DesignThinking
and
ProductSimulation

OUTCOMES

- ▶ Able to identify a potential entrepreneurial problem
- ▶ Able to segment the problem
- ▶ Able to analyze and classify the problem
- ▶ Able to propose a solution
- ▶ Able to prepare the solution framework.

Register via link

bit.ly/SKIDTPS

or contact

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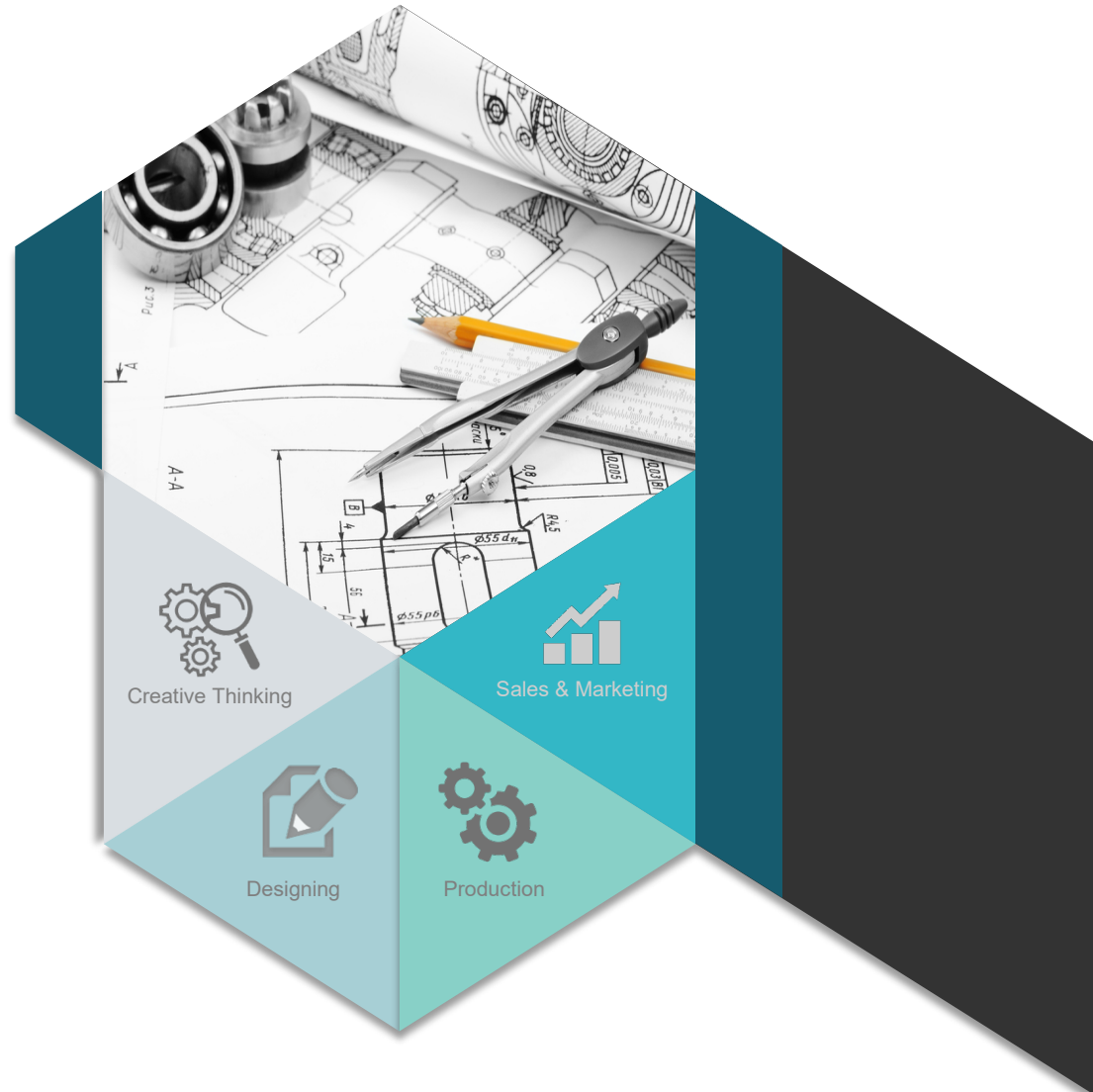**Organized by**

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PROGRAM PEMERKASAAN
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KEBANGSAAN
MALAYSIA
*The National University
of Malaysia*

Creative Thinking

Sales & Marketing

Designing

Production

INTRODUCTION

Design Thinking and Product Simulation program is a launch pad for initiating, redirecting, or accelerating a career in product development technology and innovation. Trainees are expected to apply their talents to catalyzing innovation inside Malaysian SME technology companies and build their own product design technology start-ups. Exposing transnational research methodology is part of the program in ensuring the Design Thinking approach is rightfully understood by participants.

OBJECTIVES

- ▶ To explore and understand entrepreneurial problem in comparison to business opportunity.
- ▶ To study and explore the identified problem.
- ▶ To analyze and classify the identified problem. To design a solution for the identified problem.
- ▶ To defend the proposed design and able to justify its cost and market segment.
- ▶ To deliver the proposed solution in the form of framework.

SESSION SCHEDULE

Day	Session	
	Morning	**Evening**
1	Introduction to Design Thinking	Hands-on Workshop with facilitation
2	Needs Finding and Screening	Hands-on Workshop with facilitation
3	Concept Generation and Analysis	Hands-on Workshop with facilitation
4	Product Simulation	Hands-on Workshop with facilitation
5	Hands-on Workshop with facilitation	Product Framework presentation

TRAINERS

Kalaivani Chellappan, PhD was born in Malaysia, on December 5, 1969. She has received the B.Eng. degree in Electrical & Electronics Engineering from University Science Malaysia in 1995 and MIT (CompSc) from National University of Malaysia in 2001. She received her PhD degree in Electrical and Electronic Engineering at National University of Malaysia in 2009. From 1995 – 1997, she was a System Engineer with Esso Production M'sia Inc. During 1998 – 2010, she was associated with educational institutions as an academician and academic administrator. She is currently a faculty member of Department of Electrical, Electronics & Systems Engineering, Faculty of Engineering, National University of Malaysia (UKM). Associate Fellow of Space Science Centre and Centre for Entrepreneurship and SME's Development. Her research interests include both signal and image healthcare data engineering in the scope of processing, analytics and predictive modelling.

Muthukkaruppan Annamalai, PhD is an Associate Professor in the Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA. He holds a PhD in Computer Science and Software Engineering. He is presently much involved in advancing the Theory of Inventive Problem Solving (TRIZ), which focuses on problem formulation and new idea generation in a systematic way. He holds an advanced practitioner, International TRIZ Association MATRIZ Level 3 certificate. He is also a committee member in the Malaysia TRIZ Innovation Association. He has conducted many TRIZ certification training sessions and related innovation initiatives in the university since 2014.

Mr. Thinal Raj received the B.Eng. degree (with honors) in communication and computer engineering from the National University of Malaysia, in 2015. Since then, he has been with faculty of engineering, the National University of Malaysia, where he is currently a graduate research assistant. His main areas of research interest are UAV, LiDAR, 3D scanners, and their control systems. He has modeled and fabricated numerous custom parts for his research using 3D printing technology. Thinal is a registered graduate engineer of the Board of Engineers Malaysia.