DDBC2 — Design Project 2
'Huefo' Reflection

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In my personal development plan I stated that I wanted to improve my overall competence with this project. I also wanted to involve the user more in the development of a product, which made the Social Lighting a perfect fit for me. Since this still is my first year in Industrial Design, I wanted to do as much as possible in as many competency fields as possible, to reach awareness in every competency after my first year. This meant that I tried to be involved in every part of the design process, from idea generation to applying the finishing touch on the final prototype.

In this project I learned a whole lot of new things. Instead of jumping into the project like I did last time we did our research before we started the design process. By reading into the general properties of light and the effects of light onto people I had a clearer view of what we could achieve with this project. Before we did anything we set up some guidelines that the concept needed to follow. Doing this is a great way to start the project, because you have a clear context which helps you in the creative process at the start. This is a huge change from my last project, where a lot of the work was unstructured.

Something that my last project lacked was the input of users. Because of organisational reasons we could not plan as many visits to the school environment where our potential users were, so it was hard to get unbiased feedback. This time around user testing was one of the focal points in the project, which led to me gaining a lot of experience in this matter. We based some critical decisions in the design process on user feedback, and the user feedback also provided us with options that we hadn't explored up until then.

In this project I was in charge of producing the videos used in the Mid-Term – and Final Demo Days. The thing with videos like these is that they have to communicate your project well. Since I only had a limited time in the video to share what the project is about, I had to make decisions on what I wanted in the video, and what was less important. The entire process of producing these videos has helped me in my communicational skills, as I can now recognise the most important things that need to be said about the project.

This project has also helped me in developing my skill in Form and Senses. The design challenges we faced during the project has led to us stepping out of our comfort zones, using techniques I have never used before, such as laser-cutting and making plastic copies of MDF models with head moulding. These are some very interesting techniques that I might very well be using in future projects.

Overall I am quite content with the results of this project, as I have completed all of the goals I had set for myself in my personal development plan. I had a great time working with my fellow team mates,

and I especially enjoyed the new way of interacting with the users. It's satisfying to see people grow fonder of your product as the product is growing.