

Reflection

My Final Master Project feels like a cumulation of my design knowledge and skills gathered over the past 7 years studying Industrial Design at the Eindhoven University of Technology. The project results show me I am ready to make impact as a designer within the work field in collaboration with organisation and companies. Where I aspire to work for complex (social) challenges (User & Society) in a multi-stakeholder environment (Business & Entrepreneurship) (see PIV). To orchestrate systemic insights and pragmatic solutions/interventions (Technology & Realization). Yet, much of my work can be improved.

C&A

T&R

The project crystalized my thoughts on how design work can make impact within organisations not familiar with design. I learned that narratives and visualised insights, although previously known, help with sensemaking of stakeholders. I learned to incorporate my UX design knowledge when visualising to create structured and aesthetically pleasing results. However, visualising insights and structuring narratives (synthesizing) individually is highly complex and requires many iterations. Future projects are ideally conducted (more) collaboratively with other designers and stakeholders to design more effective and clean visualisations. In future projects, I want to improve my writing skills to create structured narratives with high focus on incorporating nuance.

MD&C

In addition, I aspire to incorporate more data-driven ways of working in future projects as mentioned in the methodological discussion. Within this project I noticed the need of quantitative data within

administrative processes and decision making of stakeholders (e.g. distance between farms). In the future, I want to develop myself outside my job to become more skilled in quantitative data analysis. Especially as data (and AI) are increasingly relevant (see PIV).

U&S

DRP

Regarding design methodologies used in the process. I thoroughly enjoyed working from the methodology in the book 'Design journeys through complex systems' (Jones & Van Ael, 2022). It guided me in using relevant terminology related to the approach. I learned it is essential to find a sustainable balance between using existing methodologies and 'reinventing the wheel' (see metaphor). I feel I managed to balance this. However, in future work, I would more critically plan which methodologies to use through discussion. In addition, I would adapt and transform methodologies based on co-creation rather than reflection and evaluation.

It is like racing on new terrain each project you follow; you do not want and need to redesign a wheel from scratch. But adjusting the vehicle and its wheels is essential to be able to drive the terrain efficiently.

U&S

An increased focus on co-creation would incorporate more nuance into insights as well (see methodological discussion). Authoring the report was challenging as insights are complex and highly influence each other. I learned that each presentation moment serves as a sensemaking exercise for the designer as well. In retrospect, I needed more time to implement feedback from the evaluation and presentations into project results. To create a more nuanced and consistent narrative.

B&E

As discussed in the methodological discussion (see methodological discussion). Two key stakeholders were not involved into the project and the project goal was revised for an expanded systemic view. To get all stakeholders in the system on board in future projects. I would enable more resources and convince the client to start looking for participants in time, conduct systemic framing session and do exploratory interviews. To choose an applicable design approach and methodologies for the challenge. In addition, I would focus extra on familiarizing the client with design methodology through examples within sessions or workshops.

T&R

DRP

Changing the direction of the project towards an expanded system view, in favour of a service design approach focused on implementation first disappointed me. I aimed to gather more

experience in implementing digital solutions. Later, however, the change direction taught me the value of being in full service of the project and its insights. During this phase I let go of my preconceived desired outcome (a UX design) and listened holistically to what the challenge needed. Something I highly aspire to continue with in future projects and now see as an essential design skill.

I am proud of the results within my Final Master Project. I feel I made sound decisions based on methodology and stakeholder reflection. I learned to treat a university project like a (consultant) job. Incorporating a healthy work/life balance. The project confirmed my interest in and directed my interested in designing for complex challenges with social impact. Service and UX design still interest. As a result, within my job I want to integrate my systemic thinking skills with a pragmatic design thinking approach to create digital solutions. Aiming to facilitate, strategize, imagine, and create within a (public) organisation or as a consultant.

An opportunity could be a position at a GGD. The collaboration with the GGD Brabant-Zuidoost was very fruitful. They are highly interested to continue with design focused projects. With my current expertise this could be a serious option for a future position. As a result, I will present my design work at the management of GGD's in Brabant. I am planning additional presentations to communicate the power of my design work within the health network.