



Workshop on Product Market Fit: Prototype/Process Design and MVP Development

The Department of Information Technology organized a Workshop on “Product-Market Fit, Prototype/Process Design, and MVP Development” on 23 March 2026 for second-year Information Technology students. The session was conducted by Prof. Priyanka L. Fernandes, and a total of 52 students from SE-IT participated in the workshop.

The workshop aimed to help participants understand the importance of achieving product-market fit, identifying customer needs, and validating business ideas effectively. The objectives of the workshop were as follows:

1. To help participants grasp what product-market fit means, why it is critical, and how to measure it.
2. To familiarize learners with the building blocks of a business.
3. To design and develop a functional Minimum Viable Product (MVP).

This workshop provided participants with practical exposure to innovation-driven product development and entrepreneurship, enabling them to apply conceptual knowledge to real-world product development scenarios.

The event was coordinated by Ms Rashmi S. More under the guidance of Dr Vinayak A Bharadi, Head, IT Department.



A hands-on session was conducted by Prof. Priyanka Fernandes on Prototype and MVP Development