

Request for: Project Report B1.2 OptiField Pleun Heeres

Voogd, H. de

During this project 'smart teams on a smart pitch' you were working on location of InnoSportLab Sport & Beweeg! in a working environment of sports innovation.

In the project you were stimulated, by InnoSportLab Sport & Beweeg! to approach your project as if you were developing your own product as a company, in which the product really fulfils a need of end-users (team sports), providing a unique technology and service which can be produced and sold. Therefore it was crucial for you to also come up with a business plan, naming possible (company) partners needed to further develop your concept and launch it on the market. You were stimulated to design the whole concept, not just one single hardware product, so that together with InnoSportLab you could 'pitch' your proposal to companies and potential partners to join in further development.

Your team picked up the challenge with much enthusiasm and with a real team spirit (a great sports attitude ☺). The ideation and concept phase was at first quite timid, mainly coming up with own (not always original) ideas, but soon you actively looked for more inspiration, exploring new ways to generate ideas (by involving experts in the field of sports innovation, observing potential end-users etc) and also by exploring new technologies in the field. This definitely enriched your ideas and your project on the whole. I strongly endorse the concept you chose to elaborate on: "Optifield". Not only from a personal point of view, and not only because your team is personally very enthusiastic about it, but also because of your process in which you involved the end-users (PSV footballers) to give feedback on your concepts. I am impressed by your prototyping phase, which was very research oriented, in which you involved the companies Ten Cate and Greenfield in your technology challenge, engaging them in your 'research by design'. I think that as a team, you succeeded well in dividing tasks amongst each other, making it possible to develop the Optifield concept as a whole (incl. use of app in training, technology solutions, business model and market opportunity), but maintaining the collaboration with each other on each item, and maintaining good contact with us, the InnoSportLab and our partners. It was really a pleasure and inspiration for InnoSportLab to work with you. Well done!!

final feedback form

- 01. quality of deliverables handed in by the student
 - 1. Mention each deliverable and give feedback on the quality of them (individual and integrated).

Your report is very attractive in layout, with illustrative pictures. You described your process very well, but I found the structure a little confusing, seemed to hop on two thoughts: description of the team process, and presentation of (in between) results and conclusions. A good report for your own reflection and learning, but towards a company / client it would be good to highlight results more clearly. The posters and visualisations you made for (in-between) presentations were very clear and illustrative. Prototypes you made were of high quality, some clearly for research purposes and others for demonstration/show purposes. I am pleased that you yourselves also experienced the value of your own prototypes in your design process.

- 02. the student's competency development
 - 2. Indicate learning activity & development of competency areas and give feedback on this.

■ indicate type of learning activity

☒ project /minor and Competency Coach Feedback ☐ FMP brief and Competency Coach Feedback ☐ assignment / module or other learning activity

■ indicate development 'ideas and concepts'

☒ yes, substantially ☐ yes, to some extent ☐ no, although expected / intended ☐ NA

■ indicate development 'integrating technology'

☒ yes, substantially ☐ yes, to some extent ☐ no, although expected / intended ☐ NA

■ indicate development 'user focus and perspective'

☒ yes, substantially ☐ yes, to some extent ☐ no, although expected / intended ☐ NA

■ indicate development 'socio-cultural awareness'

☐ yes, substantially ☒ yes, to some extent ☐ no, although expected / intended ☐ NA

■ indicate development 'designing business processes'

☒ yes, substantially ☐ yes, to some extent ☐ no, although expected / intended ☐ NA

■ indicate development 'form and senses'

☐ yes, substantially ☒ yes, to some extent ☐ no, although expected / intended ☐ NA

■ indicate development 'teamwork and communication'

☒ yes, substantially ☐ yes, to some extent ☐ no, although expected / intended ☐ NA

■ indicate development 'design and research processes'

☒ yes, substantially ☐ yes, to some extent ☐ no, although expected / intended ☐ NA

■ indicate development 'self-directed and continuous learning'


☒ yes, substantially ☐ yes, to some extent ☐ no, although expected / intended ☐ NA


■ indicate development 'descriptive and mathematical modelling'


☐ yes, substantially ☐ yes, to some extent ☐ no, although expected / intended ☒ NA


I am confident that you really learned a lot on all aspects mentioned above, mainly teamwork which was energetic, but also in project management and communication with the team and with InnoSportLab and other external parties - the professional yet personal approach was good. I experienced that

the whole team was very open to feedback and picked up tips and ideas with healthy enthusiasm. Technology development was also impressive, certainly in the perspective of your design through research process with the different prototypes!

- 03. process (approach)
 - 3. Indicate which activity of the (design) process the student has done and give feedback on this.
 - envisioning / transforming society 

☐ yes, substantially
☒ yes, to some extent
☐ no, although expected / intended
☐ NA
 - exploring / validating in context 

☐ yes, substantially
☒ yes, to some extent
☐ no, although expected / intended
☐ NA
 - making: synthesising / concretising 

☒ yes, substantially
☐ yes, to some extent
☐ no, although expected / intended
☐ NA
 - thinking: analysing / abstracting 

☐ yes, substantially
☐ yes, to some extent
☐ no, although expected / intended
☒ NA

You managed to synthesise and concretise the concept to a high level already in the prototyping phase. Exploration in context was excellent, in collaboration with InnoSportLab, footballers PSV and the companies Ten Cate and Greendfield. But there was simply not enough time to conduct extensive validation in context (and also not possible considering the full scale model that would be required). The small test you did in the field was conducted well though.

- 04. attitude
 - 4. Describe and give feedback on the student's attitude.

An enthusiastic, creative, eager to learn attitude. Sometimes too quick to ask questions before looking into possible answers yourself. But also in that you showed a professional attitude in accepting feedback and communicating about it. It was a pleasure to work with you!
- 05. advice
 - 5. What advice would you like to give to the student?

It is clear, also from your own reflection, that you are able to push your own limits to bring your design really far in technology/prototyping as well as concept design and business case. You chose a very challenging concept to further develop (focussing on technology development and user value). If you want to gain more experience in testing/validating a design in practice, then next time plan it such that your prototype design to test is simpler, or (as you did in this project) focus on a specific part of the total concept to test.

Keep up the good work, looking for and creating projects in which you can really put in your energy and creativity (in sports and technology :-)).