

Request for: Co-creation Danielle Ramp

Mulder, S.S.

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).

1. Final deliverable 'presentation'.
Here you can demonstrate your skill of presenting a new concept to others.

Clear presentation style, good intonation!

2. Final deliverable 'linking of key concepts'
By linking key concepts of the assignment you construct relations between concepts. Thus you demonstrate both systemic thinking and your understanding of those concepts.

Your definitions of 'co-creation' and 'co-design' are adequate. The smart part is in the accompanying text where you think through what it would imply if you leave out the user. This is a demonstration of systemic thinking and tackles the core of the assignment. Very strong way of defining. A question for reflection might be whether you think more often by means of leaving an element out and if so, what this means to you.

3. Final deliverable '(own) project with co-creation elements and a business model'.







Applying the theoretical frameworks of the assignment allows you to demonstrate how you synthesize co-creation in a concrete and uniquely designed situation.

You can demonstrate systemic thinking by working towards a coherent set of decisions.




You apply co-creation on your current project. You worked towards a coherent business model with co-creation elements and you show thought-trains you left behind. This allows me to share that I can see you used the frameworks quite well and you're able to synthesize business into your design project. With regards to 'transparency' you touch a delicate matter. Basically you share that the end-user could decide the extent of transparency in daily practice, but I think you should make a deliberate decision as a designer whether you want that. E.g. in the case of the electronic patient file in The Netherlands, transparency is a core issue. Why not here? You might reflect on 'transparency' if you look back on your project this semester. Perhaps even consider to cover it in your identity and/or vision. Perhaps the same 'flies' for equality. It seems an important consideration in your co-creation set-up. Your reflection conveys to me that you grasped the core of the assignment, both in terms of content and in the didactic approach.

4. Additional work e.g. reading an additional paper and discussing it with the assignor.



NA

- 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

From all deliverables I can see that you developed this area. You do not explicitly relate to the given literature [papers/book suggestions]. This might be a next step in demonstrating depth.




- 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

You have experienced what it was like to define a concept map and work on it gradually with [implicit] help of fellow students during the contact hours in the assignment. You are more able to see decisions of companies. You are better able to weave in elements of business now. You might reflect even more how you want to use this experience in a next project [or assignment] focusing on your design process.


- 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've worked on a concept map & a business model. No math was involved, but you used two 'frameworks': Concept Maps & DART. You may reflect exp. on DART what it is like to work with such a framework, e.g. if you compare it to other frameworks of other assignments.

In the three areas related to this assignment I see development.

- 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

You were quite well able to weave in co-creation aspects in your current project. The proposed idea has an adequate level of detail in order to think through consequences. Well done.

- thinking: analysing / abstracting 
 - yes, substantially yes, to some extent no, although expected / intended NA

I can see abstract thinking in your definition of co-design versus co-creation, in the application of DART, the thought trains to make more coherent decisions and in your reflection where you realize that business is more encompassing than money. As said you might relate stronger to literature in future occasions. In your reflection on this semester you may give that a thought: what papers/books/sources did you use to fuel your abstract thinking skills?

The shifts between thinking/synthesizing seemed quite fluent and support your reflection on the design 'under construction'. I'm not sure about that. You may think about that in a reflection.

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

Constructive and willing to share considerations that you did not pursue which makes your process more transparent.
- 05. advice
 - 5. What advice would you like to give to the student?

See above.