

# Project B1.2 SToSPP | OptiField

The Smart Teams on a Smart Pitch project is focused on developing a value between the athlete and the sports field. Think of values as team play or individual progress. Our focus laid upon improvement of training which resulted in our final concept, OptiField:

*Can you imagine a sports field, on which you could get instant visual feedback of your coach or set out a training within a second. Imagine the efficiency of time use, the improvement of training and the fun that could be generated. This can all be done with OptiField, the first fully illuminated sportsfield. It is the next dimension for sports and has endless possibilities, in other words, the future.*

If you are interested more in our process and project you can read our project report [here](#).

Sports related, user-centered, exclusivity of working with Innosportlab Sport&Beweeg! and the possibility to work with a real client. That were the four main reasons for me to chose this project, a mixture of goals and interests. Looking back, this project has definitely fulfilled these expectations.

First of all, a goal within this project was to make it more [end-user-centred](#), as I had not done this enough in the previous project. By means of researching, quality brainstorming, observing and co-creating with experts like trainers and staff of PSV, we got a better view of who we were designing for and for what purpose. We also did a [user-test](#) to prove that our concept could be taken outside. This gave insights on the feasibility. Though I find it somewhat disappointing that we couldn't really test a final product, this because our final product was more a final concept. However what we got back from it is worth that disappointment.

A big learning experience was the more professional client/[business approach](#) of our project. Working with big partners like TenCate, Greenfields, Innosportlab and PSV gave a real boost throughout the project. Involvement of a stakeholder requires to act even more professionally, which means to think critically about the feasibility and presentation of concepts. It did set a high standard for the project, but enabled me and the group to achieve our full potential. Experiencing how it is to work more business oriented, helped me improve upon my way of presenting and learned me what it takes in the 'real' world. In further projects I will try to implement this business approach, because I think I can still learn a lot from it and it will keep me trying to get the best out of me.

Looking back, I think we did really well by showing to be capable to arrange things ourselves. We contacted PSV and Greenfields ourselves and I think that this is a development of courage that every designer should have, the part of [being self-directed](#). Also going after experts and getting people to help us with our final prototype, shows this mentality. This makes it even more satisfying that we came up with fully working prototypes.

Something else that I am proud of is our design process. From the start we made our goals and intentions clear in a list of requirements and made a clear planning for the whole semester to make a good clear view to our client Innosportlab. I think it is really professional that we worked strictly according to this planning. It did help us from getting stuck in design phases and also helped us not to make rushed decisions –referring to the decision to prototype four concepts, instead of choosing one-. Though I still think it is better to switch quicker between the stages of ideation and prototyping, I am happy that we did this approach. In the next semester however I will try to push my group members in the design process I envision of switching moreover between the phases of design.

Which brings me to a last point of self-critique: I have to stand up for my own interests. I have to claim what I want to develop and do what I really want. Not that I didn't do so but I think I could have stood up a little more for my own preferences. It is good to work hard in a project, though personal development should not be retained.