

## **K14 Contemporary methodologies such as agile and open innovation and how to apply them.**

### **Overview of Knowledge Gained**

Over the course of my degree, I have developed a solid understanding of contemporary methodologies, particularly agile approaches and open innovation. While initially unfamiliar with these terms, I encountered them through team-based projects and tutor-led discussions, particularly in modules involving prototyping and iteration, like UX200 and PRP300. I learned how these approaches support rapid feedback cycles, collaboration, and continuous improvement, all essential in fast-paced creative work.

### **Understanding Agile and Open Innovation**

#### **Agile Methodology:**

I experienced agile thinking through iterative design projects where we worked on designs, regularly reviewed progress, and adjusted based on feedback. This was especially clear in UX200, where user testing and feedback informed weekly updates to my interface designs. I used tools like Figma and Adobe XD to rapidly prototype and iterate, embodying agile's focus on flexibility and responsiveness to change.

#### **Open Innovation:**

Open innovation became relevant in my personal research project (PRP300) and while developing my business "Groove with Sooze." I used insights from online forums, customer feedback on social media, and free-to-use design resources on Adobe Express, Canva, Facebook & Instagram to guide creative decisions. This collaborative, outward-looking approach helped generate fresh ideas, validate concepts, and reduce development time.

### **Challenges and How I Overcame Them**

One challenge I faced was adapting to constant change, especially early on when I was used to planning everything upfront. Agile methods required me to be comfortable with evolving briefs and feedback. I overcame this by reframing change as part of the creative process and using planning tools, like diary management, OneNote and "To Do" lists to stay organised.

With open innovation, I initially felt unsure about using external contributions, for example, Figma Community, in a way that kept my designs original and high quality. I learned to curate input carefully and build upon it rather than copy directly, maintaining my creative style while benefiting from community insights.

### **Application in Practice**

I now apply agile thinking in my workflow by working in cycles, designing, testing, refining, rather than aiming for a final result in one go. In team projects, I regularly seek feedback

from peers and adjust my work accordingly. When creating content using Synthesia or Articulate, I draft early versions and use feedback to improve clarity and engagement before final delivery.

In open innovation, I engage with design communities, user comments, and collaborative platforms to source fresh ideas and inspiration. For example, I tested Groove with Sooze logo and content variations for my business on social media and use the feedback to guide revisions, this mirrors real-world, open innovation processes used by modern creative teams.

#### **Evidence by Academic Year**

<b>Year</b>	<b>Focus Areas</b>	<b>Tools Explored</b>	<b>Key Projects</b>
<b>Year 4</b>	Introduction to iterative design and peer feedback	Adobe XD, Figma	DPP100 – Design Practices & Processes
<b>Year 5</b>	Agile thinking in prototyping and user testing	Figma, OneNote, Adobe Express, Canva	UX200 – UX/UI Design
<b>Year 6</b>	Open innovation and feedback-driven design	Social media, Synthesia, Website platforms	PRP300 – Personal Research Project, CRP300 – Critical Research Project