1) **A description in your own words of the Expertise Areas CA and US, and examples of how you (not your group, but you individually) addressed these in the project. Illustrate your contribution with concrete examples, supported by evidence.**

Creativity and aesthetics, in my opinion, are one of the most important expertise areas for a designer. This is where you learn not only to create something practical, but also to create a product that is not only able to be sold because of its practical use, but also because of its looks, design, and how it caught their attention. When thinking about the creativity and the aesthetics behind a product, it is also really important to think about the user, what the target group is and what they want or need.

This leads to US, where thinking about the user is a must. At the end of the day, we are designing for them. Solving their needs by creating a product that will make their life easier.

However, I feel that to be good at CA it is necessary to properly understand the US.

I would say that the main aspects where I address these in the project are primarily: the Captain book, the pirate chest, and the design of the cards.

For the Captain book, I wanted to create something that wasn't boring. I wanted to make it seem like a story, transporting the players to the remote island, to get in the story. The book contains symbols to help the user to have an easier experience and to navigate faster through it. This would be some of the highlights of it, but there is a lot of thought behind every single detail.

Preparing for the game

Introduction

Your boat has just crashed against a lost island. As their captain, you must guide your ship crew through the island to find the pieces of the map that will lead you to a hidden boat.

During this adventure, you have to visit all six main areas of the island: The Haunted Harbor will be the starting point, where the ice-break occurs. This is where your shipwreck happened. This is the point where the crew realizes that they now have to work as hard as possible to get to know and understand each other. After this, as their captain, you have to lead them through the rest of the zones (find the template to do so on page 3 of Game guide, here you can organize the session depending on what you prefer to work on before the game starts).

This island is not easy; each zone is connected to a skill that has to be improved. The first zone is the Haunted Harbor, as mentioned earlier. After this, you can find:

- *The Riddle Reef, where communication is their biggest issue.*
- *Mystic Marshlands, where empathy is the only way to get out of it.*
- *Laughter Lagoon, where working as a team is a must in order to survive the monster hidden underwater.*

- *Bridge of Fury, two sides of the mountain, two teams; who will move faster to the other side? Let the best team win.*
- *Surprise Caves, you never know what is hidden in the darkest point of the island, which is why trusting your crew is necessary to see the light again.*

During this survival adventure, an array of skills will be required, including problem-solving, quick comprehension, prioritization, compromise, role-setting, working under pressure, and numerous others.

The pirate chest. Here I wanted to create a different and fun package, this is how the idea came, instead of creating a simple stereotypical packaging, I thought about creating something themed related, this is when the idea of creating a pirate chest came up.

And then, for the design of the cards, there is something in every card that makes it different, I tried to follow the same aesthetic in every single detail. I created this aesthetic while I was working on the design of the captains book, I liked the idea of making a simple but elegant design inspired in the colors of the Mediterranean, which gives the vibe of a calm and enjoyable day, something that I think it is reflected in the game as a whole. It is reflected on the pirate chest, the captain's book and the cards, as well as in the stand.

This corresponds to the initial image that inspired me for the rest of the aesthetics of the project:

2) **A brief description of your group's design process and your contribution to it. E.g., what were your main activities, how did you impact the overall outcome, what were the main decisions you were a part of, etcetera?**

Groups design process

The design process emphasized attention to detail and user experience. We started with an initial brainstorming that led to the selection of a pirate-themed game with an educational focus on how emotions work, to help autistic kids. Changing the target audience from kids with Asperger's to adults with difficulties managing their emotions prompted adjustments to the game's concept, turning it into a role-playing game for businesses to use among their employees to improve their cooperation and communication skills.

The integration of the digital elements was a tough part, it navigated from a physical-digital randomizer to a fully digital one inside of an app resulting in the use of NFCs and an app.

The game has a captain's book full of challenges that will be used to win the different pieces of the map. These challenges are all about improving the dynamic of the employees to create a nice environment in the company. These challenges will be played in teams that the randomizer will create in each round.

The packaging and aesthetics were inspired by the pirate-theme, leading to the creation of a treasure chest-themed packaging as well as cards containing boats with blue backgrounds.

Overall, the process consisted in 4 iterations.

It is not complicated for me to speak up and I like organizing, since the beginning I took the role of the leader and I did not mind doing it. During the meetings, I was the one being chairperson and I took care of the Gantt chart, from then, I just started taking care of what had to be done when reminding the deadlines and organizing the meetings.

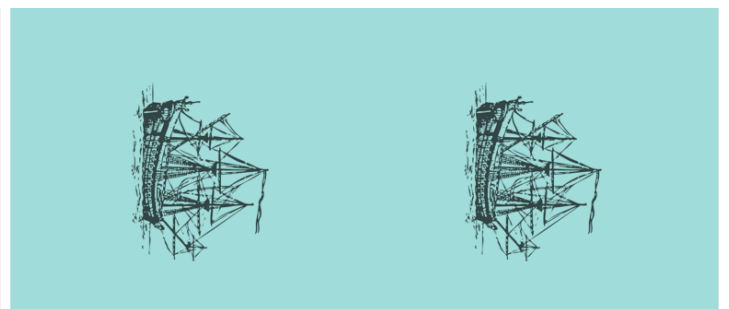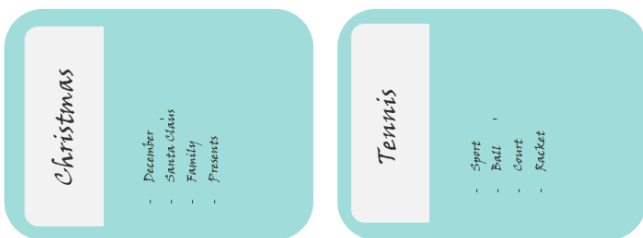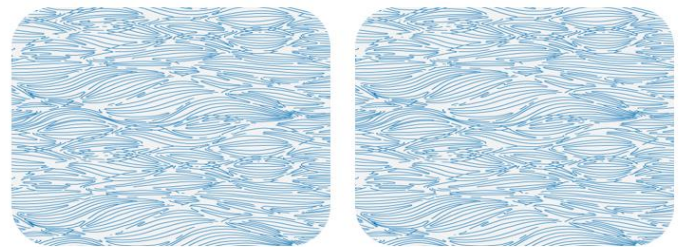| ACTIVITIES	week11		/ 1					week12							
	13-Nov	14-Nov	15-Nov	16-Nov	17-Nov	18-Nov	19-Nov	20-Nov	21-Nov	22-Nov	23-Nov	24-Nov	25-Nov	26-Nov
Non collocation														
New Challenges														
Digital aspect - Brainstorming														
Digital aspect - define														
mini game materials														
organize group report														
clean challenges														
Logo														
materials for the chest, what and where to buy it														
App draft/concept														
app														
implement nfc														
implement randomizer														
design map														
make it physical (add to a good base)														
finalize map														
design emotion cards														
design restriction cards														
print cards														
design the 3d figures														
3d print														
Randomizer lowfi														
MasterBook concept														
captain book design														
captain book final design														
brainstorm ideas for videos														
film videos														
implement the videos on the app														
brainstorm materials and different aproaches for the TC														
try materials														
finalize treasure chest														
Randomizer														
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revising group report														
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sofia work schedule				SW from 16:00-20:00				SW from 10:00-12:00	SW from 09:00-13:00					

In my group, there were a lot of problems, not everyone was active. Because of this, I took a step further together with Agueda and I was part of all of the decisions, the creation of the game, and all of their aspects. I worked in:

- The logistics of the game, organizing when and where we were meeting, and what to be done during these meetings;
- The research on autistic kids, learning and understanding the different types of it, and focusing my research on Aspergers. I learned about this and how psychologists approach kids to help them by using specific games.
- In the design of the packaging and the reasons behind it, deciding on the pirate chest, I suggested some ideas for the mechanism as the make-up mechanism or the clamp mechanism, I created the different prototypes together with Agueda;
- The creation of all the challenges, keeping track of the different suggestions of the rest of the team and myself, organizing and rewriting them so it would be clear for the players; and what materials were needed to be able to play them, as the cards design, as mentioned before, adding the colors and the themed of them (the backside design as the boats or the lines representing the ocean);
- The Captain book, at the same time that the definition of the challenges was made, the Captain was born, I gave it the form and the style, focusing on creating a nice experience for the user and making it easy to use, I also wanted to make it in a way that whenever the book is being used, the user can get in character and enjoy a full experience, this is why I wanted to do it as a story;
- The map puzzle that is also the price of the challenges, making the same aesthetic (or trying to) so the game looks more cleaned and more attractive to the adults;
- and last but not least, the design of the stand.
- I helped Agueda with the design of the app, but only whenever she was stuck or needed a second opinion.
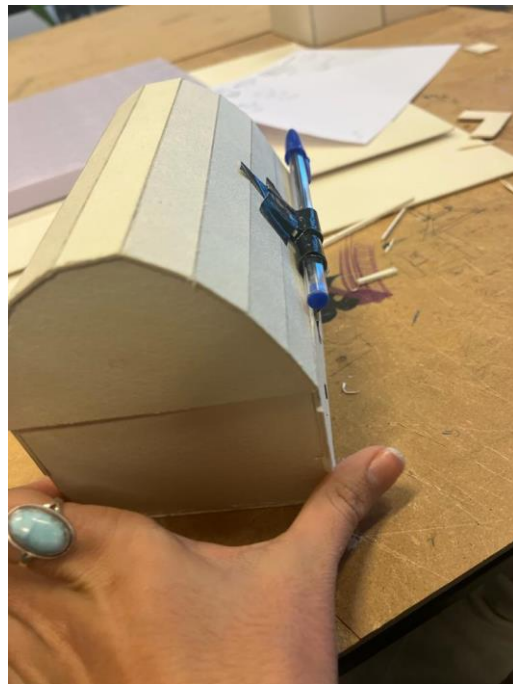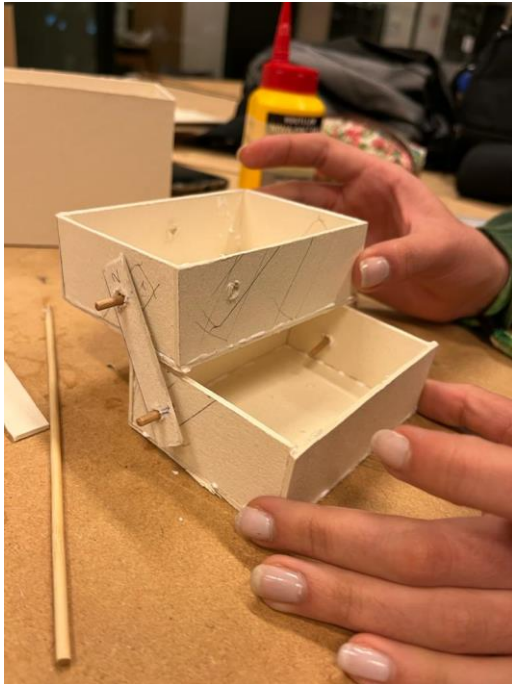
This is the stand at the Demo day:

This are some example of the cards designs:

Slow motion: the player has to Move in slow motion.

Blindfolded: the player has to wear a blindfold so he can't see his teammates emotions.

Christmas
- December
- Santa Claus
- Family
- Presents

Tennis
- Sport
- Ball
- Court
- Racket

This are some pictures of the process of creating the pirate chest, the prototyping and the final chest.

3) What are your main learning experiences from the ID sketching modules and how did you apply them within the project? Provide supporting materials (e.g., you can show sketches from the process and make links to the ID sketching modules).

The main learning experience that I used during P1, were mainly the drawing in perspective or scenarios in order to sketch properly the pirate chest.

Option 1

Option 2

Section B

Section A
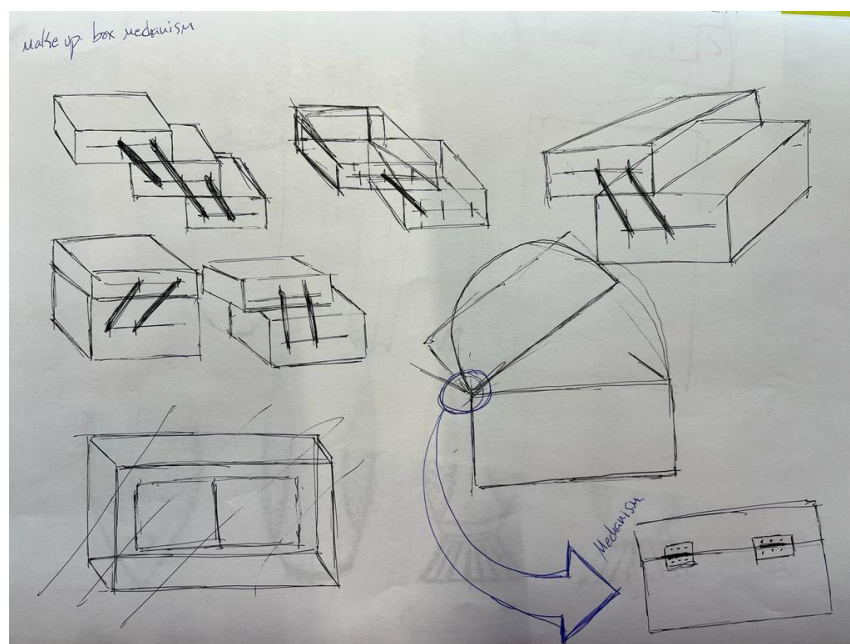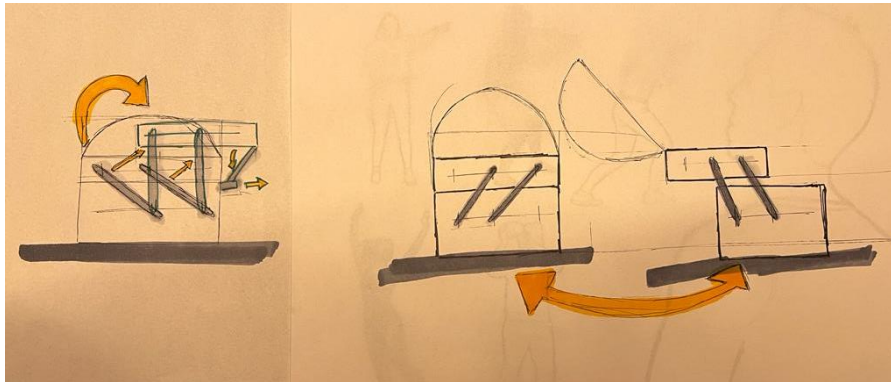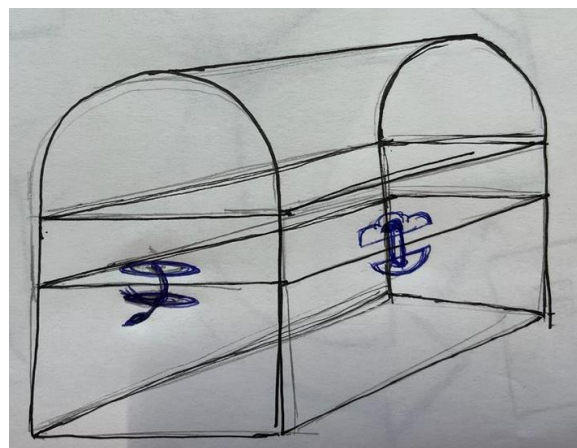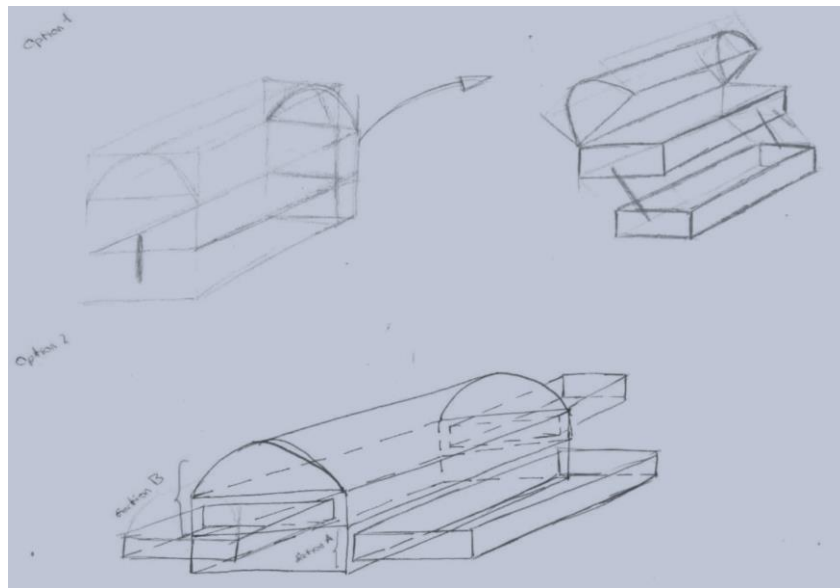
4) What are your main learning points from the other P1 content (e.g., the lectures)?

The lectures mostly helped me to solve questions and the understanding of the content needed for the project. The lecture that motivated me and helped me the most, was the midterm video presentation, where I could see the reaction of the people towards my project and received real feedback that helped a lot to further develop it. I understood from the feedback that our concept was not cleaned and understandable. We understood that before going forward with the project we had to clarify this aspects.

I learned from the midterm video lecture to understand the points of what needed to be in the video, the importance of writing first the script and creating the scenarios on a paper.

From the demo day lecture I learned about the bases of a presentation of that type, what had to be done prior the presentation and what option we had to be able to create the stand.

5) What was your role in the team process, and how did it go? What went well and what would you do differently? What are you proud of, etcetera?

The main role that I took was being the chairperson, it was stressful even though I liked it, this is because 50% of the group was too passive and at some point I had to go after them to try to get an output. This is why I learned that being the chairperson does not mean putting all the weight of the process on my back. Now I know, that it is not my obligation to make everyone work, and when I start noticing people not caring or not doing their job, then I have to focus on what I want to get as the outcome and work towards that, giving the best of me. there is no time to complain.

Now that the project is done, I can say that at some point I lost faith, and I just went for the pass due to the lack of motivation from other members, which made me also lose the motivation. However, after some pep talk with the ones that did want to work and understanding that our project was a good idea and had a future, we managed to make it on time and I got to enjoy the demo day.

6) What are the main takeaways from the feedback you received from your assessor(s) at the P1 Demo Day?

I would have liked to integrate a couple more ideas at the initial stages, maybe creating characters or a villain as we planned to do it at the beginning. For the randomizer, I would have liked to make it as a different digital aspect and not as part of an app, since I liked the idea of doing a ship rudder more than something in the app. However, it was not possible since our knowledge and the time that we had did not let us be able to further develop it. And what I for sure would have loved to do is to have tested the game in a real situation, maybe talking to a company and observe how is it played. Due to time problems, we could not properly test the game or challenges.

One of the feedback received from one of the assessors was that the captain role was not completely clear since we did not specify the previous work that they had to do to prepare the game. This is why, the captain role, could have been more explained in the report. I think that this happened to be because it was explained in the captain's book and I did not think about further developing a better explanation of it. It could have been easier for the assessor to maybe have a special section, in the report, in the part where we talked about the captain's book.

Analyzing now the report, it should have been organized differently, making more clear the game. It is not a complex game if it is well explained, but it does have a lot of information to take in and it can be chaotic to fully understand it out of our report. I think this happened because we were not sure where to start or how to properly write it, and some internal situations did not help in the process of writing it.

7) How do your learning experiences from P1 give direction to your future activities at ID?

While working on P1, I learned more than I expected. This is not my first year at TU/e and from what I experienced before, I thought this was going to be another group project where the goal was to meet the guidelines and that was it. I thought it was going to be easy and I would not notice that I was learning things. However, the experience was different. I enjoyed every second of it since the project grew on me. I took care of every single detail and I learned in every step something new.

The first thing that I noticed it was that working in a team is complicated, I knew it was not easy, but working with this team was a whole challenge that I was not expecting and that made me learn a lot. The most basic thing was that communication is key, this is not new, but I never took the responsibility of being the one sending all the messages and updates until P1. I also learned, that sometimes, is best not to go after the ones that do not want to work, not take that responsibility, and do not let them get to me. It is important to be calm and be able to manage all situations meeting deadlines, to go to the tutors even if I feel that I am snitching on them. This is going to help me in the future, in the real world, there are deadlines, and the client does not care about what is going on behind everything, they just want results, and now I understand and know about this, and I believe it is a really important thing to know.

I learned also about the importance of detail as creating a color palette and fonts, and the importance of thinking about the user and having him/her present during the process. The aesthetic, the importance of matching the correct aesthetic to your target group, their needs and wants (something that I would have liked to investigate more). Being able to receive feedback is something that I would try to put into practice as soon as possible in my future projects since is not only in the research where you learn but during user testing, where you get to observe them using the product, you get to receive questions that you may never ask yourself or ideas that you would have never thought about.

Something that is going to come with me as a designer is the need to photograph and writing down everything during the process as everything can lead to new ideas, it is always possible to go back in case that you get blocked. The design process is something iterative and it is good to be able to move back and forth. The documentation of the process is as important as being able to properly use digital tools such as word, excel, or photo editing.

From what I learned, now I can double assure that my path in design for the moment is focusing on the user needs, creating something helpful, and caring about the details that would make them happier and attracted to the product.