

Request for: Report B2.1 Doornakkers 2020

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Overall you've had quite a great but also sometimes tough project this semester. You've all chosen to work in the area of Doornakkers in Eindhoven, the neighborhood that one of you actually live in. You found nice clients to work with, motivated them to work with you, and you made several iterations towards your final design. I am very impressed by this part. With your charisma and enthusiasm people really want to work with you to improve the neighborhood. The final design is a vision and a collection of small ideas. This is a bit a tricky part.

You had to work together with four quite different people in a group, and that was not always easy. In the end you chose to work out your concept by yourself.

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).

Final design/ demo day: The final design is a strategy to work in Doornakkers, a new vision for the neighborhood, but you also worked out lots of small ideas (facebook page connected to internet, doornakkers deuntje, pillar with info, wijkblad 2.0 > each of them could have been one final design by the way). So you actually made a lot of things. I am impressed by how good you are at writing about the problems of the neighborhood and how well you oversee a problem. That said, it is also tricky: because it is difficult to go from broad to small and there is not one 'final product' that is worked out in depth and that I can really fall back on. Why did you skip the documentary in the end? It was a really nice idea and could have been a design backbone to connect the other ideas.









Also: why did you decide the doornakkers deuntje to be like this? Why this tune, this speed? I miss some explanation on this detail level.




Now you decided to design for everybody in the neighborhood (which was a conscious decision you made), and on a systems level, but by doing that you missed the opportunity to get to know one target group really well. You have made a very broad and thorough design perspective, but I miss a bit the depth in the users' perspective (on how a product is used).

Report: The report is nice to read. You made a clear structure, and it very nice to see that you can work with systems. You clearly show that you have a designers' mindset in the way you work, the process. I like for example the figure (figure 1) that you show with the energy flow. Maybe you can use even more of these visual representations in the future. I also see a lot of small ideas that we did not discuss so much in detail during your process, nice to see.





Business model canvas: I miss this part a bit! The pillar could have been worked out?

Impact map:missing!?! not clear that it should have been made?

- 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

You really jumped into the neighborhood and you organized a lot of things with all kinds of stakeholders in Doornakkers (for example a brainstorm with 20 participants!). That is amazing work. I miss a bit of the more form & senses and technical side, because you did not work out one design in depth.

- 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

Try to balance the design process more towards synthesising earlier on. That said, you made a beautiful vision for the neighborhood, and you used almost all your designers' skills.

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

You are a very enthusiastic and charismatic person. No wonder that you can convince so many people to work with you. Next to working with so many people in the project, you also organised your own reflection sessions inside the ID faculty. Again, you prove to be a very good motivator and organiser of events. You have a vision and a way of working that works. Well done! see below for some advice.

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

Try to reflect even more on what your role could be in these kinds of environments as a designer. You received the comment that you should distinguish on design work and the work of a sociologist. Dive deeper into this difference. What makes you different?

For your showcase and next designs: you have really nice ideas; but the proof of the pudding is in the making...You know how to make brilliant recipes, now go out and make those puddings as well.