

REFLECTION

Sunus van Gogh

I describe myself as an empathic and user-centered designer. Designing for a vulnerable target group, namely people with dementia was an interesting challenge as I do not know what they feel or think and how this impacts their daily life. However, I liked this challenge and got to know my target group in different ways. I started with literature research, but I figured that interviewing experts and caregivers was more valuable and gave more insights into the customer journey of people with dementia. Besides, I found the importance of going on field trips and interacting with people with dementia. It gave an extra dimension to understanding how they feel and what struggles they face in daily life. During the project, I noticed that I get inspiration from others and tend to be more creative while working with team members, experts, and potential users. This way of working fits me as a user-centered designer and confirms that I want to improve in user-centered design.

Next to the expertise area of User & Society, I developed myself mostly in the expertise areas of Creativity & Aesthetics, and Technology & Realization, which are also my main interests (see Figure 1). I improved my graphic design skills via Adobe Illustrator and used those during interviews. It added value in conveying concepts since we did not have prototypes yet. I want to become more experienced in interviewing and co-creation. In addition to using questions, I will make more use of visuals during user research. Moreover, I improved my design skills while making posters, logos, and other visuals.

During the prototyping phase, I got experience with app design via Figma. I already had experience with Adobe XD, but wanted to expand my skills to Figma. This was the first time I made an app and it taught me a new way of thinking. I found the importance of visual layout to make it as user-friendly as possible. I want to improve my skills further in the future since it combines my 3 main expertise areas. Besides, I learned how to spray paint. I will use this skill in future projects since it makes products look clean. I intended to learn how to create 3D models for 3D printing but due to time restrictions, I did not manage to achieve this goal. I will postpone this goal to next semester.

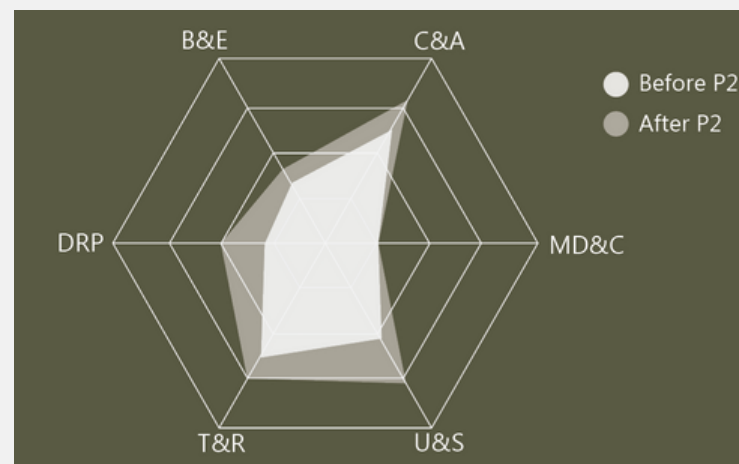


Figure 1. Overview development expertise areas

For the expertise area of Business & Entrepreneurship, I achieved my goal of creating a customer journey map and using this in a design process. I learned this tool during a workshop last year and implemented it in this project. I realized the importance of it since it gave a clear overview of the customer journey and the pains of the users. This helped to discover where our product could add value to the user's life.

Within the team we did not assign roles, however, I believe everyone grew into their role. I see myself as a result-driven team player, who wants to keep good team atmosphere and tries to motivate others. Within the team, I kept an overview of the process and tasks that had to be done. I used organizational skills to make plans, to-do lists, and reflections on each meeting. Especially in busy times, those skills helped to keep calm within the team. On the other hand, I tried to be not in control of everything and let things go via delegation. Through this way, I achieved my goal of managing my perfectionism which helped to bring out the best in myself and the team. During the project, I learned more about how I can use it as a strength instead of a weakness. My team members

helped me by convincing me when results are sufficient, versus when it is useful to be perfectionistic. These learnings will be valuable in future projects since they reduce stress and improve team collaboration.

My most important goal within Project 2 was to discover who I am as a designer and what I would like to do in the future. During the project, I achieved this goal by realizing I want to design for vulnerable target groups in the future. I believe everyone deserves the same opportunities and want to empower people with disabilities to come to a more inclusive society.

All in all, during the project I improved multiple skills and managed to deal with my perfectionism. Most importantly I discovered who I am as a designer and that I want to do my Final Bachelor Project in the Health Inclusive Design squad.
