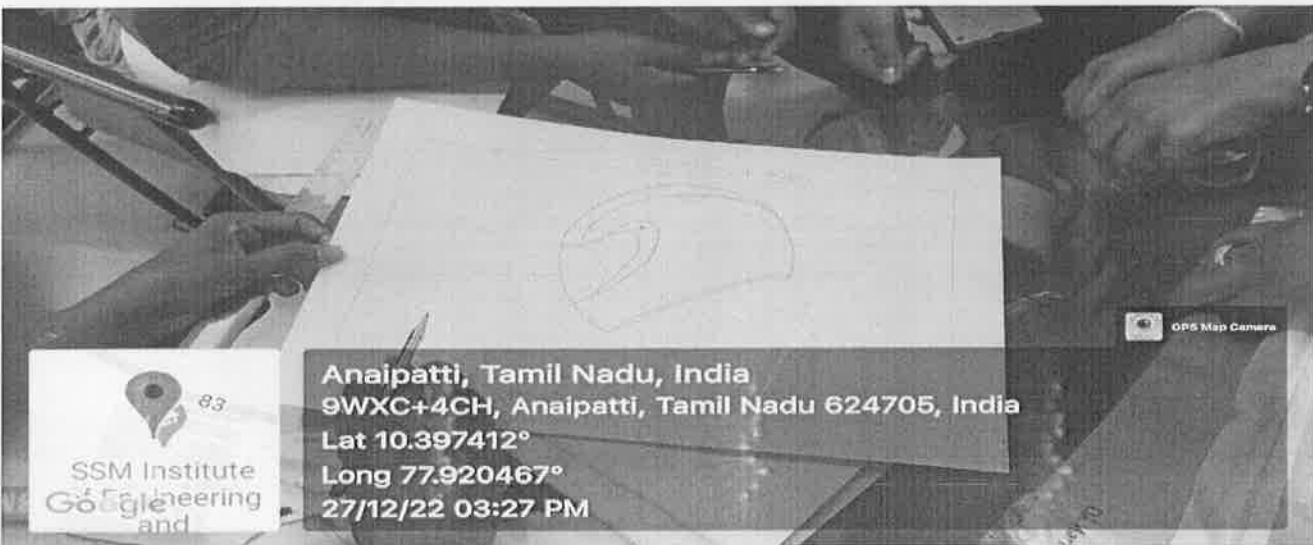




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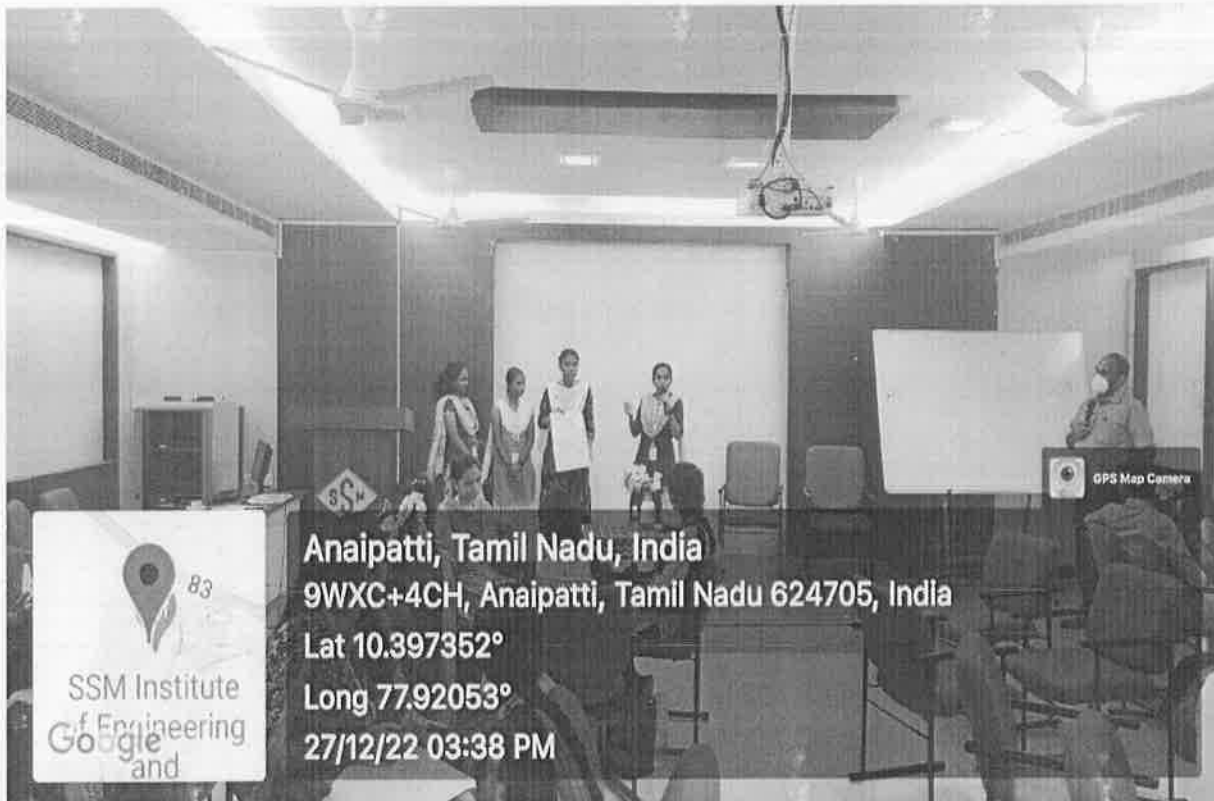
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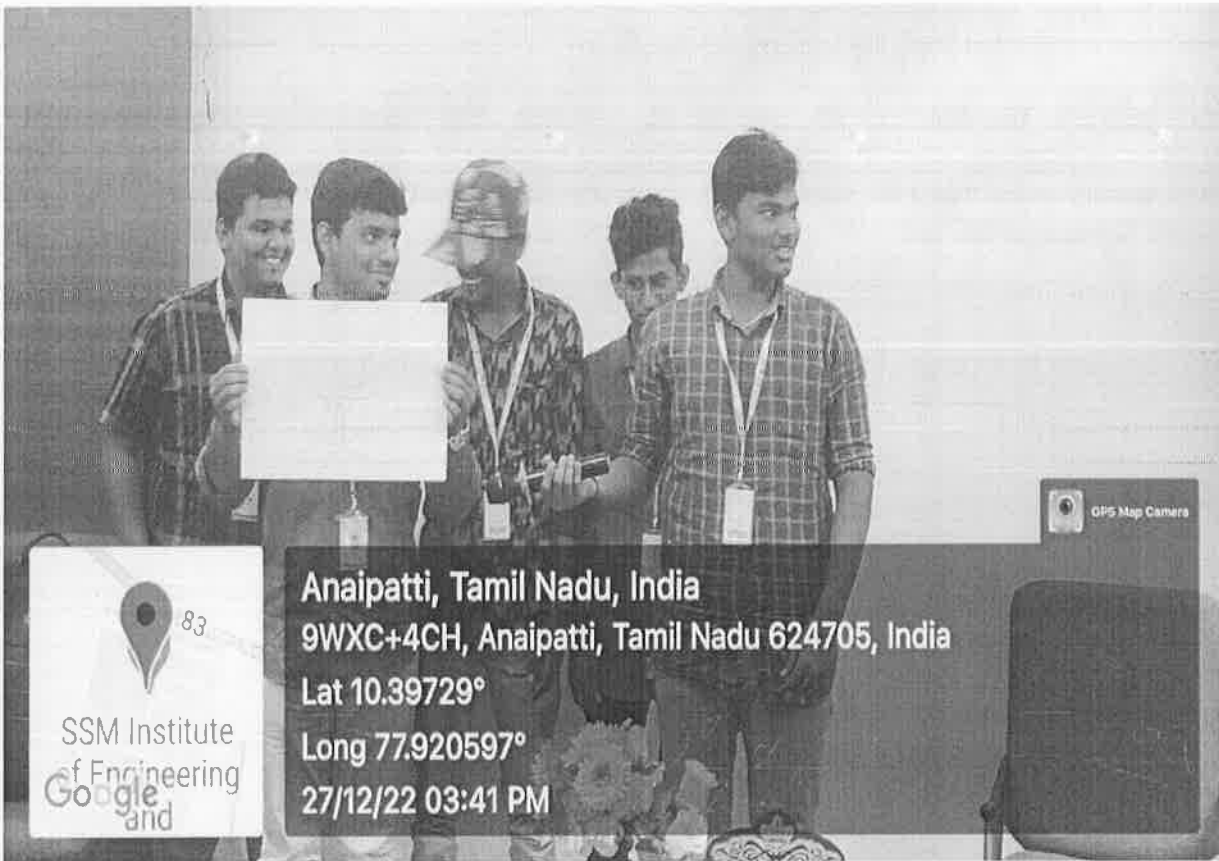
OP6 Map Camera

After sketching their design, presented their design in front of all and told about their advantages, Features about their product in detail.





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27/12/22 03:41 PM



Each and Every point trainer interacts with the students by asking questions and answering them gently. We conclude the workshop by getting feedback from the students and appreciate the efforts taken by the students. We conclude the session at 4.30 p.m and thank the chief guest for thier patience, involvement and core to the knowledge he expressed and motivated the students.

Students learned lot from the session by how simply convert our customer requirements into product and they asked to arrange the detailed marketing strategy also in future.


Event- Coordinators/IIC


President/IIC


Principal



Institution's Innovation Council (IIC)

Feedback form

Name of the Program:	Workshop on "Design Thinking to product development"	
Name of the Guest:	Dr S.Vinodh, Department of Production Engineering, National Institute of Technology, Trichy.	
Date & Venue: 27.12.22 & Seminar Hall 1	Timing: 10:00 a.m. to 04.30 p.m.	

1. Content delivery by Resource person
 - Excellent
 - Good
 - Fair
2. Resource person's knowledge on content delivered
 - Excellent
 - Good
 - Fair
3. Response of the resource person to students' queries.
 - Excellent
 - Good
 - Fair
4. Whether the session was useful?
 - Excellent
 - Good
 - Fair
5. Overall experience
 - Excellent
 - Good
 - Fair
6. Suggestions/ Comments to improve, if any:

∴ This session is very useful for me to uplift my professional life

Signature of the Participant

P.T. Raam Prasanth.



Institution's Innovation Council (IIC)

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 - Fair
6. Suggestions/ Comments to improve, if any:

∴ The session was very useful

B. Rithika
Signature of the Participant

Institution's Innovation Council (IIC)

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 - Good
 - Fair
6. Suggestions/ Comments to improve, if any:

This way of method is Very Approaching. So continue like this.

R. Pragalaxathi
Signature of the Participant



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6. Suggestions/ Comments to improve, if any:

∴ The way of speech is good.

Priyanka Sabeth Mary. S
Signature of the Participant



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6. Suggestions/ Comments to improve, if any:

We gained more knowledge from this sir, no suggestions sir.
Thank You

Ranishalpa
Signature of the Participant



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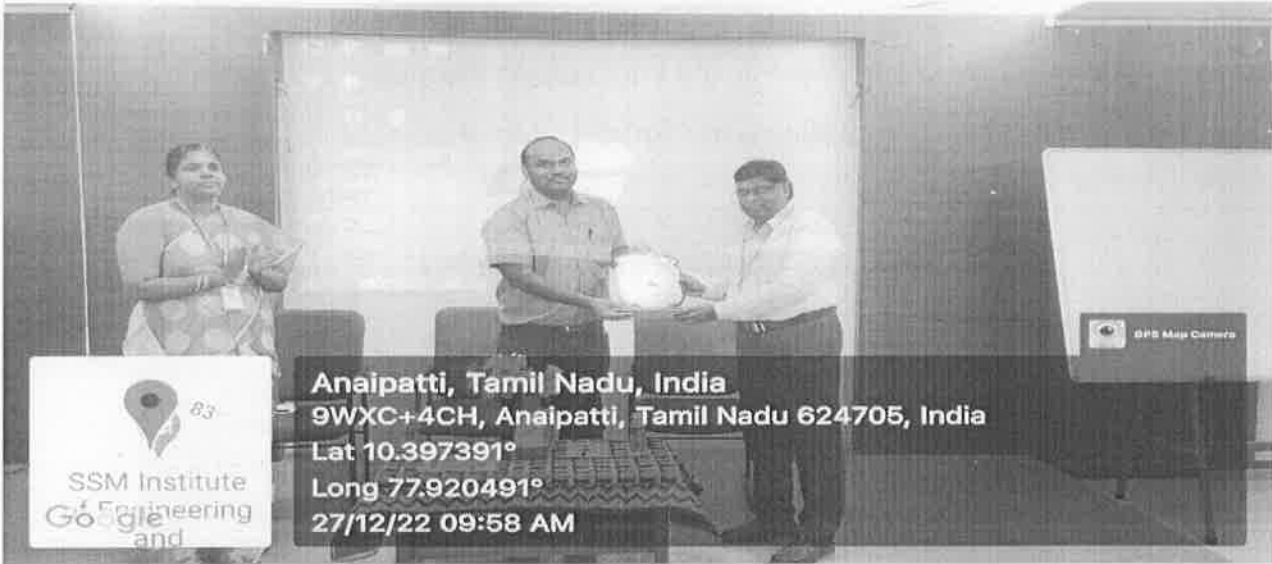
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Institution's Innovation Council (IIC)
Workshop Photos





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Anaipatti, Tamil Nadu, India
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Long 77.92051°
27/12/22 10:03 AM

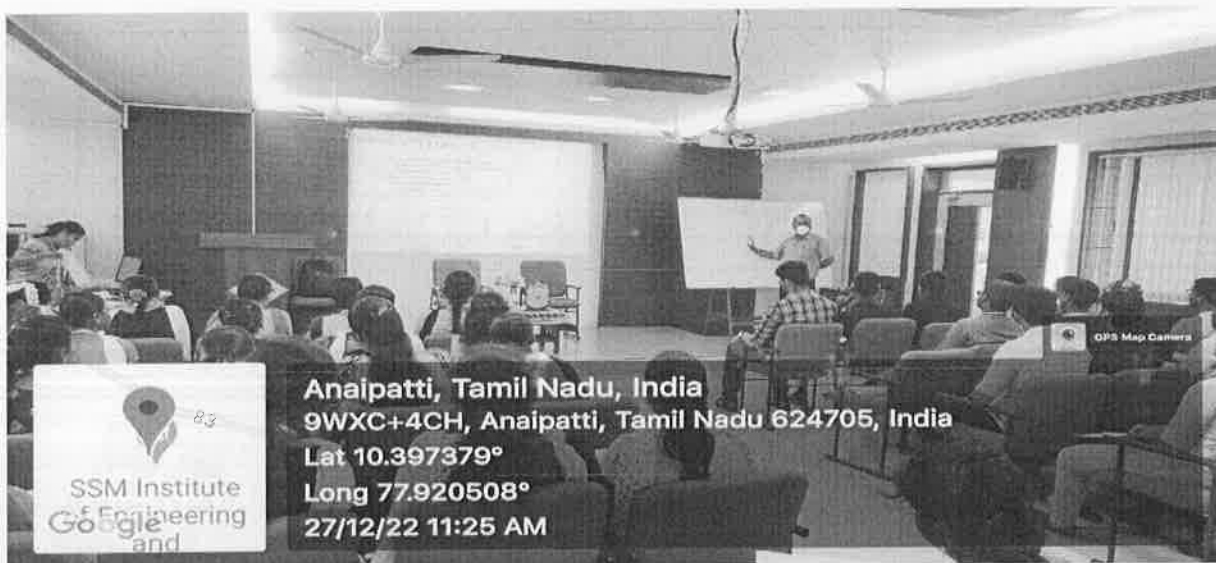


Anaipatti, Tamil Nadu, India
9WXC+4CH, Anaipatti, Tamil Nadu 624705, India
Lat 10.397388°
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27/12/22 09:55 AM



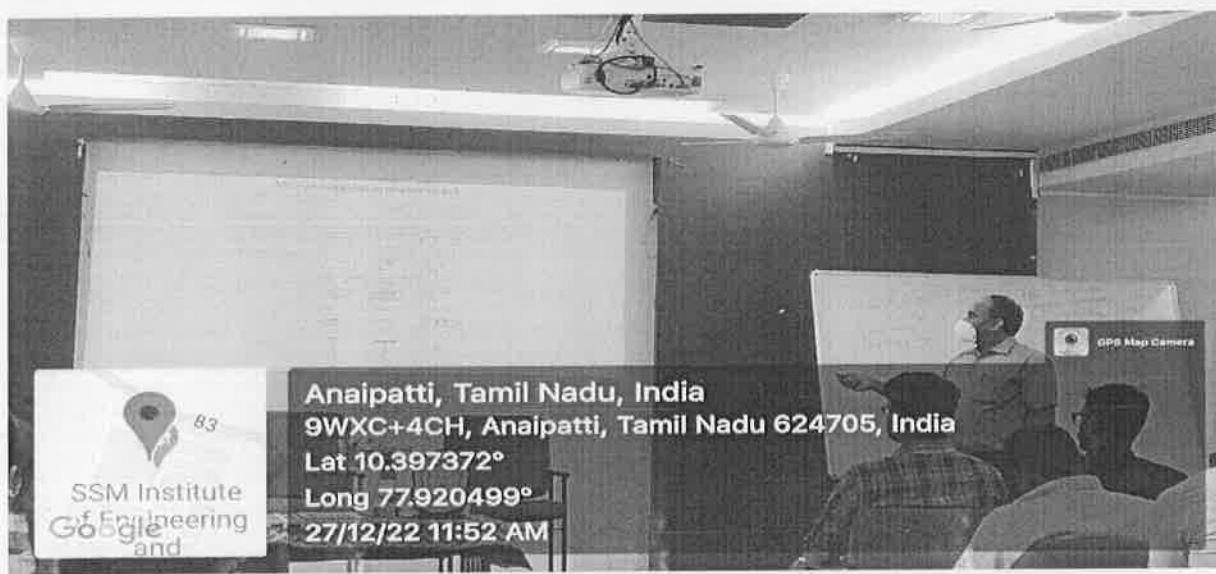
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9WXC+4CH, Anaipatti, Tamil Nadu 624705, India
Lat 10.397393°
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27/12/22 10:27 AM

GPS Map Camera



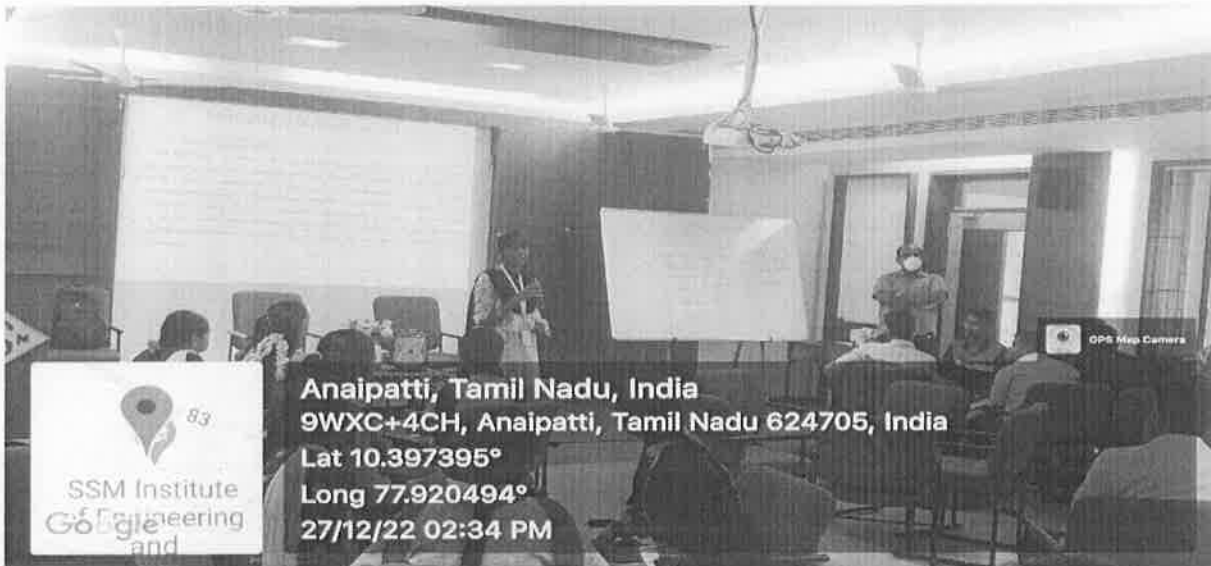
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Lat 10.397379°
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GPS Map Camera

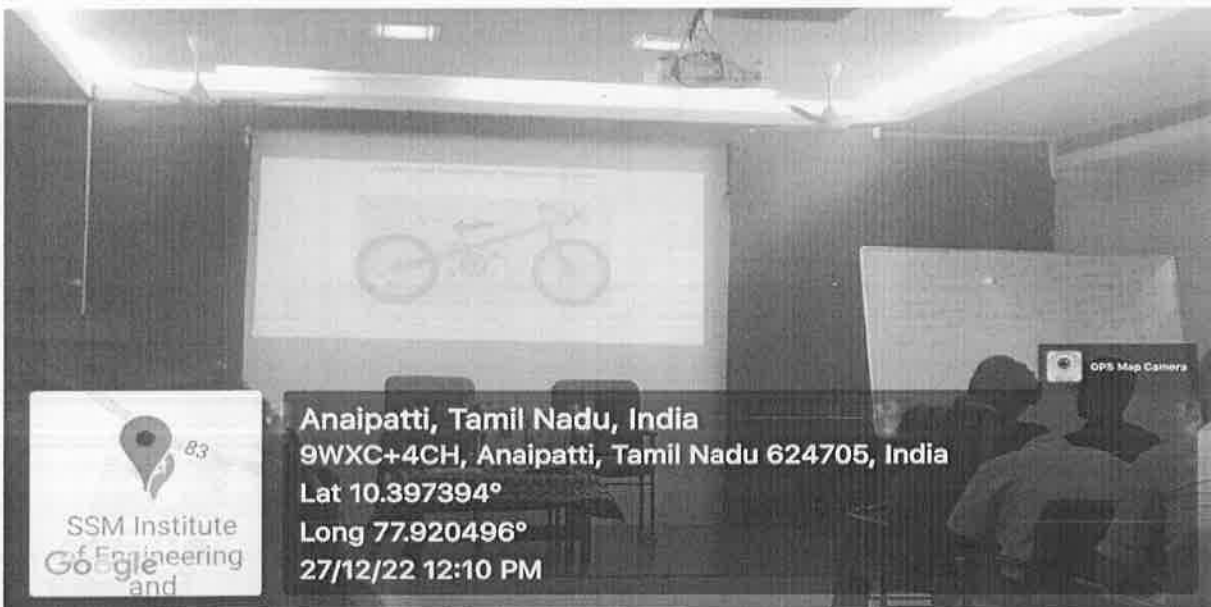


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9WXC+4CH, Anaipatti, Tamil Nadu 624705, India
Lat 10.397372°
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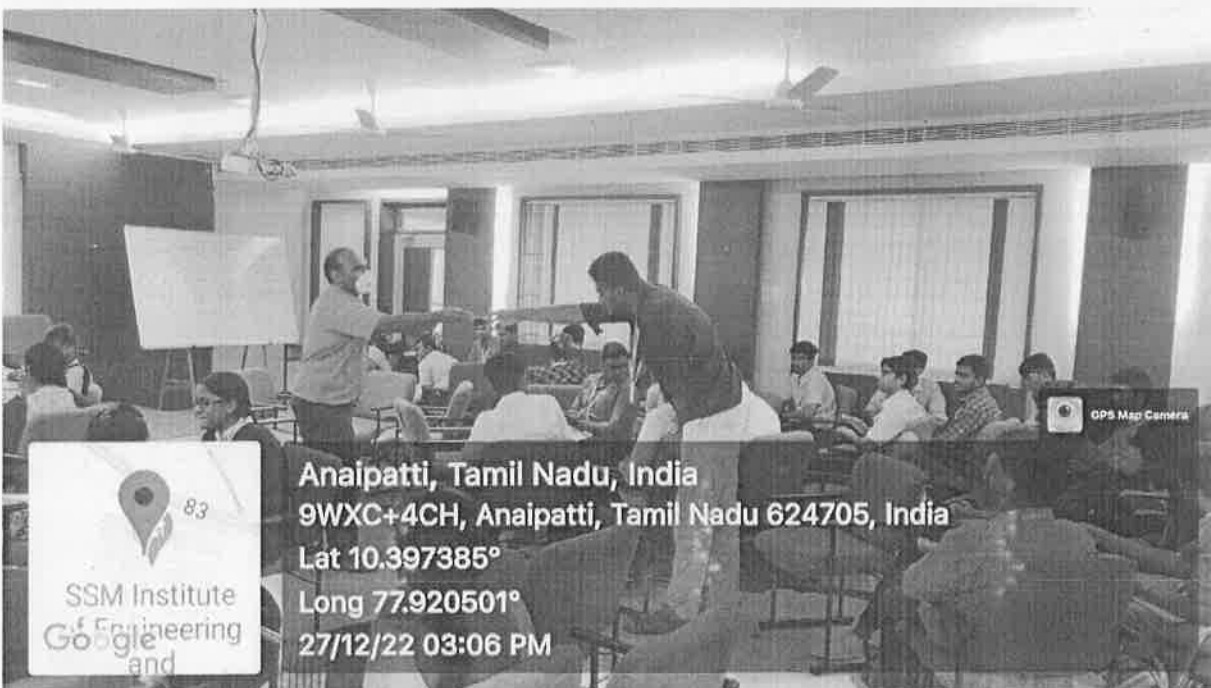
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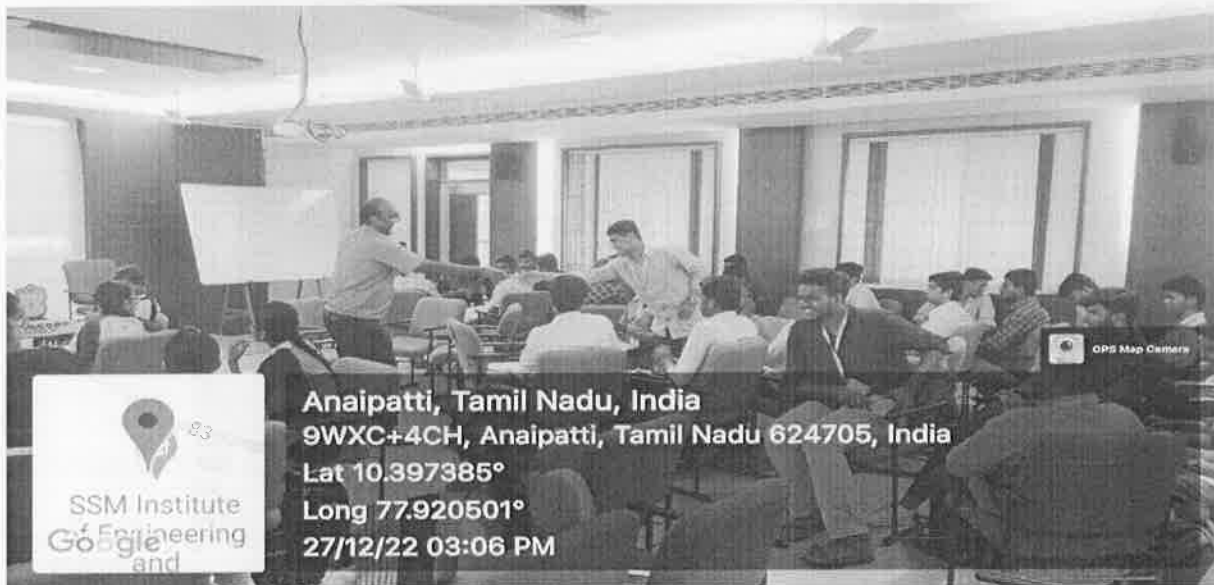
Anaipatti, Tamil Nadu, India
9WXC+4CH, Anaipatti, Tamil Nadu 624705, India
Lat 10.397395°
Long 77.920494°
27/12/22 02:34 PM



Anaipatti, Tamil Nadu, India
9WXC+4CH, Anaipatti, Tamil Nadu 624705, India
Lat 10.397394°
Long 77.920496°
27/12/22 12:10 PM



Anaipatti, Tamil Nadu, India
9WXC+4CH, Anaipatti, Tamil Nadu 624705, India
Lat 10.397385°
Long 77.920501°
27/12/22 03:06 PM



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of Engineering
and
Technology

Anaipatti, Tamil Nadu, India
9WXC+4CH, Anaipatti, Tamil Nadu 624705, India
Lat 10.397385°
Long 77.920501°
27/12/22 03:06 PM

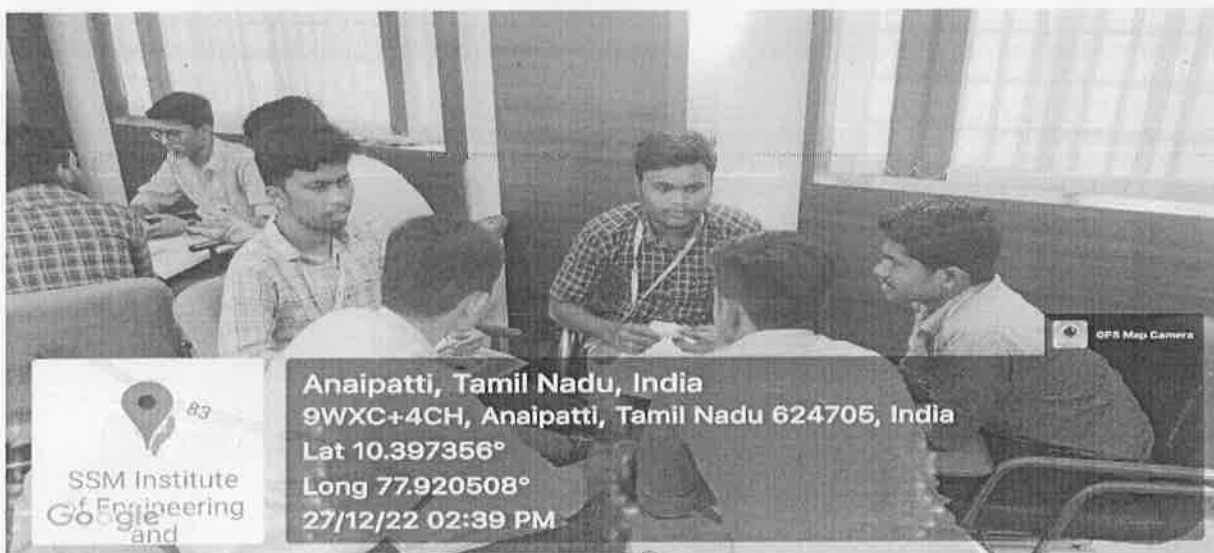
GPS Map Camera



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Technology

Anaipatti, Tamil Nadu, India
9WXC+4CH, Anaipatti, Tamil Nadu 624705, India
Lat 10.397347°
Long 77.920529°
27/12/22 02:40 PM

GPS Map Camera



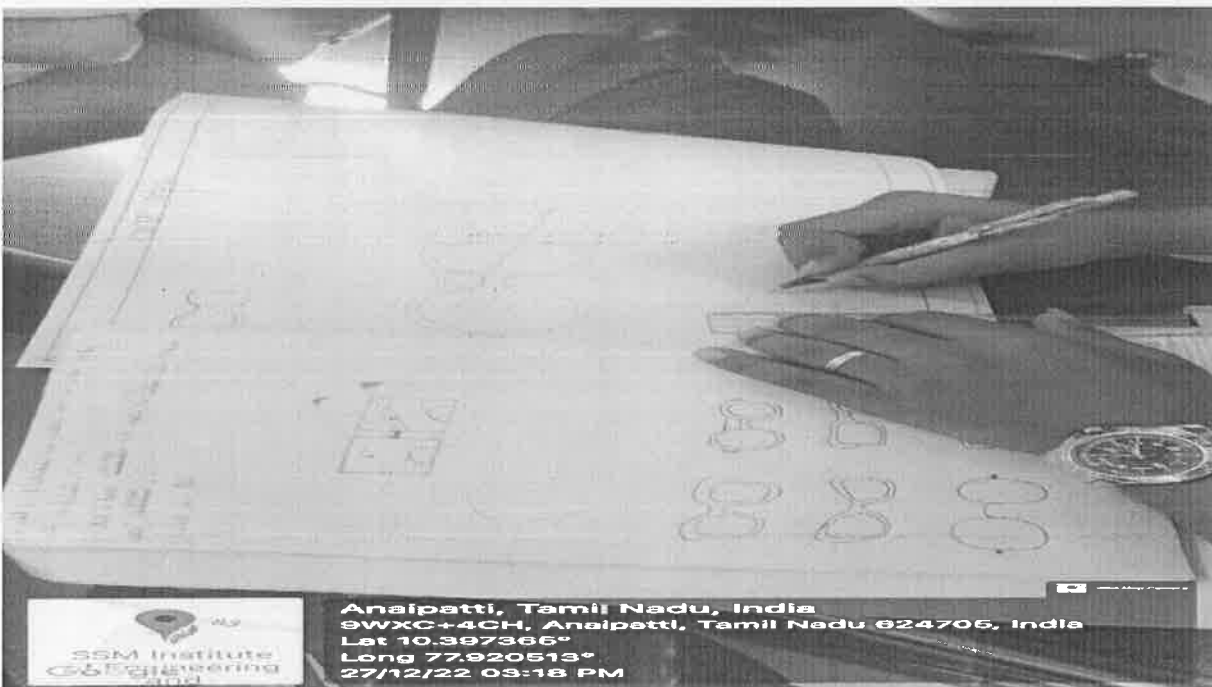
SSM Institute
of Engineering
and
Technology

Anaipatti, Tamil Nadu, India
9WXC+4CH, Anaipatti, Tamil Nadu 624705, India
Lat 10.397356°
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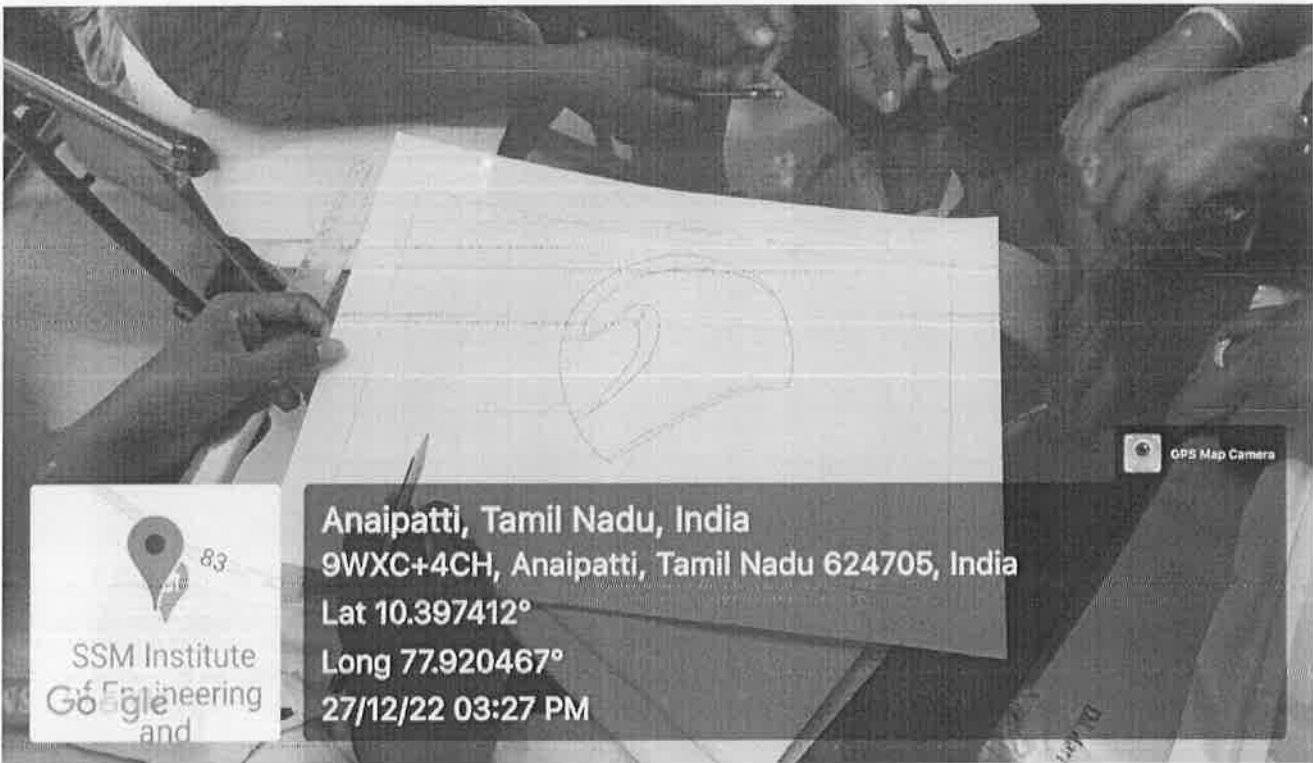
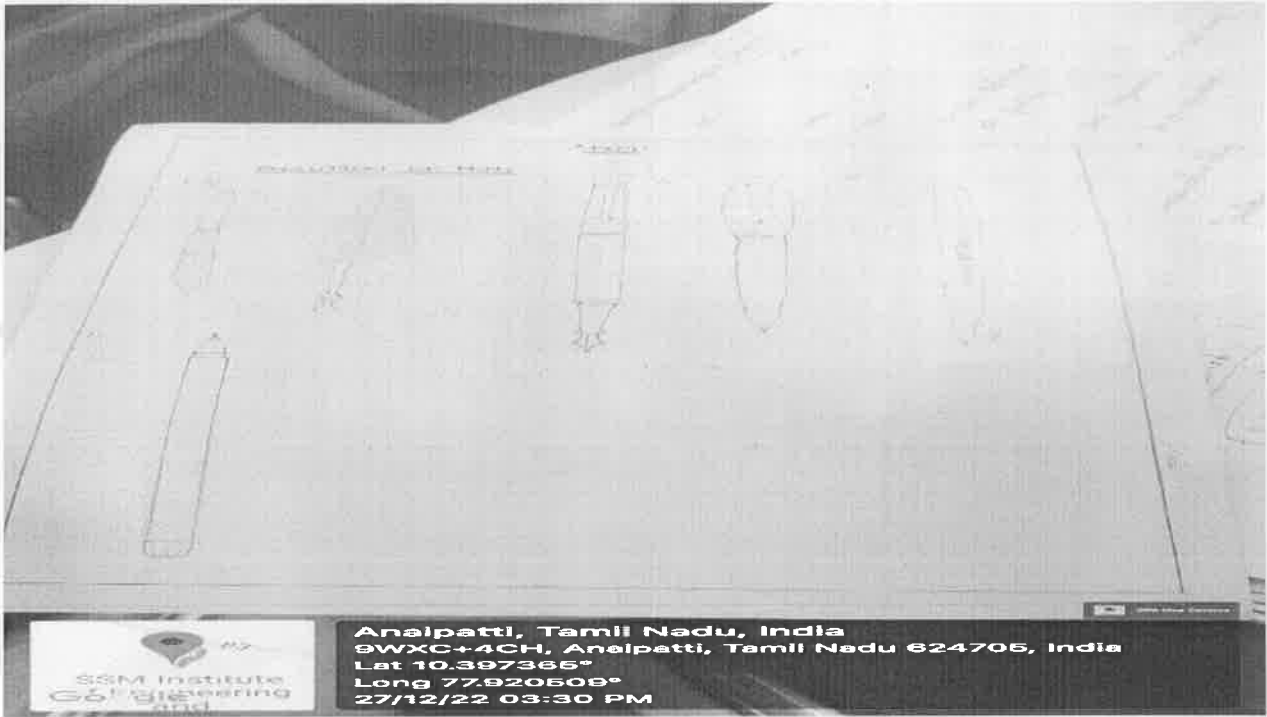
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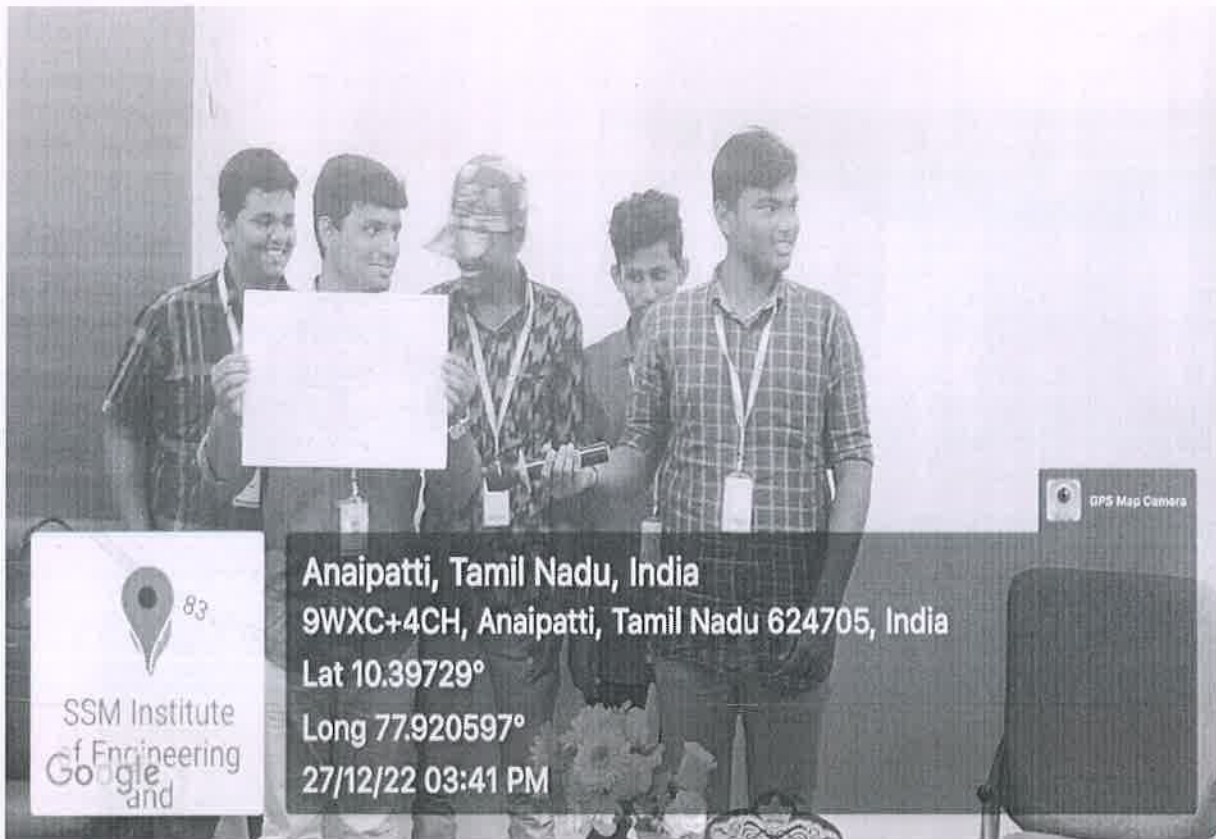


Anaipatti, Tamil Nadu, India
9WXC+4CH, Anaipatti, Tamil Nadu 624705, India
Lat 10.397365°
Long 77.920513°
27/12/22 03:17 PM



Anaipatti, Tamil Nadu, India
9WXC+4CH, Anaipatti, Tamil Nadu 624706, India
Lat 10.397365°
Long 77.920513°
27/12/22 03:18 PM






President/NC


Event Coordinator/IIC


Principal



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Dindigul - Palani Highway, Dindigul - 624002.

Workshop on Design Thinking to Product Development

CERTIFICATE OF PARTICIPATION

This is to Certify that Dr. M. RAMESH MARI, PROFESSOR from the

Department of MATHS SSM Institute of Engineering and Technology,

had actively participated in the WORKSHOP on "DESIGN THINKING TO PRODUCT DEVELOPMENT"

organized by Institution's Innovation Council on 27th December 2022.

N.J.D.
Event Coordinators

Mrs. N. J. Divya (AP/CSE)
Mr. M. Selwin (AP/Mech)

IIC President
Dr. K. Vinoth Kumar

Principal
Dr. D. Senthil Kumaran