Individual Reflection DBM160
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Through this elective I gained more insight in using the combination of sensor- and human data. In the past I used the combination of quantitate and qualitative data to evaluate designs. By sharing data with users, we were able to gain deeper insights of both the context and user-experience. We learned to iterate quickly, even if 90% of the data gets lost, the 10% gives more insights than no deployment at all. A future challenge is to find the balance between iterating quick enough to try out many alternatives and slow enough to really evaluate each iteration.

As a CDR student with a focus on designing for education I experienced the lecturer's market-angle as an interesting learning opportunity. Although the emphasis was on the data-enabled design methodology I experienced how this business-mindset influenced the design-process. While designing we constantly asked ourselves if we could sell such a concept, you cannot sell awareness, but you can sell a mediation system for smart houses (in our opinion). The pitch at Phillips taught me to frame our story in such a way that it resonates with a business-oriented audience.

The main challenge we faced was the feasibility of deploying meaningful interventions within a limited timeframe. Each group member had a different view on what was meaningful and a very different skillset. While I have some experience with programming, I could not do it at the same pace as one of my groupmates. I felt like the other tasks did not balance out the programming-workload. However, my goal was to gain more knowledge and experience about how to use data as a creative material for design, not to improve my programming skills. Looking back, I believe I managed to achieve this goal and will be able to use this in future projects.