

Reflection



Taking care of your client

Initially I had never entered the business world before. During this assignment I got in touch with a client, someone willing to launch his product in the market.

Our goal was to achieve success with help of our designer insight. We provided him a possible solution to enter the market with a bigger chance of success. Within this solution we thought about another user experience, another approach and a few other improvements which would influence the factor of success in our opinion. In my opinion I achieved what I wanted to achieve. I wanted to become aware of how design can contribute to deliver a good product to the market. I do not know if our solution is the best way to success, but I do know now how to act and how to use methods to be able of reaching that point of success.

I already applied these gained tools and theories to my project. So that was an extra experience in using business tools. I think our project business case became a lot more clear, because of these tools.

Next to our own business case, I also learned from the different approaches of the other groups. Those other groups had to solve other kind of problems and they showed their different approach. There were business cases more developed than others and that resulted in varying solutions and approaches. After seeing all those different ways to success, I think I am prepared to make the first steps to success with my own designs.

I think this assignment really improved my insight of business within my design area. Although I believe this assignment would be better if there was something like a midterm meeting with the client. Right now,

I had the idea that the client did not get the input from us, he hoped to get. So if we had an interim meeting to discuss our changes and vision about the concept, then he had the opportunity to control and steer us to a direction where he would like us to be.