

GLOBAL DESIGN THINKING CHALLENGE

Segue
3.0

A Journey to Sustainable Intelligence

Participant's Guide



Register Here



SUSTAINABLE DEVELOPMENT GOALS



Knowledge partners

Competition Structure



The Segue 3.0 challenge encompasses three steps, each tailored to exemplify a different phase of design thinking, culminating in a physical event that celebrates the power of innovation

1 TEAM REGISTRATION

Students are required to register in teams of **5 members** and collaboratively develop innovative, impactful, and scalable solutions. Participation is open to both school and college students.

REGISTRATION FEES 1000RS /\$20

A Design Thinking **Online Workshop of 5 days** will be conducted after the registration process to guide participants through problem identification, ideation, empathy mapping, and solution development.

2 PPT SUBMISSION

Teams will submit their proposals, leveraging the feel/empathy, define the problem statement and Divergence of Ideas as stages of design thinking. Participants will demonstrate a deep understanding of the problem areas, exhibit empathy for affected communities, and clearly define the challenges they aim to address.

3 ONLINE PRESENTATION

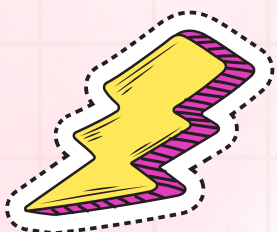
Teams will present their ideas and prototypes through an online presentation, showcasing their innovation, problem-solving approach, and proposed solution.

4 RELEASE OF SELECTED TEAMS FOR GRAND FINALE

Selected teams for the Grand Finale will be announced after evaluation of all submitted proposals based on innovation, impact, scalability, and understanding of the problem statement.

5 SEGUE 3.0 GRAND FINALE

The Grand Finale of Segue 3.0 will be held at Noida Institute of Engineering and Technology in Physical Mode, where participants will showcase their working prototypes before the judges and audience.



PROBLEM IDENTIFICATION

FEEL

1

Understand the real challenges faced by people, communities, and the environment through empathy and observation.

Identify problems related to:

Health & Well-Being
Sustainable Cities
Climate Action

2

DEFINE

Analyze the problem deeply by identifying:

Root causes
User needs
Community impact
Areas needing improvement

Create a clear and focused problem statement.

DIVERGE

3

Sustainable innovation
Smart solutions
Social impact
Environmental responsibility
THINK BIG. SOLVE SMART.

Transform real-world problems into impactful opportunities for a better future.



"Every innovation starts with identifying the right problem."

SDG'S TO BE FOCUSED

Building Solutions for Global Challenges
Participants are required to develop innovative and sustainable solutions focused on the following United Nations Sustainable Development Goals:

3 GOOD HEALTH AND WELL-BEING



SDG 3

GOOD HEALTH & WELL-BEING

Promoting healthier lives and improving well-being for all.

11 SUSTAINABLE CITIES AND COMMUNITIES



SDG 11

SUSTAINABLE CITIES & COMMUNITIES

Creating smarter, safer, and sustainable communities.

13 CLIMATE ACTION



SDG 13

CLIMATE ACTION

Taking action toward environmental sustainability and climate resilience.

TIMELINE



Award Category

THE PIONEER AWARD

PRESENTED TO THE TEAM THAT
BROKE NEW GROUND AND
CREATED A TRULY ORIGINAL
SOLUTION.
CELEBRATES EXPLORATION OF
FRESH TERRITORY AND CREATIVE
PROBLEM-SOLVING.

THE MILESTONE AWARD

HONORS A LASTING SOLUTION
THAT MAKES A REAL DIFFERENCE
IN THE WORLD.
RECOGNIZES PROJECTS THAT
ADDRESS IMPORTANT PROBLEMS
AND LEAVE A POSITIVE SOCIETAL
IMPACT

THE DIVERSITY CHAMPION AWARD

CELEBRATES PROJECTS THAT
INCLUDE EVERYONE AND MEET
THE NEEDS OF DIVERSE GROUPS.
ENSURES NO ONE IS LEFT BEHIND
AND PROMOTES EQUAL
OPPORTUNITY FOR BENEFIT

**PRIZE POOL
UPTO 4.5
LAKHS**

