SOCIAL INNOVATION THROUGH FIELD VISIT – 2nd Sem
First step to become a change maker !

A program designed to enable students to empathize with the community they live in. Understanding of community problems and designing sustainable solutions is at the core of the program.

Overview

This course will introduce students to learn how to identify opportunities, create and test prototypes, and validate the ideas through customer feedback. By using a human-centered approach, students will learn to empathize with the target audience, generate and refine ideas, and create solutions that solve real problems. Through hands-on exercises and real-world case studies, they will develop the skills to design innovative ideas. This course will provide students with the tools and mindset necessary to design solutions for community problems using design thinking.

Outcome

- Define and Identify the steps involved in the problem solving process
- Demonstrate essential interpersonal skills to indulge with different users of the community.
- Evaluate the validity and relevance of social problems by analysing their impact on various stakeholders and the wider community.
- Apply problem-solving techniques to come up with ideas to address the real time problem.
- Develop and test prototypes that address real-time social problems, using an iterative process.

Course Overview (12 sessions)

1 - Sustainable Development Goals

2 - How to Conduct Research?

3 - Stakeholder Mapping

4 - Interview Techniques

5 - Problem Validation

6 - Problem Analysis

7 - Problem Definition and Idea Generation

8 - Business Model Canvas and Value Proposition Canvas

9 - Idea Pitching

10 - Prototype Building-1

11 - Prototype Building-2

12 - Design Challenge Expo

Tools you will learn

- Design Thinking
- 5W 1H analysis
- 5 Why analysis
- Stakeholder Mapping
- Business Model Canvas
- Canva
- Google Scholar
- Google Docs
- Miro