

Reflection - Niek van den Berk - 1234269 - M1.2 - 'One Health' Design Thinking: The effects on zoonotic awareness of stakeholders within nature-inclusive farming

Reflecting back on the project Zoonotic risk awareness within nature-inclusive farming shows it was a challenging project for me to conduct. However, I am fairly pleased with the results and I feel like I learned much about conducting sound research and what I can learn in the future.

Complexity of the project

The design research process I followed within this research project was complex. This is because of three reasons. First, the subject matter itself has a very broad scope as it touches upon a lot of aspects within society. Second, the subject matter has not seen a specific interest of the design community, except for the project by van Woezik et al. (2016). Third, the design research process was done in collaboration with a company. Which caused more complexity.

First, I had to scope the project a lot in order to create a sound research question. I saw myself doing this too little in the beginning of the project. Throughout my project I thought I scoped my project enough. However, I learned that, especially for design research I should always keep in mind I am not able to solve everything. Finding a clear gap in literature as a main priority. Second, finding this gap, was challenging. Because of the complexity of the project I lost focus on contributing to design as a main goal within the project. As a result, I was doing research for zoonotic risks itself than for design applications within prevention and disease control. Because it was the first time I conducted a research process alone I noticed this throughout the process and shifted towards a goal which contributes to the design community.

Complex interplay design research and working with a company

Third, throughout the process I noticed working with a company while doing design research really requires a strong vision on what design research is and can contribute. I noticed, the needs from university may sometimes conflict with the ones from a company. Especially within design research. For next projects that focus on research I would considerably take this into account when working with a company. Making clear within initial meetings with the company to communicate my scope, goal and vision on the project. Working with BrabantAdvies essentially created a mini multi-stakeholder project within this multi-stakeholder research. Trying to design and research for multiple stakeholders (TU/e and BrabantAdvies). This created a little too much complexity at times.

Eventually, BrabantAdvies aligned with my vision and wanted me to focus on how design thinking can contribute to the identification of zoonotic risk. For me it was not sure if this was already their vision from the beginning onward but I learned



communication about this should improve in the future. This did not cause big problems in the end but should be a focus point for next projects.

Design activities & project structure

In terms of design activities itself. This was the first time I set up a design thinking session fully myself. Reflecting back shows me I learned significantly from my board year at Lucid and my internship at Koos Service Design. Having organised numerous events myself and joined multiple (multi-stakeholder) sessions I felt confident in organising the session. This showed in the results as the session went very well, despite having some small hick-ups with time management. This showed me that, as a designer, you should be flexible and professional at all times. I noticed this during my internship but applied this within this project. For next projects I would consider time management (e.g.)

As a result of the complexity of this project I noticed my headspace for this project was often full with thinking about all aspects of the problem. As a result, I noticed I was less structured and used design methodology less punctually than within earlier projects. I did manage to eventually create structure but I would've liked to have done this earlier on. I especially noticed this during the last part of the project, having to rethink many aspects of the project when writing the report. Within future projects, I want to work more structurally on design (research) methodology. Especially within design research, setting up a clear initial research plan.

Professional Identity

I noticed design research is less of interest for me as a designer. I get eager from doing projects for and with companies, where I like to deliver concepts with short, clear and visual findings. Like I did during my internship and my Final Bachelor Project. Within this project, however, I designed a session with exercises and used the design research process to provide knowledge and insights. I notice, a project like this provides me with less fulfilment than I would've liked. I like to design for interaction and see people enjoy using my final product in real life. For my M2.1 and M2.2 projects I would therefore focus on design projects, with a multi-stakeholder and UX focused view. However, I would like to try and conduct a research project focused on UX. Doing research on a smaller scale (next to a design project) with a much smaller scope. Focusing less on the complexity of the entire

system and more on the design research process. Contributing to the design community from the get-go.



Despite the increased complexity, I really enjoyed working for a company again. Hence I was happy with my decision to work for brabant advies. In order to try and create real impact. Creating impact definitely worked as the expert group from BrabantAdvies and the stakeholders present during the session were pleasantly surprised by the results.

BrabantAdvies wants to invite more Industrial Design students to work on projects and possible use the session tool I created. Showing I contributed as a designer to a sector unknown to design, something I enjoyed in this project and gave me energy. Confirming my vision on design which describes I want to positively contribute to society. Despite all this, I still rather would've liked to deliver a concrete and usable concept.

References

- van Woezik, A. F. G., Braakman-Jansen, L. M. A., Kulyk, O., Siemons, L., & van Gemert-Pijnen, J. E. W. C. (2016). Tackling wicked problems in infection prevention and control: a guideline for co-creation with stakeholders. *Antimicrobial Resistance & Infection Control*, 5(1). <https://doi.org/10.1186/s13756-016-0119-2>

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