

Design Innovation Centre, HUB

One Page Report on Product Design and Consumer Behavior

Product Design and Consumer Behavior

Date: 2nd May 2020

Time: 05:00 pm Onward

Expert Name: Ms. Sushmita Rao

Registration Link:

bit.ly/GTU-dTalk

No. Of Registration: 269

No. of Participants: 70

The session was all about product design and consumer behavior. First of all, Mr. Parth Sejpal introduces the speaker to all the students and faculties. Then, Ms. Sushmita Rao started the session. The first topic was the meaning of consumer behavior. The next slide was all about behavior: nature, international influence, global goals, and politics, culture, and environment. Ms. Sushmita Rao gave an example of it. The next topic was user-centric and their examples. In the end, there was a question-answer session between the Audience and Speaker.

Video Link: https://drive.google.com/open?id=1LkcPpY5ttyTTNpKJ7X1p4HRM_Fm20S9X

Brochure:

Presents
Webinar on
Product Design and Consumer Behaviour

Speaker
MS. SUSHMITA RAO
DESIGNER - UNIVERSAL DESIGNATION LABS, LLP

Sushmita Rao is a product designer from Vijayawada, Andhra Pradesh; currently working in Rajkot. Although a product design graduate, she is equally inclined towards graphic, interaction, and consumer behaviour & psychology in particular. Even with a short 2 years of experience, she has much to say about how design works.

In the talk, understand how people make purchase decisions and how design can leverage that for good.

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2nd May 2020
Saturday, 05:00 PM India

In association with:

INSTITUTION'S INNOVATION COUNCIL
SSIP
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GOVERNMENT OF RAJASTHAN

Event Photo:

Design & Behavior

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sushmita