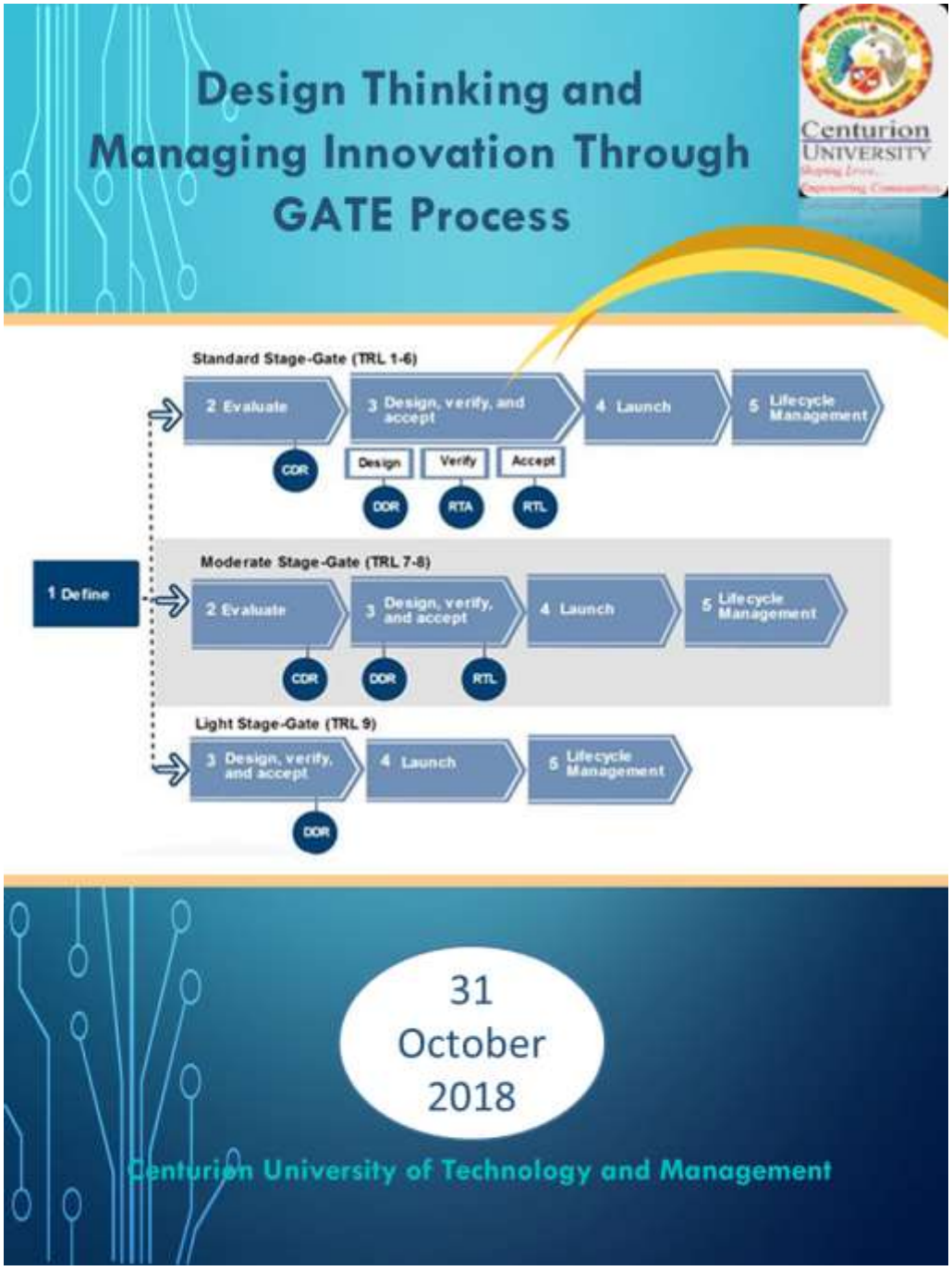
Design Thinking and Managing Innovation Through Gate process

Design Thinking and Managing Innovation Through GATE Process, webinar was organized on the year of 2018-19. By Centurion University of Technology and Management.



Pre-requisites: Nil
Course Type : Audit (Workshop)
Duration : 30 Hours

Course Objectives:

- Value creation process
- Creating unique consumer experience

Learning Outcomes:

- A Lean approach: Digitized Lean practices offer intuitive tools that leverage Lean methodologies to reduce or eliminate non -value -added work and ensure efficient processes.
- Project management methodology: Quality methods are governed as projects with automated and event -driven tasks, change orders and actions, and a model -based enterprise approach for requirements and functions.

Module	Contents	Duration
Module-1	• Compass Content • 3DSwym • 3DDrive • Native App	10 hours
Module-2	• Improved productivity with User Groups • Foster social innovation with 3DSwym • Share securely Confidential files with 3DDrive	10 hours
Module-3	• Enable PLM collaboration with 3DSpace • Bookmark workspace • Baseline Access to Content • Issue Management	10 hours
	TOTAL	**30 hours**

Anita Patra

Dr. Anita Patra, Registrar, CUTM

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A REPORT ON
NAME OF THE PROGRAMME:
DESIGN THINKING AND MANAGING INNOVATION THROUGH GATE PROCESS
TOTAL NUMBER OF PARTICIPANTS: 50
ACADEMIC YEAR: 2018-19
DATE: 31.10.2018

The development of innovations in the form of new products or services is one of the most demanding management tasks. Therefore, the innovation process requires professional process models and methods that are up to the challenges.

This Process has established itself in innovation management. It divides an innovation project into individual stages, which are very similar in terms of content and requirements. In between there are so-called gates, also as milestones, where decisions about the further procedure are made. Based on defined criteria and deliverables, decisions are made at these gates as to whether the project will be continued or not. If the decision is positive, the framework conditions, objectives and thus deliverables are determined for the next stage.

The Stage Gate Process, also known as the Phase Gate Process, guides the product development process through six main phases. The stages in the Stage-Gate are Discover, Scoping, Define Business Case, Development, Testing and Validation and Launch. There is a gate between every two stages where the process can be tested and validated to determine whether the team should move to the next step or an iteration should be applied in the current step to improve before moving to the next one. Dr Robert Cooper invented the process, and in the following video, he provides a brief about the Stage-Gate.

Managing electrical circuits through GATE Process on 31.10.2018

In the Stage Gate Process, a manager and steering committee decide to move from one Stage to another based on the business case, the risk analysis, and other production factors, including the cost, human resources, and market competency. The American Association of Cost Engineers first developed the process. In 1960, NASA adopted the tool as Phase Gate Process to test and evaluate project development. While the tool is based on a waterfall management approach, it was updated to integrate with agile and lean management. The number of stages in the process can also be adapted based on the targeted aim of implementing it. While the Stage-Gate Process doesn't guarantee successful innovation, the following principles are shared between the successful companies in new product development process.

The Stage-Gate Process

The guides product development through six stages, from idea to launch. The standard process consists of six stages and five gates.

Stage 0: Idea Generation

In this Stage zero of the Phase Gate Process, the team discovers the situation or project. This Stage involves the research activities required to understand the case based on clear ideas and accurate information. This Stage can include qualitative and quantitative research methods, market research, ideas generation methods (i.e. mind maps, brainstorming and reversed brainstorming) and problem exploration tools (i.e. Starbursting, SCAMPER, 5 Whys and TRIZ).

Stage 1: Scoping

The team provides a clear statement of the problem. In this Stage, the team tries to identify whether the idea is viable and can present a market opportunity. This goal can be achieved through tools such as the SWOT analysis, which helps the team evaluate the idea based on strengths, weaknesses, opportunities, and threats.

Stage 2: Build Business Case

Once the idea is formed and there is a clear vision of the solution, the team works to build a product definition and analysis, a business case, a project plan, and a feasibility review. This business case aims to convince the different teams involved in the product development and its viability. They can use tools such as the Business Model Canvas which provides a clear vision of the product's market value.

Stage 3: Development

The team applies the plan formulated during the above stages and puts it into action by building a prototype for the product. This Stage's timeline is critical to achieving six factors: specific, measurable, actionable, realistic, and time (SMART). The timeline is constantly updated based on the production status.

Stage-Gate process

Stage 4: Testing and Validation

In this Stage, the prototype is tested, and feedback is collected to improve the prototype. The testing includes team testing for problems and issues in the product. Then, it goes for the field test, where consumers test the product in a beta version and a marketing test to identify market feasibility for the product

Stage 5: Launch

Once the product passes all the stages, it moves directly to the launch stage, where the product is introduced to the market based on a marketing strategy. In this Stage, the marketing team plays an essential role in creating the market need and increasing market exposure for the product.

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List of Participants:

Name of Event: Cloud Technology, AWS Developer (DVA-CO1)

Organized by: Centurion University of Technology and Management

Date: 31st October 2018

This webinar Cloud Technology, AWS Developer (DVA-CO1) was organized in the year of 2018-19. By Centurion University of Technology and Management.

List of Participants:

S. No.	Name	Reg. No.	Presence/Absent
1	VALLA PRIYANKA	170101120005	Present
2	REVALLA VIDYA SRI	170101120006	Present
3	DIBYA SAMBIT SAHU	170101120007	Present
4	SEPHALI PANDA	170101120011	Present
5	SOUMYA DEEPTO DASH	170101120012	Present
6	YALALA SANDEEP KUMAR	170101120013	Present
7	HRUDANAND NIAL	170101120041	Present
8	KILLAMSETTY PRAVEENA	170101120038	Present
9	TULUGU RAHUL	170101120039	Present
10	T. GREESHMA	170101120017	Present
11	VOONA SRIJA	170101120019	Present
12	P. HARSHAVARDHAN	170101120020	Present
13	POTNURU MANIKANTA	170101120036	Absent
14	B.NAGA SATISH KUMAR REDDY	170101120049	Present
15	DARAPU ABHISHEK	170101120040	Present
16	MONALISA PRADHAN	170101120024	Absent
17	SAASWAT PANIGRAHI	170101120025	Present
18	KOTTURU SAI	170101120026	Present
19	ROUTHU DIVYA	170101120028	Present
20	SANJANA SINGH	170101120056	Present
21	PREETI PADMA PATRO	170101120057	Present
22	ROSHAN KAJUR	170101120047	Absent
23	MAJJI REENA	170101120048	Present
24	SAROJ KUMAR NAYAK	170101120059	Present
25	GONDRU KIRAN KUMAR	170101120055	Present
26	PADALA VENKATESH	170101120058	Present
27	ANKADALA KARUNAKAR	170101120004	Present

28	M. SAI SPANDANA	170101120014	Present
29	SIRIPURAM LAKSHMI PRASANNA	170101120015	Present
30	CHIKATI DIVYA TEJA	170101120016	Present
31	YEDLA DEEPIKA	170101120002	Present
32	DEBASIS PADHY	170101120003	Present
33	DIGVIJAY BEHERA	170101120001	Present
34	PRANAY RAJ	170101120021	Present
35	BADAL CHOUDHURY	170101120022	Present
36	G. PAVAN KALYAN	170101120023	Present
37	POREDDI PRIYANKA	170101120029	Present
38	METTA DEVENDRA PRASAD	170101120030	Absent
39	DAYA SHANKAR ROUT	170101120043	Present
40	VYSYA RAJU SAI SIRISHA	170101120044	Present
41	ROUTH KARTHIK	170101120045	Absent
42	AMOSH KHURA	170101120046	Present
43	ALIBILLI MAHESH	170101120032	Present
44	AYUSHI MISHRA	170101120034	Present
45	DEVARACHETTY SRIYA	170101120035	Present
46	ANDHAVARAPU ANUSHA	170101120051	Present
47	PINTU KARJEE	170101120052	Present
48	DHARAM NISHAN MISHAL	170101120053	Present
49	LAKSHMI NARAYANA MANUKONDA	170101120050	Present
50	AYUBA BHUYAN	170101120054	Present

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