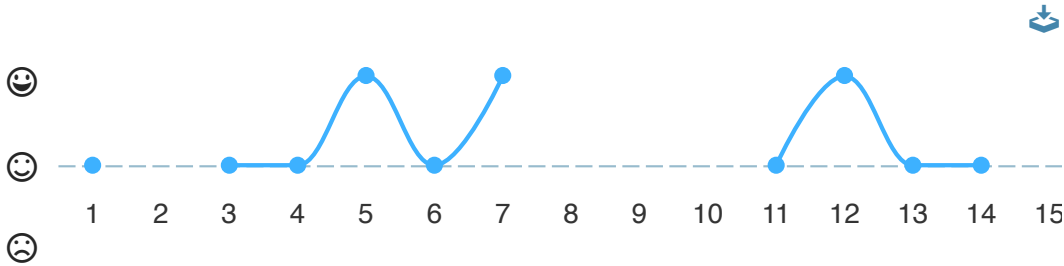


Purple (1) - 3 Sakura Creative - SC Dirk



Students in this group

- Arzumanian, Artem A.A.
- Hassan, Safa Hassan S.D.
- Lutters, Quinn Q.A.M.
- [Reniers, Sanne S.M.A.](#)
- Smail, Furkan F.M.
- Çoban, Hakan H.B.

Checkpoint 20 Feedback Client Presentation 10-12-2024



Smail, Furkan F.M. 17 days ago

On the 10.12 we presented our Proof of Concept to our Client. The main issue with our product was that we hadn't used CBR's colors and branding. Other than that they liked the finished design from a UI standpoint and our client mentioned it looked really good. One other note from Jan was that it wasn't clear how we contribute to reducing anxiety in our app, especially considering that there's an option that allows users to share their progress and data with their parents. Jan (said) that this contributes a lot to the anxiety so he couldn't figure out why we had included that as a feature. We then explained with an example from Quinn that his parents value seeing his progress, they don't use it to pressure him in general. Moreover, them not knowing that could induce more anxiety since there's uncertainty about the progress. Obviously, it depends from person to person, that's why we made it an option which users can change.



Checkpoint 19 feedback on prototypes of project. 26-11-2024

Arzumian, Artem A.A. a month ago

We wanted to test the wireframe of the app with Pennie to learn how she interacts with the screen, sections, buttons. We got lots of useful feedback and screen recorded the app walkthrough. I was giving her different tasks, like finding something, completing a lesson and so on. We learnt that for this task it's better to have some context text, instead of dummy text on the pages, so it would help the user understand clearly what the section is about. We also realized that we should have given her the wireframe open on the phone instead of the laptop because there would be very different controls and results. We learnt that it might be better to include all the lessons sections on one page and then incorporate both streaks, daily lessons and lessons sections on the home page. An idea that I additionally got was to replace the top navigation from "Hello, User" to the page name you are on, for better user experience. Lastly when she was completing a lesson I realized that we need to make a short tutorial animation for the first time a user does a lesson, to teach them to scroll through the lesson page.



Write a summary of what you discussed with your teacher...

Post feedback

Checkpoint 18 Feedback how to choose color by Stan 26-11-2024



Lutters, Quinn Q.A.M. a month ago

Today, we showcased our Figma file featuring our logo, typefaces, and color palettes. We also demonstrated how we voted on various options and discussed our research into color theory.

While researching colors is valuable, context is a critical factor in determining how colors evoke emotions. For instance, a blue sweater might seem neutral, but receiving a blue letter from the government may trigger less positive emotions.

Voting on color palettes isn't always practical—it's essential to see how colors perform in context. This involves testing them across various applications, such as app designs, websites, commercials, or others. Experimenting with a wide range of scenarios helps evaluate how effective a color palette truly is.

Stan illustrated this concept by applying our logo to different contexts. For example, he placed the logo on a webpage, in a commercial, and on plain colored backgrounds to observe how the colors interacted.

We also discussed a similar approach for selecting fonts. Stan suggested replacing placeholder headers with real content and experimenting with them in context. For instance:

- Placing text over an image.
- Adjusting the background color with a mask.
- Ensuring the text remains legible in different layouts.

In conclusion, creating effective designs requires extensive experimentation and multiple iterations. Instead of simply voting on what looks appealing.



Write a summary of what you discussed with your teacher...

Post feedback

Checkpoint 17 Dirk - Prioritizing (WK11) 20-11-2024 

Reniers, Sanne S.M.A. a month ago

We asked feedback from Dirk about the 2 MoSCoW templates that we did. We originally did 1 for the design phase of the project, and 1 for the coding phase of the project. We did this to showcase what we found important to get done, and what was less important.

The feedback we got was that it was a bit odd to use these kinds of templates for this occasion. Normally, people use a Eisenhower Matrix for these situations to clearly show what is important and urgent, or not important and not urgent and vice versa.

We kept the first template that we created, and instead of the second one created a Matrix. This way we can showcase to the whole team what we want to prioritize in the coding phase of the project and makes sure that everyone understands what to do.

Checkpoint 16 Dirk - Client document (WK11) 18-11-2024

Arzumanian, Artem A.A. a month ago

Today we shared our CBR concept document with Dirk. The main iteration from previous versions was the length of the document. We decided to drop the research part of the document as it took too much space and the client wouldn't read it. The new document contained the problem statement, the overview of what research we have done and our proposed solution to fix the problem of CBR. After talking with Dirk we figured that we should still put in the research findings because without the document holds less value. He also suggested us to design the document not according to CBR's tones but in Sakura Creative style.

With the team we iterated the document, by changing it's style, cover page, adding the interview's findings and the survey in the appendix and linking them within the document for quick access. After finalizing it, we sent the document to the client.

In the evening we got feedback from our client on our idea and they said that the research was very interesting and the findings intrigued them. Client said that there might be too much we want to have in the app, so we better focus on some features more than the others. Overall client is happy with the concept and can't wait for the final prototype.



Write a summary of what you discussed with your teacher...

Post feedback

Checkpoint 15 Pim - (WK10) 13-11-2024



Lutters, Quinn Q.A.M. 2 months ago

Today, we showed our concept validation document to Pim because we wanted some feedback to see if it was good enough to send to our client, as we were planning to do so today.

Our problem statement wasn't correct, as it stated that because people don't pass their exams on their first attempt, more accidents happen with teens.

If we were to send our document to our client, we would be asking a lot of them since it contains quite a lot of text. Therefore, we should think of a fun, interactive way to present our concept, such as creating a video, which would allow us to better convey our emotions about the project.

Pim noted that our third concept was the best, and although we said it would be out of scope to create due to the remaining time, he disagreed. He explained how much time we actually had and how we could use it. Instead of VR, we can also use AR, which might be better for our use case.

We also need to keep in mind that we are delivering a proof of concept and not a finalized product, so we can fake certain elements if needed. The goal of the proof of concept is to get stakeholders to invest in the concept to actually create it.

If we merge our first and third concepts, we can create a learning app that uses AR to generate scenarios in your environment or in the environment where you will be taking your exam. We can easily create demos of this concept without coding a single thing, simply by using videos.

As for linking to research in concept validations, clients don't care—they won't read it since they won't gain anything from it.



Write a summary of what you discussed with your teacher...

[Post feedback](#)**Checkpoint 14 feedback on HMW and concept -Pennie** 12-11-20 **Arzumanian, Artem A.A.** 2 months ago

We asked Pennie for feedback on our concepts and what to do next. We told her that we weren't sure what to do because we figured our main concept might not be the best solution to CBR's problem. We asked if we needed any other supporting research to our concepts, but she proposed to just send out the concepts and see ourselves what Partout likes the most. She resonated with the 3rd concept of having VR based simulator to provide driving practice, that would allow to have a more flexible practice schedule. We liked this idea the most but also realized that we wouldn't be able to develop any digital content for it, which is why we are currently going with the app idea. The second Concept would be a campaign that would help people with their stress management and would portray CBR as a companion on the road. However this concept seems to be too small and could be an additional component to our project.

Checkpoint 13 Dirk - Project (WK9) 06-11-2024 **Arzumanian, Artem A.A.** 2 months ago

This is our "secret" between Dirk and our team. The information is restricted from other teachers as it is highly confidential. (we forgot what we discussed a week ago =|)

[Post feedback](#)

Checkpoint 12 Dirk - Expert interview (WK7) 16-10-2024  


Norg, Dirk D.L. (Teacher) 3 months ago

Good preparation, make sure you do not cloud the judgement of the speaker by steering into an "assumption". Very good follow up questions, listening well to what has actually been said.

Checkpoint 11 feedback on interview questions pennie 15-10-20 

Çoban, Hakan H.B. 3 months ago

We showed our interview question to Pennie to get some feedback. Pennie found the interview questions good, but we had placed too much focus on the correlation between passing the theory exam and its impact on passing the practical exam. We had created a survey, and from the answers, we drew a possible conclusion, but we came to this conclusion too quickly. To reach this conclusion, we need much more information. We need to focus less on the correlation and look at what other aspects may have an influence. Other than that, the questions are good. We also presented our project plan and what our tasks are for the upcoming sprint. We received feedback to move some tasks to a later sprint because we don't need to focus on them yet.

Checkpoint 10 Dirk - Website feedback (WK3) 18-09-2024 

Arzumanian, Artem A.A. 3 months ago

Showed Dirk lots of different prototypes of a hero section of a website to get some feedback. We have found better quality assets to use in the design and tried various templates. We created center, right and left based hero sections to see what works best, as well as tried getting rid of the tree and going more simplistic. We showed all the versions to Dirk and he liked most of them. He noted that we should not restrict ourselves to specific things in the design and try out to experiment more with the versions we had. Dirk also checked that we stay in line with our brand identity and recommended thinking more about how can we tell the our story. It is the story people remember not the design, so we just need to communicate to the user of what we represent. It could be done both by words and visuals. The last think Dirk said was that none of the pages actually stated that we are a digital creative team, so we need to fix that

Checkpoint 9 Stan & Dirk - Brand presentation (WK3) 18-09-2024 



Çoban, Hakan H.B. 3 months ago

We gave a presentation about what we have done till today for our project.

Feedback Stan:

- Find a balance between the logo's, the first sketch is really interesting, the final sketch look a bit 'feminine' but it still looks good. It's a bit too professional. Try to find a way to combine the both designs.
- The 3D Models looks nice, the gate has a really strong meaning. It does remind me of a other website.

Feedback Dirk:

- The logo feels feminine but I don't mind, it showcases balance.
- The website design should look more minimalistic, try to use more Japanese style it looks for now way too clean.
- I like the Japanese characters, but we can't read it. So try to put the English word beside it.
- Take us on the story, try to bring us more with the story and after that the branding.

Checkpoint 8 Feedback with Stan & Frank & later Jan 17-09-2024 |

Reniers, Sanne S.M.A. 4 months ago

Feedback Jan

- I would remove the variations of colours. It is kind of double right now, and people do not want to spend more time than necessary to go through the branding .
- He likes the cleanliness of it and how much we thought things through.
- He liked the logo and thought it would be really good to print it out.
- Check if the font that we used has the right licence so that we are allowed to use it. Doesn't matter too much for now, but it is a good exercise.



Smail, Furkan F.M. 4 months ago

In the session with Stan and Frank, they touched on the fact that they really liked the lo-fi brand book. They said they liked the hierarchy and structure of the pages. The last point they touched upon was to experiment with more colours. We had used only white and Black here and there. After seeing how the book's title pages looked with different colors, we changed the design slightly and really liked how they ended up after implementing said feedback.

Checkpoint 7 Group FP Amer 16-09-2024 

Smail, Furkan F.M. 4 months ago

He challenged our ideas, forcing us to make sure that we have a strong foundation of our brand identity and logo. He liked the general design of the lo-fi brand book and logo, and was satisfied with our progress.

Checkpoint 6 Dirk - Brand website (WK2) 11-09-2024 

Arzumanian, Artem A.A. 4 months ago

I showed the sketch I made for the website of our team to Dirk. The idea is to make a website our motivational letter. This way we could present ourselves, provide our professional pictures to create trust and include the motivational article of why are we valuable to a company. The website would start with a hero section including a Sakura on the right and intro to our team on the left. The second slide would include our pictures and have a special hover effect to show our individuality and creativity. Lastly there would be a motivational article in which we state our values and present our brand identity. Dirk liked the idea and told us to make sure that the design doesn't get too crowded and still aligns with our core values.

Checkpoint 5 Dirk - Brandstory (WK2) 11-09-2024 

Arzumanian, Artem A.A. 4 months ago

We shared with our Brand identity with Dirk. Earlier this morning he presented the golden circle to us, that contained 3 questions that an organization should ask itself to make sure that they build a relevant business. We have answered the what and how questions, but struggled with the hardest one "why". Initially we focused on promoting ourselves by saying that we are a team that wants to find the perfect customized for a client. We soon realized that it doesn't make us special or different from our competitors so we dived deeper into the true meaning of Sakura and Japanese culture. Dirk suggested to look more into the culture, meanings of things and the past, to be able to form a better future. This feedback had sparked many new ideas, we tried emphasizing on the current problem of being overwhelmed and living in a fast-paced world. By referencing to the Sakura and its deeper meaning, we say that our team aims to bring clarity and harmony in our designs. We later got more feedback from Dirk and he suggested to focus more on a few words that would be the main focus, to repeat them throughout the text to make sure the idea is clear.

Checkpoint 4 Dirk - Logo pt.2 (WK2) 11-09-2024 

Reniers, Sanne S.M.A. 4 months ago

In the feedback with Dirk, We talked about the logo we made. I simplified the logo, and wanted to know what he thought of this iteration. He pointed out that he liked the way we were going, but that it might be cool to incorporate the brush stroke as the circle, as this is commonly used in Japanese design. He also pointed out that it might be nice to have some leaves going off of the tree, to stand for our creative design process and add a bit of meaning into the logo this way.

Checkpoint 3 Dirk - Logo (WK2) 10-09-2024 

Smail, Furkan F.M. 4 months ago

In the feedback with Dirk, the major part that he pointed out was that we need to think about why and what we are doing as a company, and to try to implement that in our logo. Our starting point is good, now we need to try and explore what our focus is as a studio.

Checkpoint 2 Pieter - Logo (WK2) 10-09-2024 

Smail, Furkan F.M. 4 months ago

We showed our initial logo designs to Pieter. His first reaction was to ask us questions about why we're going with Japanese design, what's our motivation to do so etc. He pointed out that our ideas and motivations are important to try and outline in the logo; One of our thoughts was to make the logo useable in as many places as possible such as but not limited to:

- instagram profile picture,
- website favicon,
- business cards,
- hero sections in websites and more.

If possible, avoiding complicated and complex logo(s) is better to make sure that detail and meaning is not lost when resizing the logo when necessary.

Checkpoint 1 03-09-2024 

Çoban, Hakan H.B. 4 months ago

We did the presentation about our project. The project was about the future and we had to choose a topic. Our topic was about education. We had an idea about school, university and internship in space. We made a prototype of a jetpack which can be used to travel. The feedback that we received is;

- "Why would there be a school in space"
- "Missing a bit of purpose"
- "Nice attention to detail"
- "a lot of concepts in one, chose one!"
- "I like the branding stuff"
- "Really well thought. I can actually see it happen in 2050. Very cool prototype! :)"
- "Very well thought out and I like the prototype design (buzz lightyear), very broad project thought Good job :)"