Request for: Co-Creation Assignment DG-508

Mulder, S.S.

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- 01. quality of deliverables handed in by the student
 - 1. Mention each deliverable and give feedback on the quality of them (individual and integrated).
 - * Video: The video explains the concept and the business model quite well. The pointer you're using is very helpful, good idea. Some points for improvement: your intonation can be improved, it stays 'flat' and therefor your voice becomes less appealing to listen to. The music and voice level could be tuned a bit better I suppose. To conclude the tempo could go up, the video takes a bit too ling I think. Altogether you've delivered quite well in the sense of conveying a complex idea.
 - * Concept map: You're covering key concepts as intended and you convince me that you understand them. Still, you have the tendence to work in 'branches' that are not linked really. That should be improved a next time; make use of the fact that you can define by linking.
 - * Accompanying documentation: I miss some aspects here: the business model canvas, a DART analysis of your own idea. The rest of the documentation is OK.
 - * Co-creation during the assignment: You participated at some points, but I can imagine more interaction.
 - * Reflection: You try to follow the structure of Korthagen which is good. You're very honest about how this assignment worked out for you, which I really appreciate. You could improve your reflective quality I think. E.g. 'what does that mean to me': my impression is that you learn more from applying theoretical information than solely reading a paper. That's OK, but important to notice. Furthermore I can imagine more interaction with the assignor, e.g. asking whether you're allowed to analyze a compeny you selected and verifying what's the idea behind the pairs that were pre-selected.
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| nt's competency development cate 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 ves, to some extent no, although expected / intended NA |
| You've worked towards the application of co-creation on a business idea tied to your project. You've worked towards a more coherent set of decisions. How come you worked quite fluent from an idea to a concept? That could be worth a reflection on the verge of Ideas & concepts and Design & Research Process. |
| indicate development 'integrating technology' 1 |
| yes, substantiallyyes, to some extentno, although expected / intended NA |
| indicate development 'user focus and perspective' |
| yes, substantiallyyes, to some extentno, although expected / intended NA |
| indicate development 'socio-cultural awareness' |
| yes, substantiallyyes, to some extentno, although expected / intended NA |
| indicate development 'designing business processes' |
| yes, substantially ves, to some extent no, although expected / intended NA |
| I have to rely on indirect evidence (material shared during the lectures) proving that you're able to recognize instances of co-creation and deconstruct existing business models along the 4 building blocks (framework of Prahalad and Ramaswamy). Try to comply with the guidelines of an assignment (DART was indicated as a requirement to apply on your own project). You're able to attribute different roles to consumers and (your own/a) company. The usage of the business model canvas is unclear to me. Same for the notion of value, which may be refined more. You share your understanding of co-creation though somewhat limited. |
| indicate development 'form and senses' |
| yes, substantially yes, to some extent no, although expected / intended NA |
| indicate development 'teamwork and communication' |
| yes, substantially ves, to some extent no, although expected / intended NA |
| I will not give feedback on teamwork as it was not an aim of this assignment. You've shared your work with fellow students and this seemed to help you out. Furthermore you've worked towards a video communcating your idea; you're not satisfied yet with the result and you see learning goals there. Try to interact more during the lectures. |
| indicate development 'design and research processes' |
| yes, substantially ves, to some extent no, although expected / intended NA |
| You seem to need the application of theory in order to really grasp it. That's OK. Try to work deliberate in such a way that you can make this 'move' or 'shift'. In a sense that's also part of the area 'Self Directed Learning'. My advice is to reflect more on this, e.g. by comparing different projects/assignments especially on this aspect. |
| indicate development 'self-directed and continuous learning' 1 |

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

yes, substantially yes, to some extent no, although expected / intended V

■ indicate development 'descriptive and mathematical modelling'

This assignment only addressed a descriptive model by means of a basic flow-chart-like modeling kit & a concept map defining key concepts of the assignment. I realize I'm unable to indicate development here. I'll think through the deliverables for the next assignment. The concept map is OK, but limited. The business model you've created fnds a good balance between detail and main line.

| exploring / validating in contact exploring / validating / valid | | ocess (approach) 3. Indicate which activity of the (design) process the student has done and give feedback on this. • envisioning / transforming society • envisioning / transforming society |
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| exploring / validation in context | | |
| yes, substantially yes, to some extent no, although expected / intended NA | | |
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