**Request for: B1.1 report Smart Moves project**

**Kortstra, J.R.A.**

Marije was member of a B11 team that worked on the project Smart Moves (theme: Smart Health). They delivered one final report and worked together on the other deliverables. Therefore it is difficult to judge the individual contributions. For Marije Baars, Laura Schrauwen, Marissa Roijen and Nikola Gaytandjiev I prepared one feedback form. This part is written in Regular type. **Afterwards I added individual notes, which are written in Bold type (so the assessor can read the Regular type part only once).**

**final feedback form**

* 01. quality of deliverables handed in by the student
  + 1. Mention each deliverable and give feedback on the quality of them (individual and integrated).

**Design concept | Prototype**

This project was your first design project at ID. You ended up with an interesting concept and a prototype that is to my point of view up to B1.1 standards. The prototype demonstrates very well how it will work in the future and the special way the LED's change colour gives your idea just a little extra. You spend a lot of attention to the visual quality of your prototype and the overall quality is above average for first years.

I like your idea of translating the number of steps into a contribution to a bigger challenge. It is a pity that this idea is now no more than two very different images in your report (Google earth photo and the drawing of a mountain). This part of your concept is just as important as the device itself and perhaps even more important for the gamification part of your concept. You missed the opportunity to design complete screens and interfaces as part of your concept. Of course I am aware that this was your first project and that making and programming the device was quite a challenge to you. However, I like to mention this in order to make you aware of the scope of your concept.

**Report**

Your report is of sufficient graphic quality for a first report. The lay-out is consistent, but not very refined. The text looks very grey, for example, and some illustrations have strange proportions to my point of view. And why not have a full-page illustration of your prototype? The only picture of the final design is the small photo on page 3!

Content wise I miss several items like a summary, (individual) reflections on the project and numbering of your illustrations and captions. In a report illustrations should only be there when you refer to them in your text. To learn more about writing reports, please read the 'Guidelines for writing reports'.

The way of writing is not very academic. Your story - and it is mainly a story - is not very specific and it is hard to judge the quality of your decisions. You write about 'a paper' your read, 'an expert' you spoke with, 'a website' you visited, 'a talk' you attended. In all those cases you need to refer to your resources in an exact way, so the reader can verify what you claim. Now there is no clear evidence for conclusions. For example in the introduction you state 'The competitive atmosphere motivates everyone in the office to participate, and makes the device fun to use' (P4), but I miss every evidence for that conclusion.

Same with the existing RSI products you mention. I cannot see any of those products in your report and I have no idea about their quality or strong and weak aspects. Competitive products are worth a chapter, including illustrations and a table with their characteristics. Now the reader does not even have evidence that you looked at existing products at all.

During DG000 you did some exercises that were related to the project. In your report I see no sign of that, which is a pity.

**Presentations**

I visited many presentations of your team during the DG000 assignment, the first year project competition and the Final Demo Day. In general your presentation were well prepared and you were able to present in a clear way.

During the project competition, just before the Final Demo Day, you had to convince the jury of the qualities of your concept. Here you could have done a better job by clearly explaining the problem (some main figures to show the relevance of the (RSI) problem), the essence of your concept and the feedback you received during the co-design session. Especially this last point was a strong support for your concept.

Your presentation during the Final Demo Day was good. I liked the fact that you did not only showed the final model, but also the mock-ups and prototypes that were part of your design process.

**DG000 and DDW**

Halfway this semester I already gave feedback on the draft showcase (which in fact is a DG000 report) and the reflection on the Dutch Design Week.

* 02. the student's competency development
  + 2. Indicate learning activity & development of competency areas and give feedback on this.
    - indicate type of learning activity

 project /minor and Competency Coach Feedback    FMP brief and Competency Coach Feedback    assignment / module or other learning activity

* + - indicate development 'ideas and concepts'

 yes, substantially    yes, to some extent    no, although expected / intended    NA

You used brainstorming and mind-maps during your ideation phase. Be aware that brainstorm is the name for many different  types of brainstorming. Be more exact about the kind of brainstorm you used and in the future try out different kinds of brainstorming and find out which type of brainstorming fits you best, the project or the phase you are in.

When making a selection of ideas and/or concepts, use clear criteria and an overview of the rating of your concepts against these criteria.

* + - indicate development 'integrating technology'

 yes, substantially    yes, to some extent    no, although expected / intended    NA

You experienced several aspects of this competency, like building a simple circuit and programming. In your next project try to incorporate some interaction between the user and the prototype. Now the prototype only demonstrates the change of colours of the LED's in a predefined way. Which is OK for now.

* + - indicate development 'user focus and perspective'

 yes, substantially    yes, to some extent    no, although expected / intended    NA

Strong point is that you narrowed down your target group to a well-defined group of office workers. This makes it possible to get relevant information and to make clear decisions.

Weak point is that you selected an RSI patient that lived nearest by, so you did not have to travel much. That is not a very scientific way of working…

* + - indicate development 'socio-cultural awareness'

 yes, substantially    yes, to some extent    no, although expected / intended    NA

* + - indicate development 'designing business processes'

 yes, substantially    yes, to some extent    no, although expected / intended    NA

* + - indicate development 'form and senses'

 yes, substantially    yes, to some extent    no, although expected / intended    NA

You paid attention to several aspects of this competency. I liked the fact that you made a series of models to investigate how to handle the device. Next to that you worked hard to make a good looking and perfect finished prototype. Well done.

* + - indicate development 'teamwork and communication'

 yes, substantially    yes, to some extent    no, although expected / intended    NA

Your team seemed to consist out of four students with more or less the same attitude. Therefore you worked together well and there were no real conflicts.

Be aware that you are the one to prepare competency coach meetings. The more questions you prepare, the more you get out of these meetings. Making minutes of both the project and the competency coach meetings is a good thing to do for later reference.

* + - indicate development 'design and research processes'

 yes, substantially    yes, to some extent    no, although expected / intended    NA

From the report the design process becomes not very clear. For every decision you need to make clear what you want to know or to find out, what method you use and what the outcome is. Saying, for example, that a concept (The Ball) is rejected because you had the *feeling* that it did not fit well in an office environment, is not good. I do not understand the feeling and I would say that you needed to change the design, not the concept.

* + - indicate development 'self-directed and continuous learning'

 yes, substantially    yes, to some extent    no, although expected / intended    NA

**Although you explained at the beginning of this semester that planning is not your strongest side, I believe you made good progress during this semester. Vision and Identity are still rather unclear to you. However you need  a vision in order to direct your learning activities. 'Connecting people trough design' can be a good starting point for your vision.**

**Up to now your reflections are not strong yet. Make them more personal (I-form) and focus on clear developments.**

* + - indicate development 'descriptive and mathematical modelling'

 yes, substantially    yes, to some extent    no, although expected / intended    NA

* 03. process (approach)
  + 3. Indicate which activity of the (design) process the student has done and give feedback on this.
    - envisioning / transforming society

 yes, substantially    yes, to some extent    no, although expected / intended    NA

* + - exploring / validating in context

 yes, substantially    yes, to some extent    no, although expected / intended    NA

* + - making: synthesising / concretising

 yes, substantially    yes, to some extent    no, although expected / intended    NA

* + - thinking: analysing / abstracting

 yes, substantially    yes, to some extent    no, although expected / intended    NA

* + For a first project it is normal that you focus on exploring/validating and Making. This resulted in a nice and good working prototype. As stated before, Thinking (on an academic level) needs attention in your case.
  + In the beginning of the project you were too much focussed on solutions ('Ball' concept, 'Tiles' concept). Perhaps you were afraid to end up with no concept at all, but good research with an open mind will result in better concepts. Take your time for that.
* 04. attitude
  + 4. Describe and give feedback on the student's attitude.

**You appear to be an easy going and pleasant person and a serious worker. While typing this, I notice that you do not really stand out in one way or the other. You should not see this as a negative judgement, it is just my personal observation. It might be a good idea to take some specific tasks on you during the next semester and in that way become more visible.**

* 05. advice
  + 5. What advice would you like to give to the student?

I like to give you the following advises:

• Learn  more about the different steps and methods of the design process and use that knowledge to improve your design process and to give it a more formal character

• Summarize your research in a Program of Requirements and use that as criteria for idea selection and evaluation

• Try to make a next step in Integrating Technology by making a prototype that has some kind of interaction with the user

• You had a very positive experience with co-design. However this was due to circumstances rather late in the process. Make sure you involve user in your design process at an early stage next time

• Report on your design and research processes on a more academic level (use the 'Guidelines for writing reports')

**• Your Vision, Identity and reflections need attention. Use your competency coach meetings to work on that. You need to take initiative for** **that.**

Good luck!