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Title: Enhancing Creativity among Engineering Students through Axiomatic Design: Designing a River Taxi at Sri Aman, Sarawak

This presentation will discuss on the potential to enhance the creativity among the third year mechanical engineering students, Faculty of Engineering, UNIMAS through Axiomatic Design concept. The axiomatic design concept has contributed to the advancement of design practice by creating good design evaluation criteria based on design axioms. In the engineering design class, students are divided into several groups. Each group will be given the same task in which they need to apply the Axiomatic Design concept in determining the design requirements of a river taxi in Sri Aman, Sarawak. Currently, there are limited numbers of express boats and personal boats accessing the tourism attractions in Batang Lupar, Sri Aman. This is due to the safety reason especially during embarking and disembarking passengers at the jetties. With this problem in view, the students are challenged to design a river taxi and their creativity will be evaluated based on the design axioms and design solutions. At the end of the project, the students have to develop a river taxi with a following key features: portray the identity of Sarawak; provide exciting cruise; provide comfort and safety, particularly with regard to embarking and disembarking at passenger landings and jetties; environmentally friendly, energy efficient and a low-emission transport mode; easier to navigate, safer on rapid waters and capable to ferry approximately 10 passengers.