

Reflection Emma Challenge 2

For this second challenge, the dataset that we received from Philips implied quite a clear context. However, a use case for the eventual visualization was not yet in place. Since my main goal of the course was to focus on feedback loops between the system and the user to truly create value, I first and foremost took up the task of defining such a use case. Afterwards I also implemented half of the working prototype.

At the start of the challenge, I quite naturally went into defining the goals of the different users we were designing for, as well as the eventual goal of the visualization. After the first feedback session with the Philips team I felt that this user centered and analytical approach of the assignment was highly valued by them as well. I think that it holds for almost any design case for an external client that defining a clear use case and value proposition will help to get both parties to understand each other. For that reason I plan to keep this in mind when working with clients in the future.

Next to that, the clear use-case helped me to evaluate every design decision in the visualization against the context that we had defined. Constantly asking what use a certain feature would be for the patient and professional caregiver also led into the definition of a scenario of use. We defined the steps that users would have to go through with our visualization, which eventually also dictated the flow of data between the two different visualizations and indeed the necessary feedback loops between the system and the user. I believe that because of this the value proposition of the final design is well worked out. When looking at the implementation, however, we could have been a bit more particular and critical on the visual design itself. Some of the design decisions were made rather quickly and based on intuition mostly. Because of this, while presenting, it felt as if our prototypes didn't communicate the strong value proposition. Most questions and points of feedback that we received at Philips were about the visual details and not necessarily about the value proposition. While the user-centered focus worked really well in the beginning of the project, in future projects it would be useful to pay more attention to the details of the implementation, to make sure all aspects of the final presentation communicate the concept well.

Reflection Vera challenge 2

This challenge was very different from the first challenge in that rather than start with a concept we started working from the data : what variables are available, what patterns can be found, what value can we derive from it and how can we build a product around that. Thus the data became truly a design material to me as we went back and forth between what is available, to what value can we give the user with that to what can we add to place the existing information in a clearer context.

It helped that we started building our working prototypes early on, so we could interactively explore the data and iterate on the results. I figured out how to work with the Json file using PHP, which Emma and I could then build on to create interfaces in Javascript. By using sketching and programming to come up with designs rather than analytics programs we ensured we were not limited to standard graphs for our visualizations, and that stimulated

me to come up with different options that are richer in information and more customized to the goal of the challenge.

It was at first quite difficult to go from just visually representing the data to lifting it to a higher level of knowledge. Feedback during the lectures, especially from the Philips experts, helped shape our concept and designs. I think in the end there are two things we did that were very strong. We paid very close attention to audience, particularly in the patient view prototype, where we closely balanced the goals of giving the user enough information and presenting it in a friendly, motivating way. The other thing is adding analytical functionality through interactivity in the caregiver prototype. I think that created an interesting contrast between Emma and my respective prototypes, which have different goals and thus a different approach. In the end I am satisfied with the results achieved for this challenge. It is only a shame there was no qualitative data available, but then again reality is that you are not always able to get all the data you need or want and need to deal with those limitations.

Reflection Marius Ursu Challenge 2

Starting from the beginning, the assignment was well defined for the most part. I believe that only having 1 out of the 2 parts of Assignment 2 would have perhaps been better for learning, as designing with so many users in mind is a big project. I believe that doing one more iteration of the same target audience would have been more constructive. With that said, there is merit in thinking more broadly for more users as this makes you state what is essential and must remain, and what is dependent on the target user and must change.

In terms of process, it is interesting to see the approaches we took within the team. Some being more “playful” and starting to sketch and even program as soon as possible. While I would first do some research of the competition, more broadly on sleep and put the given data in a high level tool like Tableau to get a better understanding of how it is composed and what it represents. I think working with tableau in part, and especially in the beginning was a good decision, as it creates a more visual interpretation of the nested data using “filters, discrete vs continuous values, etc”.

The feedback given by the coaches was on point, and agreed with the doubts I or we had. The light bulb moment that creates insight is not explicitly described, and some of the visualizations could be more user friendly in the way that the information is presented.

Having representatives from Philips is a strong point of the course and I would definitely recommend it to other colleagues, with a reminder to practice programming with low level tools like D3.js or Processing well before the course. This would increase the enjoyment and learning obtained from the course.

Overall, I am happy with how I managed to find place for theory, mostly ahead of the practice during this part of the challenge. I even had enough time to follow an online course in Data Visualization with a focus on high level tools like Tableau.