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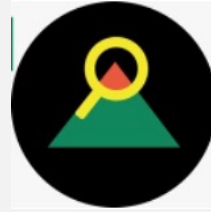
D'source Project



Open Design School



MoE's Innovation Cell



Case Study Project

Design Thinking & Innovation
Case Study: Ideation

Project: BPCL Retail Design

Section: C10, Week 10



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

Section: C10

Week 10



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

Presented by:

Prof. Ravi Poovaiah

IDC School of Design, IIT Bombay



DT&I Case Study

C10 Case Study Project:

BPCL Retail Design

- Ideation through Metaphors

Module C10:

THINK!
DESIGN



C10.1

BPCL Retail Design

THINK!
DESIGN

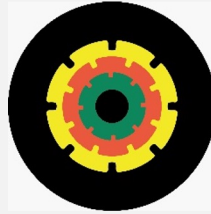


DT&I Case Study Content:



DT&I Process

- > Research
- > Analysis
- > Ideation
- > Prototyping
- > Feedback
- > Implementation



DT&I Tools

- > Brain-Storming
- > Mind-Mapping
- > Interviews
- > Affinities
- > Ideation-Metaphors



DT&I Project

- > Secondary Research
- > Primary Research
- > Tools for Ideation
- > Rapid Prototyping
- > Refining / Validation
- > Production



DT&I Case Study

- > Case Study
- Project Product Design
- **BPCL Retail Design**



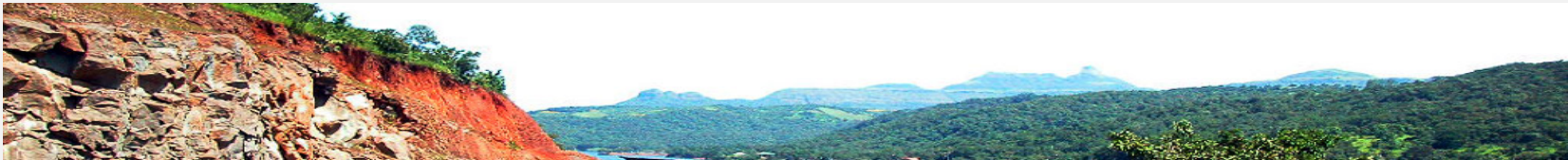
Corporate Vision and Retail Design for BPCL (2013 & 2018)

- a case study

Designers for BPCL Case Study Example:

Prof. Ravi Poovaiah

Dr. Ajanta Sen





Corporate Vision and Retail Design for BPCL

- 1.1 Design principles, RVI history and feedback from the ground (BPCL, officials, dealers, end-users) determining the terms of reference for BPCL's New Vision Strategy
- 1.2 Convert BPCL Vision into Design Elements through Metaphors
- 1.3 Does the design tell a story?
- 1.4 Experience designing: product vs. process:
- 1.5 From mundane activity to a social ritual
- 1.6 Users are not designers



Understanding the BPCL Retail Environment:

The following studies as primary research was undertaken to understand the retail environment:

- 1 User's study - BPCL officials, dealers, end-users
- 2 Contextual Study - Name, Lady DSM, Reputation
- 3 Observation of Interactive Spaces
- 4 Study of traffic movement - Layout
- 5 Activity mapping – Time, Effort, Queue
- 6 Energy audit – Lighting, etc.
- 7 Maintenance process – time cycles
- 8 Construction process – Modularity, Versions



Interpreting Corporate Goals:

1. **Caring**
2. **Reliable**
3. **Innovative**



Caring

- . approach of the organization for interacting with the people.
- . comforting interaction and should lead to a positive experience.

Recommendation:

- > *Caring should be felt and seen.*
- > *interpret in terms of shape, colour and form of the elements*



Caring:

Interpretations for form:

Soft, curved, feminine, wavy

Interpretations for colour:

pleasant, not bright, pastels, off whites

(not primary colours, not reflections, not at all steel)



Reliable:

Interpretations for form:

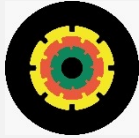
Simple and clean forms, symmetry,
(no unnecessary details - to be hidden)

Interpretations for colour:

off whites or off black, blue is the colour for reliability
(not mid grey)

Interpretations for service:

efficient, prompt and proper service.
Clean, neat and well organised – a place for everything.



Innovative:

Interpretations for form:

Unusual forms, sculpture by an artist

Interpretations for colour:

splashes of colour, painting/mural by an artist

Interpretations for schemes:

new schemes and services being offered.

THINK!
DESIGN



Design approaches to conceptual solutions:

Wind, fire and water (Elements of Nature) as **metaphors** to represent BPCL's corporate goals and design intent:





Design Inspirations from Nature:

Fire representing the condition of Energy:

.visualized as arcs, as angular lines as in spits of fire, as flames, as triangular silhouettes or tongues of flames, in occasional bursts, sudden, asymmetrical, with great vitality of movement

Wind representing the condition of Outreach:

. associated with the elliptical, with clouds, with freshness, with seeds of uniqueness from distant lands

Water representing the condition of Fluid:

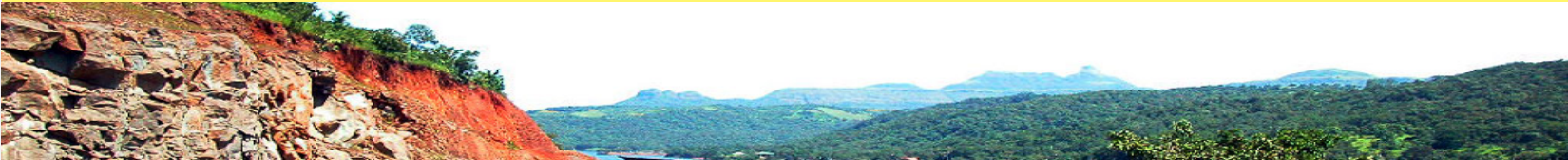
. manifest itself as being wavy, circular, reminiscent of the lotus, and of course, the yin and yang form itself



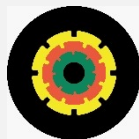
Conceptual solution One:

Energy/dynamism – (Fire)

- . arcs,
- . angular,
- . flame,
- . triangular

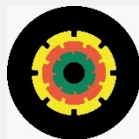


THINK!
DESIGN

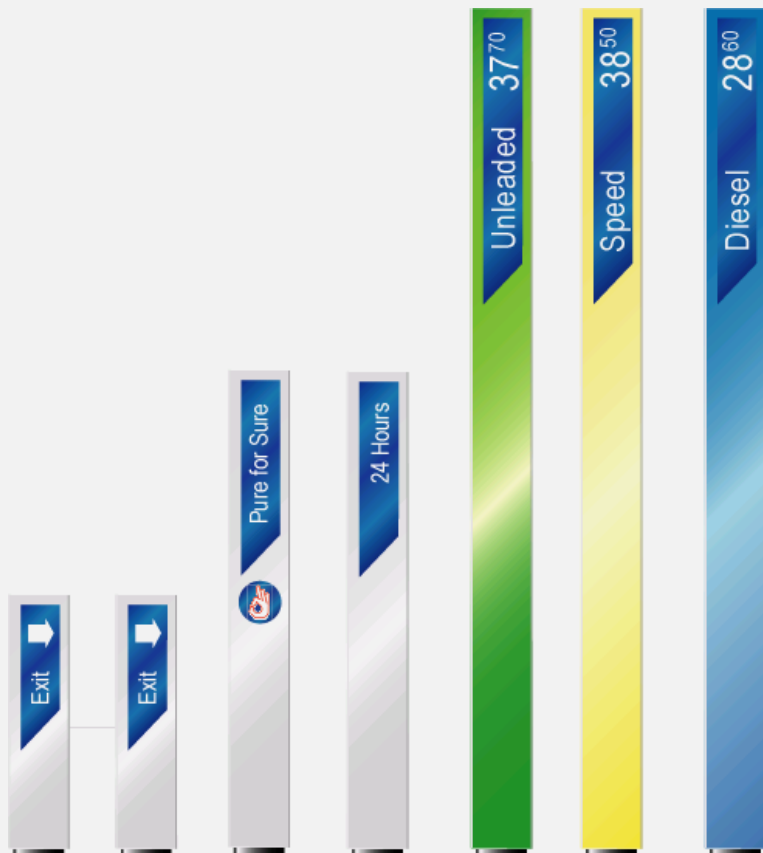


1. Design solution One – Energy (Fire):





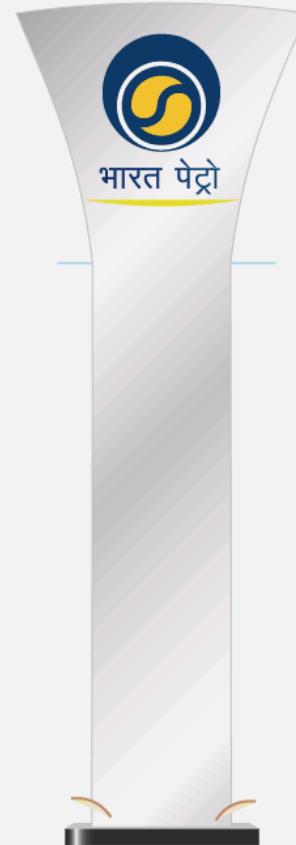
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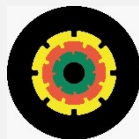
7.a Signage:

1.b Signage:

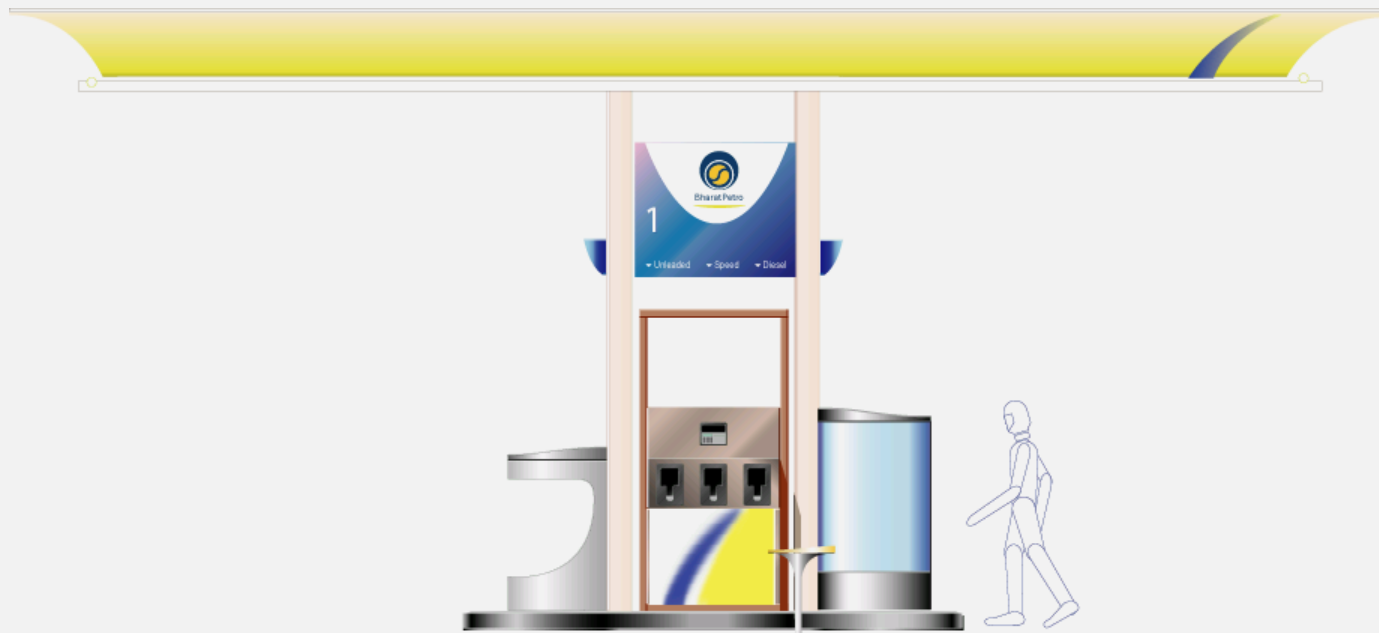
THINK!
DESIGN



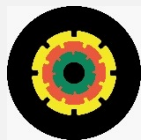
THINK!
DESIGN



1.c Canopy:

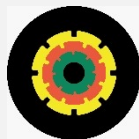


THINK!
DESIGN

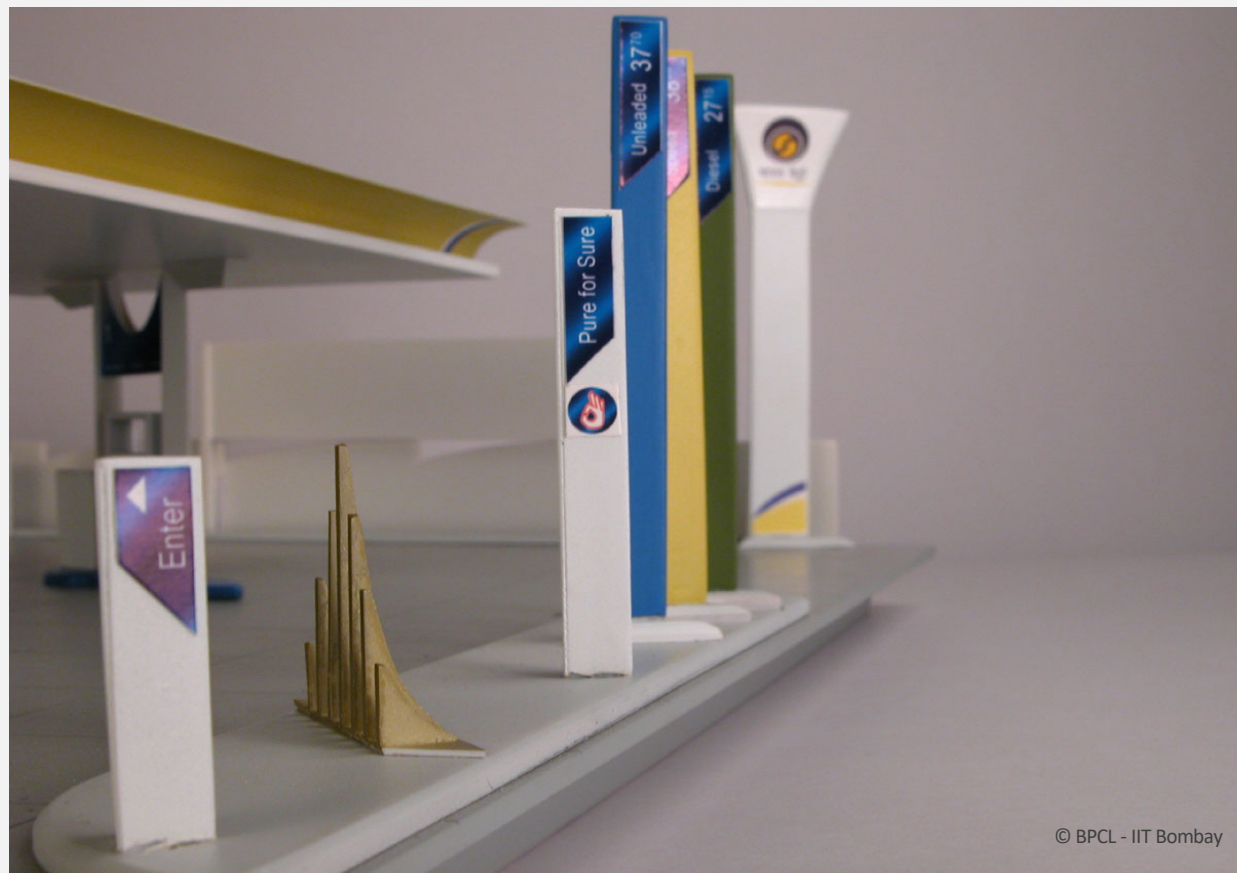


1.d Sales Building:

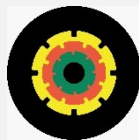




1.e Scaled Model:



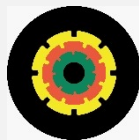
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DESIGN



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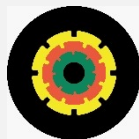
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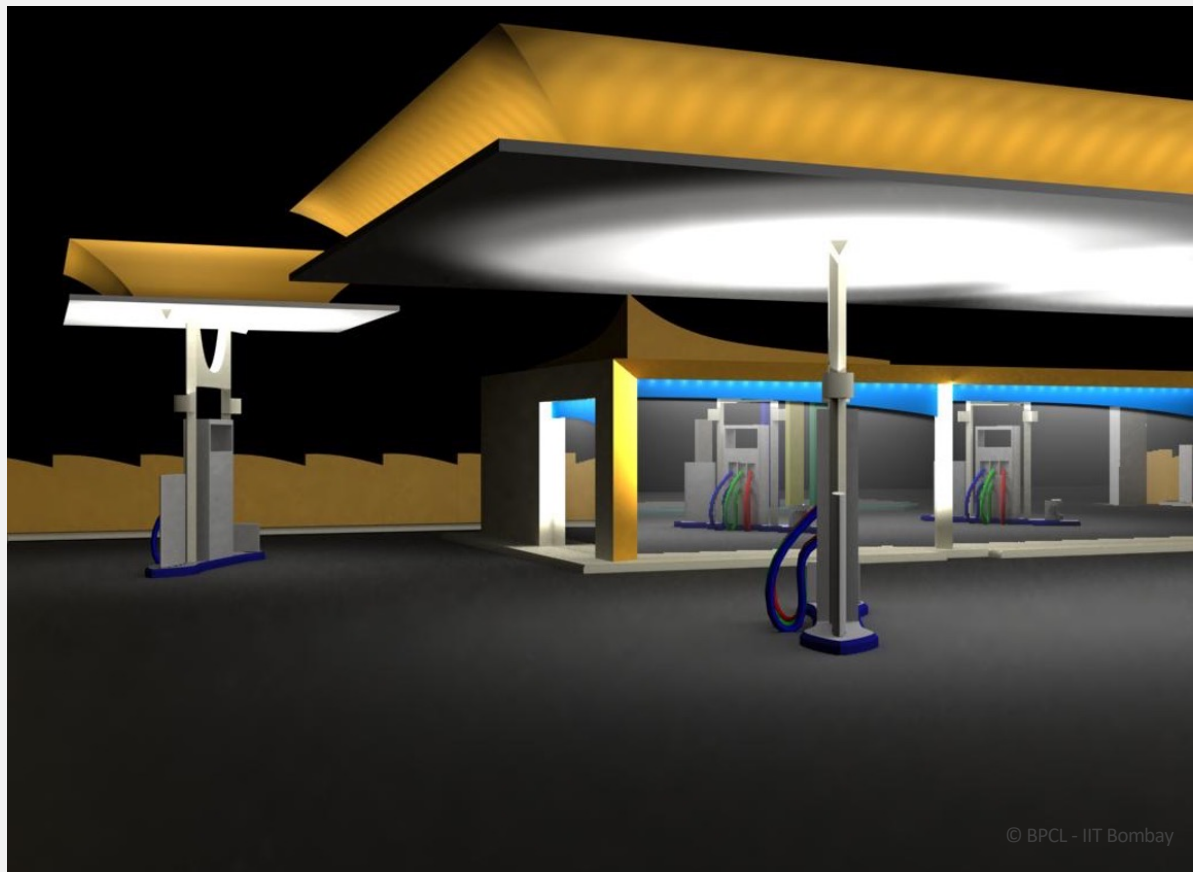
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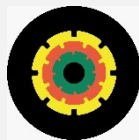


THINK!
DESIGN



1.e Rendered Model:





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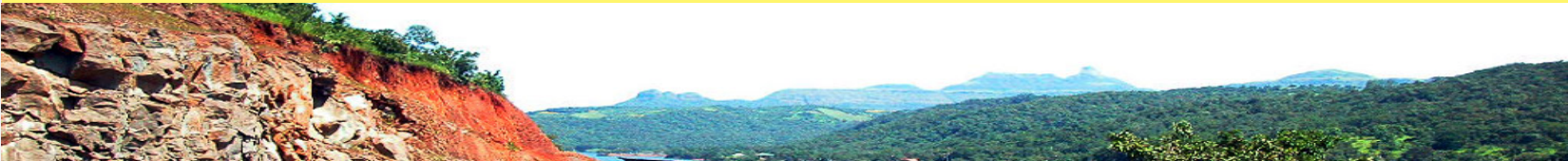




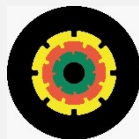
Conceptual solution Two:

Outreach – (Wind)

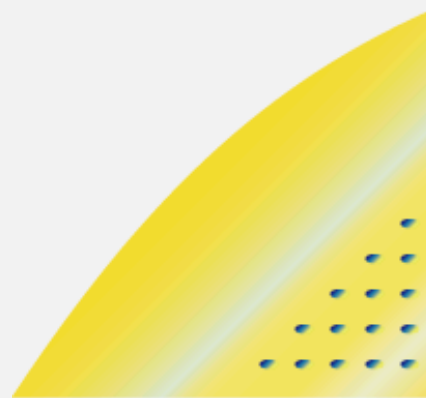
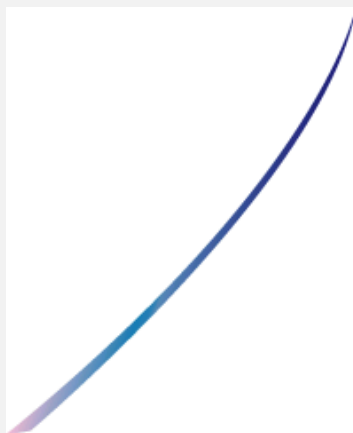
- . wind,
- . cloud,
- . elliptical



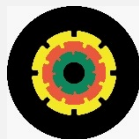
THINK!
DESIGN



2. Design solution Two – Outreach (Wind):



THINK!
DESIGN



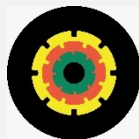
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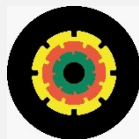
7.a Signage:

2.b Signage:

THINK!
DESIGN



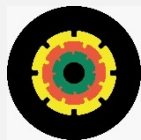
THINK!
DESIGN



2.c Canopy:



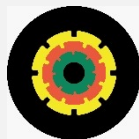
THINK!
DESIGN



2.d Sales Building:

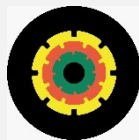


THINK!
DESIGN



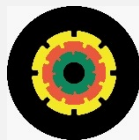
2.e Scaled Model:





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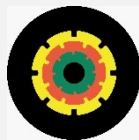




2.e Scaled Model:

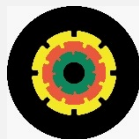


THINK!
DESIGN



2.e Scaled Model:





2.e Rendered Model:

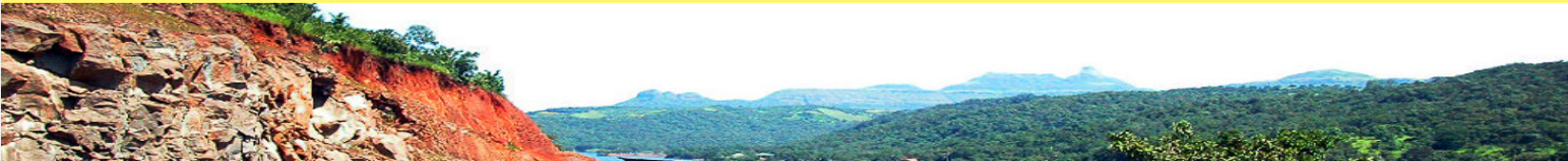


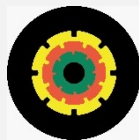


Conceptual solution Three:

Fluid – (Water)

- . wavy,
- . circular,
- . lotus,
- . yin and yang form,

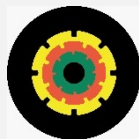




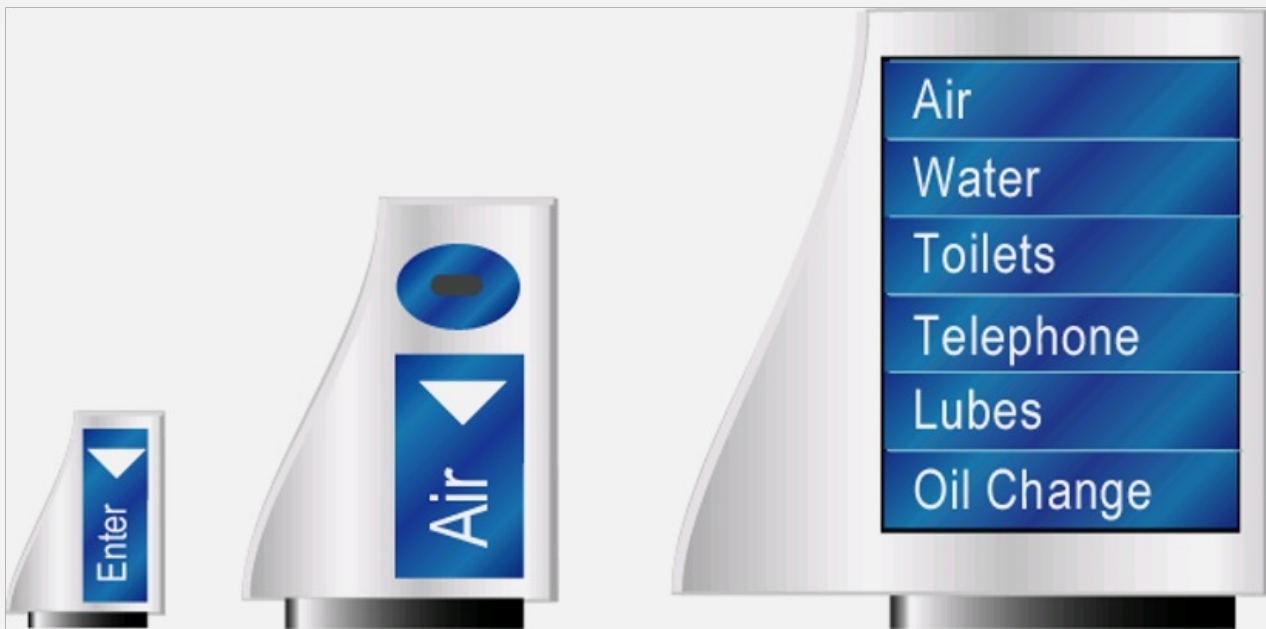
3. Design solution Three – Fluid (Water):



THINK!
DESIGN



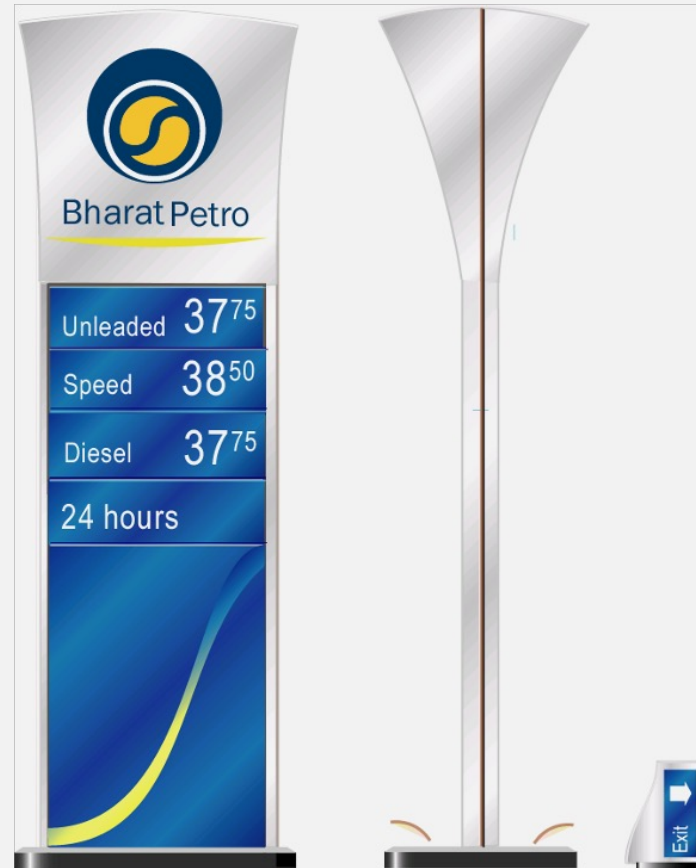
3.a Signage:



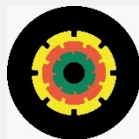


7.a Signage:

3.b Signage:



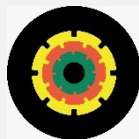
THINK!
DESIGN



3.c Canopy:



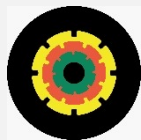
THINK!
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3.c Canopy:



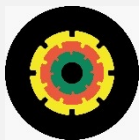
THINK!
DESIGN



3.d Sales Building:



THINK!
DESIGN

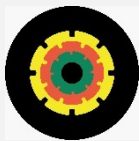


3.d Overall View:



C10.1-043

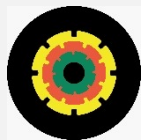
THINK!
DESIGN



3.e Scaled Model:



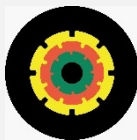
THINK!
DESIGN



3.e Scaled Model:



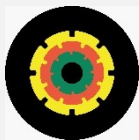
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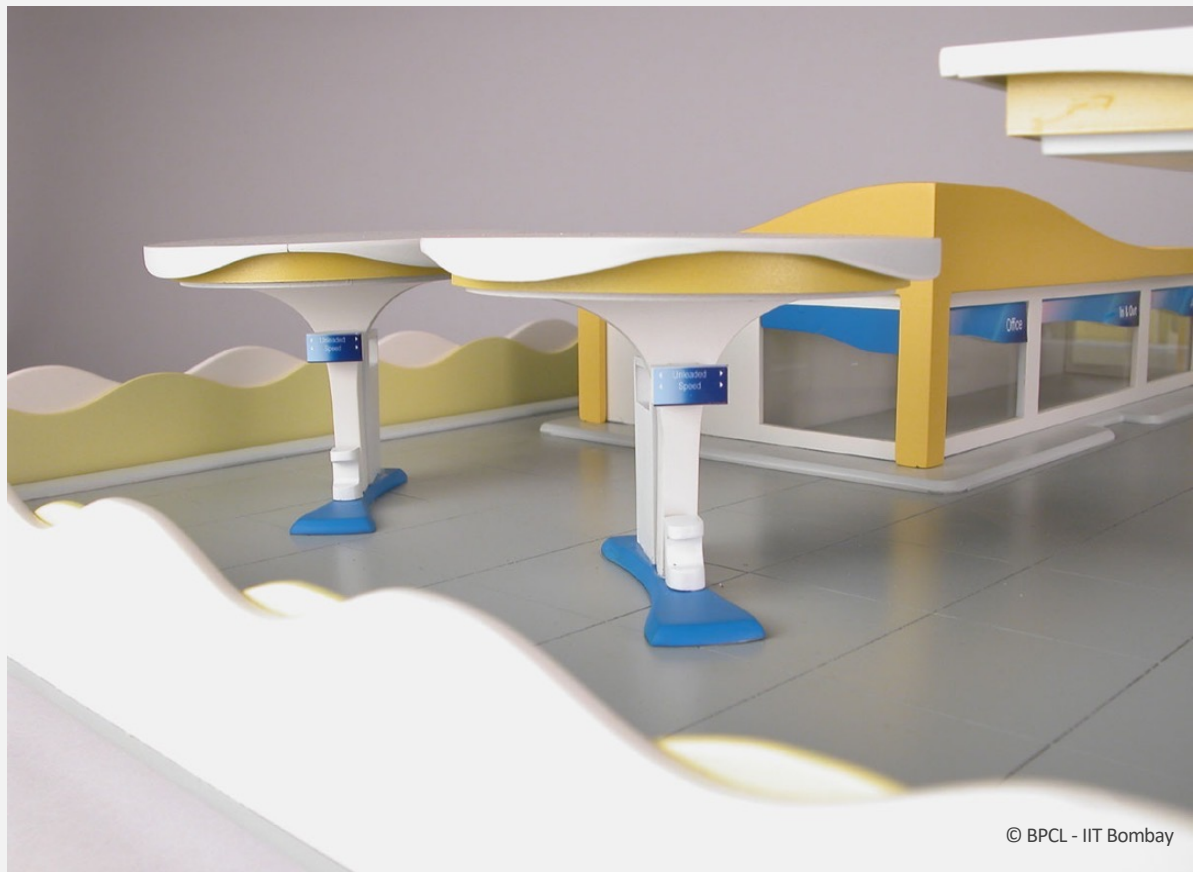
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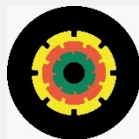


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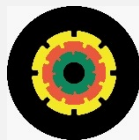
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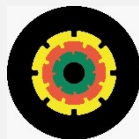




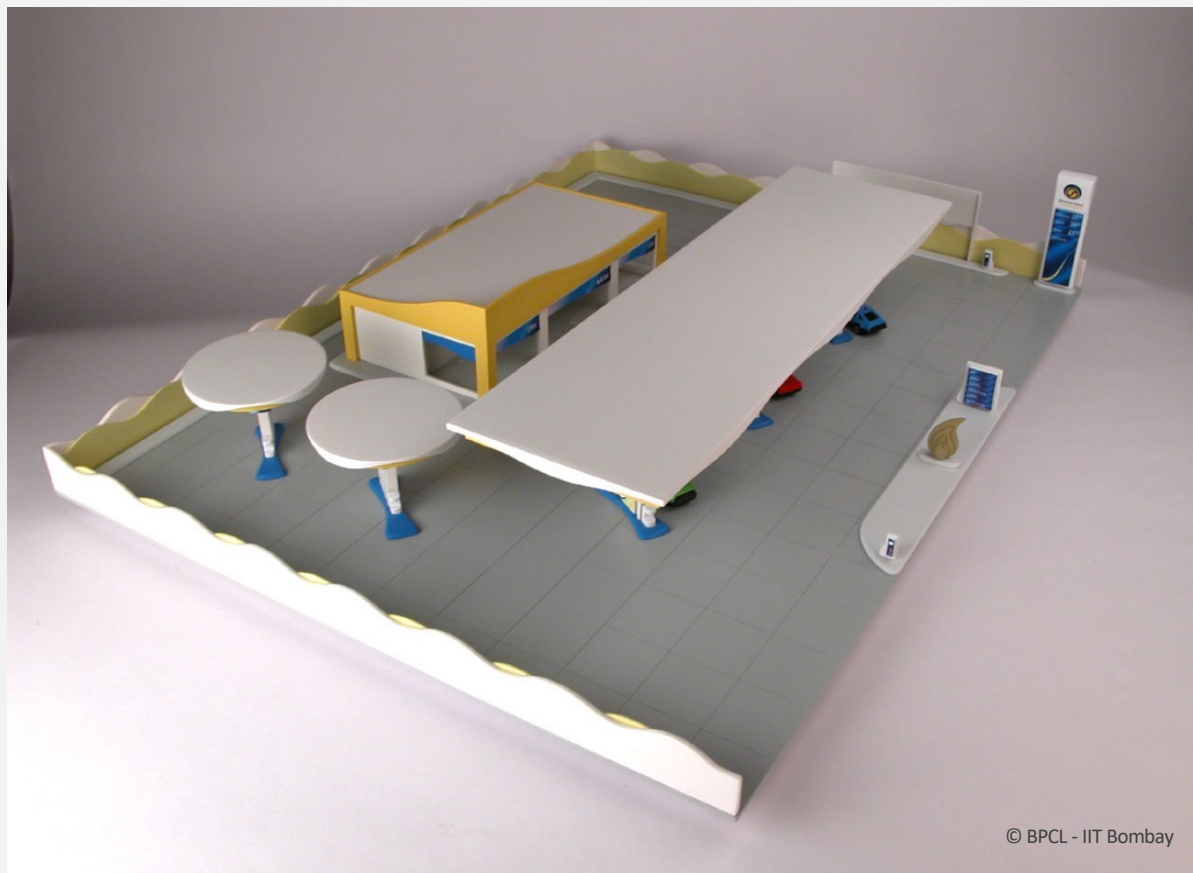
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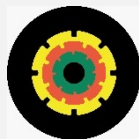
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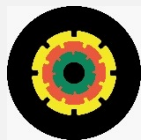
THINK!
DESIGN



3.e Rendered Model:

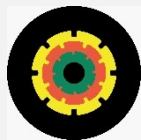


THINK!
DESIGN

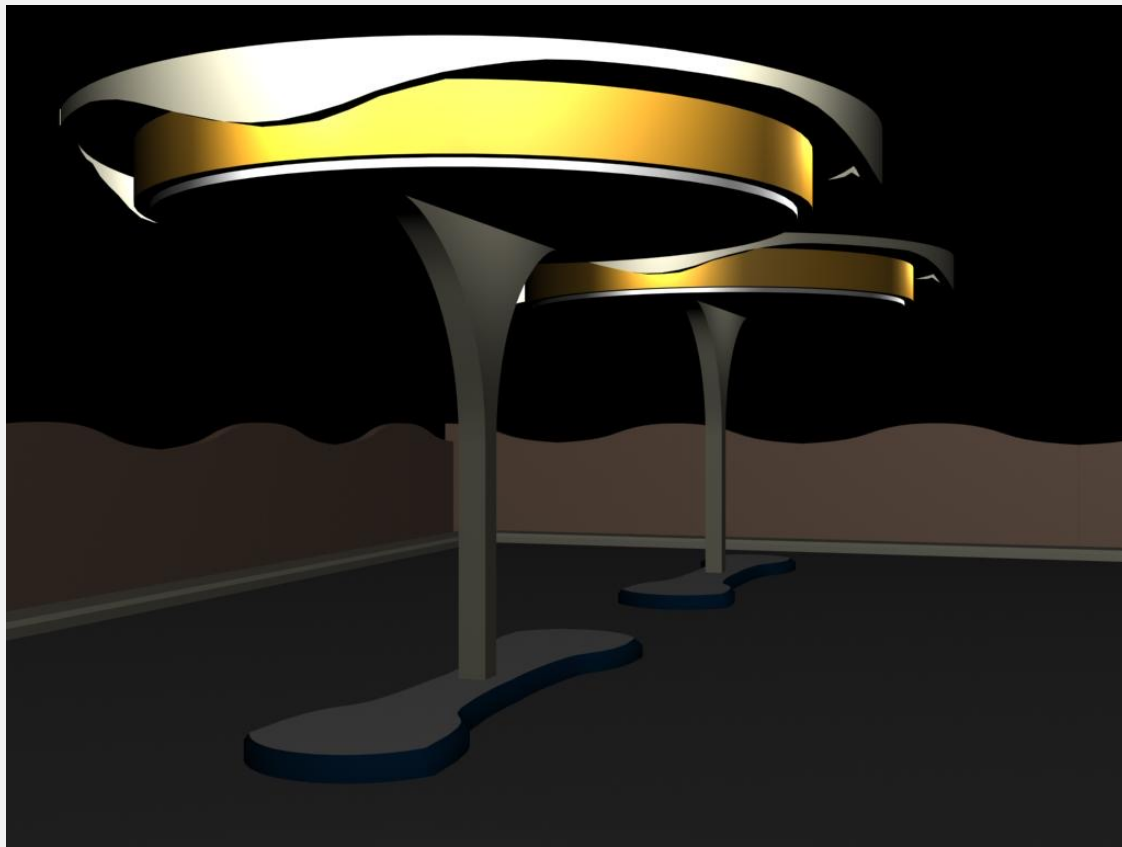


3.e Rendered Model:





3.e Rendered Model:





Further Steps:



Full Size Prototypes inside a factory

First actual prototypes in 3 metros

Implementation – 15,000 outlets in the next 18 months



Further Steps in 2018:





**Thanks for
Listening**

DT&I Case Study
Section: C10
Week 10

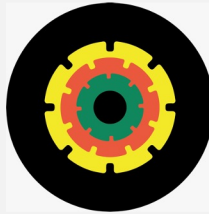
THINK!
DESIGN

DT&I Course – Week 10:



DT&I
Process
(20%)

- > Ideation Part 2
- > Generating Creative Ideas



DT&I
Tools
(20%)

- > Synectics
- > Analogical Thinking
- > Concept Maps
- > Concept Evaluation



DT&I
Project
(50%)

- > Apply Synectics, Analogical Thinking, generate Concept Maps, and Evaluate Concepts



DT&I
Cast Study
(10%)

- > Case Study Project:
BPCL Retail Vision and Identity Design

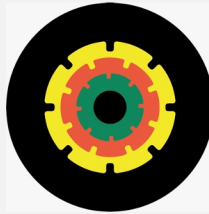
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DT&I Course – Week 11:



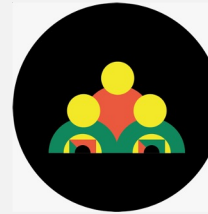
DT&I
Process
(20%)

- > Soft Prototyping,
- > Paper Prototype
- > Scenarios/
storyboarding



DT&I
Tools
(20%)

- > Paper Prototype
- > Soft Prototyping,
- > Scenarios and
Storyboarding, -
- > MVP



DT&I
Project
(50%)

- Demonstrate
Concepts through
- > Paper Prototype
 - > Soft Prototyping,
 - > Scenarios /
Storyboarding



DT&I
Cast Study
(10%)

- > Case Study
Project:
Prototyping
details



Supporting Organizations:



D'source Project



Open Design School



MoE's Innovation Cell



Credits:

Designers for BPCL Case Study:

Prof. Ravi Poovaiah

Dr. Ajanta Sen



D'source Project



Open Design School



MoE's Innovation Cell



Credits:

Presented by:
Prof. Ravi Poovaiah



D'source Project



Open Design School



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Credits:

Camera & Editing:
Santosh Sonawane



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Credits:

Think Design Animation:
Rajiv Sarkar



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Credits:

End Title Music:
C P Narayan



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Credits:

Produced by:

IDC School of Design
IIT Bombay



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