Innovation By Design
Serial Innovation - Z-Line Pump for L&T

- 75% cheaper than earlier product
- User convenient Display Panel for better angle of vision
- Innovative shape makes the pump look inviting
- Became the largest selling pump in one decade.
- Pump owners demand for Z Line due to its unique shape
- Customers felt they got better petrol.
Serial Innovation - Bullet series for MIDCO 1999

- User Friendly
- CNC Manufacturing
- Modular Design
Serial Innovation - OVaL Fuel Dispenser for ONGC

- User friendly dispenser
- Hand-held display
- Sight flow indicator
A Collaborative Model for Innovation
Shenoy Innovation Studio
Humanizing Technology
Shenoy Innovation Studio – A paradigm shift

- Conduct Collaborative Projects
- Design Innovation Pedagogy
- Stretching the frontiers by research
The 7 Concerns for Innovation by Design
The 1st C: The Cause - The concern to solve a problem
The 2\textsuperscript{nd} C: The Context - Understanding the user and the scenario
The 3\textsuperscript{rd} C : The Comprehension - Arriving at the design insights

- Rusting due to material
- Lack of maintenance
- Outdated manufacturing methods
The 4th C: The Check - The blueprint for design, creation of the product brief.

- Maintenance free for 20 years
- Long life
- Use of contemporary materials
- Robust manufacturing
- User convenience
- Modular design - small and large box
- Create a unique identity for India Post
The 5th C: The Conception - creating ideas and making multiple concepts

- Multiple Ideas
- At least three concepts
The 6th C: The Crafting - Converting the concept into product
The 7th C: The Connection - Connecting with the user to solve the problem
INDIA POST LETTER BOX
Designed and Developed at IDC, IIT Bombay

Attractive Design
Stainless Steel body, large space for Ads.

Convenient rest for posting
Minor in Design Innovation

- Teaching undergraduate students with an open elective
- In 2009 - 80 students
- In 2010 - 128 students
- In 2011 - 236 students
- C-2013 - 104 Students

- Like case study showcase with class participation
- Assignments on creative ideation
- User centered design focus for innovation
- 3D model making as a tool for innovation
Case Study based teaching
Video Case Study
Hands-on Learning
Group-wise Collaborative Learning