

Feedback for Group 1A

1. Clarity, communicability (use of documentation, visualisations, storytelling)
 - Very clear agenda and good visuals with just the right amount of text
 - The story telling is great and it help to understand the structure of the whole presentation. The visualisations help making the abstracts concepts more tangible.
 - Very organized visualization. I like you present your research data. But maybe it's a bit too much that I find it hard to organize all the data you have in my mind.
 - very well organized, the intro session is very clear to tell what they focus, and what they will present. And on the research part, they also have tag to highlight the topic of the interview.
 - Well-prepared choreography of presenting, multitude of visual from user research engaging, some slides heavy in text
 - Good storytelling and visuals. In my opinion there could be less text, now I don't have time to concentrate on everything.
 - Visuals-System maps were very small, maybe instead of showing all of them, focusing on one or two. Availability&ability slide, very nice.
 - Good documentation of your data collection process. Good storytelling
 - A lot of materials on the slides which you did not talk about - so maybe more condensed information would be good. But it came across that you did a lot of great work!!
 - Documentation of the process was well organized and maintained. It is usually hard to keep documenting as we research, good management!
 - Very nice and easy-to-follow storytelling. Maybe a bit too much text is some slides
 - Especially unpacking the brief was very clear and interesting to follow, to understand where you are going in in the project. In the middle and middle end it was sometimes a bit difficult to follow what was said. Maybe slightly clearer sentences and slowing down would help there?
 - The scenario rappresentation was interesting but not well visible.
2. Quality of research (choice of methods, perspectives involved)
 - Very qualitative, lot of field survey!

- Your research is impeccable! Really thorough and I'm depth especially you incorporate immigrants's perspective.
- they have various kinds of methods, interview, field trip, online interview and observation. And about the users, they also include the non-Finish speaking group.
- Research process and outcome is well explained. The term "Gerilla interview" could be explained
- user engagement comprehensive
- Seemed like a lot had been done.
- Validation and understanding through combination of all these methods! Very well done!
- Good quality of research and well done with the validation
- Good amount of research. Good analysis
- Very good to engage with so many users in different situations!
- Was multiple group covered during the research? Maybe it was mentioned but I missed. It was said not to think old people as one group
- Was there studies if people actually want to live in the "old people village"?
- Very impressed by all your work! Convincingly put. :)
- The user-centered focus came out clearly from your speech. Good work!

3. Framing of identified problem areas (relevance of problems in relation to the brief, articulation and insights framing)

- the insights seems very relevant! And the conclusion is great! Aren't the propositions of solutions arriving too early in the process (for the next presentation?)
- well-defined areas of opportunities, exhaustive insights backed up by research
- It's very clear to see the connection between insights with the ability and availability
- Would have been nice to have a summary of the insights
- It's very good to see which direction will lead to availability and ability
- I think it will be nice to summarize your finding in a more compact form that will make audience digest better. Otherwise, beautiful research!
- It was easy to follow and you seemed to have found well-defined areas
- Relevant insights, would have been nice to have a summary in the end

- Would be nice to have the main points summarising what your point of the presentation was, what your direction is, again at the end. Definitely well-defined areas of opportunity and looking forwards!

Feedback for Group 1B

1. Clarity, communicability (use of documentation, visualisations, storytelling)

- seemed nervous however great storytelling and visualization. Cannot see some text. too small
- Very nice charts and visualisations, maybe a bit too small the text, hardly visible from behind rows
- Nice chart, some of the visuals a bit small though
- The text are a bit tight, and the focus is bit hard to locate. However, I like your chart style the cute visual elements
- The explanation of casual loops and internal dynamics (first insight) was very clear and impactful
- Nice red thread. Easy to understand language. Complex information well summarized.
- Very nice - clear and simple!
- Visualizations make the complex topic understandable.
- like the style of the slides, but the models in insights might difficult to understand
- Try to not stand in front of each other when speaking
- Nice support between the group, it is fine to be nervous!
- Nice causal loops diagram. The general graphism is simple and to the point
- Sometimes the information could be a bit condensed when presenting for instance the diagrams, but the visualisation were clear and I liked it! Great to see the support between the group members - you all had a united front which was really felt!
- The visualisations looks really nice and easy to follow

2. Quality of research (choice of methods, perspectives involved)

- Interesting and useful perspectives, visualisation supports research and helps to

understand complex topic.

- It is a load of research that you manage to package and analyse very well
- use lots of models to visualize the relationship, and explain every insights in details
- The 3D chart is so cool.
- Very good the future studies perspective! It is quite difficult to search megatrends and driver. And very good step onward from the system mapping regarding the clarity

3. Framing of identified problem areas (relevance of problems in relation to the brief, articulation and insights framing)

- The insights are very interesting! And also very good explained! (maybe some of the visualization are not so easy to see)
- When talking about the insights, the models and visualization are very fancy, but worried about the difficulty to understand
- Great improvement from the last class presentation
- I like you have emphasized the finding and reframe the question to make us understand the problem better.
- You have found great and relevant insights!
- The insights themselves were fruitful. I feel the Areas and Opportunities were not necessary and didn't add to the value of the analysis
- Like how you link the structure of the research questions to the insights, makes it clearer for the viewer to take in.
- The overall framing is very interesting and the opportunities are very well done and thought
- Nice insights and possibilities! But not much mention of retirement.

Feedback for Group 1C

1. Clarity, communicability (use of documentation, visualisations, storytelling)

- The use of circles remember me the molecules made by atoms, nice visual connection
- Nice the narrative and the jokes during the presentation

- Very clear and nice language. I liked the usage of a fun comment - brought life into the presentation. Maybe you could summarize a long quote. I couldn't finish reading it and it was a bit overwhelming
- Nice clear visuals
- May be highlight key words of the long quote to get a gist of it rather than reading through
- Nice intro :) maybe some more graphic elements and less text would have made the presentation a bit easy to follow, but overall very good story telling
- Very good narrative and nice energy during your presentation
- You explained the insights very well
- it's very nice to use color coding to see the different directions of insights
- Nice with a relaxed and inviting start of the presentation, set a professional but casual tone that suits the midterm presentation I think, since we're still in the middle of it.
- I like the way you organize the color coding of your presentation
- Some visualisation on the issues, disconnect would be helpful to addressing the insight in my opinion

2. Quality of research (choice of methods, perspectives involved)

- The perspective involved are super on topic, i would like to see more the sources, or pictures of your field research
- Massive research that you were able to boil down very nicely! It makes sense!

3. Framing of identified problem areas (relevance of problems in relation to the brief, articulation and insights framing)

- the insights are highly relevant to old age, retirement and digitalization. It is really inspiring!
- The insight are very well written, maybe it was interesting to see some keywords at the end to sum up the possible directions
- Some insights (2 on unattractiveness of ageing) were really interesting and unique
- Very interesting insights!

- It may be nice to have had one sentence more to the insights telling us more on the implications on a larger scale, but I liked them and seem relevant!
- I think the insights you have are very valuable. The insight 4 has potential to be built upon the future research.

Feedback for Group 2A

1. Clarity, communicability (use of documentation, visualisations, storytelling)

- Using conversational titles for different sections was easy to follow and create relaxed attitude towards the presentation
- Very well, actor map helped a lot and transmitted emotions!
- Storytelling very easy to follow maybe even a bit slow. But the overall is very nice to follow and nice to take back the comic!
- voice a bit low => try to use mic next time!
- The presentation is clear and easy to follow
- very good to see the real photo in the slides (the one of having meeting)
- maybe have less words in the insight slides can be more clear for the listeners (using the bullet points or keywords...)
- All in all clear presentation and it was easy to follow. However, the insight slides were quite full of text and it was difficult to follow in that part of the presentation.
- Very clear narrative. I really like the coliqu style of presentation. Something that are different from the rest! Refreshing!
- I like that you included images of your team doing the expert interviews. The insights themselves could have titles that are more spot on.
- Really nice and clear presentation

2. Quality of research (choice of methods, perspectives involved)

- Research very good and differentiate in terms of actors listened
- The research process is about under stressed. But I can still see your effort here.
- Great, versatile research

- Would be nicer to look more proofs (pictures) of your field research
 - Would like to see more picture throughout the process
3. Framing of identified problem areas (relevance of problems in relation to the brief, articulation and insights framing)
- Good framing of your insights
 - Very good insights, very inspirings, very good the summary at the end and the key words used
 - I like that you included the maps. It was not so clear to me however how those lead to the insights.
 - The insights were good and shown in a good way
 - Good insights, maybe could have been even more framing so there would more clear focus. (Atm it's quite broad)

Feedback for Group 2B

1. Clarity, communicability (use of documentation, visualisations, storytelling)
- Very nice visualisation of the first map, having the syntax of transport map is a nice addition!
 - Really enjoy the storytelling
 - Fantastic visualisations! 🔥🔥🔥
 - Nice visuals
 - Amazing visualization!
 - Great visuals and well done with the storytelling!
 - very smart and clear to have a progress bar at the bottom of every slides. And the color is very clear to see the content.
 - Very good the narrative about the user journey!
 - Smart in addressing some troubles in the presentation
 - Super good mapping of the data system
 - Easy to follow. Clear language.

- Clear structure and language! Great visuals that made it easy to follow what you were saying, and supporting your claims with problem areas etc
 - Nice with the exempel story to understas the communication processes from the user perspective
 - Very easy to follow, clear presentation, visually in great balance and to the point
 - Easy to follow. good work
2. Quality of research (choice of methods, perspectives involved)
- I would like to see more proofs of your research, say that interviewed said sometimes is not enough
 - I don't know what to comment about the research, because there wasn't that much info about it.
 - Not so much info about the interviews
3. Framing of identified problem areas (relevance of problems in relation to the brief, articulation and insights framing)
- Very fruitful insights and explained perfectly
 - Very good to highlight the people perspective just after the comment of the previous group
 - Very nice to highlight missing flows with over-layers of the base map
 - User map helped to understand the problem areas you have found.
 - The journey is pointing very strongly towards a solution, which I think is too early
 - I like how you have decided to focus on the users.
 - Nice to have a summary at the end, but it may seem slightly too set in stone with the 'how might we' questions before the stakeholders have had their say on the direction.
 - Already pointing at the solution (but I'm not sure if it's a good thing or if it's too early)

Feedback for Group 2C

1. Clarity, communicability (use of documentation, visualisations, storytelling)

- Super visualisations, maybe sometimes a bit interconnected. Steep points super insightful
- Your system map visualization is really easy to follow! It's good that you summarize the finding in this way.
- Good presentation and nice quotes
- Nice and clear visuals
- Overall extremely good, super clear
- Very good slides! It was simple and provided the important details. It was easy to follow and get an understanding of your process and insights.
- Great utilisation of the steep model !
- Good flow in presenting your research. Especially the insight were very interesting and well developed
- Very clear presentation, both structure-wise and through what is said. It felt like you really were experts on the topic!
- Good visuals and super insightful findings
- You used some foreign words such as "steep model" or "nodes". Not sure if this is helpful for the partners to understand without you explaining it.

2. Quality of research (choice of methods, perspectives involved)

- The research quality is really high, logical.
- Very good!! All you're insights are supported very well
- Clear and logical!
- The field research is showing both that you paid attention to qualitative and quantitative data, which promises a lot for your project incoming!
- Clearly shown and felt convincing. Used well together with visualisations.
- This broader prospective was complementing the other presentations. The effort you put in understanding all the relationships and constraints also in the international level came out clearly

3. Framing of identified problem areas (relevance of problems in relation to the brief,

articulation and insights framing)

- The steep was a super framing of how the system influence the final user, super insightgul.
- Very clear and relevant insights from research. It gives clear understanding of problem areas
- Great insights
- Great insights! Really like the comparison of current situation and potential future.
- Awsome insights. Clear, on point, nicely scoped
- It very beneficial that you categorized and reused the system to explain finding. Especially connecting every with your future plan with finding reinforce my impression.
- I like your characterisation of future travel chains, but what about sustainability? It will be both a need and a pressure, with impacts on many aspects of the chains, including accessibility
- Thanks for connecting the insights with some identified opportunities areas and leverage points !
- Very clear which areas you saw potential in and clear to see what each part would affect
- great!