Seminar on Design Thinking /Innovation & Research Ui-Ux Design

VIVA Institute of Applied Art | 23rd August 2022 |12 to 1pm

Summary of the Seminar

We started the seminar with an overview of Surfboard and explaining the core motto of our Skill-up Academy. The Gap which we want to bridge as an academy between degree to industry. Introduced our Mentors & curriculum, relevancy of the course, pedagogy methods & outcomes. We also shared testimonies of VIVA Institute of Applied Art's Alumni who are working as Ui-UX designer & researchers in the industry already.

Snapshots from the Seminar

Vishnu Waman Thakur Charitable Trust's

VIVA INSTITUTE OF APPLIED ART

(Approved by A. I. C. T. E., Affiliated to University of Mumbai)
Block A, Veer Sawarkar Marg, Shirgaon, Virar-East, Dist: Palghar – 401 305
07756937795 | www.vivaappliedart.org | contact@vivaappliedart.org

Registration Received for the UI-UX Design course

Number of Students	Year
13	3rd Year BFA
11	4th Year BFA
1	Alumni (BFA)
1	Outside VIVA (for UX Developer)
25+1	TOTAL

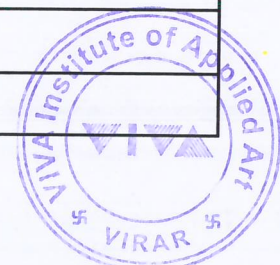## Follow-up Webinar | Scheduled Saturday, 27th Aug'2022

In the Webinar our Mentor Dr.Aditya will explain details of module outline, admissions, and queries of students. We will share the admission form & payment details on that day. Dr. Shreya will join too. Confirmation of this webinar will be given by EOD tomorrow.

Design Thinking & Innovation | foundation of Design Thinking course

Our mentor Dr.Shreya presented Audio-Visual Presentation on Design Thinking a glimpse of it was presented in the Seminar. On discussion with Patil ma'am we thought that this module can be really good for even Faculties hence we will invite Dr.Shreya to talk about design thinking as well in the Webinar where even Faculties of VIVA Institute of Applied art & enrol for Design Thinking course as a part of of FDP (Faculty training programme).

Here's Sharing overview of module outline for Patil Mam's reference: -

Module Units	Content
Unit 1	Introduction to Design Thinking
Unit 2	Empathy: begin with the user in mind
Unit 3	Define: finding the innovation opportunity
Unit 4	Ideate: brainstorming without boundaries

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Unit 5	Prototype: the minimum viable solution
Unit 6	Test, Iterate & implement prototype to product
Unit 7	Design Project

This Program can be beneficial to Engineering & architecture faculties as well hence we will work on the plan for incorporating that.

Highlights of the day.

Testimonies Alumni of VIVA Institute of Applied Art working as Ui-UX designers

- *Ms. Akarsha Naik – class of 2018 - Senior executive in ux design @Make My Trip*

VID-20220801-WA00
28.mp4
Figure 1 : Ms. Akarsha sharing her thoughts in the video.

- Ms. Swaranjali Thakur – class of 2018 - Ui-Ux Designer @L & T Infotech
- Mr. Vaibhav Ursal – Class of 2019 – Ui-Ux consultant @ L & T Infotech
- Ms. Kachita Vora – Class of 2018 - UX Researcher and UI Designer@ Onyx Digi.

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surfboard.
VENTURES

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Swaranjali Thakur

I have an overall, 4 years of design experience.
I'm a UI-UX Specialist who comes from a background
in applied art and HCI.

I have a passion for understanding how people interact
with technologies, and how we can harness open data
and create digital solutions to benefit sustainability
efforts on an individual, community, and on a global scale.

This course will be a great head start for anyone who
wants to uncover design thinking, heuristics,
research - lowFi, highFi, basics of user testing
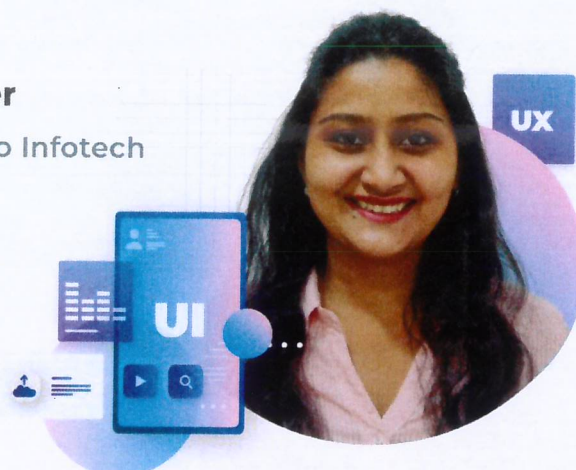
VIVA Institute of Applied Art
2018

UI-UX Designer

Larsen & Toubro Infotech
Design Studio

LTI
Let's Solve

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Vaibhav Ursal

CONSULTANT (Change Management)
at L&T Infotech

Viva Institute of Applied art
Batch 2019

The real winners in life
are the people who
look at every situation with
an exception that
they can make it work or
make it better.

Kachita Vora

UX Researcher and
UI Designer @ Onyx Digi.

"Now I understood what Steve Jobs
said about design completely"

"Design is not just it looks like and
feels like, Design is how·it works!"
by Steve Jobs.

Profiles of our mentors

- Dr. Aditya Gupte.

  PDF

  Dr.AdityaGupteProfile
  .pdf

- Dr. Shreya Maulick

  PDF

  DR SHREYA
  PROFILE_220823_2059

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Sangita Patil <sangitapatil@vivaappliedart.org>
to Nishant, Kshitija, Mamta, Manish, Neha, me ▾

Aug 3, 2022, 4:59 AM ☆ ↩ ⋮

Looking forward to it too!

Best Regards

•••

Kshitija Katare <kshitija.katare@surfboardventures.com>
to Sangita, Nishant, Mamta, Manish, Neha, me ▾

Aug 7, 2022, 10:59 PM ☆ ↩ ⋮

Hello Everyone,

Looking at various university holidays, long weekends & college's planned schedule we have decided the dayTuesday, 23rd August 2022 for the Ui-UX Design Seminar at VIVA Institute of Applied Art Campus.

Here's sharing the POA for the same :-

- The Overview - The awareness about the Opportunities, Design thinking & application, Industry ready approach, On-Job learning, Hybrid
- The Registration for the course - will be online through a link / OR code by the end of the seminar
- The follow-up Webinar - will be conducted in the same week for Registered candidates explaining the curriculum by Dr. Aditya Gupte & Dr. Shreya Maulick along with industry experts.

We will keep you guys posted with the details soon.

Warm Regards,
Kshitija,
Surfboard Ventures
8080328869

•••

Nishant Patel <nishant@raweng.com>
to Kshitija, Mamta, Manish, Neha, me, Sangita ▾

Aug 9, 2022, 2:26 AM ☆ ↩ ⋮

Thanks for the update.

•••

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Sent from Gmail Mobile

Kshitija Katare <kshitija.katare@surfboardventures.com>
to Nishant, Mamta, Manish, Neha, me, Sangita ▾

Hello Everyone,

We will be starting the Ui-Ux Design Seminar at 11am onTuesday, 23rd August 2022 at VIVA Institute of Applied Art premises.
We would like to focus on 3rd year & 4th year students however if Patil ma'am feels that all 4 years can spare 1/1.5 hour then we welcome all.

The message mentioned below has been shared with Professors to be shared with the Students:-

Hello VIVAites,

There are multiples ways to learn Ui-Ux Design nowadays however,
there are also few obstacles like hefty fees, it's boring to learn online and alone
or long durations of the courses which are not practical.

Understanding all these gaps We have curated a course just for you where
you can learn from Industry experts, highly qualified academicians,
on project training, part-time and at very reasonable fees.

Ui-Ux Designer Seminar.
Tuesday 23rd Aug 2022
Venue - VIVA institute of Applied Art.
Time - 11am -12.30pm

We are here to help you for that one last step between your degree to Industry.

Surfboards Ventures
https://www.linkedin.com/company/surfboard-ventures/

Looking forward to active participation.

Regards,
Kshitija,
Surfboard Ventures.

•••

Kshitija Katare <kshitija.katare@surfboardventures.com>
to Nishant, Mamta, Manish, Neha, me, Sangita

Aug 21, 2022, 3:16 PM

Hello Everyone,

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Looking forward to active participation

Regards,
Kshitija.
Surfboard Ventures

...

Kshitija Katare <kshitija.katare@surfboardventures.com>
to Nishant, Sangita, Mamta, Manish, Neha, me

Aug 23, 2022, 9:13 PM

Hello Everyone,

Today's Seminar received an overwhelming response and the usual VIVA Institute of Applied Art was a very gracious host.
On behalf of Surfboard Ventures I would like to thank Principal Sangita Patil Ma'am for giving this opportunity & being so encouraging for the upcoming programs as well.
Here's sharing the summary of today's seminar in the document attached.

Next Step : Follow-up Webinar & admission confirmation - Saturday, 27th August 2022.
Details we will share soon

Warm regards,
Kshitija.
Surfboard Ventures.

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Webinar on
Introduction to
UI-UX
Design

by Dr. Aditya Gupte

- Meet your mentor
- Course outcome
- Pedagogy
- Curriculum outline
- Q&A session
- Fees & Admission

| Saturday, 27th August'22 | 2:30 pm to 3:30 pm | Zoom Meeting |

Commencement
in September'2022

Confirm your admission

Call 83298 48066 for details

Dr. Aditya Ajit Gupte
Design Researcher

F2-201, Vijay Nagar Society, off. Sahar Road, Near Andheri Station, Andheri(E), Mumbai - 400069
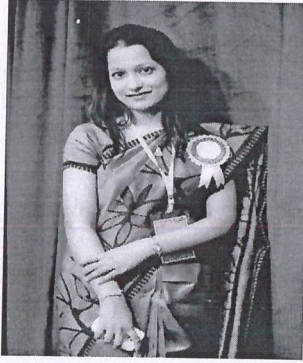
(+91) 9833518920

aditya.gupte@atlasuniversity.edu.in
LinkedIn:
https://www.linkedin.com/in/dr-aditya-g-a74b691b/

Areas of Research

a) Immersive Realities (VR, AR, MR)

b) Internet of Things (IoT)

c) Drone Design

d) Aerospace Vehicle Design and Optimization

e) Product Design

f) Medical Devices

Profile

Dr Aditya Ajit Gupte is working in the area of Emerging technologies and Product Design. His main area of expertise is in Emerging technology such as Internet of things (IoT), Immersive Realities, Drone Design and Medical Devices. His Master's thesis was in Analysis and Redesigning of Scramjet Combustor Facility along with NASA Glenn Research Center and University of Virginia that led to using materials which resist thermal deformations in Scramjet Engines. The research was published in the prestigious AIAA Conference. He completed his PhD thesis titled "Analysis of Internal Flow Characteristics for a Synthetic Jet in Crossflow" at IIT Bombay with 2 conference publications. He has worked in various drone projects such as developing a flying car for India which can work both in land and air, using drones and Machine Learning/ AI for patrolling on the Mumbai-Pune Expressway to minimize violations and accidents by detecting and sounding alarms using the patrolling drones. He has also worked in the area of healthcare along with MIT Media Labs for developing a glove for detecting onset of Parkinson tremors and informing the doctors about the effect of the medicines on the patient. Another project with MIT includes developing a sleep mask for detecting obstructive sleep apnea (OSA) for mass screening of population at home. In Immersive Experiences, he has worked on understanding the effect of virtual reality on the buy decision of luxury cars and combining IoT and VR to develop adaptive experiences for soothing passengers in future mobility vehicles. His research interests are mainly in the area of Immersive Experiences, Future Mobility Vehicles, Aerospace Simulations, Product Design and Internet of Things.

Dr. Shreya Maulik
Human Factors|UX Research

Flat no-1801 Laurel, Lilac-Laurel tower, Nahar Amrit Shakti, Chandivali, Powai, Andheri(E), Mumbai - 400072

(+91) 9167746528

shreya.maulik@atlasuniversity.edu.in

Areas of Research

a) Human factors and Cognitive ergonomics

b) Behavioural design

c) user experience

d) usability

e) Man, machine interface

f) Workstation design

g) Product Design

h) Human centric design

i) Work system design

Research Profile

Dr. Shreya Maulik is Assistant professor, at ATLAS SkillTech University working in the area of Ergonomics and Human Factors in product design. She is an academic professional with 7 years of combined research and teaching experience in the area of human factors, cognitive ergonomics, man machine interface, user experience, human centric design, work system and work station design and usability.

She is currently a member of Ph.D. Research Committee in ATLAS Skill Tech University, involved in developing the curriculum for the various subjects in the Ph.D. course work. She is also actively involved in setting the evaluation framework for Ph.D. entrance exam to be held in ATLAS Skill tech University. She is also a part of the jury that evaluates capstone projects in the area of User experience.

Prior to joining Atlas Skill Tech University, she had a 4 years stint at NMIMS School of design, Mumbai as Assistant Professor in Human Factors where she was responsible for creating the curriculum and delivering lectures in the areas of Human Factors, cognitive science, usability, behavioural design, sensorial design and design research. In NMIMS she also initiated the curriculum design for master's course in the area of Human Factors, usability, behavioural design and multi sensorial design.

She had guided multiple capstone projects related to User centric design, Behavioural design, Usability and IOT. Some notable projects for undergraduate students include: Improving the road safety for specially disabled population, Design intervention for safer driving on Indian roads, Packaging design for healthy eating habit, product design which will monitor eating habits and make the person conscious to induce a dietary change for a diabetic patient etc. She was one of the founding members of the Research cell at NMIMS. She has delivered lectures in NIFT Mumbai, MIT Pune and SNDT Women's University to share her expertise in Human Factors and Ergonomics. She has 6 years of teaching experience with various premier institutes of Mumbai.

She completed her doctoral program from National Institute of Industrial Engineering in the area of Human Factor Engineering in the year of 2016. Her Ph.D thesis entitled, "Ergonomic redesign of Medical Laboratory Workstation" from National Institute of Industrial Engineering, NITIE Mumbai.

She has worked in a project entitled "Redesigning the Palanquin System for use in Mata Vaishno Devi Shrine", jointly taken up by IIT Bombay IDC and NITIE-Mumbai, to explore the human factors issues in the existing design and redesign the same applying human factors

knowledge. She has also worked with Harvard T.H. Chan school of Public Health in a research project entitled "Designing Life After COVID-19" initiative from the Design Laboratory, Harvard T.H. Chan School of Public Health (HSPH).

She has 22 research paper publications in peer reviewed journals, conference proceedings and as book chapters. Her research papers are published in IEEE, Scopus and web of science indexed journals. She has presented several papers in many renowned national and internal conferences. She has been a reviewer of International Conference on Humanizing Work and Work Environment, HWWE 2018 Conference. She has also been awarded reviewer certificate for reviewing research papers in the Journal of Agricultural Extension, Economics, and Sociology. She had also Invited to join the committee as a Reviewer for the 19th International Conference on Humanizing Work and work environment, HWWE 2021, for Springer publications.