



Design Innovation Centre
Banaras Hindu University
Presents

IDEA Competition

TUESDAY
25th JANUARY 2022



Scan QR Link
for Registration
& Uploading
the Idea

Entries can be submitted by
05:00 PM, Monday, 24 January 2022

Pitching the Idea
03:00 PM, Tuesday, 25 January 2022

The students enrolled in BHU in UG, PG, PhD, Diploma and Certificate course can apply for this IDEA COMPETITION.

There is no registration fee for this IDEA COMPETITION.



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DESIGN INNOVATION CENTRE
DEPARTMENT OF APPLIED ARTS
FACULTY OF VISUAL ARTS
BANARAS HINDU UNIVERSITY

For More Details

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IDEA SUBMISSION FORM

A: SET THE CONTEXT

TITLE

(Summarize your idea in one sentence)

Reflect the essence of your
idea in a single sentence

THE SITUATION

(Set the context in which the idea makes sense)

What is the problem being
solved and when does the
problem occur?

B: USERS & FORM FACTORS

THE USERS

(Describe the key personas involved)

Who will interact with and
benefit from your idea? e.g.
students, parents, young
professionals, athletes, etc.

THE LOGIC

(How would the idea solve the problem)

What is the core logic of the
idea? Briefly explain how it
would work and how it
would address the problem

THE FORM FACTORS

(Describe the forms that the idea could take if implemented)

In what form could the idea
be realized? e.g. a mobile
app, a website, a connected
device

C: THE VALUE

HOW USERS BENEFIT

(Explain how each persona benefits)

How would the users benefit
from the implemented idea?

HOW THE COMPANY BENEFITS

(Explain how the company would get value from the idea)

The business model - how
the idea creates value for
the company and in what
form?

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