

Low-Fidelity Prototyping Workshop

Date: August 2024

Duration: 2 Hours



Hands-on Creativity & Innovation Workshop

Organised by BOAT, a corporate alignment division of
School of Arts & Design, Woxsen University

Venue Partner: T-Works, Hyderabad

Client: Maruti Suzuki India

Cohorts: 2 Cohorts of Mid-level Managers

Cohort Size: 25 participants each

SOAD Team:

Prof. Mrudul Chilmulwar, Prof. Santosh Kocherlakota





Executive Narrative

In large organisations where efficiency, precision, and performance dominate daily routines, creativity often sits quietly in the background—present, but unused. Recognising this, Maruti Suzuki India collaborated with the School of Arts & Design (SOAD) at Woxsen University to unlock the creative confidence of its mid-level managers. Through BOAT, the SOAD's corporate innovation division, two cohorts participated in a high-energy, hands-on **Low-Fidelity Prototyping Workshop** at T-Works, Hyderabad.

The sessions brought together managers from diverse functional roles—engineering, operations, manufacturing, marketing, HR, and quality assurance. For many, it had been years since they last engaged in free-flowing creative activities. The workshop offered an opportunity to step away from structured processes and rediscover a more intuitive, playful, and exploratory way of thinking.

Across two hours, participants immersed themselves in making, experimenting, collaborating, and challenging assumptions. Using simple materials, they brought concepts to life in physical form—rekindling a long-forgotten instinct to build, test, and iterate quickly. What emerged was a renewed sense of possibility: a realisation that creativity is not an external skill, but an internal capacity waiting to be reactivated.

Keywords: Design Thinking, Creativity, Prototyping, Innovation Training

Intent

To ignite creativity, awaken dormant ideas, and help mid-level managers rediscover **prototyping as a powerful medium for communicating and testing concepts**.

The workshop aimed to cultivate a mindset of experimentation and visual thinking—enabling participants to contribute creatively and solve problems more effectively within their workplace roles.

Content of the Workshop

Participants were introduced to the value and purpose of low-fidelity prototyping, emphasising that it is accessible to professionals across all backgrounds, not only designers or engineers.

The workshop unfolded across three stages:

1. Hands-on Replication Challenge

Participants began by recreating a familiar everyday object using minimal materials such as paper, sticks, tape, strings, and simple tools.

This phase helped them:

- Embrace creativity without hesitation
- Shift from conceptualisation to action
- Apply resourcefulness and problem-solving under constraints

2. Concept Development & Team Prototyping

Teams identified a simple idea, product, or workplace opportunity and translated it into a low-fidelity prototype.

They explored:

- Form and structure
- Functionality
- User interaction
- Iteration through collaborative making

3. Prototype Showcase & Reflection

The workshop concluded with:

- Team presentations
- Demonstrations of prototypes
- Peer feedback
- Reflection on creative confidence, barriers, and practical applications at work

Impact

The cohorts—comprising mid-level managers from varied departments—experienced a powerful shift in perspective. Many realised that their ideas had stalled not due to lack of potential, but because the first step toward action felt overwhelming.

Through this workshop, participants gained:

New Confidence

They recognised that prototypes do not need to be perfect—only expressive enough to spark discussion, feedback, and improvement.

A Practical Innovation Mindset

Participants learned how quick, tangible modelling:

- Improves idea clarity
- Accelerates communication
- Reduces hesitation
- Encourages low-risk experimentation

Renewed Creativity

Managers reconnected with dormant creative instincts, discovering they could express ideas physically even with simple materials.

Team Alignment & Collaboration

Working in small cross-functional teams fostered communication, mutual learning, and shared excitement.

Participants concluded the session with a sense of motivation—ready to use prototyping as a tool for problem-solving, efficiency improvement, user understanding, and innovation within Maruti Suzuki's organisational environment.



Workshop Overview

- **Title:** Low-Fidelity Prototyping Workshop
- **Delivered By:** BOAT Team
- **Venue Partner:** T-Works, Hyderabad
- **Client:** Maruti Suzuki India
- **Cohorts:** 2 (Mid-level Managers)
- **Cohort Size:** 25 each
- **Duration:** 2 hours per cohort
- **Facilitators:** Prof. Mrudul Chilmulwar, Prof. Santosh Kocherlakota

Outcomes & Reflections

Tangible Outcomes

- All teams across both cohorts created functional low-fidelity prototypes
- Original product concepts were developed under time and material constraints
- Participants converted abstract ideas into communicable physical models

Participant Experience

- High engagement and enthusiasm across both cohorts
- Cross-department collaboration
- Increased confidence in visualising and expressing ideas
- Rediscovered creativity and curiosity

Recognised Barriers (and Breakthroughs)

- Many participants acknowledged previous hesitation to act on ideas
- Prototyping helped overcome mental blocks
- The hands-on process demystified the “execution barrier”

Verbal Insights (Participant Reflections)

- “This is the first time in years I’ve made something with my hands—it felt refreshing.”
- “We always think execution requires perfection; now we know it just requires a start.”
- “I can use this method with my team for problem-solving.”





Why This Matters for Large Organisations

In structured, process-driven environments like Maruti Suzuki, innovation thrives when people feel confident experimenting.

Prototyping:

- Reduces ambiguity
- Improves communication
- Accelerates decision-making
- Encourages collaborative thinking
- Enables faster, lower-risk innovation

This workshop empowered managers to bring creative experimentation back into their daily roles—strengthening organisational agility and continuous improvement.

Why Organisations Choose BOAT

- Human-centred, design-led training models
- Hands-on, immersive workshop formats
- Expertise in creativity, prototyping, and innovative thinking
- Powered by the interdisciplinary capabilities of Woxsen University
- Partnership with T-Works for prototyping-based learning experiences
- Track record of impactful programs across industries and domains

BOAT Profile (brief)

BOAT is the corporate alignment division of the

School of Arts & Design, Woxsen University.

BOAT offers design-driven capability building, executive education, creativity training, and strategic consultancy for organisations across India and abroad.

Expertise

- Executive Education (MDPs, FDPs)
- Creativity & Innovation Workshops
- Human-Centred Research
- Strategic Design & Foresight
- UX/UI & Product Experience Design

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