



Walchand Institute of Technology, Solapur



Institution's Innovation Council

Report of Self-Driven Activity

Day & Date : Tuesday, 27/02/2024

Speaker : Dr. S. B. Tuljapure (Innovation Ambassador)

Topic : Validation of Startup Ideas

Proceedings :

Dr. Tuljapure initially told the meaning of validation of product/ service idea. He said that honest feedback from the customer is necessary for the validation. He explained the different steps for idea validation. He told that we should first define goal & the learnings from the same. Further he said that we should develop a hypothesis & define the most critical assumptions related to our idea. He suggested experimenting & finding out which methods are the most useful for testing our assumption? How do we plan to execute? He further said that we should think of pivoting if idea is not validated. He summarized following as the steps in validating product idea.

1. Conducting market research
2. Preparing proto-personas
3. Creating a customer journey map
4. Conducting design sprint
5. Conducting user interviews
6. Creating & testing prototypes

Students came to know the importance of idea validation & its methodology.

Total 48 students attended the session.

Pics:

