

Innovation by Design
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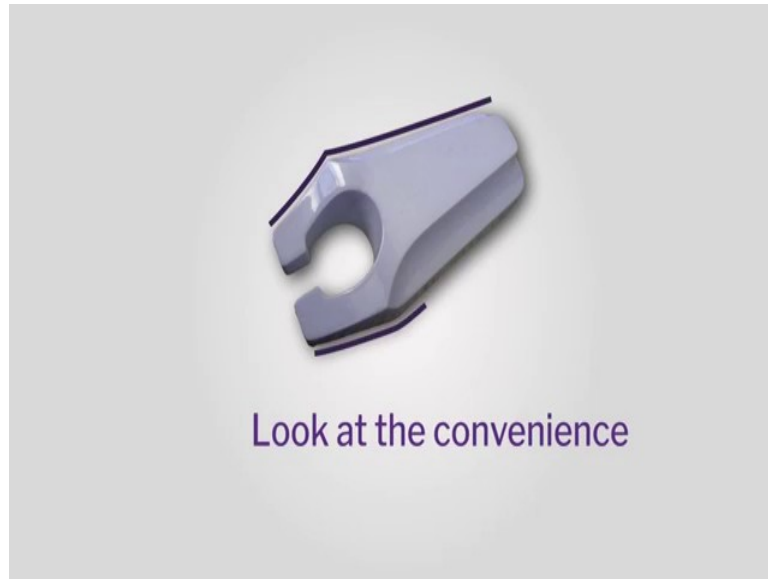
Module – 02
Start of section 4
Lecture – 10
User feedback for development

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So, finally, we made multiple units, we made multiple sets of PCBs with different different intensities, acrylic has its property of piping light. So, we use acrylic buttons between the LED and the human skin. So, that heat does not pass on to your skin.

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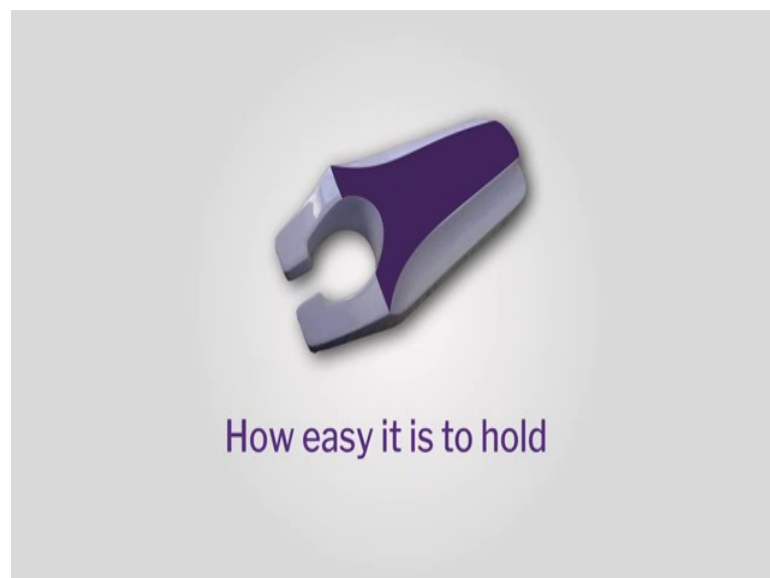
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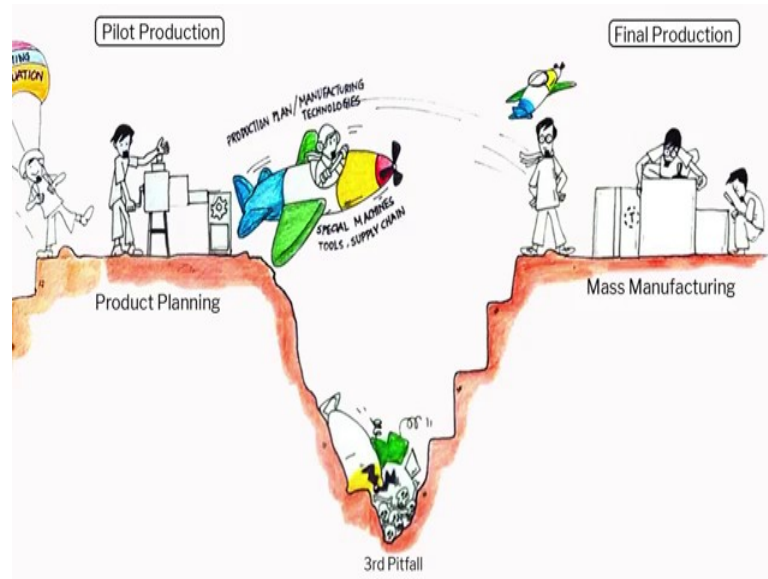


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Now, look at the convenience. Look at the form, look at the holding, how easy it is to hold, how you know convenient it is to do. So tell me now all of you, what should I do from here? I showed you the whole journey.

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What should I do from here so that I take that plane and go up to mass production? Pilot production is done, we made 10 and we test it out. What should we do?

Student: Approach a small industry.

Approach small industry. Good, what else can we do?

Student: Collaborate with already established companies in the field.

Very good. Collaborate with the established industry in the field; very good, what else? How can I take this product to the market quick?

Student: Let the people know about it.

Let the people, we did that, we put on papers and I got thousands of calls.

Student: Collaborate with a start-up.

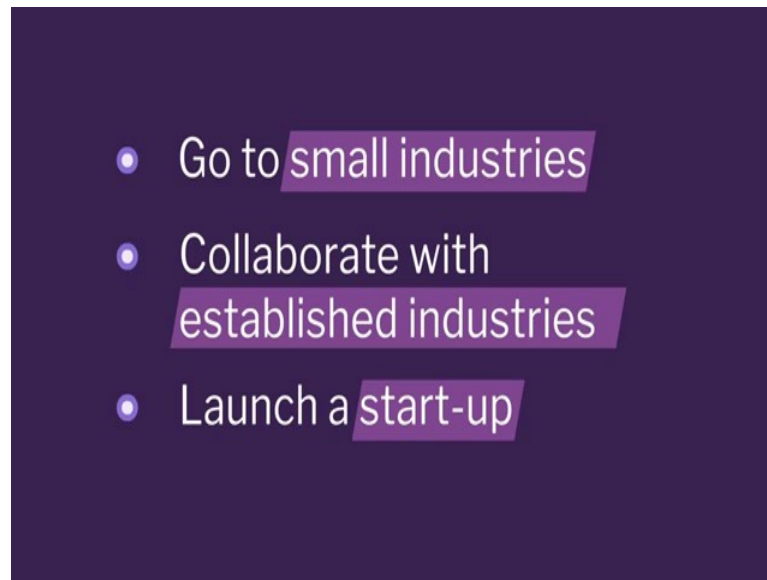
Collaborate with a start up. Iska statement hi galat hai na? (His statement itself is wrong right?)

How can you collaborate with start up that guy is so much struggling in his own startup what will he do for us? So what should be your statement be?

Student: Start up.

You make a start-up, encourage your students to do a startup, put four people together say there is a lot of value in this product, chalo bhai let us start a company and let us make this happen. So, you have the answers, but why is it not happening? Finance, human resource which we do not even consider are the most critical aspects.

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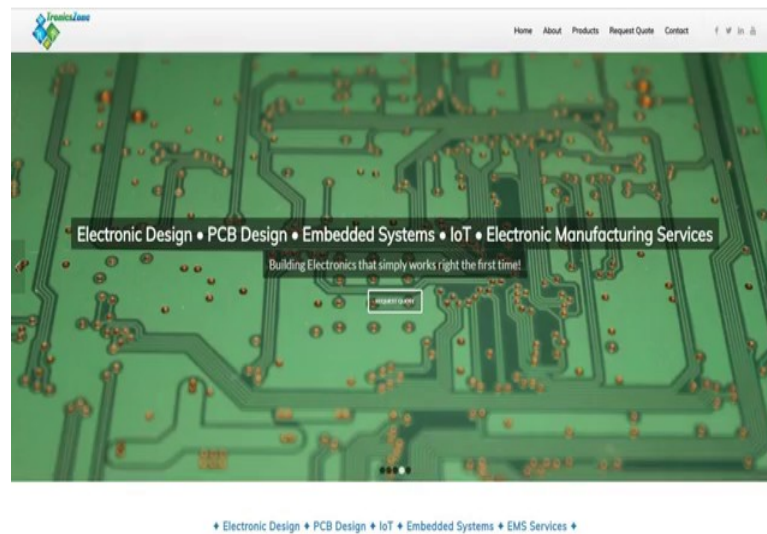


So, to come out of this, you have the solutions in front of you. I also know all these solutions, but it didn't happen.

So, we are still on this. So, we will see how before your course gets over if we can do any of these three we will find out ok? So, what are the learnings from our, you know first C? We said we are going to do a you know thorough user feedback. You have seen that there is a user feedback and suggestions and improvements every stage of your design development let it be a mock up, let it be a rig, let it be a working prototype, let it be a pilot production, you have constant inputs. So your product can come up in a very very good way.

So, you bring in synergistic R & D and prototype manufacturing in the team, right? We did that.

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We got the best PCB manufacturers from Bangalore to work with us and now the same team is actually ready to do the tooling and manufacturing and identify a manufacturer, who will manufacture and supply to us and we will find a distributor to distribute all over the country or all over the world.

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We started with blood bank then we improved the context to blood testing.

So, we keep moving and then we finalized after our user study, we noticed that we just cannot service everybody. We were actually good with 60 percent of the total user segment in this area.

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So similarly we are attempting to, 60 to 70 percent of the market it is a big thing, it is a great startup idea.