Feedback Report: NanoTalk

Donovan Lewis B1.1

15/1/2013

Table of Contents

Project brief

"We ask you to translate nanotechnological trends to everyday products for the year 2020 with the aim to stimulate discussion and debate (thus, not science fiction but science faction). You should be able to address both positive and the possible negative aspects of nanotechnology in order to allow the public to form their own opinion about its usefulness and desirability. You can use any media to embody your design (physical models, graphics, video's, interactive installations, augmented reality, etc)."

Next to a challenging project brief you also had a challenging group situation. One of your four team members hardly showed up and another one decided to quit the education halfway through the semester. Within this context it's a good achievement that you managed to create a clear concept with an interactive demonstrator. In order to achieve this you went through a number of iterations where you adopted the feedback from different coaches effectively.

Early on in the project you became interested in measuring the level of testosterone in order to make assessments on someone's relationship status. You took this proven technology and applied it in the night life scene. Your concept involves a light emitting ring around a glass that colors depending on your testosterone level.

Donovan, as team leader this must have been a frustrating project for you. Nevertheless you handled the absence of your teammates well by defining your own responsibilities in the project. You were interested in creating the physical design of the object and through a number of iterations you've made a nice looking and well working prototype for the final exhibition.

Final feedback form

0.1 Quality of deliverables handed in by the student

 ○ 1. Mention each deliverable and give feedback on the quality of them (individual and integrated). ⓘ

Prototype:

You've created two rings that clamp around two different glasses. These rings contain a pulsating LED that you've used in such a way that one LED lights up the entire ring. Furthermore you've added electronics to your prototype so that you can use a pod meter (a knob) to control the rhythm of the pulse.

You've made an elegant prototype and you've managed to make it work before the exhibition. Very good work!

Exhibition:

Your exhibition was actually an exhibition combined with a user test. While one of you would use the prototypes of the glasses to explain your concept, the other one would monitor the reaction of the visitor. What you wanted to find out was whether it would affect the conversation if the pulsing of the light rings around the glasses was in sinc or not. I'm not convinced the test was executed very well but more about this in the report section.

Next to the prototype you displayed a poster (that you also user for the midterm demo day). This poster explains the concept well and communicates the right sensation. Good work.

Report:

The writing style of the report could be vastly improved. The part about next nature is so vague (because you're constantly referring to words or pronouns without defining them) that even I could hardly recognize what the theme is about.

Overall the report gave the feeling of an information dump rather than conscious effort to inform or convince a reader. Some tips for next time: determine a clear goal and structure of the report before hand, use much more headings and subheadings, provide a caption for every image, use more images/examples, make use of proper referencing (google: harvard system), and make sure you add a reference to every piece of external information you use (so that includes next nature and the business model canvas).

What I noticed in the report is that is overly detailed in irrelevant aspects (e.g. what you did during the first meeting) and totally skips relevant information such as the description of your different concepts and why you chose to develop the testosterone option.

In the description of your user test I was confused by your "expectation" (hypothesis) you state that "it will be a conversation opener as well as that people are going to try and determine the meaning of it. " It is unclear what "it" means in this sentence. In other words it is unclear what is the object of your measurements. Therefore it was surprising to read that you were so convinced the user test was a success.

At the same time this is your first design project and you've had to do it with just two of you. So it should be mentioned that it is in fact good work that you were able to create a working prototype, test it and collect evidence of the reactions of people.

02. The student's competency development

- 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

- 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

- 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

Integrating technology: you seem to pick up information about new technologies quickly (e.g. Arduino's) and you're able to implement the technologies you've learned about elegantly in your design. Very good work.

Form and senses: you've spend a considerable amount of time on developing the aesthetics of your design. You've different media to explore your design, most notably solid works and laser cutting. Your hands on process helped you to quickly find out what worked and what didn't while solid works helped you to communicate your ideas effectively.

Teamwork and communication: As a teamleader you had a difficult task in this project. Although you tried to make agreements with your teammates these agreements weren't always adhered to. Rather than confront your teammates you decided to concentrate on your own process (at least this is my impression). Although this might have been the best solution I think it would be good for you to reflect on the situation and different ways you could have handled it.

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

- thinking: analysing / abstracting ⓘ

  ☐ yes, substantially   ☑ yes, to some extent   ☐ no, although expected / intended   ☐ NA

Even though this is your first project you've manifested yourself as a product designer, experimenting with materials and forms until you've found an elegant solution to prototype your concept. During this process you've communicated with your team mate Aaron in order to make sure that your prototype enabled him to perform a user test. Good work.

04. Attitude

○ 4. Describe and give feedback on the student's attitude. ⓘ

Donovan, you are a hard working student and already show a passion for design. If you keep this up you will do well at this education.

05. Advice

○ 5. What advice would you like to give to the student? ⓘ

Looking back on the semester I was impressed with you attitude and the quality of your work. In this light ideas and concept seems a bit underdeveloped. I'm confident that your attitude will help you to become a capable designer. Whether you will become a great designer depends on your ability to grow creatively. Try to go the extra mile in relation to this competency next semester.