

Request for: Report B1.1

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Team:

Start of the project was a bit turbulent in the first 2 weeks, with Danielle moving to a new group while her idea stayed behind with the original group. In the end everything worked out fine since you had a group of mixed genders and cultures, which had benefits for the project. As a group you did your first project within ID. In my opinion your project was ok, especially the first quartile went very well. Things slowed down a bit in the second quartile (also related to time pressure from other obligations). As you indicated in your reflection team work in your multi-cultural group went very well. It may be useful to reflect on why this was actually good, so you can try to recreate this in your next project. There are some improvement point though, and I am happy to see that you noticed them as well in your reflection.

Individual:

Danielle, I see you as the leader of the team. I think the credit for keeping the team on track and on time goes mostly to you. You are a self-directed learner and able to find your way in the department. You take initiatives when needed and are quite outspoken. Overall you did ok in the project.

Process description

Being new in the department, based on my advice you started analysing/rephrasing the project description and generating ideas. This led to a first concept of using specific sounds to increase awareness of cultures. With the help of the DG000 assignments this gradually evolved. You selected a context, the elevator, obtained expert input and from that went to the idea of using images instead of sound. You did a small experiment with a tablet in the elevator. All of this led to the very good and successful demo at the mid-term demo day, where you showed a model of the elevator with images inside where the person in the elevator is projected into the image using green screen editing. You used the input of the demo day for some changes in the concept for example by not using the green screen projection anymore. Towards the end of the project we looked into realizing the prototype, for which I advised you to use the cave of the Alice project. You managed to get everything working and I think the demo gave a good impression of your concept and the way you want to immerse the user in a new cultural background. You used the demo for user testing, and finally considered business aspects, some usage scenarios and made a report.

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).

Project.

- Alignment with description. The project description gives a lot of freedom, and you used that. Your concept may change culture on micro level (feeling less awkward; start conversations in elevator) and macro level (making people aware of other cultures). In that sense I think it is in line with the original description.
- As this concept is far too expensive to realize in an actual functioning prototype, using the cave of the Alice installation was the next best option. For presentation in the report you could have used a rendering or something similar to explain the concept better.
- Depending on implementation realizing your concept could be quite complex (for example interfacing with the actual elevator). For your prototype the complexity was limited. A relatively small program in Processing for synchronizing and displaying on multiple computers was sufficient.
- Strong points in the project: control of process, group work, midterm and final demo days. Less strong: user involvement in project, early prototyping, usage of scientific research.

Process. The first quartile the process was driven mainly by the DG000 deliverables. Process was fast, also related to the requirement (at that time) that the process would end at the mid-term. In my opinion you made 3 iterations: the pressure cooker, the usage of sound, and the usage of visuals. Second quartile the process slowed down somewhat and became focused towards the final demo day exhibition. In terms of planning and group work the project went quite smoothly.

Report.

Your report has overall a good structure, and shows care however it still contains some typos. Most of the content is ok, and connects to the previous content well, however there are a few places where a few lines of explanation would have helped. For example the user testing and business chapter feel sort of like an add-on. You (Nikka) did your best to create a graphically appealing layout. In my (non-expert) opinion it contains too many different layout styles. You may want to look into a more grid based layout for your next report. References are not according to APA style. Missing in report: critical review of your work/result (mind you this is not exactly the same as your reflection).

Related to your (group) project reflection. I agree on most points. A comment on lack of visual material: I agree but next to images you could also use (info)graphics.



Individual parts

Danielle: user testing during demo day and scenarios. Overall ok, however you should be careful with statistics. You can calculate a mean of 2 samples, but does the result have any value? Also suggestion is always an issue. Compare: indicate your level of happiness (using a Likert scale between extremely happy and extremely sad) versus indicate how happy you feel. The latter is more suggestive. A bit more critical text related to the user test would be better. Scenarios are ok in my opinion (although they could have been more useful earlier in the design process).

Lean: prototype programming and running and also working on the poster graphics. Everything worked quite nicely so no problem here. I would have loved to see a little bit on the technical background in the report though. The poster was well-done and clear (even when you were not completely satisfied).

Nikka (Meiyu). You did a lot on the graphics layout of all deliverables, report, poster. I already mentioned the number of styles in the report (a bit too many) Otherwise you demonstrate having a feeling for graphics and colors.

Viktor. You were responsible for the business part. Based on the business canvas you developed a business model for a one of demonstrator of your design. I think you made a good start for a model but the model should still be developed further (Why would a company like Sony want to invest in this?). You also worked on the green screen technique as used in the mid-term demo.





- 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

- indicate development 'integrating technology' 
 - yes, substantially yes, to some extent no, although expected / intended NA
- indicate development 'user focus and perspective' 
 - yes, substantially yes, to some extent no, although expected / intended NA
- 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
- indicate development 'teamwork and communication' 
 - yes, substantially yes, to some extent no, although expected / intended NA
- indicate development 'design and research processes' 
 - yes, substantially yes, to some extent no, although expected / intended NA
- indicate development 'self-directed and continuous learning' 
 - yes, substantially yes, to some extent no, although expected / intended NA
- indicate development 'descriptive and mathematical modelling' 
 - yes, substantially yes, to some extent no, although expected / intended NA

In the project you did not work on all competencies. I indicated the ones you developed individually in my opinion.

03. process (approach)

o 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

Developing from a vision the group went through all activities. You spent some more time and effort in the user context.

04. attitude

o 4. Describe and give feedback on the student's attitude.

Danielle: in general your attitude is ok. You are able to find your way in our system, ask help when needed. You are self-directed. I did notice a little tendency to finding activities less important if you don't like them. Be aware that in that way you might neglect to learn things of which you don't understand yet how they will be important (sometimes called unaware unknowns).

05. advice

o 5. What advice would you like to give to the student?

Danielle: be a bit more open for all the sometimes seemingly strange activities happening in this department. You can learn from everything.

General advice. This has been a challenging and very busy semester. That means time for reflection vaporizes fast, so my advice is to reflect on a regular basis both in/on/for your next project as well as for your own development. Plan some time for it. It is not time that is lost but will help you gain time in the future.