



**Institution's Innovation Council
Saurashtra University Rajkot**

**Design to Delight: Crafting Products with User
Experience and Ergonomics in Mind**

9th April 2026, Thursday

**Entrepreneurship Development Institute of India
(EDII) Bhat, Gandhinagar, Gujarat.**

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Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule

10:50AM	Registration
11:00AM	Welcome
11:10AM	Session held by Mr. Parth Sejjpal
02:00PM	Lunch Break
02:30PM	continue
03:40PM	Closing Ceremony

Event Registration Link

bit.ly/SUSEC-PIUJ

Brief about Event

“Design to Delight: Crafting Products with User Experience and Ergonomics in Mind” is an event centered on the art and science of creating products that truly resonate with users. It highlights how thoughtful design goes beyond aesthetics, focusing instead on how people interact with products in their everyday lives. The event typically brings together designers, engineers, and innovators who share a common goal: to enhance usability, comfort, and satisfaction through human-centered design.

At its core, the event explores the principles of user experience (UX), emphasizing the importance of understanding user behavior, needs, and pain points. Speakers and sessions often dive into research methods such as user interviews, usability testing, and journey mapping. These approaches help designers create intuitive products that feel natural and effortless to use, ultimately improving customer satisfaction and loyalty.

Ergonomics plays a key role in the discussions, highlighting how physical interaction with products impacts comfort, safety, and efficiency. From the shape of a chair to the layout of a mobile app, ergonomics ensures that designs align with human capabilities and limitations. The event demonstrates how integrating ergonomic principles can prevent strain, reduce errors, and enhance overall performance.

Another major focus is innovation through empathy. Participants are encouraged to adopt a user-first mindset, considering diverse audiences and inclusive design practices. This includes designing for people of different ages, abilities, and cultural backgrounds, ensuring that products are accessible and enjoyable for all.

Overall, “Design to Delight” serves as a platform for inspiration, collaboration, and learning. It equips attendees with practical insights and tools to create meaningful, user-friendly products that not only meet functional needs but also deliver delightful experiences.

Key Points

- Focus on user-centered design to create products that meet real user needs
- Importance of user experience (UX) in improving usability and satisfaction
- Use of research methods like user interviews, testing, and feedback analysis
- Integration of ergonomics to ensure comfort, safety, and efficiency
- Designing products that are intuitive and easy to use
- Emphasis on empathy and understanding user behavior
- Promotion of inclusive and accessible design for diverse users
- Encouragement of innovation through design thinking approaches
- Goal of delivering products that are both functional and delightful

Outcome

The outcome of “Design to Delight: Crafting Products with User Experience and Ergonomics in Mind” is that participants gain a strong understanding of how to design user-centered, intuitive, and comfortable products by integrating UX principles with ergonomics. They acquire practical skills in user research, testing, and design thinking, develop a more empathetic and inclusive approach toward diverse users, and learn to create solutions that enhance usability, efficiency, and satisfaction. Additionally, the event encourages collaboration and idea exchange, enabling attendees to apply innovative strategies in developing products that are both functional and genuinely delightful to use.

About the Speaker / Chief Guest



Mr. Parth Sejpal

IPR chair Professor

DPIIT- Chair Saurashtra University








Seminar

Design to Delight: Crafting Products with User Experience and Ergonomics in Mind

Join us for an insightful session under the AICTE IDE Bootcamp at EDII, featuring expert guidance on Design Thinking, User Experience, and Product Presentation, along with an interactive hands-on working session.

11:00 AM to 03:30 PM | 09 April, 2026



Mr. Parth Sejpal
CEO
SU START-UP AND
ENTREPRENEURSHIP COUNCIL
SAURASHTRA UNIVERSITY


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