



Feedback DG516 -Corporate Entrepreneurship and Design

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Overall feedback

Donovan, you have really participated well in this assignment. Both in the plenary sessions and in the team meeting you have been contributing to the discussions in a pleasant and positive way. This had also a positive and inspiring effect on the results of your team and on the way your team has cooperated. For next assignments and projects really try and keep that attitude.

Concerning the intermediate deliverables, they appeared to be fragmented and unfocused. (e.g. the personas) Next time try to be more critical towards the quality and consistency of deliverables.

Deliverables

Safari

There seem to be two safari's in the dropbox, both of good quality, but we are focusing on the safari in the file called "safari FINAL". This is a good safari, with a good separation between description of events and your experience of these events, and with a good use of visuals. It might be instructive for further work to look at the visuals on slide 7, about the childrens' chairs in the store: here is a combination of a visual of the chairs from close-by, and one from afar. It is only through this combination that one gets a good picture of what that experience is like. The likes and dislikes, and the points of improvement relate well to the experiences described in the safari, well done!

Persona

The persona you described is really effective. I get an understanding of the situation, the expectations and the worries of the persona. Maybe next time spent a bit more on the expectations and worries (the emotional state) and less on the facts. Having twins brings additional stress and questions; you could have worked that out a bit more. The backlit picture instead of silhouette is a good choice. Next time use more contextual information in the visual. Now it is almost empty.

Directions

1. Settling into routine; this should be a combination of sleep, feeding, playing / bonding, bathing, etc. The insight is strong - parents & baby struggle to find a routine which works / both sides have to learn to a certain extent / parents find it hard to be strict and feel guilty when they take 'me' time
2. Gifting service for friends and family - this was the one which triggered me last week
3. Food warming - recognizable issue but not very drastic

Presentation

Your prototype was well appreciated by the Philips public. it is a concept where many stakeholders/partners/companies can buy in to. Also it is a natural expansion of the MyBaby&Me app. You could have stressed that more, e.g. by linking to the AVENT look&feel. In your business model you explain that it is about advertisement and selling products. However, in your prototype the Philips brand is almost invisible, which raises the question ""Why Philips?""

Your concept has many small details that were well thought through (good visuals, well considered buttons on the User Interface). It was a pity that your graphics were not represented well on the big screen, so the details were hidden.

As for the presentation, we were missing the context in the beginning. You chose to start the video without further introduction, so the public had to guess what the topic was, what the issue was and what your considerations were. Next time, try to put yourself into the shoes of your public (in this case we announced that there would be people that were new to our assignment), consider what they know already (summarize that very briefly in the beginning of your presentation) and explain step by step. It would have worked better if you would have started with the experience flow