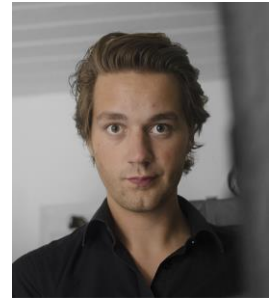**Course Reflection Form**
Department of Industrial Design
DEB913 Designing Tangible Business Models
Lecturer Camilla van den Boom MSc

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Study year: B3.2

Reflections

I chose this course because I needed a more in-depth knowledge about what business model generation can mean in the design process. The tangible part in the title, however, is what really pulled me over the fence. How can a business model ever be tangible, and how can a though process like that be valuable for something as abstract as business model generation? In other words, can a business model be fun to make?

The course started off really well, I looked forward to the lectures, as they were very energetic and promised a lot for the next one. Even though 13:45 – 17:30 seems like a long time to sit and talk about business, the room usually had more than enough energy to go on and plan out the objective for the week.

After choosing teams in the first few weeks we started working on the business model in really comprehensive steps that allowed lots of in depth discussion at multiple levels of the models. Our group was very diverse in vision, age and study year which stimulated the discussion throughout the elective. Each week the team and I met up multiple times to create something that we really believed in.

The fact that the business model was for a real life case also helped in talking about it, not only among our team, but also to other people involved in the business model itself. In the end we could do nothing but make a business model we really believed would work, not only in theory, but also in practice.

Guest lectures were a very welcome addition to the lectures. While each attendee of the lectures had their own insight into how their city should be run, guest lecturers had done real research into it. This way a completely new viewpoint could be provided during the creation of the business model.

Toward completing the business model, we kind of hit a wall. It was hard to continue on a theoretical level. We were happy with how the model worked in our heads, but we needed a way to make this clear to the others. We got to test a few presentations and had a few shots at improving the design of the tangible model. Making the model turned out to be the part where I found my value for the team the most. By coming up with the concept together and then splitting the levels of our concept up to individually iterate on them, we had the benefit of having the same idea about what the entire model should convey and also the opportunity to look in detail how each of our levels would work.

By agreeing on specific characteristics on each level (where marbles should fall through, height, diameter, etc.) and building it a few times before the final model, we had a modular structure that each of us could make improvements to without disturbing the others. It also allowed me to frame the levels my team members made or conceptualized. So if they build their own level I could adjust or add to it to fit it into the complete model. However, if a team member had trouble building the idea they thought up, I was able to help out and make their idea a physical part of the business model.

This elective was amazing, it was not what I expected it to be, but exactly what I needed to hear about business model design. While I know that working with the numbers of business is not what I'm interested in, I now have examples of business models that actually consist out of great ideas and innovations. I actually got excited for the business model of Spotify! Breaking down how a business giant organizes its cost, revenue, key activities etc. allows the underlying concepts to shine through and shows that good ideas make good business, which is what I really did not see before this elective.