

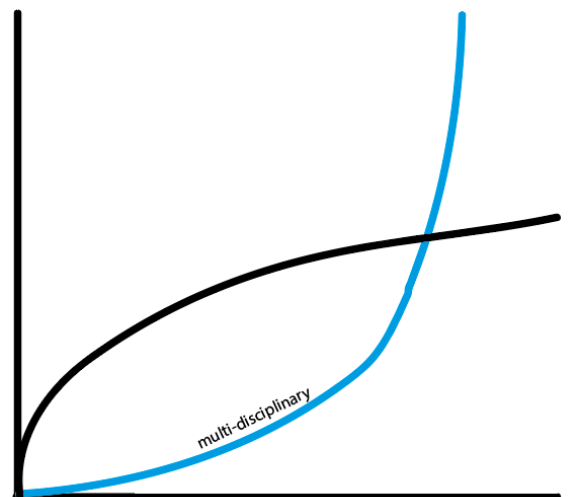
# Reflection Innovation Space Project

This semester, I am working on the High Tech Campus project of creating a better community inside of the campus. One of the main reasons I have chosen to do the innovation space project, is to apply my knowledge about design processes in order to lead innovation and to discover what my strengths in such a diverse team are. During this time, my main learning points were related to collaborating in a multi-disciplinary setting. Within this setting I wanted to get familiar with the different ways of tackling a project and my added value to such a team as an industrial designer.

We have four group members: two from ID and two from IE. Working in a multi-disciplinary team was both fun, useful and challenging. I found that it did help the design process, as we can use and learn from each others' strengths. It also gave me a better insight in the design process, as we had to guide others through it and explain steps we as ID students are familiar with, but have to describe to others. Joris did help me in organising the process as a whole though, as he proposed different methods and tools of going through a design process in order to also communicate it to our IE team members. I have not yet worked with a double diamond method. Combining this with the transformative design process gave me a good structure to place my regular design methods in, and make it easier to explain different stages. I am usually quite chaotic in my process, and I did realise the benefit of working in a more structural manner. Using this structure also helped me reflect on the process after finishing the project, and use both methods as a guideline for the report.

I also tend to be the creative engine of groups. Working with IE students helped me to ground myself. They filtered the many ideas, looked from a viability standpoint, and this helped us converge our concept quicker. This difference between ID and IE was very noticeable during the project. I believe the main difference between our studies is the structure needed in order to move forward in a project. An ID student is very used to deal with a situation with too little information, and tends to investigate in the field to find this information. This information and process can come out rather unstructured most of the time. IE students are very pragmatic, and are able to provide more structure to a project by comparing models to our ID way of investigating in the field. For instance the business model canvas, but also the value proposition canvas to map user values. I think these two opposites complement each other very well. This middle ground both approaches offer help to look at the design critically. The radical problem solving approach ID students tend to have is often difficult to translate into business valued design, and difficult to communicate. The pragmatic approach can contribute this value to a design, and make it worth it for companies. In order to make an impact with your design, it is important to have a clear value in order to implement the design. It will help me communicate my ideas to stakeholders better in the future, which was also one of my PDP goals of improving my communication to others.

What was difficult for me in this process was to win over the IE team members in some of the ID methods, mostly related to user research. I could not directly explain the 'benefit' of this research, the results it would deliver, as this is most of the time unexpected as people always behave different than you expect. It did get easier the longer we worked together, because I am developing a bigger sense of the 'language' (I have no idea if there is a word for this) IE students use to communicate. This part was a reason for friction in the team, which exploded at one point. After the midterms, we had different ideas of what the concept should do and this influenced our teamwork. This was of course not pleasant, but not necessarily a bad thing. It helped us to look more critically on our process, teamwork and design. I think it also helped us to find this language I mentioned earlier. Afterwards the process was much smoother, and it was more fun to work on the project. This is also exactly the road Miguel mentioned before. One other difficult point



was more the logistics of the course. The workshops were very time consuming, and sometimes did not give additional information. As the ID students had to put in twice the time, it was hard to find the time to sit together and make progress on the project. This made it difficult to take on tasks in which you would learn a completely new skill. We had to plan our time efficiently, resulting in one doing the tasks he/she was good at. As frustrating this was sometimes, it did give me more understanding in project management. We had to be very smart about tasks we should perform independently, and who should do the task in order to get the best results. It definitely made meetings more productive, because we had such little time left.

We made use of each others strengths during the project. The roles in the team constantly shifted, based on the skill of a person. The one with the most experience in a certain topic, usually became the mover of this phase. I think I have had the role of mover the first quartile. It was a good opportunity to take a project management role as described in my PDP learning goals. It was mostly focussed on User Research (User & Society) which I deem as one of my strengths. I tried to guide everyone in this process, and also teach them something new. I deliberately chose to propose different kinds of methods (observation, co-design, intervention and interviews) to give the other team members a broad scope of what user research could entail. All of the team members have mentioned the benefit of certain methods we used, and I think I have done a good job in teaching them added value about this competency as well. I realised that this expertise area brings me joy in the design process, and I want to specialise in this competency during my masters. I want to keep learning about different ways of doing user research, and use these methods during my studies. I do think my love for interventions and user tests will be a difficulty in the next semester due to the change in ethics that will be implemented. I have gotten used to test things immediately in the field when you feel stuck since my internship at Afdeling Buitengewone Zaken in my bachelors. I have to plan my projects more carefully regarding testing, and look up the new rules regarding ethical testing.

During the second quartile, the focus was more on prototyping and business. I was mostly a follower during this phase. I am not very skilled in both of these competencies, so this was a huge learning opportunity for me. For the prototype, I did not contribute to the programming of it but focussed more on the UI of the app. As described in my PDP, I wanted to learn more about communicating in different ways. Graphical design and UI design was always a skill I wanted to improve, so I picked the Creativity and Aesthetics competency over the Technology and Realisation one. I have never created an app UI before, but I felt confident in my graphical skills to make it my responsibility. Creating this UI did help me in communicating ideas to the group, stakeholder and user quickly. Creating sketches both digitally and by hand made it possible to iterate and test certain interfaces quickly. I also learned some basics of UI design. For instance where buttons are usually placed and what they are usually used for. I chose the CA competency as my second competency to develop in, as it can contribute to communication with users and support my first competency of US.

In the end, the prototype we delivered was not anything spectacular, as we deliberately wanted to focus more on the business aspect of the project. By seeing the project as a start-up, I have dealt with a lot of new information. It was the first time working intensively with the business model canvas and ever thought about financials. I have used the business model canvas before, but have never had good feedback on it to improve my business perspective on design. Working with the IE students on the canvas together has given me a better understanding of what all contributes to a good business around a product. As stated earlier, the canvas does help me explain and frame the product better. I also felt that I could contribute well in this process, as talking and investigating users and stakeholders can create a better value for your business model. I never thought starting a business would be easy, but I learned how difficult it really is. Even though I wanted to learn more about the business perspective on design, I discovered that it was very difficult for me to keep being interested in this topic. When financials were introduced in the workshop, I learned more about the aspects it should contain. Like which aspects decides your profit and when you have profit. The sheet provided in this workshop gave some support for me in order to understand financials, but I did not feel the need to work on the financials in details involving our own business. Ivo was mostly responsible for creating the financials, and he explained to me what he did. I think I won't be able to make a whole financial overview myself, but I am able to understand such sheets and graphs now and I don't get scared by seeing huge amount of money on screen anymore. I see this as an achievement! But I still really, really don't

like numbers. It does make your investors pitch much stronger, but this made it clear for me that beginning a start-up is not in my 10 year planning. And if I do, I definitely need a strong business-person in my team.

This process also made me decide to follow the track RDD instead of DLE. I always thought I would follow this track, as I do want to spark innovation inside companies. But as I do not aspire to run a start-up (yet), I believe I have to work more on my own skill regarding the second diamond of the double diamond. This diamond is related to the realisation of a product. I want to be more skilled in a specific topic in order to be more of use inside a company. This is also feedback I got from working in a start-up company last year. I was doing a great job regarding user research and concepting, but as a start-up they also need you to be good at realising your own concepts to such level to present them to other stakeholders. I want to focus on one 'hobby' of mine; creating and doing research with (serious) games. This is exactly what my research project in M1.2 will be about, so I am on the right track. This will enable me to learn more about creating media in design. It will also build upon my existing knowledge about behaviour change.