REFLECTION

The NESSA project aimed to design an AI assistant to reduce monotony and encourage social interaction among the elderly. This project closely aligns with my vision of leveraging design and AI to foster independence and improve quality of life. By working on NESSA, I explored how my personal motivation to help vulnerable groups can translate into tangible design solutions, contributing to my growth as a designer and refining my Professional Identity.

This project was particularly impactful since my main inspiration was my grandparents. Speaking with them and learning about their daily routines, showed me that even though they still have each other, their days are quite monotonous. This realization became the driving force behind NESSA's goal to bring joy and engagement into their lives.

Integration of Expertise Areas and Individual Contribution to Deliverables.

Throughout the project, I integrated multiple Expertise Areas (EA) while creating NESSA.

For *User & Society*, I conducted data gathering and developed a deeper understanding of the user, their daily lives, and what it means to be them in today's society. Once I understood the user, I was able to identify what they might or might not need to improve their day.

As I mentioned earlier, I noticed that my grandparents' days are often monotonous, which led me to explore this issue further through interviews and literature research.

For *Creativity & Aesthetics*, I wasn't expecting to learn much about this EA. However, I surprised myself. This became evident during the preparation for Demo Day. Initially, I thought the stand for Demo Day would just consist of a table with a poster and the product, perhaps with some decorations. But that was it. Thanks to the Demo Day workshop, I learned that the possibilities for the stand could go beyond just a table with decorations.

I envisioned creating a welcoming and approachable "grandma's kitchen" space, complete with floral wallpaper, a few plants, a lamp, and of course, the phone. This setup wasn't just an exhibition of NESSA, it was a safe, familiar environment where potential users could feel at home. Based on the feedback from Demo Day, people indeed felt that sense of familiarity and curiosity about our project.

Additionally, I developed a *Grandma's Recipe Book* as part of the project. We wanted to provide extra information for those who wanted to learn more about NESSA's creation. What better way to explain the process than through a recipe? The booklet explained each step of the process as if the reader were following a recipe. This approach reinforced the homey vibe we aimed for at Demo Day.
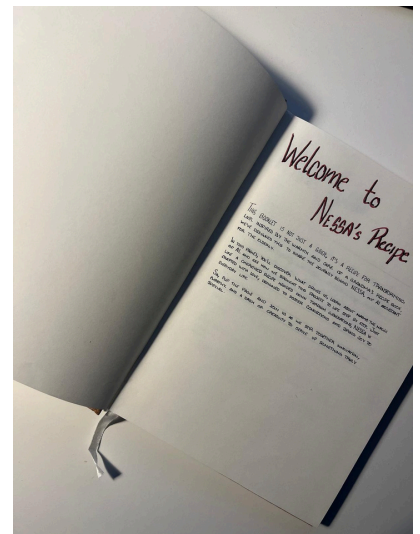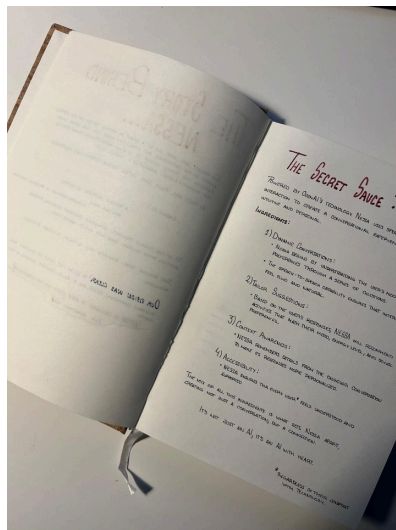
The most challenging part for me, and where I feel I developed the most, was creating the poster. Designing a poster that was both visually appealing and functional, and that conveyed the product's story without overwhelming viewers, was no easy task. I went through numerous drafts before arriving at the final version (and I still think there's room for improvement). Through this process, I learned to trust my instincts more, seek help when needed, and embrace the idea that it's okay to make mistakes. Each iteration brought me closer to the final version.

For *Technology & Realization*, I developed several practical skills. We repurposed a vintage home telephone, removing the original internal components and replacing them with new ones. Due to time constraints, we had to simplify certain aspects of NESSA. I focused on the speaker and microphone, incorporating earphones in place of the original components. Once we tested the setup and confirmed it worked in a noisy environment, we decided to keep it as it was. However, with more time and resources, it would have been ideal to use Bluetooth speakers and a microphone instead of wired earphones or to use earphones with a longer cable.

The process of building the wall, adding the wallpaper, and assembling everything at the Vertigo workshop was another significant milestone.

Finally, for *Math, Data & Computing*, I joined this squad to expand my knowledge of AI, what it means to work with it and how to integrate it into products. This has been a significant challenge, as there's still so much to learn, especially about using AI ethically. While I had hoped to improve my programming skills, I ended up learning about the importance of writing effective prompts. In NESSA's case, these prompts also include rules to ensure elders can interact with the AI without compromising their privacy.

Professional Skills Development and Competence

This project strengthened my ability to synthesize user feedback into design iterations. Additionally, I learned about how to implement AI on a physical product targeted to a sensible user, focusing not only on the technical part but also being aware of the importance of the user safety and user concerns and all the ethical aspects behind a project that could be part of the real market. These skills directly align with my PDP goal of understanding more about how to collaborate with AI, to create solutions for people to help them become more active and autonomous.

Collaboration Process and Role in the Team

It was easy and comfortable to work with my colleagues, I felt we understood each other and we communicated our ideas and concerns about the project without a problem.

I took the lead in conducting user research and applying it to NESSA. Also making sure that the aesthetics of the project followed the same path.

I also made sure that we had everything written down so for the report we would not forget about anything.

Personal Learning Goals and Missed Opportunities

This project has allowed me to reassure that working to improve peoples lives, especially for those who have it more complicated it is something that motivates me and I connect with it. However, I feel that I missed an opportunity to explore deeper on the technical aspects of the

process since I ended up focusing more on other parts of the process as the user research or the creativity and aesthetic aspects of the process.

Future Development

This project reaffirmed my passion for improving lives through design. Moving forward, I aim to strengthen my technical skills in AI by focusing on programming and hands-on implementation. I also plan to deepen my understanding of AI ethics and usability, particularly for vulnerable groups. Also, to keep working on projects that create solutions to improve people's life.

PDP

Vision

As a designer, my vision is rooted in a family heritage entrenched in the world of design and creativity. My childhood immersed in conversations about ideas and in design fairs sparked in me a passion for creation and innovation. Observing my mother, an interior designer, transforming lives through design, inspired me to seek the same: to positively impact people. Because of who I am, I see myself constantly seeking for creative solutions. The values that grew in me while I was growing up has made my thought process the way it is now. My aspiration is to create not only objects or spaces but experiences that enhance people's lives. The idea that each step in my projects is an adventure, motivates me, bringing motivation and awareness that creativity can transform challenges into meaningful moments. I aim to merge innovation, aesthetics, and functionality to generate solutions that transcend, inspiring positive changes in the lives of those who interact with my designs. I would like to improve the life of those who because of their age or an illness are dependent on someone. I want to help them by making them more autonomous in their lives with the use of the technology, making them and the people that takes care of them more autonomous.

PDP

- Long-term goals (after my bachelor)
  - Become a designer who creates solutions that improve independence and autonomy for people, particularly those affected by age, illness, or conditions like dementia or Asperger's.
  - Find a job that challenges me.
  - Being a ski monitor during a year
- Medium-Term goals (Two months until end of bachelor)
  - Learn more about programs as AutoCad, Rhinoceros, Arduino...
  - Improve with SolidWorks
  - Find an Internship somewhere that motivates me.
- Short-Term GOALS (Smart Goals) (Next 2 months)

- Develop my knowledge on AI, to be able to collaborate with it to develop products in a future. Also, by knowing how to work with an AI would help me comprehend more todays and tomorrows world.
- Pass physics
- Finish S1 being able to write properly a good PDP.

Strength and areas of growth

- Strengths:
  - My strong drive and dedication help me excel in projects that I am passionate about.
  - Strong empathy and connection with your target audience, which drives meaningful and user-centered designs.
  - Creativity and innovation, supported by your upbringing and values like teamwork and altruism from your Scout experience.
- Growth:
  - Overcome procrastination on tasks that don't immediately engage you by using structured schedules and defined short-term milestones.
  - Enhance planning skills by regularly reviewing progress toward both short- and medium-term goals.

Strategies for Achieving Goals

- Learning activities:
  - Use online resources, such as tutorials and courses on the different programs, to supplement learning.
  - Apply the skills learned in coursework, such as the design challenges in CBL-3, to create innovative, real-world solutions.
- Personal management:
  - Create a planning and follow it to organize myself for the upcoming weeks (end of S1-Q2)
  - Keep creating weekly schedules to prioritize tasks, focusing on both university and skill-building activities.
    - Dedicate time to break down less motivating tasks into smaller, manageable parts to reduce procrastination.

Overview Previous Learning Activities

TU/e | DEPARTMENT OF INDUSTRIAL DESIGN

General Information

Name student (Surname, Name):	Sofia Soler Ribelles
TU/e email address:	s.soler.ribelles@student.tue.nl
Student number TU/e:	1731297
Date:	07/01/2025

Projects

Current project: (Please highlight your current Project)	• *Bachelor Project 2 Design* • *==Bachelor Project 3 Design Research==* • *Final Bachelor Project* • *Pre-master Project Design (Research)* • *Master Project 1 Design* • *Master Project 2 Design Research*
Previous squads:	

Courses/Electives

Overview completed mandatory courses *(code + name)*	DPB110 – CBL-Project 1 2WBB0 – Calculus Variant 2 DDB200 – Human-cantered design DPB120 – CBL-Project 2 DBB100 – Creative programming 0SAB0 – USE DAB100 – Making sense of sensors
Overview completed electives *(code + name)*	DUB210 – Designing with more than human worlds
Ongoing electives/courses *(code + name)*	DPB240 – CBL-Project 3 2IAB1 – Foundations of DA 3PHYS – physics DDB100 – Design <> Research

External Activities

(If applicable) B31 External Learning Activity	
(If applicable) Extracurricular activities	

Previous Education

Previous education (secondary and higher)	

Please upload this document to the corresponding assignment in your squad environment on Canvas.