

Order	Activity	Description	P	Why	Strength	Improve Strength	Weakness	Improve Weakness
1.	Deep research into the related topics. (With the intention of doing a pressure cooker)	Reading papers on the variety of subject related to mourning and its rituals.	1st 2nd 3rd	This theoretical research was done due to lack in personal experience.	Large amounts of information can be obtained within a short period of time.	This research is very theoretical, it could be improved upon by adding experience.	Lack in real life experience.	Involving users in this phase.
2.	Developing a concept in 2 days (pressure cooker result)	With the gained knowledge from in-depth research trying to form a concept.	1st 2nd 3rd	An activity done to get into the mindset of the project. As well as kickstarting it.	Forces you to start to think in more concrete product/service terms.	Due to very limited time it will never become an actual concept/product.	It will be a hint of what the concept could be in the end.	Take more time to develop the thought further.
3.	Talking to an expert.	During the project an expert was involved: Gita Beets. An undertaker promoting alternative ways to conventional ceremonies surrounding death.	1st 2nd 3rd	As a follow up of the in-depth theoretical research.	Broadening research and thus knowledge on the topic.	Mixing in personal feelings, opinion and if possible experience.	Only one expert shares his/her stories.	Talking to more people who have experienced a situation alike.
4.	Trying to find inspiration in personal interest.	Finding art/installations that inspire me.	1st 2nd 3rd	I feel this helps in kickstarting a more free creative phase of the design process. Plus guiding the process in a direction I personally find interesting	Starting to put a stamp on a project will distinguish from other people.	Not limiting yourself to finding inspiration from projects you have already seen before. Try to "discover" projects unknown and possibly unrelated.	This step might limit personal creativity as it sets the mind to a specific idea of concept.	Diversify the way of finding inspiration with other creative techniques.
5.	Talking to different people about their experiences. (User inquiry)	Talking to people from different backgrounds and situations in an "interview" setting.	1st 2nd 3rd	Increase the depth of the research and diversifying information received from "experts".	Different experiences can lead to different insights.	Involve these "experts" in brainstorming.	Differences in experiences can lead to very different insights. Resulting in confusion rather than direction.	Find a specific target group of people to use as "experts".

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6.	(Visual) brainstorm	Incorporating drawing/sketching in a brainstorm.	1st 2nd 3rd	To diversify the techniques used in the process to develop new insights. Starting to concretise all of the information gained in previous steps.	Using different techniques will keep the process interesting and fruitful.	Using more than sketching as a technique.	Only personal input in the session.	Involving "experts" in this phase.
7.	Picking one concept from the brainstorm to develop.	One concept is developed further with specific research & making of models.	1st 2nd 3rd	To give the project direction and more focus.	Helps set out and guide next steps in process.	Using coaches & fellow students as a guide in this decision.	Might be limiting in freedom within the process.	Taking three concepts to develop further.
8.	Making a premature model of the concept.	Turning one of the concepts into a model.	1st 2nd 3rd	Having something physical to talk about with other people.	Discussion about this model can lead to advancing the concept as a whole.	Creating a working model in stead of just a shape.	Viewers might think this is the final form resulting in comments about the shape not the concept as a whole.	Finding a form that communicates its phase within the process.
9.	Presenting insights so far to expert, coaches & other students.	At this time it is mid-term and insights up until then are pitched to the rest of the people involved.	1st 2nd 3rd	Getting different feedback and perspectives on the direction you're heading in.	Could help in developing a concept further and finding final form.	Involving these people more in the process so they can give their opinion more often.	Can be very confusing, you choose this direction, they might prefer another.	Involving these people more in the process so they can give their opinion more often.
10.	Low fi electronic test	Electronics and code are tested in a premature manner to find behaviour in the product.	1st 2nd 3rd	Increasing the validity of the concepts towards the situation.	The concept will grow if the behaviour of the product matches the given "problem".	Involving experts in this phase of the process.	Sometimes you are limited by capabilities and might need to improve a lot to get to the desired end result. E.g. in coding skills.	Working together with different people, having different expertises.

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11.	Building a model including the electronics.	Starting to work towards a final result.	1st 2nd 3rd	In order to find a final form an intermediate model is built.	Guiding process and able to start a new conversation with others about the project and its direction.	Build a fully functional model	New conversation might take away from the 'final' direction chosen.	Use this intermediate model not as a result but as a means to explain your direction.
12.	Making a movie of the concept.	Using video to make clear what the end result is.	1st 2nd 3rd	Movie allows for "altering" reality and thus can help bring a concept across whilst it is not complete yet.	Helps clearly getting a concept across to a larger audience.		Might be limiting in freedom within the process.	Taking three concepts to develop further.
13.	Developing an initial business model.	Trying to put your concept in a commercial situation.	1st 2nd 3rd	Find out how your concept could make money or even exist in the real world.	Thinking about a business model adds another dimension of depth to the concept.	Adding professional elements to the concept, like website where you can "order", graphic style etc.	The business model can be based on limited personal knowledge.	Finding an expert in business models to do this with.
14.	Building a final version of the model	Taking in all of the feedback enhance the intermediate model to become a final prototype.	1st 2nd 3rd	The more complete the train of thought behind the concept the more concrete a prototype can be.	Ability to communicate the full concept through a prototype.	Present it in a fitting setting and with relating attributes.	People will judge what is in front of them. This might lead to differences in opinion.	Providing evidence on design decisions to make the concept more convincing.
15.	Presenting final concept to coaches and students from other themes/projects.	In an exhibition style set up you are able to show the outcome of the project to other people.	1st 2nd 3rd	Testing the validity with people that have not been involved with the project.	This can lead to new and refreshing ideas.	Involving people without experience earlier on.	This often highlights weaknesses and thus iteration on the giving input for another presented concept.	Taking more time to do another iteration.