

## Individual Reflection

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### Research

At the start of this course, I was not familiar with the terminology of 'showroom', so I was curious to get to know this approach. My group members and I had difficulties understanding at the beginning what a showroom approach exactly entailed; translating the theory from the lectures and book to a concrete prototype or research plan showed to be challenging. When reflecting on our process, I notice now that we were thinking too much in the lab and field direction, because we all had more experience with these research methodologies in courses and projects. We did quite some ideation and had crazy ideas that we thought fitted in the showroom approach, but in all those ideas, the research method was still lab or field. We focused too much on designing the research process to systematically ask questions to our participants, which is relevant for a lab setting. Once we became aware of this, we tried to bring the prototype 'out of' the lab. But this only caused the methodology to change towards a field approach. We didn't realize that the most relevant part we needed to change was the data gathering process.

After getting feedback from our coach, we realized that we needed to make a mindset switch: showroom means you are designing for debate, and you are not necessarily thinking about the concrete results you may get from the research. We realized that the data gathering should be very open-ended. I realize now that this switch caused us to be able to ideate on actual showroom prototypes; prototypes that provoked people. I learned from this that for showroom, it's essential to keep a broad mindset in the ideation process, and to be aware of the underlying research question you want to answer.

### Future development

As a designer, I want to generate positive impact in the world, for a sustainable and fair world where resources are divided more equally amongst people. I believe Industrial Designers will play a prominent role in the future in shaping processes in all sectors, to make them more sustainable and more efficient. We need to rethink the whole system in order to improve and reach the climate goals. To achieve this, there is a shift needed in society. This could be sparked through debate. I can use the experience I gained in this course on speculative design and the showroom methodology, to create designs that can provoke this debate and let people think about what they can do to make the world more sustainable..

Furthermore, to achieve sustainability, the users should be integrated well throughout the process to only get designs that take into account the true needs of people. Applying design thinking and the human-centered design methodology, means that the human is put in 'the center' in terms of research, ideation and implementation. An important component of human-centered design is having an open mindset, as is mentioned by IDEO (IDEO, n.d.). This fits very well with the methodology of open-ended interviews which we used in our research. In this course, I learned how valuable it can be to ask open questions; people will share their thoughts freely if you keep an open mindset and are curious about their opinions. I was surprised by what people all shared on their experiences with driving. This open approach is valuable when doing human-centered design, because in this way you don't have prejudices and you don't influence the input of the users.

### References

IDEO (n.d.). The Field Guide to Human-Centered Design. Retrieved through <https://www.designkit.org/resources/1>