



# REFLECTION FBP - PI&V

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My FBP was a journey full of learning experiences and new insights. It proved to be a valuable opportunity to explore who I want to be as a designer and discover my unique identity. During my studies, I mainly focussed on sustainability. I aimed to create visually appealing products that could make a positive impact on the world. Although this theme remains important to me, my interest began to take a different direction during the last two years of my studies.

During P3 and my internship, I discovered how I could integrate my passion for animation and storytelling into my design practice. This was my first real introduction to experience design, a field that has become increasingly interesting to me since. My FBP offered me the opportunity to explore this area of design in more detail. I have experienced that animation and interaction design can truly reinforce each other within an experience. I have also come to realize that experience design extends beyond the digital realm and applies to physical design as well. In previous projects, I primarily stayed within my digital comfort zone. However, in my FBP, I challenged myself to also work with physical materials. By experimenting with Arduino and building the wooden book, I discovered how inspiring it can be to design with tangible elements. This, combined with my research, taught me how important it is that all components within an experience function in coherence to form a convincing whole. In the future, I aim to explore this topic further, such as investigating embodied interactions, to continue developing my design identity as an experience designer with strengths in both digital and tangible design.

The aim of contributing to a better world remains the core of my motivation as a designer. Where this previously mainly occurred from a sustainability perspective, I now focus more on social themes, such as mental health and self-image, topics that were central to this project. Because of extensive literature research and collaboration with an expert, I have come to realize the importance of thoroughly exploring the theme you are addressing. In previous projects, I often went through the research part relatively quickly. However, in this project, I paid much more attention to it. This approach enabled me to make more informed and substantiated design choices. In addition, the collaboration with the expert ensured that I could substantiate the project with existing methods and theories, which significantly increased the effectiveness and relevance of my design.

Additionally, in this project, I aimed to learn more about involving users and gathering valuable feedback. In the past, I often found user testing to be slightly uncomfortable and static, which is why I preferred to share this task with others. In this project, however, I attempted to transform the user test itself into an experience where input was collected in a

playful manner. This not only helped me learn to work more effectively with physical materials (such as in the development of game tools) but also gain a deeper understanding of the user experience and how it can be tested. I consider this gamified approach to user testing to be successful and see opportunities for further application in future projects. This learning journey has shaped my design approach into a user-centered one, creating experiences that are not only designed for the user but also thoughtfully tailored to their needs and context.

Finally, the combination of the Design Innovation Methods course and the collaboration with the expert helped me further develop my knowledge in the field of business design. This is an area of design that I previously had less affinity with, partly because I experienced it as complex. However, by using the methods from DIM and working with the expert's values (in this case, the child therapist), this process became more insightful and logical. In future projects, I aim to integrate these insights earlier in the design process, ensuring the business side of the project is more integrated into the entire design process. By creating value not only for the user but also within economic and societal contexts, I shaped my identity as a designer committed to making a meaningful and lasting impact.

In conclusion, my Final Bachelor's Project has played a crucial role in shaping my identity as a user-centered experience designer. My interest lies in developing immersive experiences that combine animation with meaningful tangible interactions. I strive to create experiences that are not only aesthetically and technically interesting but also contribute to a better, more social world. In the coming years, and especially during my master's program, I aim to further investigate, deepen, and refine my professional identity and vision.

