CONCEPTS IN A DIGITAL AGE &

SPRINT FOR THE

NS REISPLANNER XTRA GAME UPDATE

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Introduction

Are you bored while waiting for your train to arrive? The NS wants to improve the waiting time for 60+ people on train stations. For this reason, the NS made their smartphone Application available for us to create an improvement within the app so the waiting time for 60+ people will be more comfortable. The setup of our idea is to implement a gaming part in the NS travel application. When people are waiting for the train and don't have nothing to do, they can open the NS app and play 4 different kind of games. After succeeding to a certain level within one of the games, the player can be rewarded with discount codes for kiosks located in train stations in the Netherlands.

In this report we will go through the 5 days of the Sprint week, the sketches that we made, the final prototype, and at the end of the document a personal analysis and improvement suggestions for the Advanced Course 'Concepts in a Digital Age' will be added as well. We will describe the following subjects in the report:

- Set the stage

- Map

- Sketch

- Decide

- Prototype

- Test

- Conclusion

- Individual part

Set the Stage

In this first encounter we gave each group member a role to fulfill during the sprint week. We also made a short analysis about our client.

Facilitation Skills

Designer + Decision maker	Iris van der Heijden
Stitcher	Brian op het Veld
Sketcher	Tess Geerdink
Facilitator + Writer	Ana Ruiz
Asset collector	Cristian Vergara
Designer	Maudy Salfischberger

We worked together through a Google Drive shared folder. This Google Drive folder is structured in various folders. This will keep the overview and ensures that files are easy to find. Everyone showed up during the lessons and has their finished products with them.

To communicate with each other, we created a WhatsApp group. If anyone could not be in time for the meeting or lesson, he or she will inform the team about it in advance. The absentee has to make sure he or she knows what we discussed and what happened during the meeting.

The programs we used to create our prototype were Photoshop and Invision.

Client analysis

Nederlandse Spoorwegen (NS)

NS is very active in the world of public transport. They promote the use of public transport and keep the Netherlands in motion. NS wants to provide easy, fast, safe and affordable travels and ensures sustainable accessibility of destinations.

Stations are an important part of the door-to-door journey. A positive perception of the station contributes to the overall appreciation of the journey. A good station also increases the chance of choosing the train as a travel alternative instead of the car.

Daily NS transports over 1.1 million train passengers. This will ensure the connection between home and work. Between family and friends, between people. The train is still the only means of transport that reaches the heart of the city without hindrance, in a sustainable and safe way. In the coming years the NS will work on improvements that are needed for the customer journey of their customers to deliver optimal quality. The NS invests in modern and reliable trains. They want to contribute to the satisfaction of their customers by good, safe and comfortable transportation (Nederlandse Spoorwegen, 2017).

Vision

''People want to move forward effortlessly without having to think about it. Quick, safe, easy and at any time. NS wants to make this possible and looks beyond the train. NS has developed into a broad service provider that allows its customers to blend social, recreational and business goals. By organizing comfortable, low-threshold and efficient door to door travels and offer the customer the opportunity to travel smartly based on the latest information'' (Nederlandse Spoorwegen, 2017).

For this assignment we are going to create an extra feature for the NS Reisplanner Xtra App. This app gives you the current travel information for your trip. The app lists your departure time and track, the pressure forecast, price and average punctuality of your train and journey, as well as any delays or planned work. The Reisplanner Xtra App also offers up-to-date news and useful notifications. For example, a message for checking out with your OV chip card.

Monday: Map

In this part we will explain the long term goal of our client, their three core tasks, what the NS Reisplanner Xtra is, our target group and what we want to accomplish with this target group.

Long term goal

The ambition of the NS for the next few years is to turn their best performances form the recent past into the new standard. in order to achieve this goal, they must have place greater focus on their activities in their strategy 2016–2019. to do so, they must dare to chose to dramatically improve their performance for the passenger, from average good to exceptional good. In the strategy of 2016–2019, they have empathically chosen to prioritize three core activities.

Three core tasks

The three core tasks of the NS are the following:

1. Improving their performance on the main rail network, including HSL and the international train service that runs on that network. The focus is on offering our passengers a good train journey.

2. To do so, they must also provide world–class stations. A train is useless without a station. Travelers expect stations to offer convenient connections and a safe and comfortable stay while waiting for their next connection. The NS provides that in close collaboration with ProRail and in consultation with local governments.

3. Contributing to a journey from door to door: The traveler's journey begins at the front door and ends at another one. That means we must provide accurate and reliable travel information, make it easier to pay and offer convenient connections to other modes of transportation, such as bus and tram.
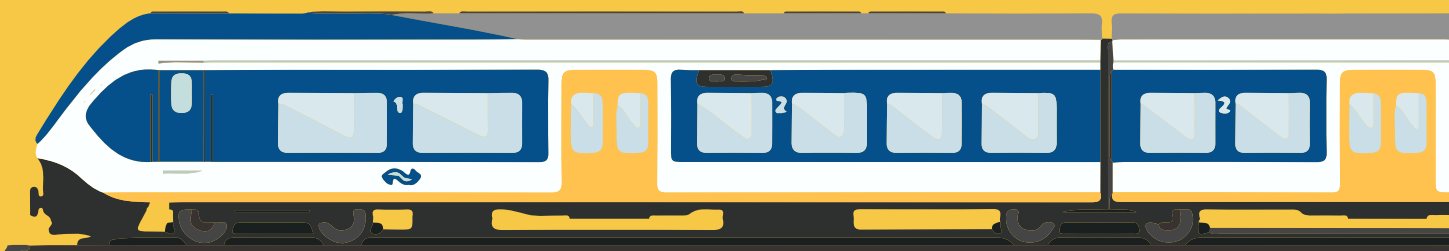
The NS Reisplanner Xtra

The NS Reisplanner Xtra is an application for smartphones. It is the most complete app for planning all of your travels in the Netherlands, from door to door. The users can check the current location of their bus or train or whether an OV-Fiets is available at their destination. Also, there are even more Xtra features that can help users plan their trips.
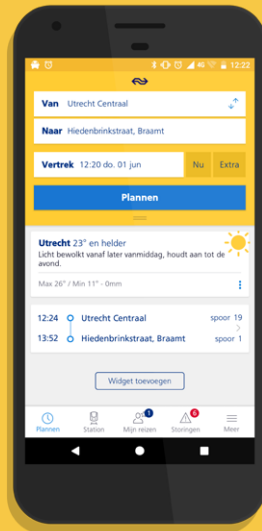
Target group

Our target group is 60+ people. 60+ people can buy special train tickets if they have a "dal voordeel, altijd voordeel, or voordeel uren" season ticket. With this ticket they can travel on 7 different days during the year with great discounts. Now for 60+ people, waiting on a cold train station is not a lot of fun and information and technology get's more complicated each day. So how can the NS make the waiting time for 60+ people more comfortable using the NS Reisplanner Xtra app? This is the question that put a start on our creative journey.

Tuesday: Sketch

In this part we will explain how we came up for the solution. On 'Tuesday' we had to look for inspiration, reviewing existing ideas to then start thinking on different solutions for our problem. Later we had to start sketching all the ideas, to finally choose the idea we as a group thought would be the best.

What we did that day was divided in two parts. The first part we did it together in class, and the second one we chose to do it at home so everybody could have their own space and prepare the results for the next class ('Wednesday').

1. Remix & Improve

The first part was the 'Remix & Improve'.

This is divided in two steps, shown below:

- **Lighting Demos:** We started looking for great solutions from other companies, capturing the bests and selecting them apart to use as inspiration later.

    We didn't find any app similar to NS Resiplanner Xtra or a service for mobility that would have entertainment exclusively for the waiting time. Still, we thought about what would suit our target group needs and what apps they commonly use to keep themselves entertained. We found Kindle, multiple Sudoku apps, and some other games. Also, we contemplated the idea of adding guides, since traveling is also about knowing new things about the city or town you're visiting.

    Also, while we were thinking for something to improve the waiting time, we thought about some other solutions that at the end didn't really connect with the waiting time problem, but still could be some good ideas to improve the NS-Xtra app, like a type of map for each station that could help you get to the correct track in time, or help you find the Kiosk.

- **Divide or Swarm:** One person is drawing and other person is introducing the lightning demos to everyone and the rest is taking notes. We organised the lightning demos. At the end we needed to decide if we would need to divide or swarm the solutions in the group. As this is only an entertainment extension for the NS-Xtra app, we thought we didn't really need to divide the ideas (as they were all kind of similar).and a safe and comfortable stay while waiting for their next connection. The NS provides that in close collaboration with ProRail and in consultation with local governments.
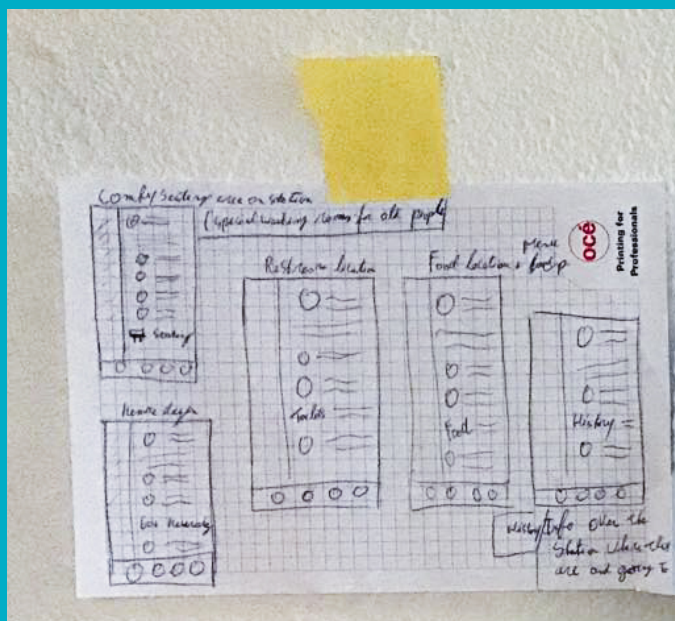
2. Sketch

The second part was 'Sketch'. We did this at home. Essentially, it consisted of four steps, shown below.

- **Notes:** gathering notes.

- **Ideas:** jot down rough ideas (circle the good ones).

- **Crazy 8's:** Create 8 frames with variations of a few of the best ideas.

- **Solution Sketch:** Create a three-panel storyboard with three sticky notes.

We had to bring our results (Crazy 8's + Solution Sketch) to the next day. We decided that the best we could do was bring at least 2 or 3 ideas with their own sketch/ each, so we could start Wednesday full of different and well-thought ideas we could choose from.
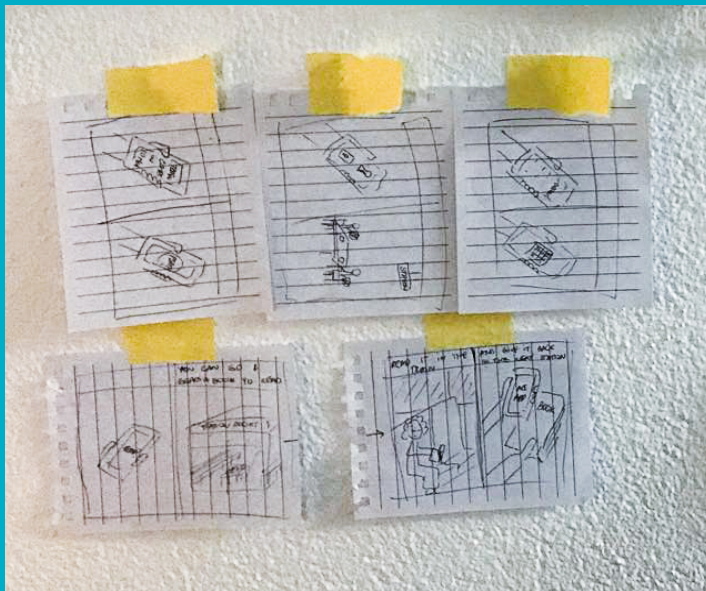
Our sketches

This was Brian's sketch for the NS Resiplanner Xtra app update. It was a kind of station map that could help our target group find stores, kiosks, restrooms, and even the track where their train arrives.
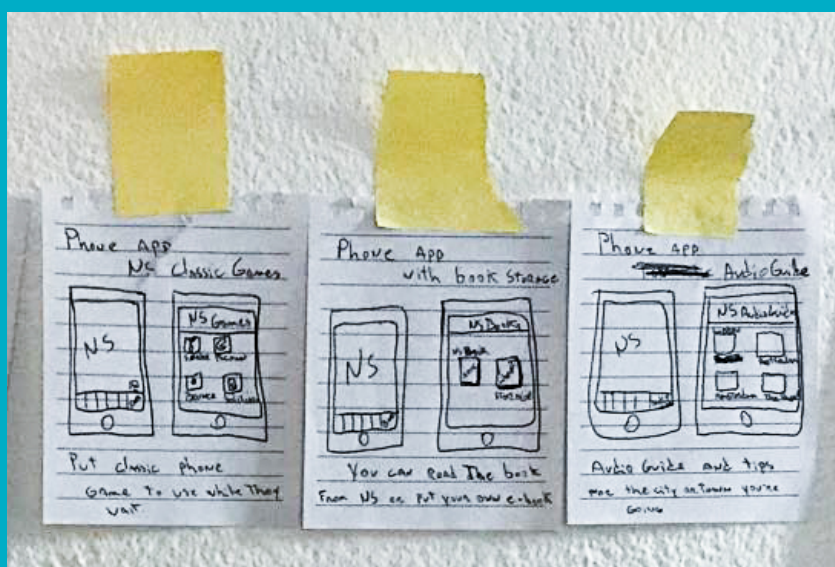

Cristian made three mini sketches. The first was an update with classic games, the second was with ebooks in-app that you could read or even upload your own books, and the third was an audio guide and tips for the destination.

Ana made two sketches for the update. The first one had the classic games, but it included a multi-player mode so users can play together if they're traveling on a group.

The second update was an online rental for books in the station you could hand in back in your destination's station.
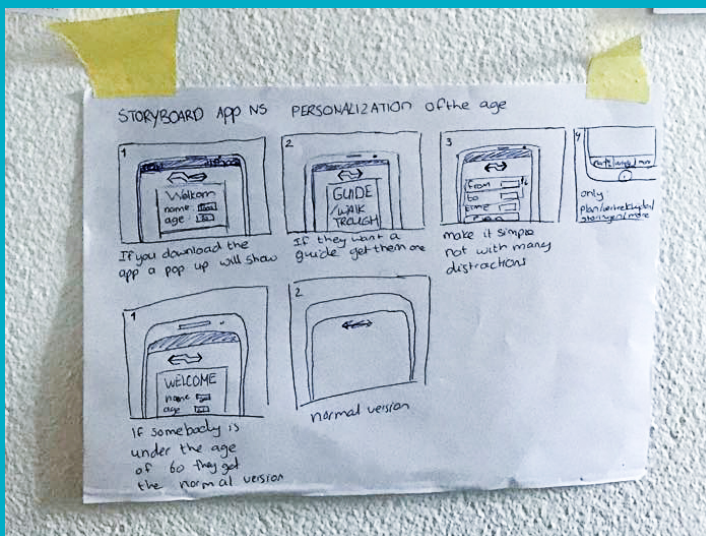
This sketch was made by Tess. It is an update with a guide for our target group that could help them from the beggining of their trip, literally from door to door. It's like Google Maps or 9292 but with detailed information of the stations and other connecting services like buses and trams.

If the user doesn't have the age of our target group (60+), they will not have this update.
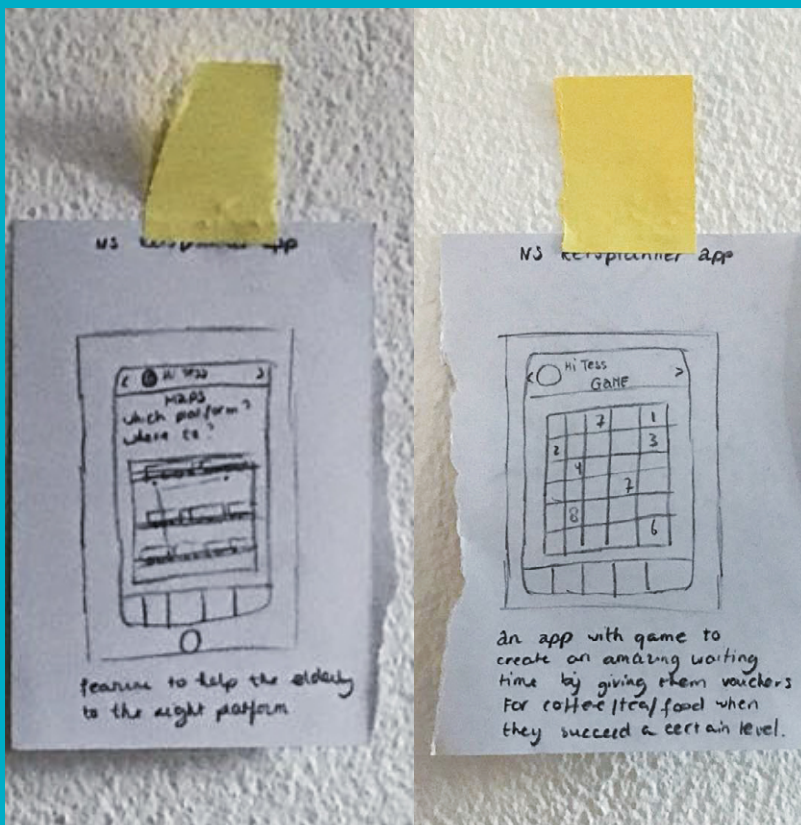
Iris's sketches included two different updates. One was a map that could help our target group go to the right platform.

The other update was a game that could give vouchers for coffee, tea or other snacks when the user reached a certain level.

Wednesday: Decide

In this part we are going to explain how we voted and decided for the best solution that would then become our prototype.

That day we had a lot of solutions for our problem. Everyone of us had at least 3 ideas sketched, so we had to choose only one to be prototyped and tested at the end of the 'week'. To do so, we had to think which one of them would have the best chance of achieving the long-term goal, which was improving pensionadas waiting time at the station.

Wednesday is divided in three main stages: the sticky decision, rumble, and storyboard. The first and the second tasks were done at our meeting. We also made a quick storyboard, which then was finished at home by the Sketcher (Tess).

The sticky decision

Here we decided which was the soon-to-be-prototyped idea. It consisted of five steps which are the following:

1. **Art Museum:** We gathered all the ideas and sketches and put it on a wall, to have a better view of all of it. As we didn't have any tape, we had to use other sticky notes to use it.
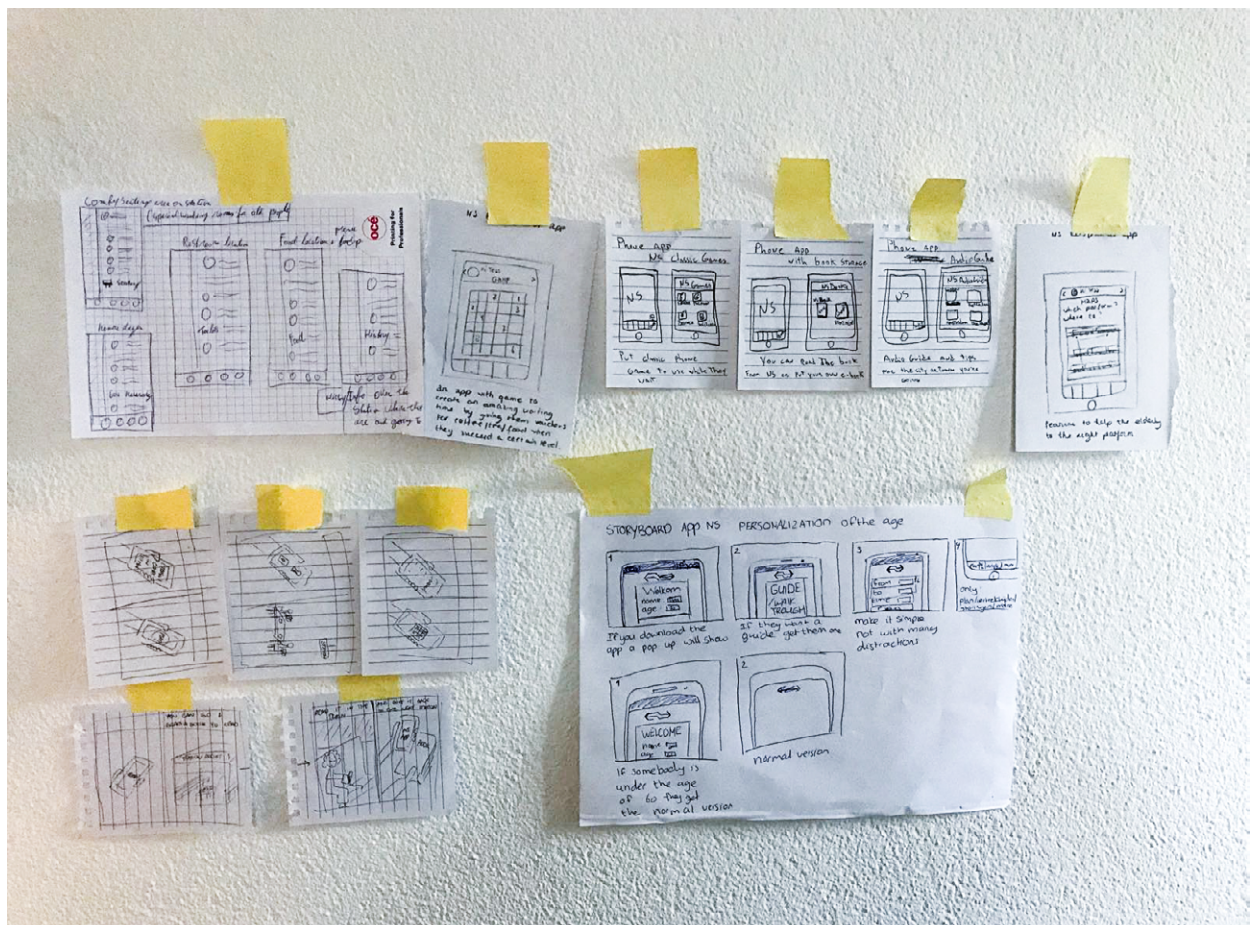
2. **Heat Map:** This was the first real phase of the decision making. We had to look at all the solutions and mark the ones that interest us the most. Each one of us had 3 small stickers to use. The only rule was not to talk, so we wouldn't influence others' decisions. If we had a question, we had to keep it to ourselves for the next step.

3. **Speed Critique:** the facilitator (Ana) narrated each idea, and then we discussed the highlights of each solution. Later, each person had to explain shortly what their solution was, so we could all have a better understanding of the sketches and clear all the questions that appeared on the previous step. Later, we wrote down what the big ideas were, and put down the solutions that didn't have any votes/stickers.

4. **Straw poll:** Each one of us had to choose only one solution and voted for it with a new sticker (the big ones with the names on it).
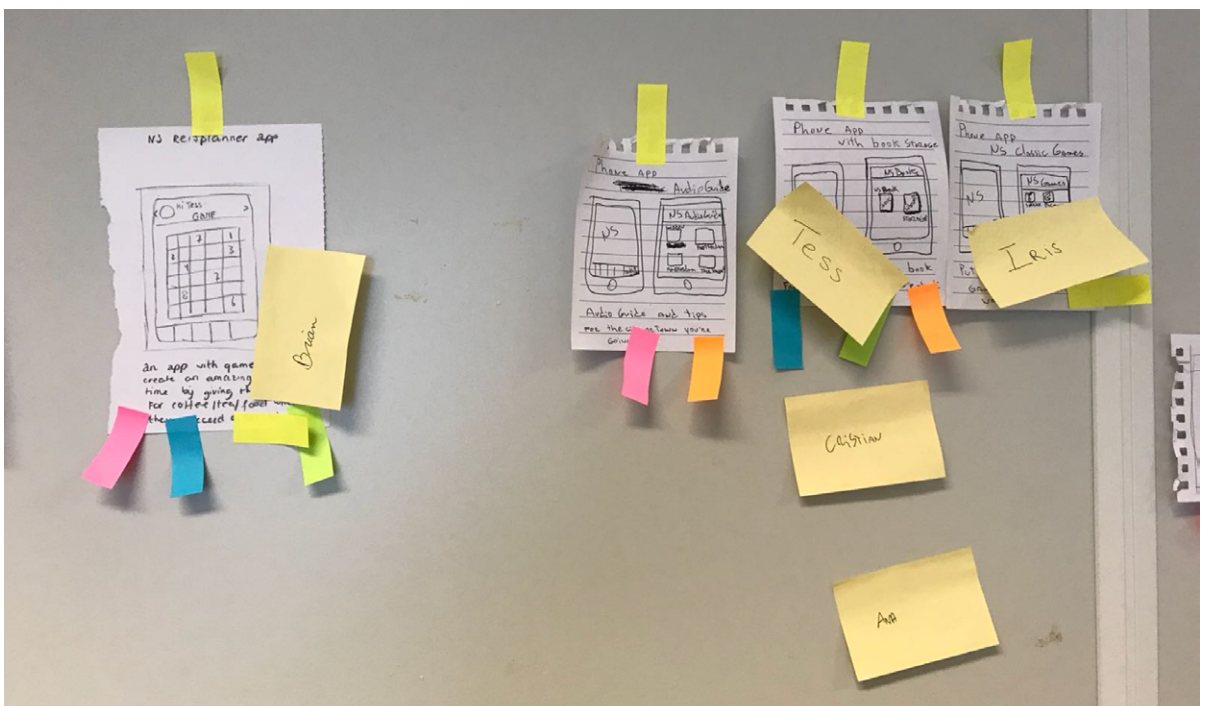
5. **Supervote:** This was when the Decider (Iris) had to make the final decision and put a ticker on it. The stickers with the big 'I' in a circle are hers.
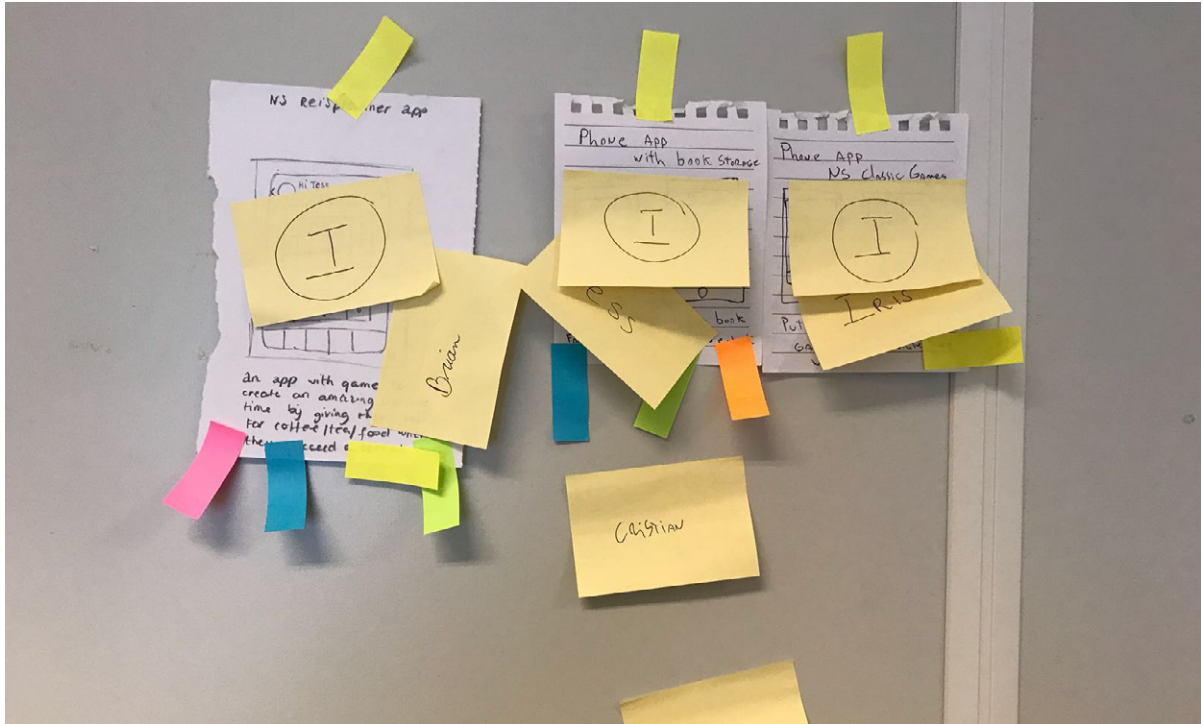
6. **Divide winner from 'maybe-later':** In this part we put the ideas with the supervotes aside from the 'maybe-later', to start reviewing them and decide what are we going to do next.

Rumble or all-in-one

Here we mixed two of the three ideas that were pretty similar (classic games), so we combined them and left the third one (eBooks) that was completely different.
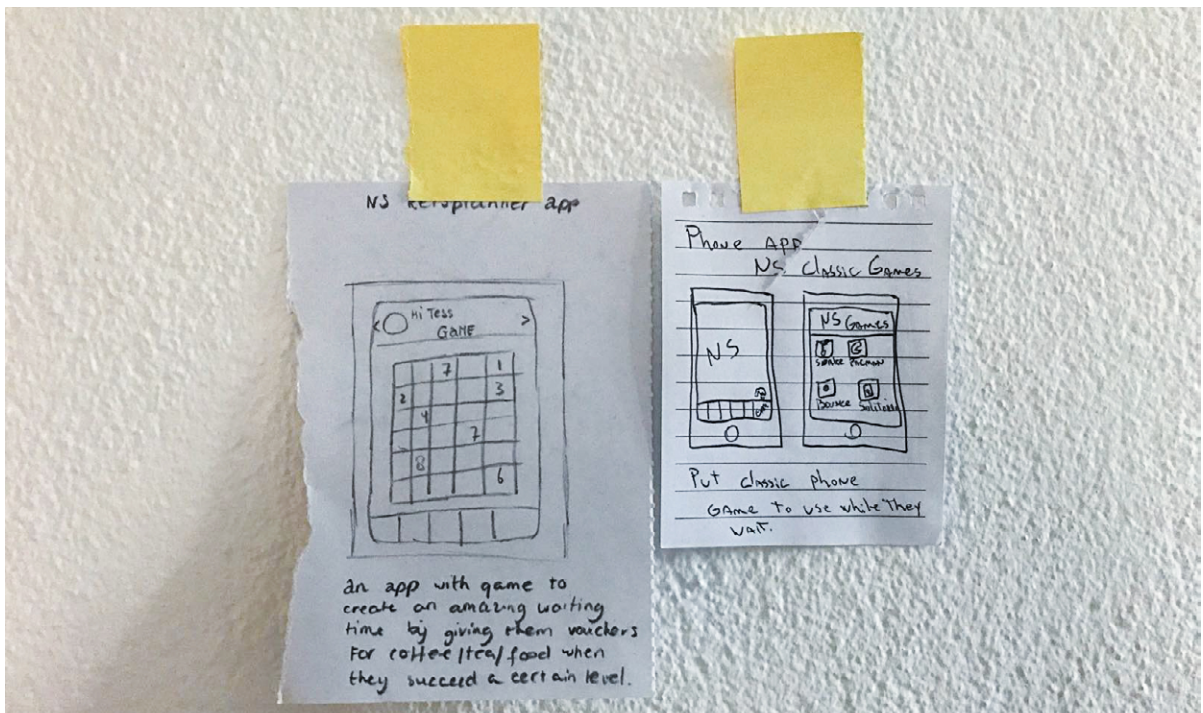
Storyboard of the final idea

In that moment, we didn't have a big whiteboard we could all write in, so we decided to grab a piece of paper from one of our notebooks and start drawing on it. Only the sketcher was allowed to draw, but the rest of the group were helping with the structure of the storyboard.

In the end, we had a fast sketch of the storyboard, but it was too messy to work with. Tess took the drawing home and re-did it with colors and a new order that made it easier to the eye.

This is the final version of our storyboard.
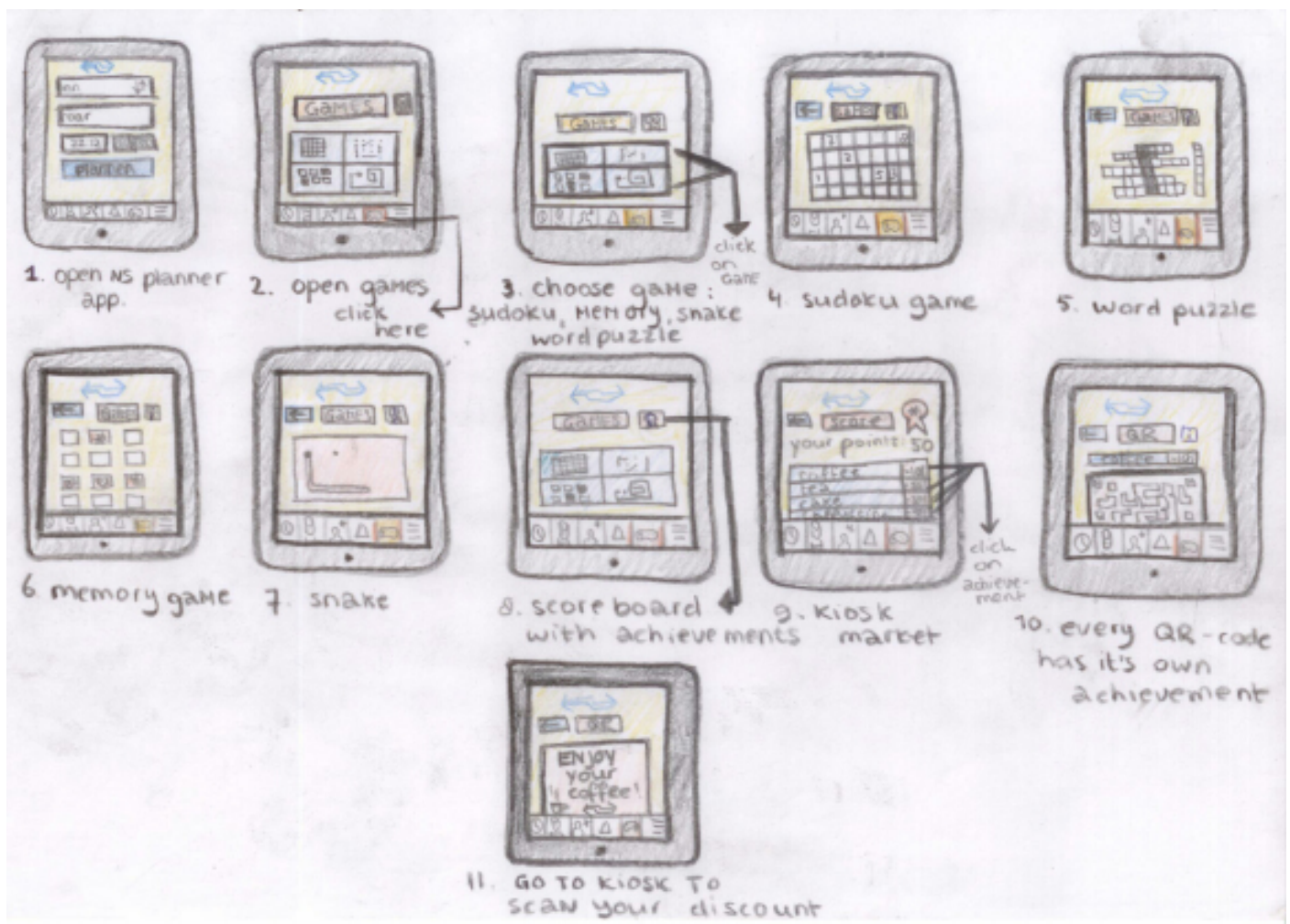
Thursday: Prototype

Finally, this is the when we built our prototype of the chosen idea. The prototype was based on the storyboard of the decision made on 'Wednesday'.

Pick the right tools

Before we started with picking the right tools we took 5 screenshots. Those shots were made of the current NS Reisplanner Xtra app and we used them to implement our idea into the app. The tool we choose to make our prototype is Photoshop. The main reason Photoshop was used during this project is because we were familiar with this tool. Learning a new tool would cost us a lot of time and we thought Photoshop could be a fast tool to use. Keynote could be a useful tool too, but not all of the prototype makers had this on their laptop.

To design the prototype, Photoshop was the winning tool. Photoshop was pretty helpful to make the GIFs used to represent the actions made in each game. We used Invision to give life to the prototype. We chose Invision because it was really easy in use. We also looked at the tool Adobe XD, but unfortunately nobody had this program on their laptops and downloading it would cost us money. So we took Invision for making the prototype work.

Divide and conquer

We divided our group: 4 people were busy with the prototype while the other 2 persons were starting on the friday test. Of those 4 people 3 people were busy making the games and the visuals in Photoshop and 1 person was writing the text for the app. We broke the storyboard into smaller scenes and assigned each to the 3 team members who designed the prototype.

Prototype

Now it's time to prototype! The steps of the NS Games prototype are explained on the next pages. For the prototype we wanted to bring the games to life, which we did by adding GIFs to the prototype.

You'll have a better experience on Invision!

If the QR Code doesn't work, please click on the link below or copy and paste it on your web browser:

https://projects.invisionapp.com/share/XGDT8Q4CM#/screens/258054861
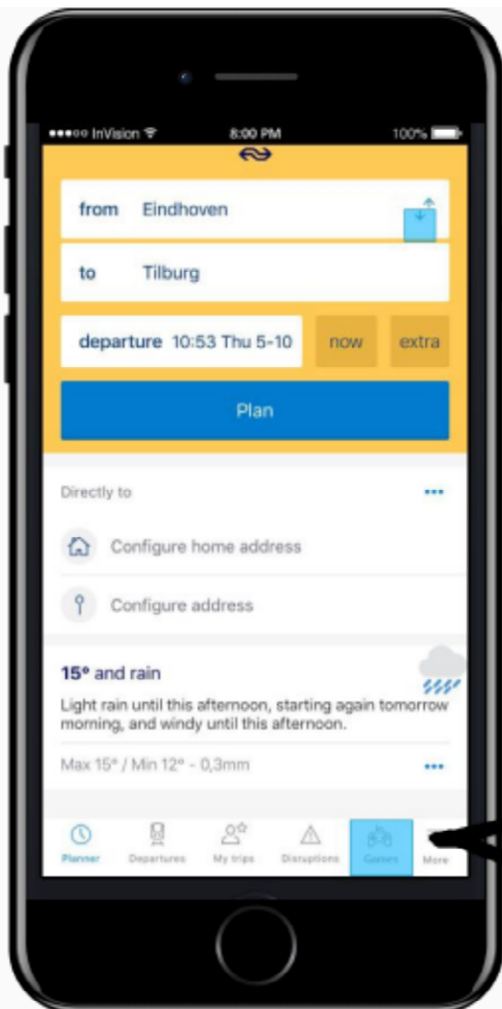
Now it's time to prototype!

We started with a familiar page of the app, planning your route. We added our button "games" to the design and when you click on it you go to the games page.
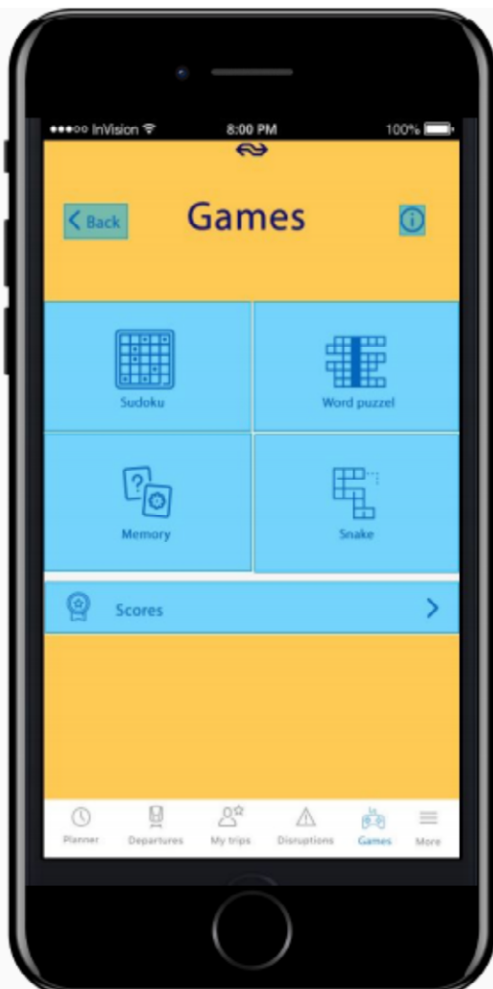
The games page shows you 4 different games you can play, a scores button and an information icon. The information icon shows you how you can play. The reason we choose these 4 games is because everybody knows how to play them. The games: Sudoku, word puzzle, memory and snake are easy and fast in use and timekillers, all that we need on a train station. All the blue places are clickable.

When you click on the i of information button, this pop-up will show. An explanation in short that tells you how you can get discounts and how you can use the discount code.

The text in the prototype is in Dutch because we tested with Dutch people. In English: *"You can redeem discounts for the train station shops with the points you earn in the NS Games! (Only available within the Netherlands) Once you redeem your discount, a QR Code will appear in your screen. You will need to show this to the cashier in order to give you the prize."*
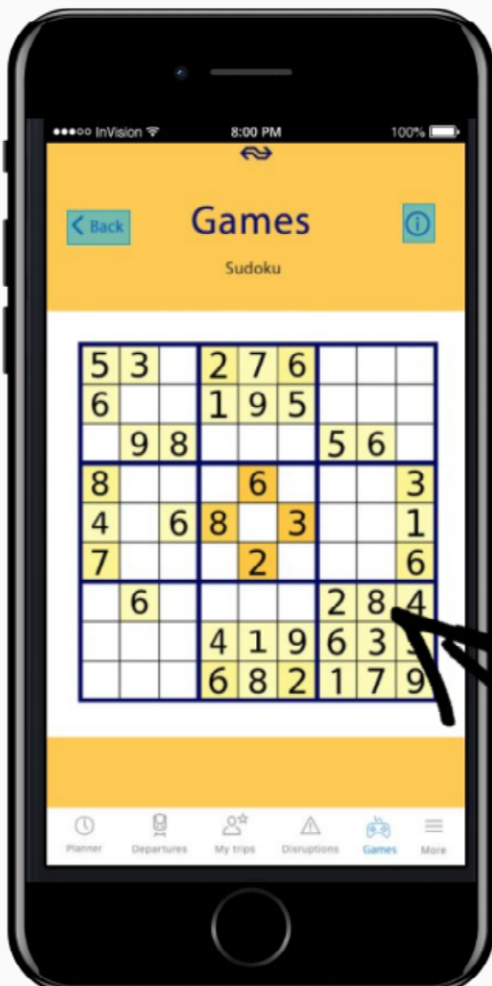
One of the games you can play is Sudoku. You can complete the sudoku by filling in the numbers. If in the end you sudoku is correct you will receive points.

The information button tells you how to play sudoku and how many points you can receive. *"Each puzzle consists of a 9x9 grid containing given clues in various places. The object is to fill all empty squares so that the numbers 1 to 9 appear exactly once in each row, column and 3x3 box. You'll earn 20 points every time you complete a Sudoku.".*

In the game "woordpuzzel" or "word puzzle" you can earn point if you complete the puzzle. Hints are given below for the words in white and you need to discover the word in the yellow line.

Also for this game there will be a information icon and it will show the following: "*Each word contains an indication, these are linked to a number. Try to guess the correct word that fits into the cabinets. When you have filled in all words correctly, read a word in the colored column. The correct word is the solution. You will get 20 points for this.*"
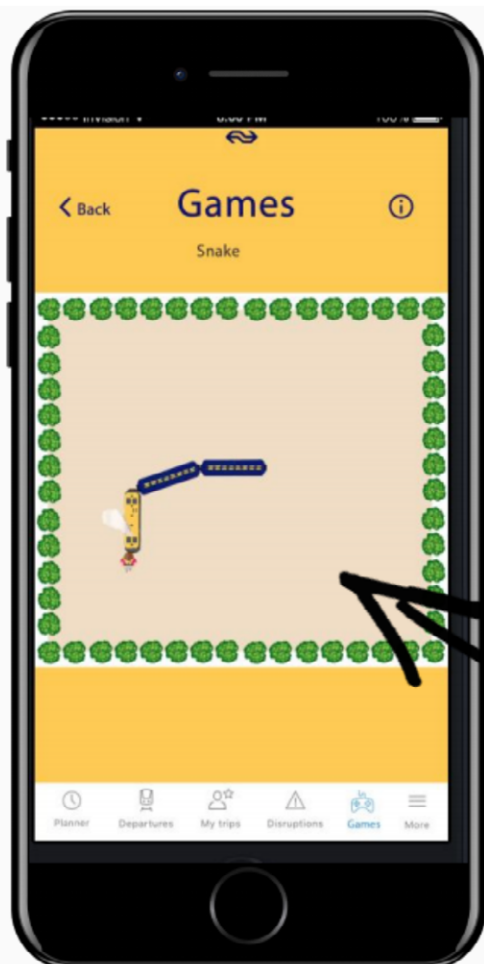
With the game "snake" you need to pick people up in the train. When you pick someone up in your train the train length will expand.

The i-button shows the following:

"*The goal of the game is to bring as many people as possible to the destination of the NS train. Try to do this without touching the trees or the train yourself. If you hit this, the game ends. You can send the train up, down, left or right, the rest of the train will follow automatically. If you finish the game you will get 15 points.*"
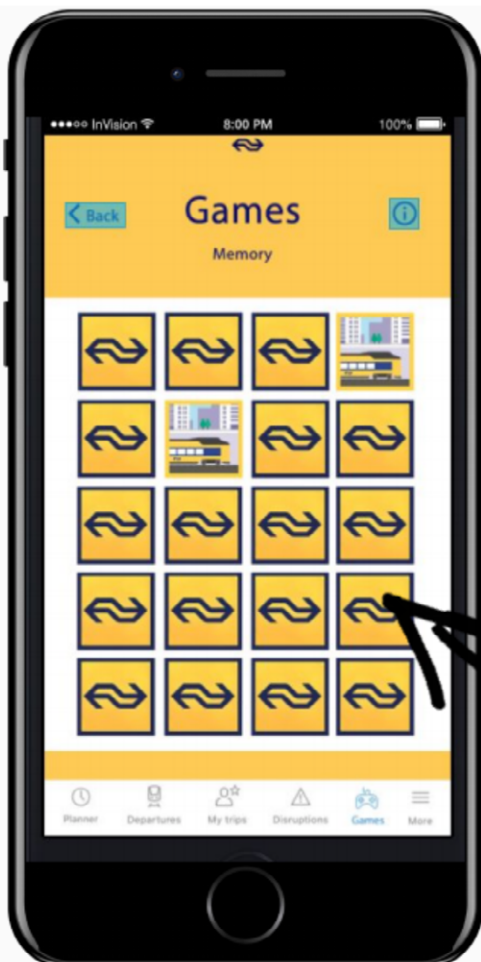
The memory game is one of the easiest games we have in the prototype and thus won't give you a lot of points. For every correct combination you make, you will be awarded with two points. But for every wrong combination of cards you make, you will lose 1 point. With this, you can still come out on top with this game while giving it a new grade of difficulty.

The information pop-up will show you the explanation of the game:

"Try to turn two identical NS cards. You can do this by tapping the NS cards. If you turn around two cards that do not match each other, they automatically revert. If you turn around two cards that match each other, they disappear from the screen. Continue until all the cards are played out."
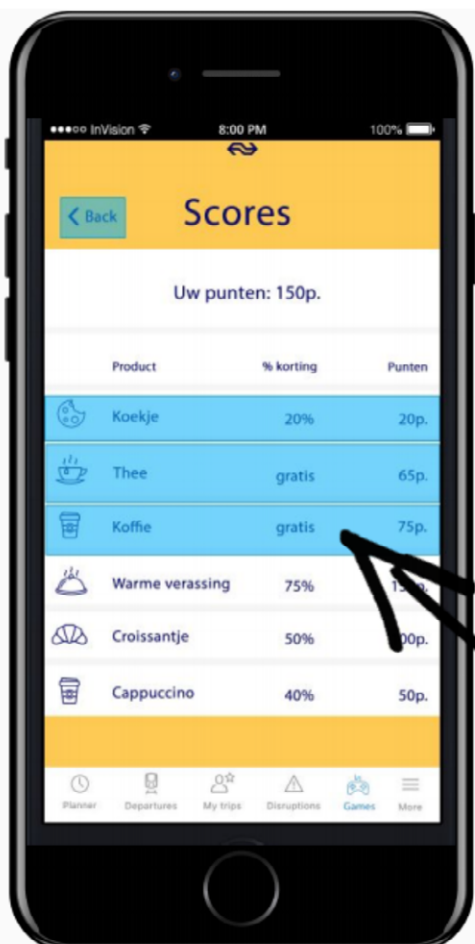
The scores of the games are written down on this page. You can see a variation of prices that you can get discount on. All the products are available at the Kiosk. If you click on the price a pop up will show you the discount code. The blue products are clickable in the prototype.

The code for "koekje verzilveren voor 20p" is shown. You can get a discount on your cookie for 20points. Show your discount code to the kiosk and enjoy!

When finishing any of the games, whether you win or lose, a pop up will automatically appear, asking you if you want to be redirected to the scoreboard. On the scoreboard you can see how many points you have earned so far and what can you buy with these points. On this screen you can continue to either pick up a price or to continue with a new game.

Friday: Test

Friday, testing with real live humans.

Our sprint began with a big challenge. By Friday, we had created promising solutions, chosen the best one. From there we built a realistic prototype. To take it one step further, we interviewed the customers of NS Reisplanner Xtra app. Our target group is 60+ people. The 5 people we interviewed were not all in the target group area. The reason why we also went outside of our target group was to find out if also other target audiences could be interested by our upgrade. Three out of the 5 people we interviewed belonged to our chosen target group and were older than 60 years. They traveled with discount tickets that can be purchased in Albert Heijn, Blokker, etc. The resting two of the interviewed were a little younger and traveled with a OV-chipkaart, and thus did not fit the target group profile age wise. They did however travel by train and thus still belong to the NS main target group. At the end of the test day we got a really good impression whether our idea would work and figured out the improvements we would have to make in a future sprint.

Five is the magical number
People on train station Breda.

Interview #1

"We travel a lot by train. But we usually travel together. Our average waiting time is 10 minutes. We always plan our trip in advance so we know where to be on what time. But it could also be that we pass a city we don't know yet and hop out of the train there. So, we plan and buy our tickets a couple of days before online. But we never know where we'll end up. When we wait, we are chit-chatting a little bit with each other and talk about our destination. Drink some coffee and maybe meet some new people. When we are traveling, we are not using our cell phones much because there is nothing interesting on it. And we like to talk with each other.

I really like your idea with the games and getting scores. I like word games – I don't like Sudoku but my man does! Then we both have something we would like to play. I don't know if I would prefer a game over a good conversation. But if I would be alone, I think I would use it the whole way long. And I like the train! It's sarcastic but funny. But maybe a little too heavy for the app, maybe younger people could understand the joke better. "

Interview #2

"I don't travel a lot by train, but if I travel by train I do use the NS app. To check the time and delays. I am a person who is always right on time so I don't really have to wait a lot, just sometimes when I must travel far. Then I normally read a newspaper, just because they are here and it's easy.

But I like the idea of the app you made. I'm not used to this, fancy phones and small letters.

I like to play a familiar game. These days you don't see them a lot anymore. And I usually go to the game section of the newspaper! But this is as good as those games. Other prizes but a nice idea. Maybe I am too old for playing games on my phone but I would like to learn it. Maybe if everything was a bit bigger it would be easier. Now it already looks hard because of the small letters and everything. "

Interview #3

"If I go by train, my average waiting time will be around 10 minutes. I like to be on time so I don't have to rush. While I'm waiting for my train, I mostly browse on the internet or get a cup of coffee. If I go by train, I do use the NS-app to plan my trip and to check if there are any errors or delays.

My first impression of your improvement is really good. I like the initiative. It is a good distraction while you are waiting, especially if you can get a discount or free coffee! So yes, I would definitely use it, but I don't travel often by train.

The four games are also nice. These games are brainteasers that you mostly see in the newspaper. So I think that is well thought-through. Besides that, if you can get a discount or reward, it motivates you to play the games and makes it more fun. "

Interview #4

"Once in a while I go by train, like 8 times a year. I always travel from Eindhoven to Zaandam. My average waiting time on the train station in Eindhoven is 5 till 15 minutes. While I wait for my train I read the newspaper or make some calls for work. If I have any delays I check the NS-app to plan another trip. The train isn't always on time but when I go by car I mostly get stuck in the traffic.

I think the app looks great. The first thing that I want to advice is: make people aware of the improvement. I don't use the app daily and that is the reason I wouldn't see this new option. I think NS would get a higher like-ability with this new feature. The games are simple and look fun, also in the NS style. I have one question for you: "Where can I turn in the discounts?". I don't see in the app that you only can turn them in at the kiosk. The overall design looks real, I would definitely play it when the feature is available. "

Interview #5

"A few times a year I travel by train but most of the time I don't go alone. When I go with the train I use the NS Reisplanner Xtra app to plan my trip. Whenever I use it, I have sometimes troubles with reading the small letters. While waiting for the train I enjoy myself by having conversations with my travel partners or people at the station. So, I am not sure if I would play a game.

The idea looks quite fun, the games really appeal to me. I would play them, but maybe at home or when I am traveling alone. The idea of getting discount or a free coffee is really nice, it motivates me to play the game and travel more often by train. It is a good addition to the existing app. Although, I am not sure if I would understand how to use the whole app, but luckily there are some information buttons that will help me find out. "

Look for patterns

The Patterns we noticed were that almost all the seniors, plan their trip in advance, so they know where and when they have to be. They do this not on the day itself, but a day beforehand or even more.

On the day of travel the don't really need their phones. But they are using it more and more everytime. Despite that, they liked the idea of the games. It was simple, they recognized the games and liked the idea of the score card.

Retrospective

During the retrospective, we saw there are a couple of points which can be further improvemed. Maybe, we could work on an easier and user-thought interface. The size of the fonts should be bigger and the steps to follow in the app should be easier. A little pop-up after opening the game button for the first time could make it a little easier.

Another improvement could be a multiplayer mode, for when people are traveling together. Or even when they are traveling alone but would like to talk and play against strangers.

The snake game was a funny idea but people had weird feelings against it. We thought we could break this thought with a little pop-up at the beginning of the game saying "get as much passengers on the train, try not to crash!". Then they're already tricked into a different way of thinking about the game. This way, the association of hitting people is gone and now you feel like you're getting people in the train.

The memory game is one of the easiest games we have in the prototype and thus won't give you a lot of points. For every correct combination you make, you will be awarded with two points. But for every wrong combination of cards you make, you will lose 1 point. With this, you can still come out on top with this game while giving it a new grade of difficulty.

When finishing any of the games, whether you win or lose, a pop up will automatically appear, asking you if you want to be redirected to the scoreboard. On the scoreboard you can see how many points you have earned so far and what can you buy with these points. On this screen you can continue to either pick up a price or to continue with a new game.

The rest of the games are great for them!

Learning

We learned that older people are not really busy with their phones. This might be because they usually don't understand it. The way the interface looks is really different for us as younger people who were practically born in a digital age. So for the elderly, it's more difficult and need to be told what they have to do on their phones everytime, so they can learn little by little how to use it. And when they know how to, it provides more fun.

The are trying to keep up with technology, but they need help and so you have to lead them the way. As well as they like to be well prepared to go on a trip, they like to be prepared and guided through the application.

By looking closely at the target group and not only listen to what they say, we tried to understand what they said and turn it around. We learned how to provide them in their needs, and make it easier and joyful for them to work with our product.

Individual part

Tess Geerdink

Today we are living in a technology-advanced world. Every part of our daily life is related to technology. It has integrated in such a way that it influences both our personal and professional lives. Over the years we have developed tools and technology that changed our lifestyle.

First of all, it improved our communication. With the help of mobile technology we are able to connect whenever we want. But a little while ago, this was still a really disruptive technology that now is beneficial for our personal lives, but also for education and businesses. Although it's beneficial, we also have to find a balance between the real world and the cyber world. Besides our improved communication, technology also improved our way of living. The modern technology has automated the majority of our items at home. This makes our lives much easer, organized and safer. Education has also improved due to changed technology. We are able to empower ourselves with knowledge we can search online. There is an information overload that makes it possible to learn from people all-over the world, for example with online courses (Stojanov, 2017).

Technological advances are making it possible to automate mostly of the work done by humans. This is mainly due to The Internet of Things, robotics and Artificial Intelligence. This wide applicability of various technologies has led to serious concern about jobs in the future. On the other hand, it also creates new ones. Unfortunately, these new jobs require a different type of skills set. This ensures that companies are required to adapt to these technological changes. They have to keep up with the pace of technology in order not to risk falling behind their competitors.

Digital business brings another problem along. When the technical challenges are behind us, companies are facing competition. There are already so many start-ups in the market that it's really hard to distinguish yourself. What I have learned during Concepts In A Digital Age is that User Experience is really important in both the online and offline world. This comes along with the Customer Journey. Technology entrepreneurs have to create touch points and search for a deeper appreciation. In this new world they have to connect with the customers and solve their problems through the use of technology. They don't need to innovate technology itself to be successful (Cabage, 2013). Methods like Scrum and Sprint will improve your project management with achieving these goals. I will definitely keep these methods in mind and use them in the future.

These digital developments are rapidly changing every day and influence my chances and choices for the future. I have to adapt to this new reality by being open-minded and have a willingness to blend in this digital culture. This could be done by the accessibility of online courses or take trainings to broaden my horizon. The younger we are, the better we are in adapting to new inputs from our environment. It takes work to adapt. For the future, I have to keep up with technology trends at that certain moment and make the effort to integrate in such a way that it fits my career. Besides that, my goal is to work agile and develop myself in the field of project management. I would like to find a way of working that is applicable to all sorts of changes and projects, just like Scrum and Sprint and create innovative concepts.

Do they affect your professional ambitions for the future?

For me as an app designer and office manager at a digital company, i know a lot about the digital world. I know how it is going to affect the world in the future, and every business. We are developing a lot of applications for companies just to provide them in a easier way of working.

But the things i do is design the interface, so the client understands what the developers are making. But i don't do under active stuff. I don't have to think about the customer journey, and how the buttons work. I make something and the developers have to rebuild it. Somethings they really hate me, because I came up with something really impossible so code. I never learned how to design for applications. Only graphic design, so really the outside not the inside.

So for me as a designer I now have more knowledge of using the interface, testing the prototype and have more insides to the next steps.

As an office manager, I learned a lot of the business structure. When I look at Netvlies, the way they work and the amount of productivity they have. It is amazing, the sprint tactic and summarize working is amazing. The way of working and developing, is more effective. The close connection between client and company is, so effective. it could increase our productivity enormously.

As a student, i always thought that the job that I have is temporary. it's a really good one, but just a part time weekend job. But now I see even more potential. Even my own ideas could be developed so easily. The thing I have to keep in mind is: is there a market, how are you competing against and how is you UXD.

I would definitely recommend the advanced course to someone, I liked the learning structure. The new state of mind, and working with sprint. It was refreshing and innovating.

The only thing I would change is the target group for the assignment. If it were another bigger target group. The idea phase would be more interesting, as well as making the prototype. It is a more daring and innovating process, where maybe ideas for the real NS app could be provided. Then you have the feeling that you have creating something that could be real. This target group was too big of a fiction, old people don't use smart phones. So only that alone gave a lot of friction in the idea making phase.

Iris van der Heijden

During the six lessons of concepts in a digital age we talked about some different subjects within the Digital world. In those lessons we learned a new tool named SPRINT. Because we worked with the SPRINT tool, we learned to make decisions quickly. You really learn to work with a team and be positive. In addition, it is also clear why a Sprint works well in this digital world. We must be fast, and we don't want to have processes for months or years. No, decisions should be made immediately in a week. Sprint is really a right way of working. It works like a kind of funnel, you go from a broad perspective to a concrete idea. I am very happy with what we eventually made for the Railway company NS.

I think Digital Marketing is a big game-changer in the communication and marketing industry. Social media and internet are part of human life. As more and more people are online, advertisements are becoming more and more online. A good social media post can offer you a lot of exposure. Some customers at the store where I work are asking the following: "I've seen a product on Facebook, do you have that in store?". People are increasingly orienting online and then buying it in the store. So, promoting your product online is very important. It can offer you a lot of sales. The digital business is one that you need to keep track of. The trends change every day, and it is important to use these trends for marketing purposes. If you want to be seen by the digital world you have to go with it.

I think the world of online marketing is very interesting. Because everything is done online it is also very easy to measure. How many people have been on the website? How often did my social media post appear? How many times is the information button clicked? This information will help you make your marketing campaign better next time. Also, it gives you insights in the costumer journey of a person. This in contrast of the offline media where you cannot see the exact numbers. The large amount of data is something that I really find interesting. I would like to work in the digital world. I think there are many opportunities for the future here. The quick changes are something that appeals to me too. If you work in the digital field, your job will never look the same.

Cristian Vergara

Everything I learned during this course was focused directly on digital media and on the importance of the digital world in the current era.

Today everything we do involves something digital and everything we do we are affected by the digital age, from going to the bathroom since most people go to the bathroom with a cell phone to read a book, which used to be Being a symbol of disconnection as sitting down to simply read a book is now affected by the digital era, now in your cell phone you can store 20 or more books to carry and read wherever you want.

Due to this course I learned what is the Sprint and how to apply it in a correct way, what i intend to continue doing in my university and later professional life. I learned a different and orderly way to create a concept based on a process of group support and group decisions.

And the knowledge I have know, is going to help to develop in a better professional way of digital life.

In the digital age we live in really important to know how to develop in this area, whether as a professional or social, we must continue to evolve so as not to be left behind in the world that is constantly advancing, so this course was not only to learn from the digital world and what is happening in the world but also to open the eyes to what is happening and will continue to happen so that we do not fall behind and achieve progress according to the technologies.

Ana Ruiz Urioste

Concepts in a Digital Age was a positive surprise for me. I didn't know much about what it would be about before the course started, and knowing that it was based on a book didn't give me much expectations. But as the course followed, I learnt about the Sprint method, how easy it is to follow, and how it is perfect to create anything new in just five days. It is hard work, but in the end you have a prototype ready to be tested.

For me, it has been really helpful, since I want to work in a digital agency in the future (mostly focused on the advertising area). When the class had to meet in Netvlies to present the project, I realised this was the type of environment I would enjoy to work in. And they use the Sprint method everyday! It is important to come up with strong, new ideas really fast, especially when working in a digital project, because everything moves faster and faster in the Internet of Things.

But it is also important to stay connected with our creativity to create great concepts. The Digital Age has come and it comes to create changes, not only in the digital marketing and communication scene, but the whole, and it's going to be for good. We need to innovate and create big ideas to solve everyday problems, as our group did with the NS Xtra App.

Helping improve the waiting time for senior travelers in the Netherlands seems invisible to our day to day life, but thanks to the Sprint method we created a fun, simple idea that could easily resolve this problem. We worked hard as a team, since not all of us had the same skills. And now I can say we learned some new skills that will help us as professionals of the near future generations, such as fast decision-making, empathy with the target group and team communication.

This course has been a good opportunity for me to grow in a new area I couldn't have done in my home university since it is not immediately connected to my career, but I know it will help me a lot in the future as a professional in the digital business. I feel content with what I have learned and I would definitely recommend this advanced course to other Fontys students.

What I have learned during this course is that, as we live in a digital age we tend to go online more and more for every single thing we need. (Group, 2017) Because we are so much more online these days, more and more companies shift their business towards a more online base as well. These shifts from an offline to an online world, brings a massive amount of new opportunities with it. But to every upside there is also a downside. This massive shift to an online world will disrupt many companies who are not able to join in on the flow to an online world. For example, The taxi business has been around for centuries and ran smoothly throughout this time. The very moment the App Uber came online, this whole business shifted from an complete offline world into an online world. It took down several companies and was about to take many more. (McGoogan, 2017) Uber is an example of a strong and quick disruptive shift that nobody had foreseen and made a lot of people lose their jobs and protest against the coming of the app. another smaller example is AirBNB, at this point hotels and vacation resorts are suffering slightly under the coming of this app but can still move on with their business. although predicted for the future, this app will stay a threat for hotel and resort businesses .

So the online world drives a lot of people to come up with an outside of the box solution for something that is not even necessarily a problem. Personally I think this is due to the fact that at this moment and in future moments, there is so much money to be earned if you have that golden goose egg idea. The online world makes is easier, more comfortable and quicker to create, develop, prototype and test your idea.

This I learned in the sprint week we had during the creating and testing of our prototype for the NS app. In previous assignments, it took us days to come up with an idea, to give it a form and to get it ready for testing. With the Sprint week it went so fast that at the end of day 3 we already had a concept we all agreed on and were excited to work on. And then to see that this concept was visually ready to be tested within one week was impressive. I know it doesn't mean it will be ready for launch but when you already have something that far ready that you can test it, the only thing you have to do after is keep improving to make it costumer friendly.

If there is one thing I definitely will keep in the back of my mind, it is the fact that the more costumer friendly, the easier something is to use, the better it will sell and become something big. People are fairly lazy and always take shortcuts there where possible, so to make something great, make it so that a even a layman can use it.

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