

Lecture Reflection Form

Department of Industrial Design
DEB913 Designing Tangible Business Models
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Lecture 1

What did I like?

I liked the way we discussed theory, then took it to practice by visiting real companies.

What did I learn?

I learned a lot about business. I learned about the different building blocks of businesses.

What do I want to know more about?

Some of the core building blocks of a business plan are quite abstract for me. I'd like to learn more about these.

Lecture 2

What did I like?

It was interesting to see how everyone in the class dealt with describing the customer empathy maps

What did I learn?

We talked about the customer needs, discussing the customer empathy maps we had made.

What do I want to know more about?

I would like to learn more about accurately describing the customer empathy map.

Lecture 3

What did I like?

We discussed various business models of successful businesses. I really liked the systematic way the models were explained.

What did I learn?

I learned about the way rivaling companies can both be successful by running different business models.

What do I want to know more about?

I would like to see more business models, preferably of companies I know.

Lecture 4

What did I like?

In week 3 I got the Designing Tangible Business Models book and read through it almost entirely.

What did I learn?

Reading the book allowed me to understand the theory we went through in the lectures.

What do I want to know more about?

Some of the revenue model isn't entirely clear for me, so I will read into that more.

Lecture 5

What did I like?

I liked the progress towards creating a tangible model. Designing the components in metaphors actually is fun.

What did I learn?

We fixed some errors in our business model, and expanded it beyond what we had.

What do I want to know more about?

I noticed that sometimes I get nervous while speaking in front of the class. I will improve this by practicing more.

PTO (Please turn over)

Lecture 6

What did I like?
I liked seeing other people's models, and see how they differed from our model.

What did I learn?
I learned that it's entirely possible to create substantially different models, even if you were given the same exercise.

What do I want to know more about?
Right now I want to complete the tangible, and focus on making the finishing touches in the presentation.

Lecture 7

What did I like?
We were given an extra week to work on the tangible model. This allowed us to make it even better, which felt really good.

What did I learn?
I was reminded of the importance of planning. We worked hard on the course during the break, so we were able to finish it in time.

What do I want to know more about?
I think it's interesting to see business models of various design studios, to see what the possibilities are.

Lecture 8

What did I like?
I enjoyed working with the team. Since we all had different personalities and expertises, I felt we complemented each other well.

What did I learn?
In this course I learned the basics of business models, analyzing customers' needs and sharing my ideas with others by presenting.

What do I want to know more about?
I would like to apply business models in other areas, such as my project for industrial design.