

Concepting

12 NOVEMBER

Live Music and Dance Events

Lieke Kemp

Table of content

- First theme days- Design Sprint4**
 - My insights4**
 - Concept creation.....4**
 - Theoretical framework.....5**
 - The sense of hearing.....5**
 - Theory of judgement5**
 - Reflection on the assignment5**
- Second theme day- A Phase6**
 - My insights6**
 - Theoretical framework.....6**
 - Design approach.....6**
 - Graffiti wall6**
 - Prototype6**
 - How to apply the topic.....7**
 - Graffiti wall7**
 - Prototype7**
 - Reflection on the assignment7**
 - Open- ended questions.....7**
 - Design research tools.....7**
- Third theme day- B Phase.....8**
 - My insights8**
 - Theoretical framework.....8**
 - Associative thinking.....8**
 - Thinking in alternatives8**
 - How to apply the topic.....8**
 - Associative thinking.....9**
 - Thinking in alternatives9**
 - Reflection on the assignment9**
 - True or false game9**
 - Creative session.....9**
 - Associative thinking.....9**
- Fourth theme day- C Phase I..... 10**

My insights	10
Theoretical framework.....	10
Means- end chain	10
The golden circle	10
How to apply the topic.....	11
Means- end chain	11
The golden circle	11
Reflection on the assignment	11
Higher concept	Fout! Bladwijzer niet gedefinieerd.
One of the guys assignment	Fout! Bladwijzer niet gedefinieerd.
Fifth theme day- C Phase II	12
My insights	12
Theoretical framework.....	12
How to apply the topic.....	13
Reflection on the assignment	13
Situation.....	Fout! Bladwijzer niet gedefinieerd.
Tasks	Fout! Bladwijzer niet gedefinieerd.
Actions	Fout! Bladwijzer niet gedefinieerd.
Results	Fout! Bladwijzer niet gedefinieerd.
reflection.....	Fout! Bladwijzer niet gedefinieerd.
References	14
Appendix 1- Slides presentation	16
Appendix 2- creative session	17
Script.....	17
Picture.....	17
Appendix 3- 1 pager	18
Introduction to Goedzooi	18
The assignment.....	18
Road to our end product	18
Our end product	18

First theme days- Design Sprint

My insights

The first day of concepting we got an assignment for our client our house, the project was to be done in 3 days. The short amount of time shocked and overwhelmed me, but also got me very excited. During the 3 days I got the opportunity to work with a team (storm) of 5 students. We started the project by getting to know each other and our good and bad qualities. This was a very good decision because we could immediately start with the tasks we were good at. With the short amount of time, planning and separation of tasks was very important. There were also things we had to do together; this didn't cause much trouble as our team was pretty much on the same line. In the end we had a very good product, and we were all proud of what we created for this Our House.

Concept creation

For the creation of the concept, we had to follow an Imagineering booklet we got in the beginning. This booklet consisted of different phases, the phases we used were the A, B, C and D phase. By following those phases, we eventually got to our final concept and idea.

with our group we felt a bit lost in the beginning, we did not know where to start and how to come up with a good concept. We made the mistake of immediately starting to create a product instead of having a good concept first. We noticed that this was not working and we decided to go back to the beginning of the booklet and to follow the steps.

By following the A-phase we got a good understanding of the company and created a persona through an interview we did with a possible visitor. After the A-phase the B-phase started, with the knowledge we gained about the client and possible visitors it was easier to come up with more suitable ideas. We all put our ideas on sticky notes and added them to a piece of paper this can also be called converging. After we had all the ideas we started diverging to get the ideas to fit our target group and client. In the C-phase we started to fit our ideas to the values and vision of our client, this way we came up with the best suited idea for the concept and we started thinking about a product we could pair with it, in the D-phase. In the beginning we went too fast, and because we started following the booklet we had more knowledge of the client and target group this caused us to come up with the best possible concept.

Theoretical framework

To get to our concept for the client we had to use some theories, the theories we used where: The sense of hearing and the theory of judgement.

The sense of hearing

Four our assignment we came up with the concept 'blindspot' the central idea of our concept was to make minorities in the industry be viewed as similar to the more popular groups in the industry. we did this by using the sense of hearing. The sense of hearing is important because: "It appears that specific parts of the auditory cortex decode information from the cochlea about sound volume, rhythm, and pitch. With connections to parts of the brain that store memories and regulate emotion, we understand and respond to what we hear." (Sherman, 2019) we created the concept completely based on this sense, because it is the most important sense when it comes to music. By taking the sense of sight away and replacing it with hearing we can connect this to our next theory: the theory of judgement. The concept entails to listen to something without judging, that why both theories are a good match for each other and our project.

Theory of judgement

for our project judgement is a very important understanding, we want to avoid judgement with our concept by taking sight away. Of course without sight someone will still be able to be judged by the other senses. This is however also the case with artists that do not represent minorities. Taking the sense of sight away will create a similar judgement zone for everyone, and this way we strive to create equality in the industry. "Why does the characterization of judgement as either an accepting as true or a rejecting as false not suffice to distinguish judgement from presentation? After all, one can present something without accepting it as true. Because saying that in judgement we take something to be true is potentially misleading." (Brandl, 2018) we could here for say that everyone has their own truths and by using a judgement free zone by keeping sight away you will try to create a new truth to a person's perspective on this subject.

Reflection on the assignment

I will be reflecting on my day with the STARR method (DDI, n.d.). the situation we were put in during the first theme days was stressful. We didn't know where to start and made many mistakes in the process by going too fast. After we figured out we were going too fast, we started working with the booklet. The task we had was to come up with a good concept and product for Our House that matched there 3 business units, we did this together as a group, but also separated the tasks for each person's best abilities. The actions that where taken, we decided on them together as a group and by doing this we got to the best result possible. As a group we were really proud of our result, we all gained a lot of experience by working in such a short amount of time. This will for sure help me in the future when I am under pressure. To reflect on everything I would say that we could do a better job at keeping our cool and just following the assignment, if we would have done this from the beginning we would have had way less stress and more time for the actual product creation.

Second theme day- A Phase

My insights

The topic of the second theme day was the A-Phase, this phase is all about analyzing the internal and external organization. We were thought that it is very important to dive deeper into an organization and to learn about them before starting to create a concept straight away. This is important because with this research you will be able to match to the client and the visitor. It is important to connect to the visitor because you will be able to understand some of the visitors behavior. this theme day also had 2 small assignments implemented in them: open- ended questions and design research tools. The topic I found most interesting where the design research tools. In the next paragraph I will be explaining the design approach and 2 research tools.

Theoretical framework

The subject I liked most in this day was the design approach, I had no idea that there were multiple creative ways to do research about your target group or client. I will explain the design approach and 2 research tools that are connected to the approach.

Design approach

In this theme day we were told about two kinds of subjects that fall under the design approach: traditional research and design research. Traditional research can be linked to descriptive analytics "Descriptive research questions simply aim to describe the variables you are measuring." (*Types of Quantitative Research Question / Lærd Dissertation, 2012*) In contrast to this the design research can be linked to predictive analytics. "Predictive analytics is the use of data, statistical algorithms and machine learning techniques to identify the likelihood of future outcomes based on historical data." (*Predictive Analytics: What it is and why it matters, n.d.*) The design approach would thus be handy when you would have a lot of pieces of information to handle or find out. A few tools that can be used are the graffiti wall and prototyping, both of those are explained below.

Graffiti wall

The graffiti wall is a technique you can use to find out the opinions of your research group whilst they are totally anonymous. You will hang up a poster with a question or statement in the middle, the target group will have the opportunity to write on the poster about what they think. "The graffiti wall is a simple method for collecting data regarding a certain topic. The approach is a new, innovative and emerging method in today's society, which strongly includes co-creation." (*LibGuides: Design Research: Graffiti Wall, n.d.*)

Prototype

Prototypes are what you use when you are creating a product that can be used. You will be provided with the assignment and you will have to come up with the product. To optimize the product you will create a prototype every meeting, you will keep improving this until you have the final product. "Prototypes can be very helpful for design teams to test their concept or product with clients and end-users." (*LibGuides: Design Research: Prototyping, n.d.*)

How to apply the topic

For future projects It is important to conduct research in an interesting way. Wanting to know about the client or target group can be done by asking boring questions directly to the client. This however is not very innovative and interesting. To make the research more interesting there are some research tools that can be used. Two research tools have been explained above: graffiti wall and prototype. For those two research tools I will now explain how to apply them to possible future project.

Graffiti wall

The graffiti wall is useful if you want to know the opinion of your target group. I would implement the graffiti wall in projects for client that want to find out about their visitors' opinions. Because this method is completely anonymous it will help provide the client with honest opinions. This will work for example when a festival went wrong and it is our job to help the client find out what exactly went wrong at the festival. The only downside to this method is that it might be hard to reach you target group, because it is a physical thing that must be hung up and written on.

Prototype

I would this research tool when working for a project that u must create an actual product. This can for example be when a festival asks us to design a podium or a T-shirt. A prototype can however also be used for digital things like websites. Whenever a festival would ask me to design something I would immediately implement this idea, this is because it will give you a good feedback opinion with the company you are working with. With those feedback in the meetings that you show your prototype in, you can optimize your prototype to the extent that will actually be a product.

Reflection on the assignment

The second theme day about the A-Phase we got to do 2 small assignments in groups to understand different techniques and the importance of those different techniques in the A-Phase. The assignments where about: open- ended questions and design research tools.

Open- ended questions

with this assignment we got the possibility to create an open- ended appreciative question for a case that my classmate was involved in. the case was about the creation of a concept for a gothic music festival. However, such questions can also be made for clients, target group, visitors or others that are involved in an event or festival. Together in a pair we came up with the questions:

1. do you think of expanding your target group to introduce other people to goth music.
2. how can we make goth music attractive to people from other genres?
3. can the genre be combined with other genres?

Design research tools

The second assignment was about the different research tools that exist. We had to create groups, and together in those groups research those tools and present them. the research tools we choose where the graffiti wall and prototype. The whole idea of the assignment was to find out how to implement those creative tools in the A-Phase you might be doing in a future concepting project or a normal project. There are a lot of research tools that I didn't know about and those tools will definitely help me in my future projects.

Third theme day- B Phase

My insights

The third theme day was about the B-Phase, and to be more specific about how to facilitate a creative session. The day started off with theory about logic vs creative thinking, for me this was very interesting as I am a pretty logical based person. It was useful to know some new techniques on how to find out about the interests of people and how to get them to talk if they do not want to. There were two other things I found interesting: associative thinking and thinking in alternatives. I will be talking more about those two topics further on in this two- pager. The day ended with arranging the creative session, however not everything went according to plan. This will all be explained in the last part of this 2 pager.

Theoretical framework

As stated before the two most interesting subjects/ skills during this class are: associative thinking and thinking in alternatives. Below I will explain both theories, and in the next paragraph I will explain where and why I would use them in my future.

Associative thinking

Associative thinking can be seen as a way to be quick on your feet with your brains. The meaning of associative thinking is: "A relatively uncontrolled cognitive activity in which the mind wanders without specific direction among elements, based on their connections (associations) with one another, as occurs during reverie, daydreaming, and free association." (*APA Dictionary of Psychology*, n.d.) according to the meaning you could say that this way of using your brain will help you go in directions you did not expect to go. It will help making yourself think creative instead of the natural way you would normally use your brain.

Thinking in alternatives

The Cambridge dictionary states that the word alternative means "offering a choice between two or more things" (Cambridge Dictionary, n.d.). Thinking thus means to have multiple options to choose from out of your thought. This could be finding different solutions for different problems. You will always be thinking about how you could solve a problem in a different way. Thinking in alternatives could help immensely in problem solving situations as those situations often cause a person to have to think about a solution quickly. Associative thinking and thinking in alternatives are two techniques that could enhance the quality and quantity of your response, this will be helpful in managing and decision-making jobs.

How to apply the topic

Associative thinking and thinking in alternatives are the 2 topics that I liked very much during this class, the reason for this is that I am both not that good at them. above both of those where explained. I will now explain where I would use those 2 skills.

Associative thinking

I would use associative thinking in situations that you have to come up with a lot of things in a short amount of time. What I would do is for example put some pictures on a screen regarding the topic you are researching or having a creative session for. This would help the people or you think quick on their feet, and come up with a lot of different ideas. It does not matter what those ideas are, as you are converging them after this anyways. I would use this for example whilst hosting a creative session for a company that knows the subject, but has no idea about which way they want to go.

Thinking in alternatives

This is something I would not really use for research but more whilst working at the moment or on group work. It is always nice that when you are stuck on something you can think about a different way you can come up with a solution. I would for example use this whilst being stuck in group work with some stubborn group members. This can cause a lot of stress, if they do not agree and are really stuck on one subject. I would try to be the one to say that we have to go with thinking in alternatives, to come up with different ideas or solve the issues

Reflection on the assignment

For This theme day we had to do multiple different assignments: true or false game, the creative session and associative thinking. I will be reflecting shortly on each of them.

True or false game

Firstly I found it a bit weird that we had to play this game during this theme day. It stated with some statements, and for those statements everybody had to say whether they thought those statements were true or false. Whilst playing this game I started thinking about the fact that I did not like speaking up in class and giving my opinion, even throughout this game. This made me think about the usage of games to get people to speak up and come out of there comfort zone. A game like this can be used to achieve this.

Creative session

It was very hard to find a company to host the creative session for, in the end we decided to host it for my dad's company to improve their team outings. In the script you will be able to read about the planning. there were a lot of things that went wrong in the preparations process, if I could do it again I would definitely focus more on this assignment. Actually hosting the creative session made me realize how important this might be for the future.

Associative thinking

For this game there were 2 students that had to present a presentation, but they didn't know the slides. They had to improvise everything. I learned a lot from this game because it is amazing to see what imaginations people can come up with even though they do not know what something is about. This is very interesting because it can be a way to get silent people to open up in a closed conversation. Next time I would like to be the one to practice this so I can understand it even more.

Fourth theme day- C Phase I

My insights

This theme day was about the C-Phase, this phase is all about creation in specific vision and values. I found out that I really like this phase, because I like creating something real. This day in opposition to the previous day is something I felt like I enjoyed more, and really learned about by doing. In this theme day we had to do two assignments. 1 for a real client, Goedzooi, and one smaller assignment about a company or event that has a high concept. What I found most interesting about all the theory given in this day is the means- end chain, this is something that is very important when creating something for a customer. I also am very interested in knowing more about the golden circle. Both of the two subjects that I think are very important and interesting to know more about in the future. Below I will explain both theories.

Theoretical framework

The 2 topics I found most interesting as listed above are: the means- end chain and the golden circle. Both of those will be explained below.

Means- end chain

The means- end chain connects the customers and consumers to the product. With the means- end chain you will get a better understanding of how a product matched to the customer and gives a mean to their end. This can be done in 5 steps.

1. What are the points that the product meets the customer?
2. What tangible features are important for the customer?
3. Consequences of those features
4. The emotional feelings that match to the benefits
5. What is the highest value the customer wants?

If you found all touchpoints you will know if your product and consumer are a good fit. It will help you adjust if necessary.



Figure 1 (The Means- End Chain, n.d.)

The golden circle

Simon Sinek created a model called the golden circle, he explains that: "The Golden Circle can be used as a guide to vastly improve leadership, corporate culture, hiring, product development, sales and marketing." (Sinek, 2021). The reason why the golden circle is so successful, is because companies use it to distinctive themselves from other by thinking first about the why and the the how and what. By thinking about the why first you will have a higher chance of inspiring others. This is the message you bring across and the reason you do what you do, it created a connection. The how and what will be more interesting if the why is valuable.

How to apply the topic

The topics written about in the theoretical framework will also be the topics I will talk about below. I will explain on where I will be able to apply the topics in real life projects.

Means- end chain

In the future I will apply the means end chain in projects to find out how to match a company's values, to an actual product/ concept creation. I would use this when working on creating a product for a client or when checking if the clients and the products are a good fit for each other. This could be when getting an assignment for a company, they are having a problem with the sale of one of their products. The means- end chain could then be used to find out if the product matches the customers wants and needs and the company's values.

The golden circle

I will use the golden circle when creating values for a new or existing company. The golden circle will help me get to the core of why instead of immediately going to the how and what. This will create a deeper understanding of the values that are created and will make you stand out from other companies. I would do this for an assignment for a company that needs their values adjust, or for example for my own future company. This way I will be able to efficiently match the value to the company to create an optimized value fit.

Reflection on the assignment

For this theme day we only had one assignment, the assignment for Goedzooi. Below I will be reflecting on it with the STARR method (**DDI, n.d.**).

Situation

The situation was that we got an assignment from Goedzooi to create a product around their theme 'doe liefde'. The assignment was to come up with a product that evolved all around doing love, love should be the central point of the end product.

Tasks

The only tasks that were divided in our group where for the presentation, Erika and I would prepare everything, and Julia and Sarlot would present our idea to the judges from Goedzooi. Everything else leading up to our presentation we did together.

Actions

I am not a very creative person, so I tried to keep a low profile and do some research on the target group and company. I did this because I had learned in the previous theme days that creating a good fit between company, product and visitor/ consumer is very important. I did however feel like I had some good ideas too, but that they weren't really heard by my group. this might have been a bit of an obstacle.

Results

I feel like I did not really develop any skills this project, but nevertheless I was really proud of the product that we came up with. I am excited that we won and get to work with Goedzooi to realize our product.

reflection

looking back at this project I can say that in the future I would like to speak up more to incorporate more of my ideas. This does not have to be the whole project, but it would be something that I like to develop. In terms of the process to coming up with our product I would not do anything different, it all went really smooth and there were slim to none bumps in the road.

Fifth theme day- C Phase II

My insights

At the start of this theme day I felt a bit confused, for me the presentation and theory went a bit too fast so I could not really follow everything that was said. The day however ended really nicely with a visit from one of the guys, this visit was very nice. We got to work for a pretty big festival with a big client that I already knew before. During the day however the assignment was given in Dutch, this could have been better since we have English people in our class. From the theory I will use the model from Collins and Porras, it might be useful for my future professional life to find out if I am on the right side of the concept scale.

Theoretical framework

the model of Collins and Porras is used for vision setting the core ideology is absolutely essential to setting a vision, but without progress there would be no use for the core ideologies set. The core ideologies exist of core values and core purposes. The core values are set values and they cannot be changed and are pretty much set in stone. It is about what your company believes in: "It is important however to determine those values that your organization would hold steadfastly." (Stocker, 2019) The core purpose is simply what your company stands for its what the company wants to achieve and the purpose can also decide who fits in with the company or not.

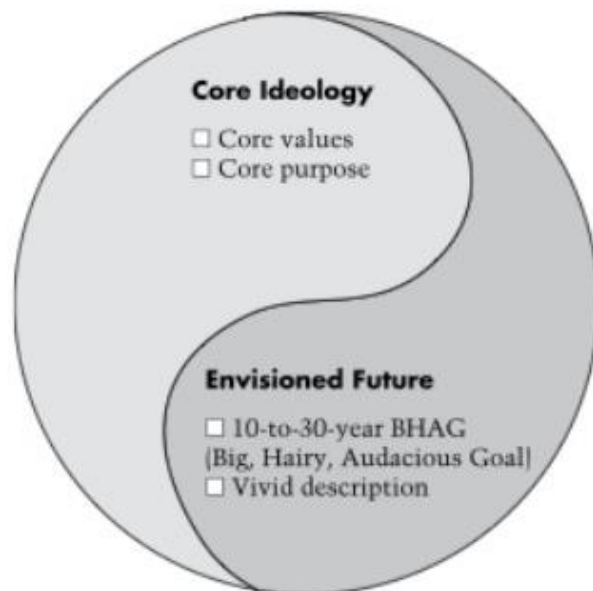


Figure 2 (Collins & Porras, 2019)

The envisioned future exists of the BHAG and the vivid description. As stated before it is important that a company has goals, the values and purposes can be created but if the company doesn't progress then all of the values and purposes have slim to no meaning. The BHAG stand for the big goals the companies envisioned for themselves. It can be seen as a piece of work and progress they will be making in 10 – 30 years. a vivid description is more about the feeling the company will have when they will have achieved their goal, it will explain how they will feel.

Overall the left side of the ying-yang like model can be seen as the perseverance of the core, and the right side can be seen as the stimulation of the progress.

How to apply the topic

The model of Collins and Porras will not be something I will be using anytime soon in my own professional career. This is because it has everything to do with the creation of a vision and setting up goals and values for a company. The first few companies I will be working for after school already will have all of those things set up. However in the future I strive to have my own festival organization company, for my own company I will definitely be using this model to create a good overall set-up.

Reflection on the assignment

In this theme day we had two assignments to do. One smaller one about a higher concept, and a bigger one about finding a good value fit between a company and a possible partnered brand. Both exercises will be reflected upon below.

Higher concept

For this assignment we had to work in our groups from the first theme days for Our House. For this exercise we had to find a company that has a high concept. In the beginning we had no idea what we had to match it to because the presentation with the information went a bit too fast. Even though we did not understand all the components that would make a concept a high concept we still found 3 possible festivals that we felt had a high concept. In the end we decided to present 'Smerrig' as a festival with a higher concept. After listening to the other groups presentations we gained a better understanding of all the components and we could easily match this to the festival we choose. In the future I would like to get a better explanation about some things so that we could get a better understanding of the subject ourselves without listening to our classmates presentations first.

One of the guys assignment

The second assignment of the day started off a bit rough, the international people of all the groups could not listen to the assignment because it was not in English. I felt this could have been arranged better, the English classes had 30 minutes less to come up with an idea because of this, and the English people were doing nothing for half an hour. To get to the best fitting brand we firstly did some research on wish and compared the values that we have been given. Because we had worked together as a group we knew how everyone operated, because of this everything went relatively quick. After a small look into some brand we could set up for a partnership we decided on 'Fritz-Cola'. This brand likes to work with family valued businesses, because one of the guy feels like a family according to the representative this was the perfect fit. After we came up with the brand we had to start figuring out the product. We had a lot of different ideas, in the end we thought about selling the bottles/ cups with a bag of color powder, this would create a consumers pull, because everyone on the festival would see it and want it. We also thought about creating sculptures from the different kinds of bottles. The brand doesn't only sell cola but also different flavors, this would make it easy for the company to get their drinks from one company instead of around 5. I think we were very happy with the result and learned again what it is like to work under time pressure.

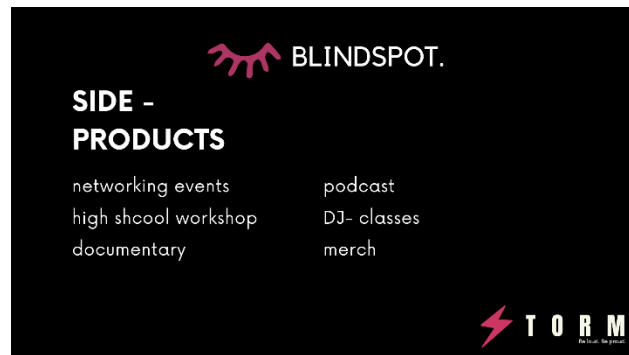
References

- APA Dictionary of Psychology*. (n.d.). American Psychology Association. Retrieved November 5, 2021, from <https://dictionary.apa.org/associative-thinking>
- Brandl, J. L. (2018, November 23). *Brentano's Theory of Judgement* (*Stanford Encyclopedia of Philosophy*). Stanford Encyclopedia of Philosophy. Retrieved November 2, 2021, from <https://plato.stanford.edu/entries/brentano-judgement/#OutlBrenTheo>
- Cambridge Dictionary. (n.d.). *Definition of alternative*. Retrieved November 10, 2021, from <https://dictionary.cambridge.org/dictionary/english/alternative>
- Collins, J., & Porras, J. (2019). *Collin and Porras Model* [Illustratie]. Stocker Partnerships. <https://www.stockerpartnership.com/wp-content/uploads/2012/01/Vision-framework-BW.jpg>
- DDI. (n.d.). *STAR Method for Interviewing and Feedback | DDI* [Model]. ddiworld.com. <https://www.ddiworld.com/solutions/behavioral-interviewing/star-method>
- LibGuides: Design Research: Graffiti wall*. (n.d.). Library Guides; Breda University of Applied Sciences. Retrieved November 4, 2021, from <https://buas.libguides.com/c.php?g=165780&p=2910775>
- LibGuides: Design Research: Prototyping*. (n.d.). Library Guide, Breda University of Applied Sciences. Retrieved November 4, 2021, from <https://buas.libguides.com/c.php?g=165780&p=2910776>
- The Means- End Chain*. (n.d.). [Illustratie]. Hunter Hastings. <https://hunterhastings.com/the-means-end-chain/>
- Predictive Analytics: What it is and why it matters*. (n.d.). SAS. Retrieved November 4, 2021, from https://www.sas.com/nl_nl/insights/analytics/predictive-analytics.html
- Sherman, C. (2019, August 12). *The Senses: . . .* Dana Foundation. Retrieved November 3, 2021, from <https://dana.org/article/the-senses-hearing/>
- Sinek, S. (2021, September 7). *The Golden Circle Presentation*. Simon Sinek. Retrieved November 10, 2021, from <https://simonsinek.com/commit/the-golden-circle>

Stocker, D. (2019, August 16). *Vision, values and purpose according to Collins and Porras*. Stocker Partnership. Retrieved November 10, 2021, from <https://www.stockerpartnership.com/resources/articles/vision-values-and-purpose-according-to-collins-and-porras/>

Types of quantitative research question / Lærd Dissertation. (2012). Leard Dissertation. Retrieved November 4, 2021, from <https://dissertation.laerd.com/types-of-quantitative-research-question.php>

Appendix 1- Slides presentation



Appendix 2- creative session

Script

1. Arrival at 11:00
2. Introduction (I DO ARRT) 11:00 - 11:15
3. Start with writing 100 ideas 11:15 – 11:45
4. Energizer 11:45- 12:00
5. Converging ideas into COCD box 12:00 – 12:30
6. Half our break 12:30 – 13:00
7. Mind map with final ideas 13:00 – 13:30

Creative techniques

1 Mind map

the 5 best ideas from the COCD box will be converted to 1 idea and for that idea a mind map will be created. This will give the CEO of the company the opportunity to have some new ideas for the team outings.

2 100 ideas --> COCD box

we start off with handing them a big piece of paper with numbers 0-100, on this paper we let them write 100 ideas as crazy as possible about the subject of team outings.

After this is done, they will converge 20 of their ideas into the COCD box.

Energizer

Our energizer will consist of a fun game that the participants will do solo, each of them will fold a paper airplane with one hand. The person that builds the paper plain that flies the longest wins the game.

Materials needed

- Laptop for the presentation
- Screen (cables?) to present
- Big A2 paper (or some A3's)
- Markers (different colours + black)
- Some A4 papers for the energizer
- Lunch

Picture



- Picture taken by Kayleigh.
- only 2 workers in picture as the other ones decided not to according to the law of privacy, even though I have a personal connection to the boss of the company I could unfortunately not force them to be in the picture.

Appendix 3- 1 pager

Introduction to Goedzooi

When we arrived at Goedzooi I had no idea what to expect, I had never heard of the company. Soon in their presentation I found out that this company is a creative agency that builds connections between brands and the target groups. They have had multiple big assignments for municipalities and other big companies. I was impressed by their presentation, their office and their way of working and creating.



The assignment

When the presentation was done, we got an assignment from Goedzooi. We had to create a product/ idea that matches one of their values: Doe Liefde or Do Love. The assignment was to come up with a product that was all about the creation of do love. We had to create groups and come up with a good idea and present it in a creative way. Let's just say Goedzooi set the bar high with their presentation.

Road to our product

The groups were created and I was in a group with 3 other girls. When we got together some of us already had some ideas for a good concept. We thought about creating something for elderly people, as they can sometimes be very lonely and might need love. After we got this idea, we thought about being more inclusive to everyone, not just one target group. We immediately thought about self-love, and one of the group members connected this to a product immediately. We firstly started with some research on self-love and found out that it is lacking with every person someday/days in their life. We thought that expressing love for yourself is the place where do love should start of. With the topic/ concept in mind we started brainstorming for the end-product.

Our product

Our product is a 360-degree mirror installation where you can express self-love on. The way this will happen is through messages that can be written on the mirror for yourself. You will have the opportunity to take a picture of yourself inside the installation with the loving quotes on the mirror. With this we hope to start a do love/ self-love movement. Inside the installation is not the only opportunity to do love, when you come outside you can also leave quotes for other people. You will have the opportunity to write some loving messages for people that might need it, how nice is it to firstly express self-love and then pass it on to strangers. Outside of this installation you will be able to leave your picture so people can write kind messages for you, that you can pick up after the event or leave for other people. This idea might seem like a lot, but apparently it's very good since we won. We are all very excited to realize this in the future.