WOXSEN UNIVERSITY
SCHOOL OF ARTS & DESIGN

CAPSTONE
DESIGN PROJECT
REPORT

1. INCEPTION

Introduction:

The Capstone Design project is a unique initiative at School of Art & Design, Woxsen University, combining rigorous design exercise with practical, real-world application. This project is designed to transform academic design knowledge into entrepreneurial skills by challenging students to design products, create brands and launch them in marketplace.

Value Proposition of Capstone Project

Innovative Execution Model:
Integrating multidisciplinary skills for market-ready products

Real-World Application:
Launching products in the marketplace

Future-Ready Designers:
Preparing students for industry demands

PROJECT MOTO:

Just imagine !

at the end of this capstone project you are ....

Designing the Real Product
Launching for Real World
Working with Real Business

Only 10 seats for final year B. Des. (Hons.) Students
Apply for course – confirmation after selection process

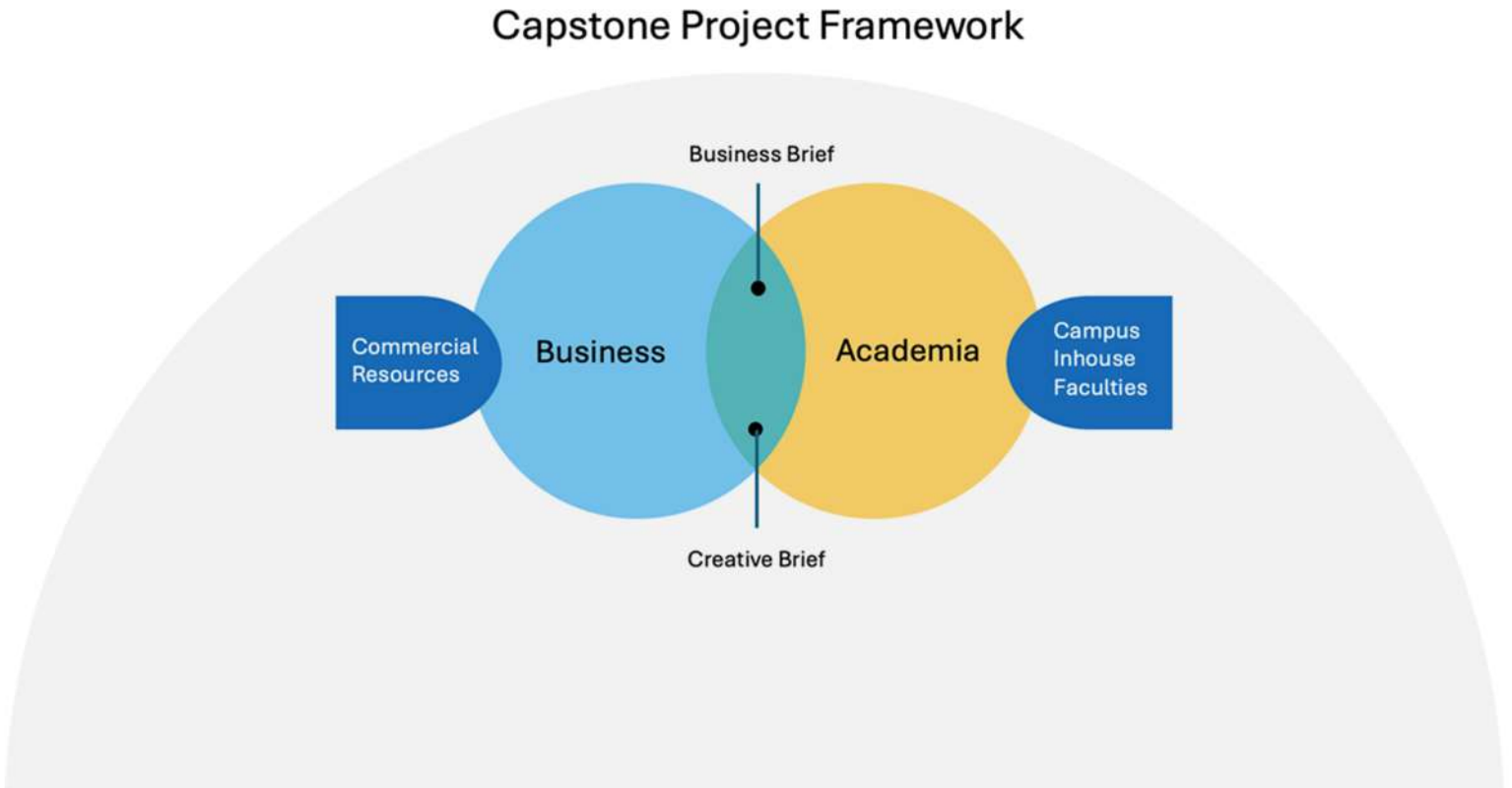
Project Vision:

The vision of this project is to empower students to bridge the gap between design education and practical business needs. By working on a real-world product, students gain invaluable experience that prepares them for the competitive demands of the industry.

Project Objectives:

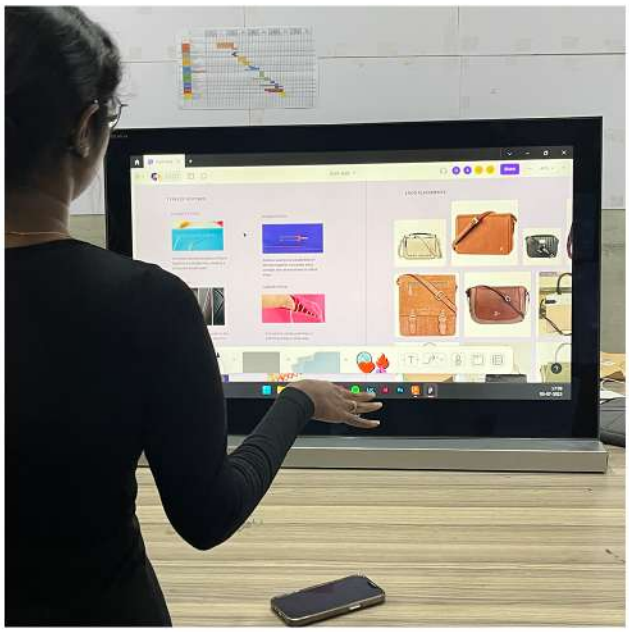
- To design a market-ready product that addresses a real consumer need.
- To integrate multidisciplinary skills, including design, business strategy, and Brand creation.
- To provide students with hands-on experience in product conceptualisation, prototyping, product development, branding, and launching.
- Overcoming the commercialisation challenges through strategic design.

2. PREPARATION



Research & Analysis:

The preparation phase began with extensive research into current market trends, user needs, and competitive products. A combination of user surveys, market analysis, and industry expert consultations provided the foundational data needed to guide the design process.



Resource Allocation:

Key resources were allocated, including design software, prototyping materials, commercial material (here cork), competitors actual products and marketing tools. Collaboration with external vendors and the university's resources ensured that all necessary materials were available for the project's duration.

Timeline & Milestones:

A detailed project timeline was established, marking key milestones such as user research, competitive analysis, initial concept approval, prototype development, testing phases, and the final product launch. Regular check-ins ensured that the project stayed on track.

3. MEET THE TEAM

Founding Designers:

Asit Gajbhiye

Soham Vagal

Harita Kumari

Devanandan KR

Jinoodhaya SS

The team was carefully selected based on expertise, with a focus on building a multidisciplinary group. The team comprised 5 final-year B. Des. (Hons.) industrial design students with specializations in product design, UX/UI, graphic design, and Branding etc.

SKILL MAPPING

1. Design Process and relevant Skill Set
2. Business acumen & Market sensing
3. User research and insight finding
4. Prototyping and testing
5. Team-work and leadership
6. Material & Manufacturing (based on nature of project

Mentors:

Mr Munwar Khan

Mrudul Chilmulwar

Roles & Responsibilities:

Mentors:

1. Guided students through each stage of the design process, ensuring adherence to design principles and objectives.
2. Provided essential design tools, offered hands-on training, and supplied necessary materials for effective project execution.
3. Offered timely and constructive feedback on research, design concepts, and prototyping iterations to refine outcomes.
4. Helped students develop an understanding of business strategies and brand-building to align their designs with market demands.
5. Reviewed student work with a focus on the commercial viability of the design, including product development costs and scalability.
6. Facilitated connections between students and industry professionals, exposing them to real-world practices and expert insights.

Roles & Responsibilities:

Students: t

1. Followed the complete design process, including user research, conceptualization, prototyping, and testing, ensuring the product met the identified needs of the target audience.

2. Create detailed design specification as per industry practise and share with factory for commercial prototyping.

3. Collaborated with mentors and industry professionals for feedback on design iterations, focusing on commercial viability and aesthetic appeal.

4. Conducted user testing and incorporated feedback to refine the product design, enhancing functionality and user experience.

5. Engaged in competitive analysis and market research to position the product effectively and identify opportunities for differentiation in the marketplace.

4. KICK OFF

Kick-Off Meeting:

The project officially kicked off with a meeting attended by all team members and mentors. The agenda included setting clear objectives, discussing potential challenges, and outlining the project roadmap.

Setting the Stage:

A comprehensive project roadmap was developed, detailing each phase of the project and the expected deliverables. This roadmap served as the blueprint for all subsequent activities.

5. BRAND VISION SETTING

Students developed the brand vision by defining the product's core values of sustainability and craftsmanship. They created a mission statement, outlined the target audience, and formulated a positioning strategy that emphasized eco-friendly, high-quality cork-based products.

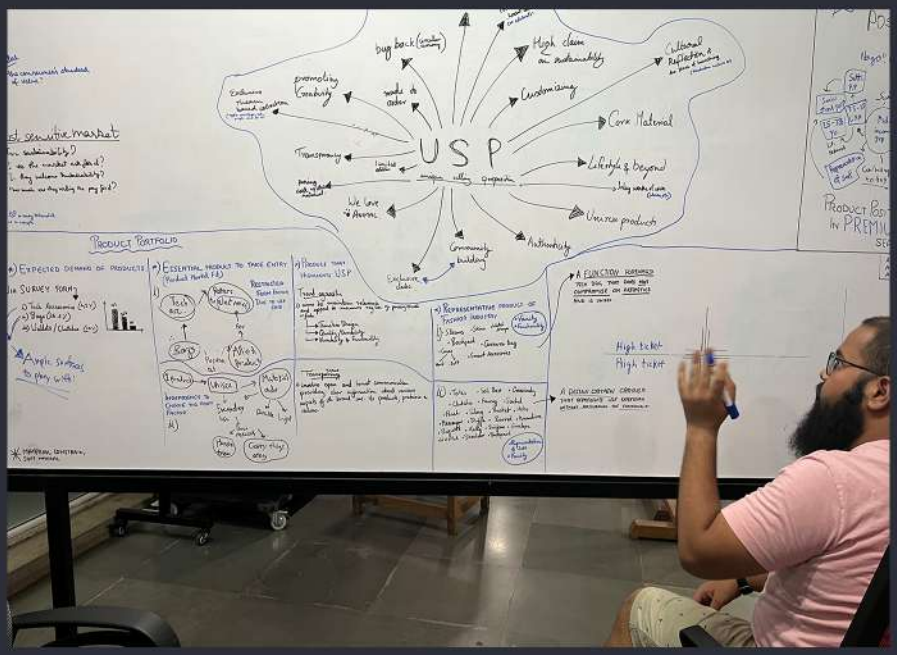
6. IN-DEPTH USER RESEARCH

Students conducted detailed user interviews and surveys to uncover key insights into user behaviors and preferences. They developed personas to represent different user types and used empathy mapping to capture the emotional and practical needs of their audience. Through value proposition mapping, they aligned product features with user expectations, while competitor analysis revealed market opportunities and informed the product's unique positioning.

7. COMPETITIVE ANALYSIS

Market Competitors:

An in-depth competitive analysis was conducted to identify existing products that could compete with our proposed design. The analysis highlighted gaps in the market that our product could fill, particularly in terms of Unique design, user experience and innovative features.

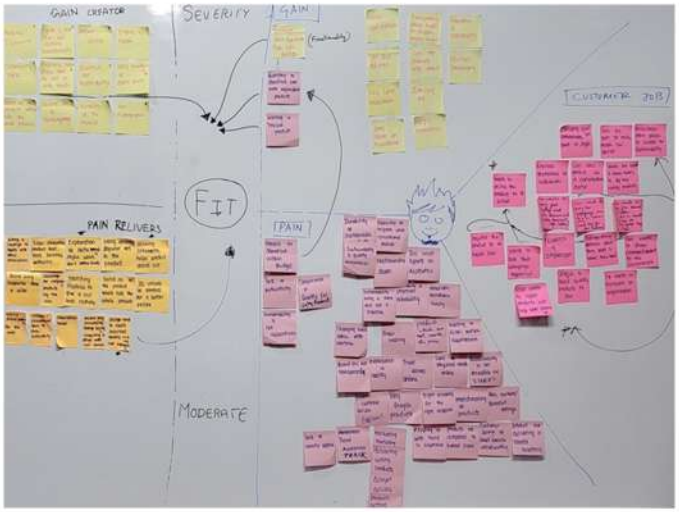


SWOT Analysis:

A SWOT analysis provided a clear understanding of the project's strengths, weaknesses, opportunities, and threats. This analysis informed our strategy, helping to focus on areas where the product could offer unique values.

Product Positioning :

Premium, High Quality Hand-crafted products



Product Portfolio strategy :

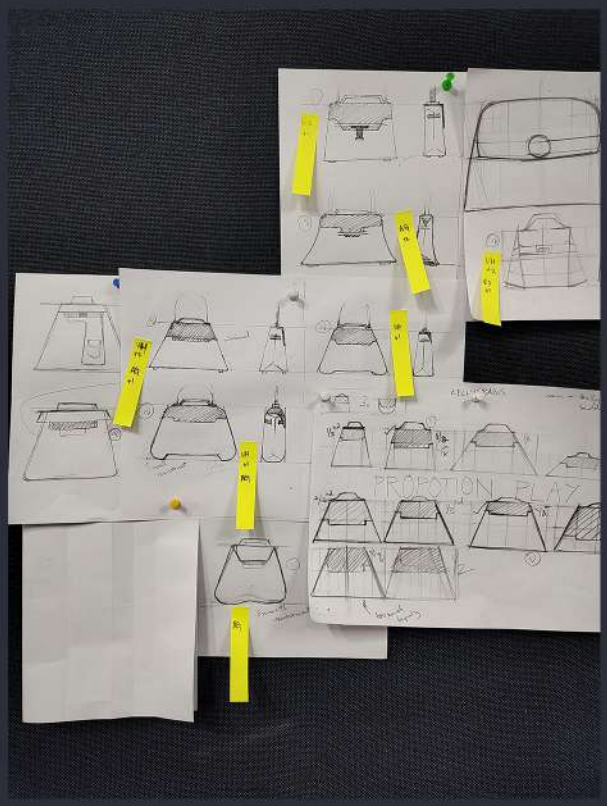
Entry level, Mid-Range and Hight Ticket products :

The branding was tiered into three levels: Entry level, Mid Range and Hight Ticket. Each tier targeted different segments of the market, allowing the product to appeal to a broader audience while maintaining a consistent brand image. Also as a market penetration strategy it will allow user to get engaged with brand and product starting from entry level product

8. IDEATION / CONCEPTION

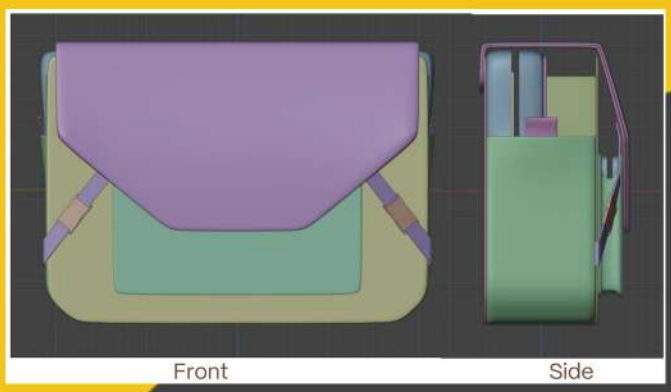
Brainstorming Sessions:

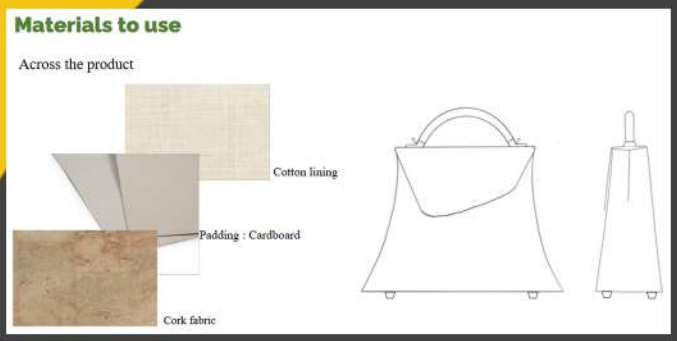
The ideation phase involved multiple brainstorming sessions where team members contributed diverse ideas. These sessions led to the development of several initial concepts, each addressing different aspects of the user needs identified during the research phase.

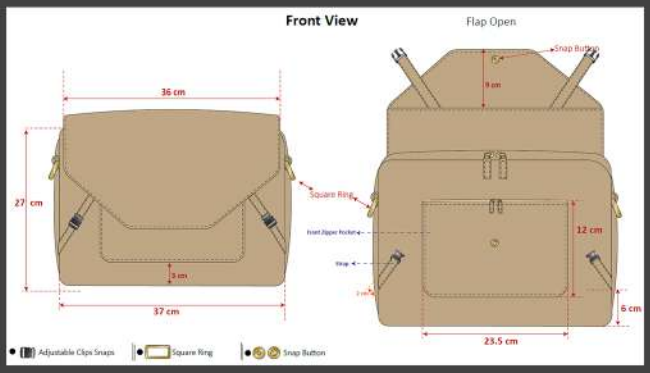


Design Concepts:

After careful evaluation, the team selected a final concept that balanced innovation, material opportunity and limitation with practicality. This concept was refined through sketches, digital renderings, and discussions with mentors.



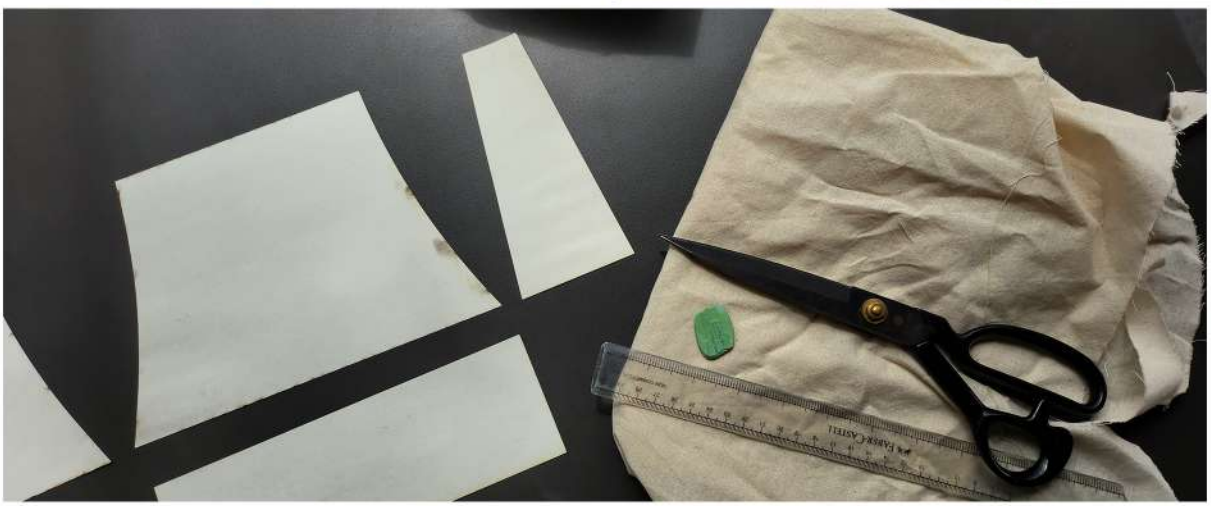




9. PROTOTYPE & TESTING

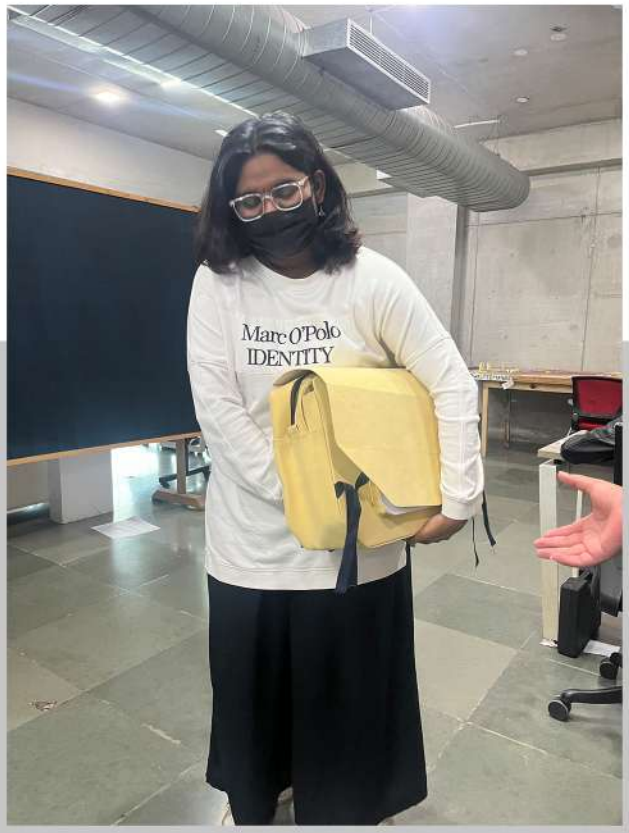
Prototyping Process:

The prototyping phase began with low-fidelity models by using in campus prototyping facilities, which allowed the team to explore different design options quickly. These models were followed by more refined, high-fidelity prototypes from factory that closely resembled the final product.



Testing & Feedback:

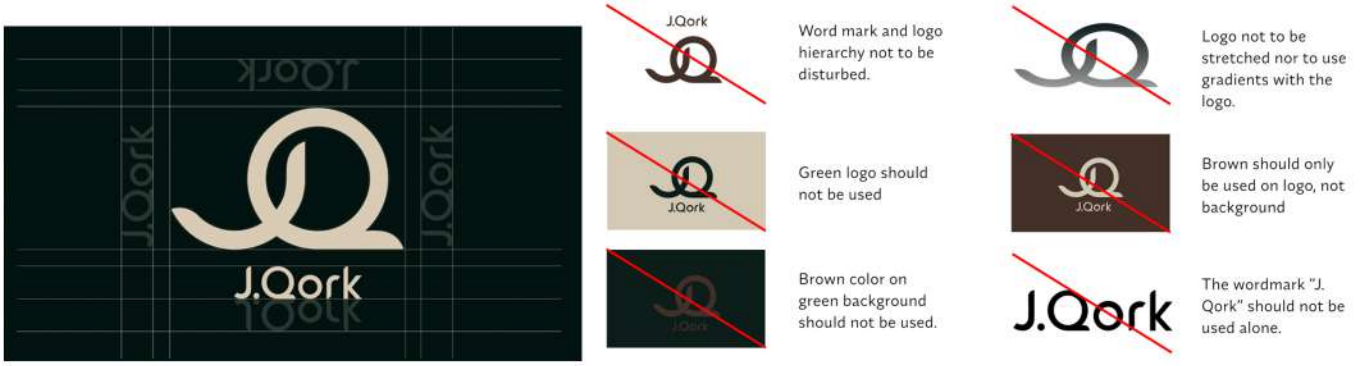
User testing was conducted to gather feedback on the prototype's usability, aesthetics, and overall functionality. Based on the feedback, several iterations were made to improve the design, ensuring that the final product met the needs of its target users.



10 . BRAND DEVELOPMENT

Brand Identity:

A strong brand identity was essential for the success of the product. The team developed a comprehensive branding strategy that included logo design, colour schemes, typography, and brand messaging.



Brand Persona Creation:

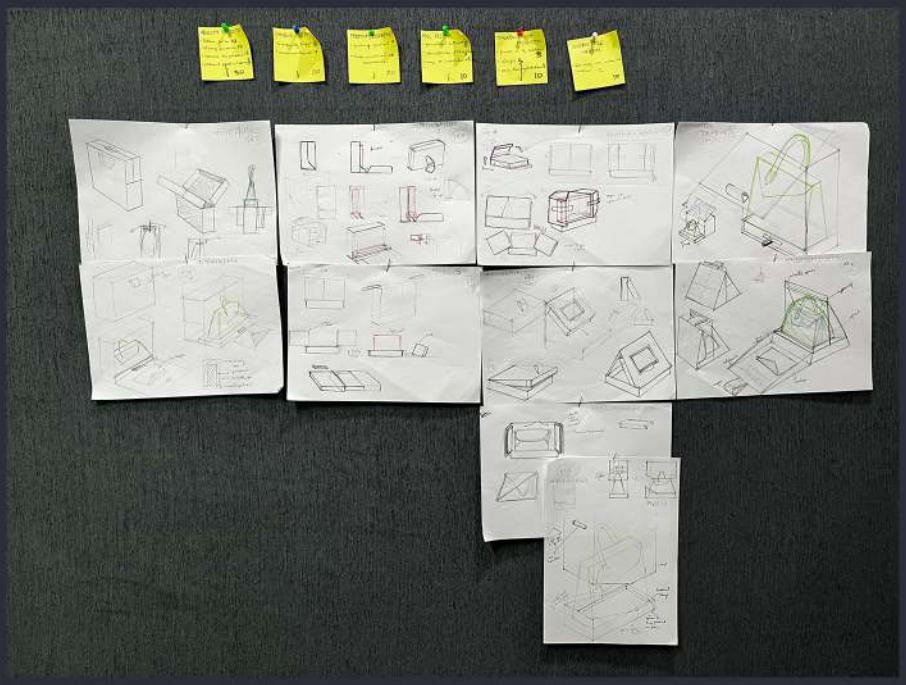
Design: Sustainable , unboxing experience, Zero Plastic , Second life

Prototyping and Testing of Packaging: In house protyping , inductry level prototyping

11.PACKAGING DESIGN

Design: Sustainable, Unboxing Experience, Zero Plastic, Second Life

Students focused on creating eco-friendly packaging that eliminated the use of plastic and embraced sustainability. The design emphasized a memorable unboxing experience, incorporating materials that are fully recyclable and reusable. They also explored "second life" functionality, ensuring that the packaging could be repurposed by the user, aligning with the brand's sustainability goals.



Prototyping and Testing: In-House Prototyping, Industry-Level Prototyping

Initial prototypes were crafted using in-house facilities to explore various design concepts and material choices. After refining the designs, industry-level prototypes were developed to test durability, functionality, and user experience, ensuring the final packaging met both environmental and practical standards.

12. PRODUCT PHOTOGRAPHY

Conceptualization:

The photo shoot was a critical component of the branding and marketing strategy. The team developed mood boards and shot lists to guide the shoot, ensuring that the visual content aligned with the product's brand identity.

Execution:

The photo shoot was conducted over two days, using both studio and outdoor locations to capture the product in various contexts. The resulting images were used in promotional materials, the product website, and social media campaigns.

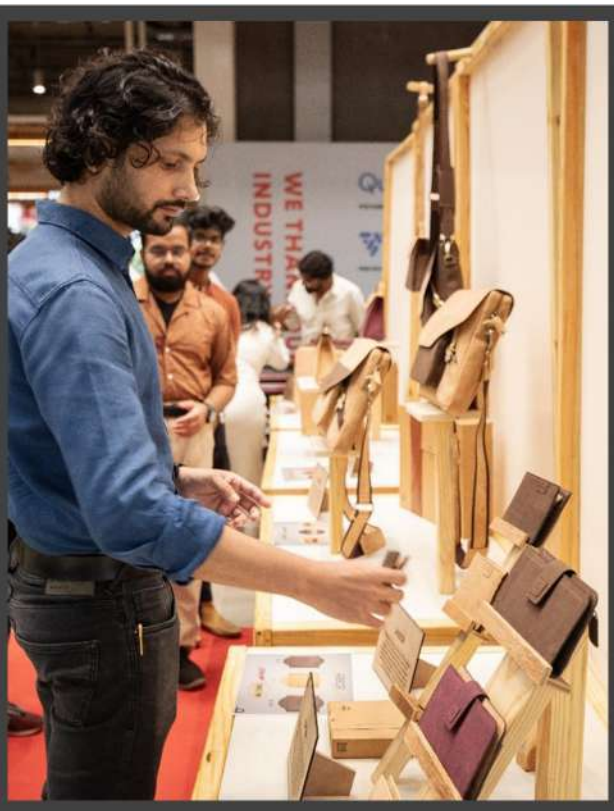
13. PRODUCT LAUNCH

Product Display Design:

The product was showcased in a custom-designed display that highlighted its features and unique selling points. The display was strategically placed to attract maximum attention during the launch event.

Product Walk:

As part of the launch event, a product walk was organized to introduce the product to the market. The show featured models using the product in real-world scenarios, demonstrating its practicality and style.



Launching Event:

The official launch event was attended by students, faculty, industry professionals, and media representatives. The event included keynote speeches, a live demonstration of the product, and networking opportunities for attendees.

14. WAY FORWARD

Future Plans for Capstone Design Project :

The team aims to develop Capstone Design Project 2.0, providing senior students with advanced opportunities to engage in more complex, real-world design challenges.

Future Plans for Brand - J.Qork

Post-launch, the team plans to continue refining the product based on user feedback and market reception. There is also a plan to explore partnerships with industry players to scale production and distribution.

Long-Term Vision:

The long-term vision is to establish the product as a leading brand in its category, leveraging the university's resources and industry connections to expand into new markets.

15. LEARNING

Learning for Students :

Skills Acquired

Team members gained practical experience in product design, project management, user testing, and branding. They also developed soft skills such as teamwork, communication, and problem-solving.

Challenges & Solutions

Throughout the project, the team faced challenges such as tight deadlines, resource constraints, and technical issues. These were overcome through effective collaboration, creative problem-solving, and adaptive project management.

Learning for Design Educators :

The Capstone project offers valuable insights for design educators, highlighting the importance of bridging academic theory with real-world application. It demonstrates how students benefit from hands-on, multidisciplinary approaches, reinforcing the relevance of industry-driven projects in design education. Educators also gain a better understanding of the evolving needs of both students and the marketplace, allowing them to tailor their teaching methods. Additionally, the project emphasizes the importance of collaboration between academia and industry to create future-ready designers.

16. CONCLUSION

The Capstone Design Project not only met its goals but also set a new standard for student-led innovation at School of Art & Design, Woxsen University. The success of this project is a testament to the hard work, creativity, and dedication of the students involved, and it paves the way for future collaborations between academia and industry.

17. ACKNOWLEDGEMENT

Special thanks of gratitude to

Dr. Raul V. Rodriguez
Vice-President
Woxsen University

Dr. Adity Saxena
Professor and Dean
School of Arts & Design

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