

## Report on Design Thinking Webinar

**Date & Time:** 10<sup>th</sup> May, 2020 from 4:00 pm to 5:30 pm

**Description:** To provide the importance of Design Thinking for young people.

IEEE Computer Society Hyderabad Section organized the webinar on the topic “Design Thinking” to describe its importance to the upcoming leaders and make them aware of the working environment. Mr. Sai Prashanth, Active Volunteer of IEEE Hyderabad Section addressed the 50+ delegates and their interest towards attending.

**IEEE** HYDERABAD SECTION

**IEEE COMPUTER SOCIETY**

**IEEE Computer Society Chapter**  
Hyderabad Section Presents  
*Webinar on*  
**“DESIGN THINKING”**

**SPEAKER**  
**MR. MADHU VADLAMANI**  
Sr Lead - Web & Data Analytics  
Growth Hacker, Marketing Specialist.

Register at [bit.ly/Cs-design](https://bit.ly/Cs-design)

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Last date to register - 9<sup>th</sup> May, 2020.

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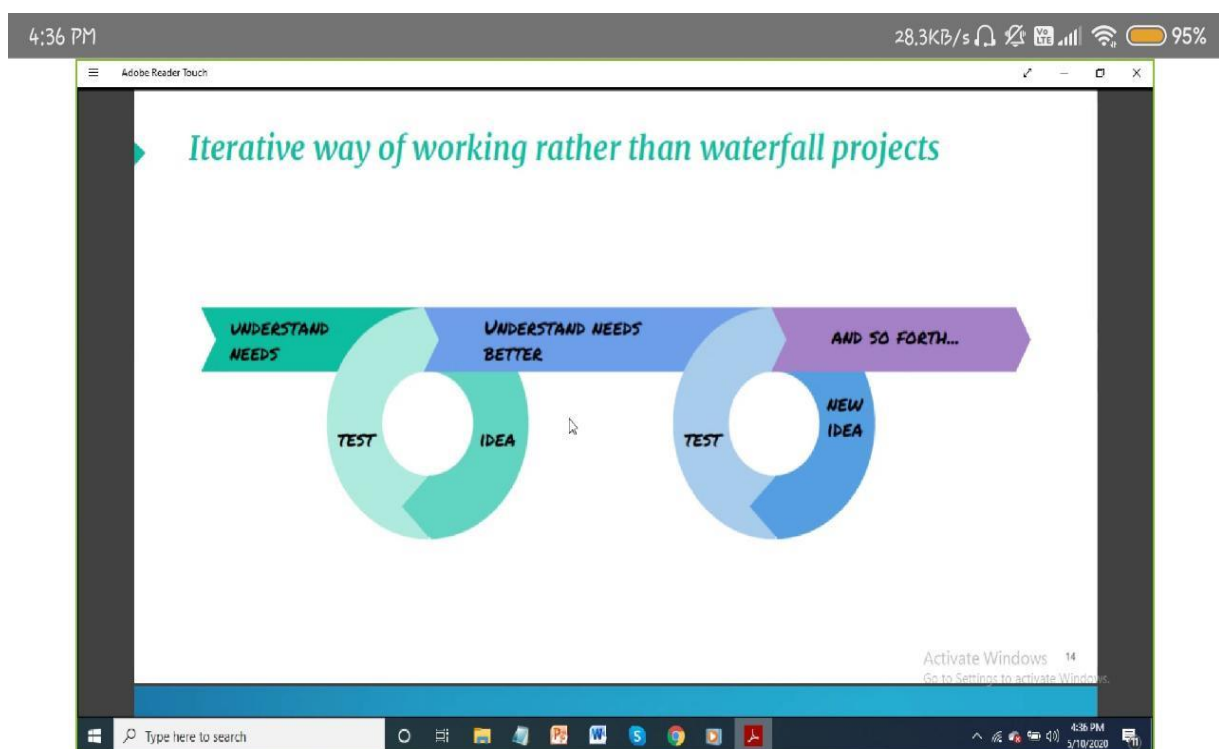
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Mr. Madhu Vadlamani, Sr Lead – Web & Data Analytics Growth Hacker, Marketing Specialist started the session by giving brief explanation on Tim Brown, Harvard Business Review (2008) which is based on 4 D's i.e. Discover, Define, Develop, Deliver by showing its graph and describing on how we can get into insight of the problem and then identify the area to focus upon thereby coming up with different solutions and selecting the one to deliver.

He explained BET method (Business Experience Technology) through which any problem can be viewed from a variety of perspectives by that we can identify solutions that may not be intuitive when viewed through only one lens. Later Mr. Madhu shared some qualities which are to be possessed by a working individual

1. The ability to reframe the question and challenge status quo
2. Working together to co-innovate cross expertise and business areas
3. Using visualizations and models to explore opportunities
4. Dare to experiment and fail early

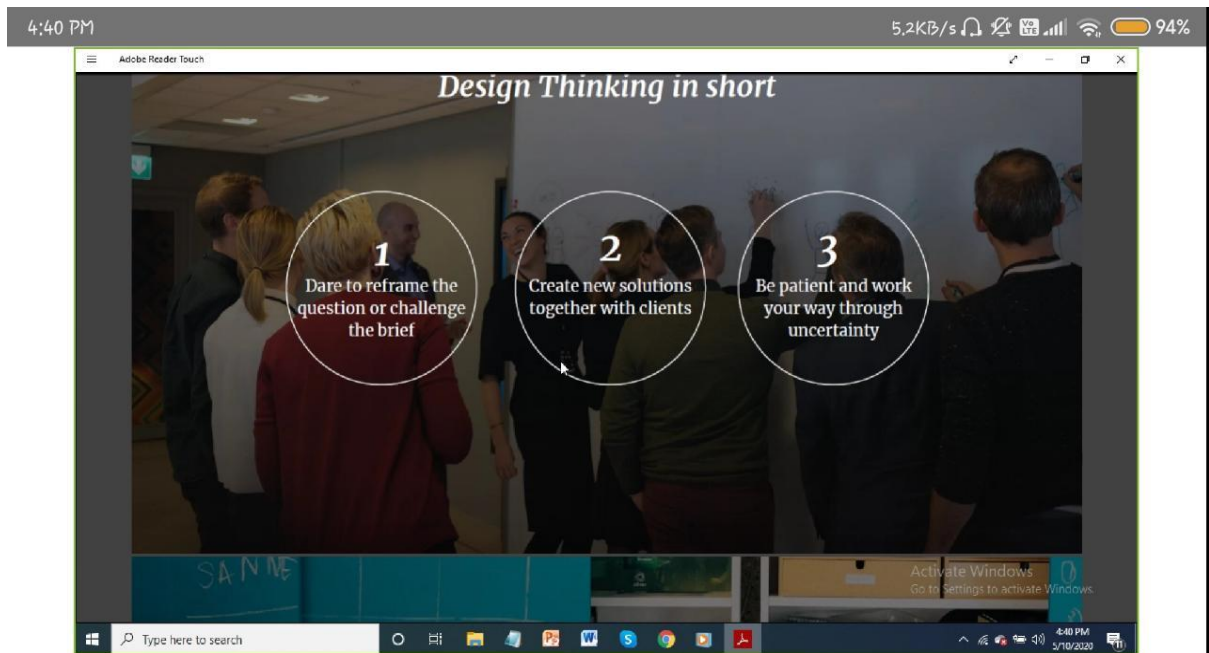
He expressed his views on the waterfall model and advised the individuals to follow iterative way of working rather than the waterfall projects.



Design Thinking is an approach to solve a problem, the way we solve the problem defines our attitude and behavior in working environment.

Design Thinking in short can be defined in 3 steps

1. Dare to Reframe the question or challenge the brief
2. Create new solutions together with clients
3. Be patient and work your way through uncertainty.



The Webinar session ended with Mr. Sai Prashanth expressing his vote of thanks to the Speaker and the participants for attending. Mr. Madhu Vadlamani expressed his gratitude for inviting as a speaker and sharing his knowledge with the participants.

### **Outcome of the webinar:**

Participants got awareness on the way to handle the problems using Design Thinking approach and how we can overcome them. They asked their doubts to the speaker and got clarified and showed interest in learning new things.