

Reflection Project 2

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Project coach: Matthias Rauterberg
Student: Elzelinde van Doleweerd, S150458
Project name: SmartTap

Together with four other students, I designed the SmartTap. Within this project we worked for a client, Libra. This was new to me, as I never worked for a client before. From the start, there already was a clear project description; visually impaired swimmers asked Libra for an electronic turning system.

My own goals for this project were focusing on the competencies 'Business and Entrepreneurship', 'User and Society' and 'Teamwork and Communication'.

For the 'User and Society' competency, I wanted to have contact with the user and to test the prototypes with them. This happened when testing the different frequencies with Liesette Bruinsma – visually impaired swimmer and Paralympic sportswomen of the year. Liesette really motivated me, she was very enthusiastic about the project and all the things we were doing. Because we had such an enthusiastic target group, I realized that I loved this aspect of designing, when the concept is a device that is needed and is specifically been asked for.

Working together with other students is something I wanted to focus on for the competency 'Teamwork and Communication'. Within our team I tried to plan a lot of meetings to work on the project together. I stimulated the other team members to let each other know what they were working on, so that we were able to help each other and to work as a team. This did not always happen, because not every team-member liked to meet that often and to listen to another team-member. I learned that I feel like it is important to really work together at the same moment to be able to complement each other, and to listen to each other to get more insights. Another 'Teamwork and Communication' related goal I set for this project was to give more proficiently my own opinion. I believe that I already improved on this during our meetings, because I feel like I expressed my own ideas and opinions well to the other group members. From this I learned that it is important to do so, because it allows me to contribute more to the project.

Other tasks I did during the project, which were not related to one of my goals, consisted of a lot of brainstorming and doing research. Research on the internet, but also research by doing tests. From the course 'Marketing Research and Design Methods' I learned to gain insights from the users by trying to be the user yourself. I implement this by testing different sounds in the water. Doing this way of research, we got a lot of new insights.

For the 'Business and Entrepreneurship' competency I wanted to make the business plan. The plan I delivered during the presentation was not appropriate. I learned to improve this plan, by contacting the client and by using the Business Model Canvas. Furthermore I did research for the costs of the product. Now this business plan can be used by Libra, to develop the product until Liesette will be able to use it and to attract other companies to invest and to make the product available for a larger user group. I learned that the business plan should be more extended than a stakeholder analysis, for example the client contact is important and that the way it could be developed should be clear. I also learned that a lot of research and insights into the product are needed.

During my preparation for the retake, I had to redo the business plan and to reflect on my work again. From this I learned that I have to be more confident and proud of my own work. I already knew that my presentation skills are not the best, which also was confirmed during my presentation. I learned that this is a really important part of being a designer, so I need to develop this during the next semester.

I developed my professional identity when I experienced how happy and motivated I felt when working with such an enthusiastic user. It was the first time I noticed how much I enjoy designing for people, but I will focus more on that aspect to see if I would like to do that in the future as a designer. Furthermore I discovered that I really like to work with other people, not only the user, but also with other designers as you generate new ideas in the continuing cooperation in which you lift each other to new levels.