# Reflection

## Smart teams on a smart pitch

The project 'Smart Team On A Smart Pitch' included the competences DBP(Designing Business Processes), IC(Ideas and Concepts), DRP(Designing Research Processes), UFP(User Focus and Perspective) and T(teamwork). Especially the competences DBP and UFP were not that developed to awareness at all and so this was the main reason for me to choose this project. Besides the main competences development I am really enthusiastic about sports. Being part of the sport industry and the possibility to test talented users, made me that motivated to subscribe me for this project.

After a whole semester I could say that I'm happy that I did this project. First of all, I had a really enthusiastic group to work with. Next to our work we became a group with social relations as well. I could say that I made some good friends during this unfortunate already finished cooperation. Next to this great cooperation within the group I also worked with several companies, which became very useful. Companies like Greenfield, TenCate and PSV helped us to develop our final prototype. Next to these potential partners/ clients of our developed product we kept in touch with InnoSportLab Sport en Beweeg! to get our design process very nice and structured. I am very happy with this cooperation, because they introduced is into the realistic world. They gave us the opportunity to meet with such important associated people. This touch with the real world was what I looked for in the project. I am very happy that this agreed to my wishes and desires. This made me a lot more aware of the business and research aspects within a design process. Next to these important aspects I worked on a few things within my project individually. I made progress in the social trends, the user focus and especially the technological part. I was able to apply the learned methods of my assignment 'Trends Cockpit' in my project as well. I did a small research on the artificial grass trend, so if it would stay a hype in the future. According to a meeting with PSV and research of articles on the internet, I came to the conclusion that artificial grass will be a hype for at least a few decades. That was really interesting, because I realized where the learned materials could be placed within a complete design process.

Fortunate, it was possible to set up a user test within this semester. In the beginning of the project I was really accentuating my desires to develop an idea that was user testable. With the final chosen concept I thought it was really hard to focus on users. Although the user test was more about confirmation, I did learn how to set up a user test and how results have to be worked out. I still search for testing ergonomics within my next project, but I am satisfied with the results of the whole user focus part.

Last but not least, I think I improved my integrating technology skills sufficiently. I am really happy that I was allowed to do the main part of programming in my project. I did sacrificed a few other design aspects, but I think that is not a big issue if you compare it to the development I made within integrating technology. I made a few interactive light games for earlier prototypes and also made the code of the final prototype. Not every time I was able to make the codes on my own of course, so I contacted experts to give me a helping a hand. Even the experts were happy with the results I made, because not everything was yet combined and explored.

At the final demo days, I explored other project topics. My overall conclusion is that I made the right decision to choose this project theme. There was only one project(responsive performance spaces) which I had almost the same feeling as I had about this one. So seems like a good choice to me.