

## **Individual Reflection: Innovating by Design**

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### **Individual contribution in conducting the assignment**

As a group, we had efficient meetings and we divided the tasks fairly. We did a lot of things together, the first presentation, all the scripts for the videos, we prepared the meetings with the elderly and with the tutor and Hubert together, thought together about innovations and developed our idea together.

I really liked to visit the elderly, so I went to the 'Granny's Finest' all three times, each time together with a different member of my group. I liked it because they were very enthusiastic, friendly and it was nice and easy to talk with them. They adored the personal attention. The interviews went well. We prepared some questions, and we improvised to go into depth, for gaining the necessary information. Furthermore I made the designs of the flyers together with Mike. He started with this and I finished it with Dutch descriptions and some more pictures.

### **Learning outcome**

I learned to really look at and listen to the users. We had to improve the communication. Before we went to the elderly we thought about improving the ZuidZorg App. But at the activity centre, we saw that the elderly did not use Apps. They did not know how they worked, or did not have any device for Apps at all. When asking about the flyers, they said that they only looked if there was a photo on it of someone they knew. That is how we came up with the idea of personal flyers.

### **Changes for the next time**

The next time I would like to make a video as well. I have never edited a video by myself. I really want to learn how to do this well, but I did not have enough time for this during the course. Daan and Pim, two of my group members, had edited videos more often, so they did that.

### **Contribution added to the process**

I always have a lot of ideas, so I like to think about new innovations. I made a lot of notes when observing the elderly, this way I came to more insights. I talked for example about the ZuidZorg App with an elderly who had an iPhone. She downloaded it, but when the pop up for allowing push notifications appeared, she pressed 'do not allow' directly. When improving the App with notifications of activities, she would not have received them anyways. Another example was when the elderly pointed to the flyer and said that she liked it when there was a photo on it of someone she knew. And when she thought that making a flyer by pressing a few buttons would be difficult already, I thought about smile recognition.

### **Learning expectations and what I have learned**

My expectation of this course was to get to know how to make an innovative design for a certain user group. I really learned this, I understand now that you really have to be with the user. This way you can talk with them, you see how they behave and you can observe them.

### **Link to my direction of study**

For my direction of study, Industrial Design, we have to design services and products. It is always good to test your idea on your target group, to get more insights and to develop your idea.

### **Things which (did not) went well, and how to prevent this for the next time**

The teamwork went very well. The meetings with our group were always efficient, task division went easily and we were all very enthusiastic about our own idea. The only thing which I can mention is that we could not print the last flyer we made at the iPad, because of the printing device at ZuidZorg. This was not a big problem, we already gave a flyer to the elderly the second meeting, and we were able to show the new flyers on the iPad. The next time we could ask it earlier to ZuidZorg, to get the printing device working, but we actually already said it beforehand.

### **Applying the gained knowledge in the future**

During this course I discovered that I really have to be with the user to test an idea in which this user is involved. I will always take my notebook with me, to have the possibility to take notes of my own insights, view and interviews.