

Throughout this project our group demonstrated a consistently high level of collaboration which was essential to the successful development of our final concept. From the outset we worked collectively to interpret the assignment brief ensuring that all members shared a clear understanding of the problem. This initial alignment allowed us to establish a common purpose and work cohesively through each stage of the design thinking process. In particular myself Freya and Cody worked extremely well together showing strong communication, mutual respect and a shared commitment to achieving a high quality outcome.

In terms of collaborative practice we adopted a structured yet flexible approach. Tasks were allocated based on individual strengths which maximised both efficiency and the overall standard of work. For example some members focused on research and data analysis particularly around youth engagement and digital behaviour while others contributed more to idea generation and concept development. Despite this division of responsibilities we maintained a strong sense of collective accountability by regularly sharing progress and combining our work into a unified outcome.

Communication was central to how we worked together. We engaged in regular group discussions during lessons using these as opportunities to share ideas, challenge assumptions and refine our thinking. Myself Freya and Cody played a key role in keeping discussions focused and productive ensuring that all members were involved and that progress was consistent. This was particularly evident during the empathise and define stages where we analysed research collaboratively and identified key themes such as reduced attention spans, the need for interactivity and the importance of social connection. By working together in this way we were able to develop a clear and well supported understanding of the problem.

As with any group work there were some differences of opinion particularly during the ideation stage. These were mainly related to the direction of potential solutions with some members favouring digital innovations and others focusing on improving the live stadium experience. However these differences were managed effectively through open and respectful discussion. Rather than allowing conflict to disrupt progress we used it as an opportunity to evaluate ideas more critically. Myself Freya and Cody helped maintain a positive working environment by encouraging balanced contributions and ensuring that all viewpoints were considered.

To resolve these differences we based our decisions on evidence from our research rather than personal preference. This ensured that our approach remained objective and focused on the needs of the target audience. For example research highlighted that younger fans value interactive and personalised experiences which led us to develop the multi view concept. This evidence based approach allowed us to justify our decisions and reach agreements more efficiently.

The group also supported effective decision making by using a collaborative and inclusive approach. Ideas were discussed collectively and evaluated based on their relevance, feasibility and potential impact. Where necessary we used simple democratic methods such as voting to reach a final decision. This ensured fairness while also allowing us to move forward efficiently. Myself Freya and Cody contributed to this process by helping to structure discussions and keep the group focused on the overall objective.

Additionally we supported each other throughout the project by providing constructive feedback and assistance where needed. This created a positive and supportive working environment which helped to improve both individual contributions and the overall quality of the project. During the prototyping stage this was particularly evident as we worked together to refine and clearly communicate our final idea.

Time management was another key strength. By setting small achievable goals for each lesson we ensured steady progress and avoided last minute pressure. This allowed us to engage more deeply with each stage of the process and produce a more considered final outcome.

In conclusion our group worked collaboratively through clear communication, structured working practices and effective conflict management. The strong working relationship between myself Freya

and Cody was a key factor in maintaining consistency and direction Overall our approach reflects a professional and mature standard of teamwork within an academic context