

# Course Reflection

DAM180 – Design Entrepreneurship

*During this course I was part of the team that redesigned Lloop. We translated the original product made by Rosanne Bloemraad to a digital alternative – a platform – with a pivot towards a more specific target user and customer.*

Throughout my bachelor Industrial Design, I focused on the expertise areas User & Society (US) and Business & Entrepreneurship (BE). This is because I consider myself to be a realistic designer, with a strong entrepreneurial mindset. I feel that I need to understand what motivates consumers and customers to buy and be loyal to a brand, and how you can accommodate these behaviors. I think that I am less creative in the literal sense compared to my peers, but I quickly see opportunities and gaps when I am presented with a product concept.

While designing products and services, I often use this psychological and the entrepreneurial angle. To strengthen my knowledge in BE and create a solid basis when I want to use that entrepreneurial angle, I choose the course Business Entrepreneurship. This is the first track course within the Design Leadership & Entrepreneurship (DLE) track I am completing. My personal goals for this course were to improve my presentation skills, gain and directly apply knowledge from the course, and getting out of my comfort zone when it comes to my role within a team.

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## Team Role

User & Society



At the beginning of the course we were asked to fill out the Belbin test. As expected I ended up with a more leading role within the group, but after a brief discussion with my team I noticed another member had a similar outcome. I choose **the role of consumer marketing manager**, because I felt like this role would not put me in the 'dominating' position compared to my fellow teammates. This was one of my goals, because I often recognize after a course or project that I am constantly checking the group and making sure everything gets done, which leaves little time to gain actual knowledge in the topic I am studying. Which I think takes away a lot of my potential.

Also, the role as consumer marketing manager would still fit my professional identity and vision, as my interest also lies within the US expertise area. This role gave me the opportunity to combine the society and user focused approach I liked in previous projects, with the business angle. Throughout the course this role mainly let me focus on the problems the end-user was experiencing and how a product can or should be positioned towards this individual.

Solving an issue that someone else found and created a solution for was challenging at times. Since we proposed a pivot to a different target customer and user, **research about the field** of in our case ALO education and primary schools was my responsibility. For this I also did an interview with an ALO student, together with my team and questions based on my knowledge and from prior feedback we got on our pitches. It was insightful to learn how to interview a target consumer and customer for a product, instead of doing user testing interviews.



Practice round for final pitch,  
photo taken by Boy de Wit



Drivers of Change Exposition  
during Dutch Design Week,  
photo taken by visitor

## Knowledge

### Business & Entrepreneurship



My last goal was to gain more business knowledge which was more centered around Industrial Design. In my bachelor I followed quite some courses in the Industrial Engineering department, so I do know about some business theories and strategies. However, I did not like that these courses stuck to the theory. This course gave me the space to apply and **broaden my understanding of these theories** and add for example the north star proposition, the six business perspectives and shifts.

I liked that we did workshops which let us discuss the theories in our teams and apply it to a real life example, which was Lloop. One of our team-members was more experienced and already has his own business. It was inspiring to be guided by someone who understood the business angle from his own experience. I am convinced this practice during the course will help me in the future **to consider this stage of product development** during the design process. The tools we learned about are saved in a document I made during the course, so that I can revisit them whenever possible during future projects and courses.

## Presentation Skills

### Professional Skills



I have always had a lot of stage fright, which I wanted to tackle by presenting at least twice during the pitches of the course. My team members encouraged me to actually present during every pitch, and we decided to present as a team with each their own part fitting to their team-role. This helped me **to feel more comfortable** and use less pre-written text every time I presented. My own challenge for the last pitch was to only have keywords and a few key sentences ready, so that I would have a more open way of presenting.

After these pitches, I now feel more comfortable presenting but I also learned how to create a better pitch deck. With the pitch-deck-canvas, which I found vague at the beginning, I now understand how **to use the WHY-HOW-WHAT structure**. I already applied this knowledge in the presentation I had to do for another course, and got some nice compliments from. So this boosts my confidence and I can further improve this week, as I am one of the student hosts at the Drivers of Change exposition at the Dutch Design Week.

## Other Learning

Prior to this course I had an interest **in behavior change** theories, but during this course dr. Carlijn Valk introduced us to some theories mixed with an business approach. This inspired me to continue this route further upcoming year to see what other courses focus on this and help me develop my vision. Since I feel like my vision is still underdeveloped, but this field of design interests me.

# Appendix A. PDP Poster - September 2023

## Charlotte Bronwasser



Master Industrial Design  
Year one – DLE track

## Courses this quartile

- Business Entrepreneurship
- Constructive Design Research
- M1.1 Project Sensory Matters

## Starting Point

I am a curious Industrial Designer, interested in **becoming a product manager**. Therefore, I focused on the BE expertise area in my bachelor Industrial Design and I am using knowledge from my Law degree.

## Prior experience

- Bachelor Industrial Design – I used my minor space to follow various courses from other departments (IE and IS), to **understand their perspective** on business in relation to new technology.
- Bachelor Law (Leiden University – I am currently also completing a degree in law, to **understand the legal side** of business and product development from the perspective of another field.
- Master Industrial Design – I just started my master degree, but I want to **complete the DLE track** and focus on the business aspect of design because it suits my aspiration to become a product manager best.

I want to become a product manager, because I am an **organized person**, that enjoys working with designers and creative people, but this is not of my own strengths.

## Goals for Business Entrepreneurship

- ❑ **Improve my presentation skills** – I am someone who gets stressed out easily and I noticed the course gives a lot of opportunity to present and pitch. So, throughout the course I want to at least present twice to a group to get more comfortable.
- ❑ **Gain knowledge** – Throughout the past few years I did use some business tools, but always felt they had no clear application to the real world. So, in this course I want to apply my knowledge, instead of just filling out canvasses.
- ❑ **Out of my comfort zone** – In this course I would prefer to not have a dominating role in the group I am working in. Normally I take organization tasks on me, which prevents me from exploring other teamroles and even from diving deeper when it comes to the content.