

# Reflection DAM160

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To start off, the course Creating Corporate Entrepreneurship was a very valuable course in order to increase my expertise in conceptualization for a multi-stakeholder proposition looking at user-market fit, ethics and competitors.

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## Market battles

I think me and my group greatly improved our groups focus during this course. This was especially noticeable because the focus of our first market battle was off as we focused more on the tools and content, rather than the narrative of the pitch. We used all the tools provided by the course and compared them with each other in a discussion. My main take-away from this was that each tool provides a slight different viewpoint on stakeholder relationships. I learned which tool to use for what purpose in future projects. However, using all tools at once provided us with a lot of insights. We noticed this within meetings as well, which I felt became too extensive and lacked focus.

Within next market battles I learned that for stakeholder presentations it is especially important to provide a good, focused and coherent narrative (Figure 3). Short and concise insights work better than extensive insights. For future projects I would therefore extensively simplify the insights to sell the concept and surrounding considerations as well as possible.



Figure 1: Market battle 1 slides (left), Market battle 3 slides (right)

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## Role within course (UX Design)

I really felt like the role defined at the start of this project fitted me well. Within the role of Senior UX Designer I designed the UX designs of the 3 Market Battles (Figure 3). My interest for UX design is again confirmed and I really enjoyed creating a clear concept out of meetings held and tools used. I noticed the focus of each market battle strongly influenced the UX design as well. Additionally, I learned that making a UX design after defining a clear user-market fit or after having done extensive ethical collaborations is a much more smooth process. Essentially turning the discussed values into UX features. For future projects, I would structure this process better to create more detailed UX iterations more quickly.



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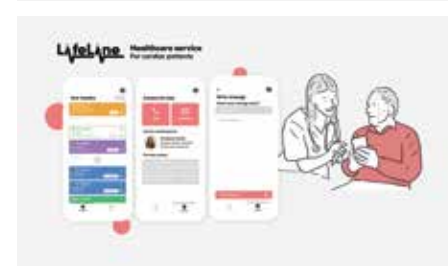
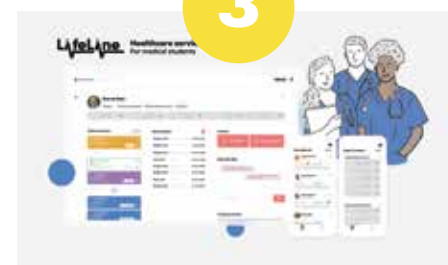


Figure 3: 3 iterations of the (UX) concept

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## Tools within this course

Despite the many tools used, I felt like the tools and workshops taught look critically at stakeholder needs and values (Figure 2). I especially noticed this through the first workshop about 10 types of innovation and business model shifts. Through this workshop I felt I entered a new creative mindset. Through this workshop I learned that change in organisational structures can spark lots of ideas in innovation. The app, product or system following from this change is then in service of the innovation within stakeholder relationships.

Moreover, I recognized that discussions around the design case were more in-depth than I would expect from a course where we didn't do extensive user research. I felt like I greatly contributed to the discussion about defining a gap between stakeholder relationships. And thus find a valuable scope to work on within the project.

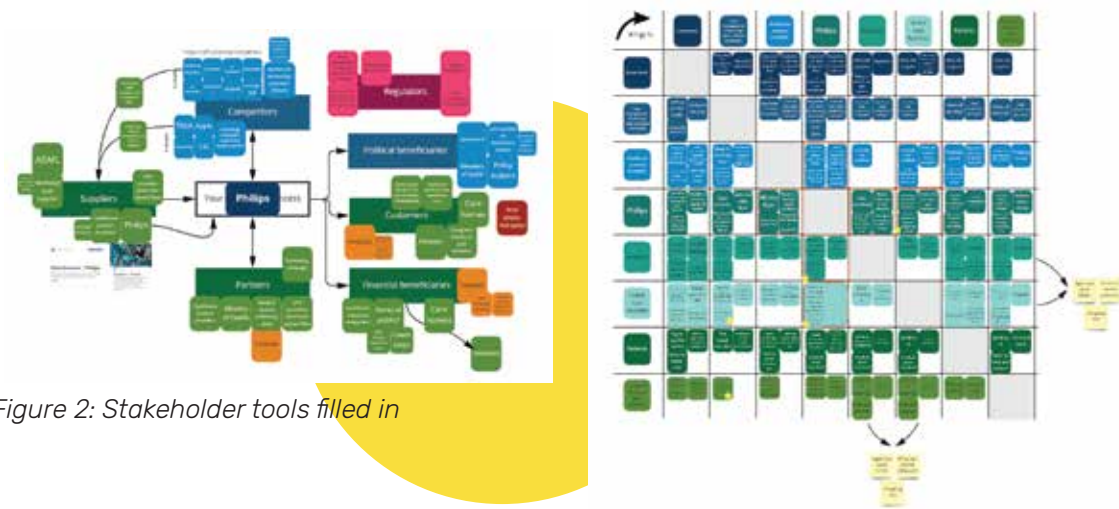


Figure 2: Stakeholder tools filled in

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## Strategic shift

The pivot after the first market battle made for a really valuable new input into the concept. As the shift was made to medical students instead of the VGZ as a new stakeholder relationship. This shift to focus on medical students made the addition of the stakeholder actually useful within the concept. I personally think this was a well considered, strategic and valuable shift and really enhanced our final concept to fit the proposition and gap found earlier.



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## Presenting (style)

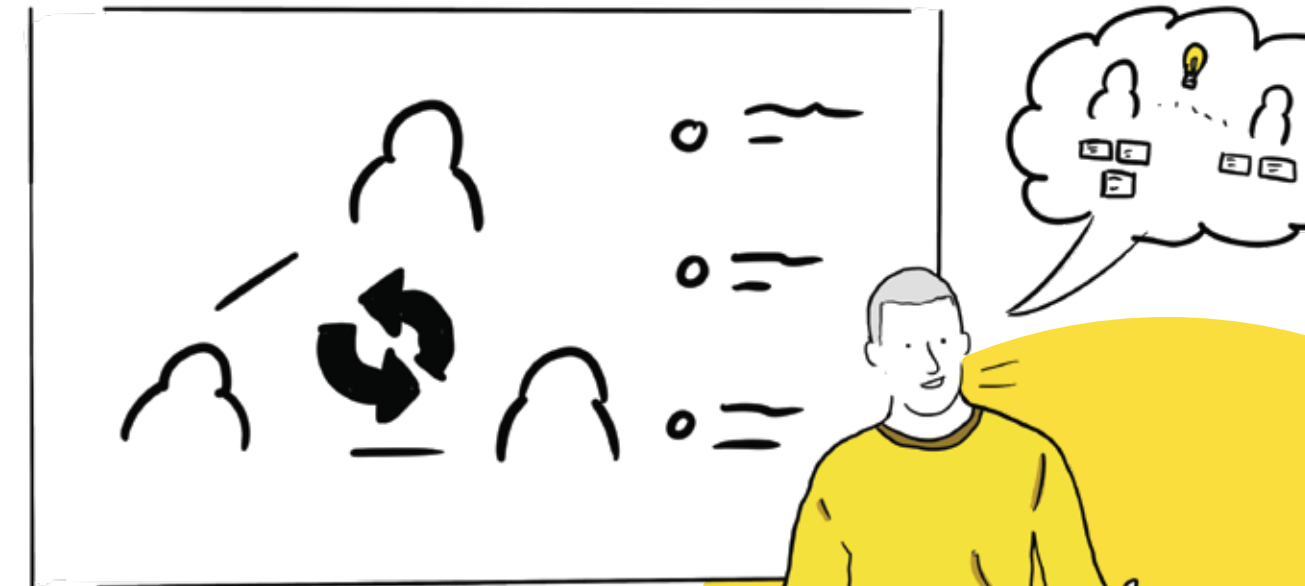
Through the corona crisis I have gotten used to presenting online in the past years. This course, however, gave me a feeling of urgency to tell a good and in-depth story in real life which made it more nerve-racking. Throughout the three market battles I learned to find balance again between preparing for the presentation and improvisation. The market battles taught me to be more concise in my presentation structure and learned that it is valuable to use a presentation card with me to have a look at important keywords to create a stronger presentation.

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## Discussion with stakeholders

What I did miss within this project was the convincing of and discussion with stakeholders about our concept and our stakeholder findings. The presentations in that sense still felt like presenting our ideas instead of really selling them to the stakeholder. For future projects I therefore want to focus on both the narrative, the content and the approach of the presentation. The approach means the way in which we sell the narrative to the stakeholders. Additionally, the market battles had a Q&A structure. So I didn't feel like I could really discuss our findings and decisions with stakeholders. We had mail contact with the experts. This course still felt like we were designing for stakeholders instead of with them. Something I want to pursue in future projects.

The lower amount of stakeholder contact, on the other hand, did create a balance between decision making based on stakeholder needs, pains & gains and decision making based on intuition. I learned to apply my experience at my internship about actively avoiding assumptions. I noticed that there is a fine line between making decisions based on intuition while at the same time not making assumptions.



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## PIV

This course has shifted my Professional vision and Identity in such a way that my interest for multi-stakeholder projects has been revived. Previously, I did not have interest in multi-stakeholder innovation as the project I did during my internship was more focused on convincing stakeholders to actually take part in the project. Within this course, I noticed working for and with a complex stakeholder map is something I feel fits both with my personality as with my vision on design again. I feel like I can greatly reflect my sense of empathy onto different stakeholders viewpoints within discussions about stakeholder relationships. Additionally, I feel like my visual, process-based and holistic view on problems enables me to find design opportunities within these relationships. Through my interest in UX design I can create an easy and iterative bridge between multi-stakeholder needs and relationships and a concept.