PDP B3.2

FINAL BACHELOR PROJECT

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Interactive Lighting Squad
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# PROFESSIONAL IDENTITY

Who am I?

I am the LEGO kid, always using existing bricks to make new creations. Nowadays, this is not necessarily tiny plastic bricks, the bricks have become a little less tangible, but the principle is the same nonetheless. I love creating new things; concepts, platforms, services, businesses, using existing techniques, design cycles etc.

I started studying at Industrial design because of my interest in the combination of engineering and creativity. I was not able to grasp in what context I liked this combination, and I realised that Industrial Design would grant me the freedom to develop myself in the direction I wanted to go.

Interest in Business

Over the course of my bachelors, I have discovered an interest in business and management in myself. I participated in several electives about business, and after I took one of my projects (Mirrorcle) a semester further, stressing the importance of business in the design, I can now confirm this interest, and I believe that this is the direction I want to go in my future.

I am professional, I take responsibility, for myself, for my actions, or for whatever team I am in. I am a down-to-earth person, I am a critical thinker and I love challenging existing principles (my favourite question is: why?), but this does not get in the way of me being very optimistic. I am ambitious, I love thinking big, setting course and solving problems and hurdles along the way. I am very much result-driven, because I find it is the best indication of progress, and I work hard to reach these results. I am eager to learn, I love throwing myself into something new and unknown, pressuring myself to learn quickly. Furthermore, my communicational skills are well developed, and I am very socially open to everyone.
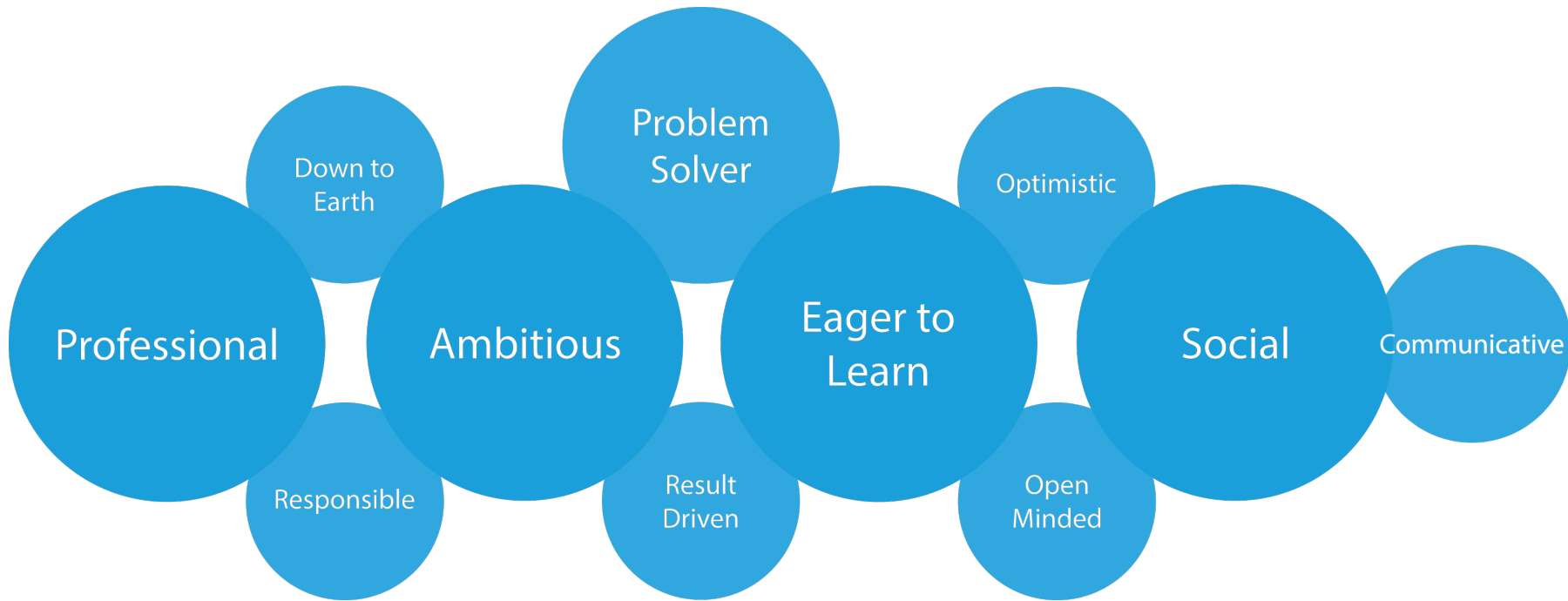
VISION

Challenge Existing Principles
As stated in the section about my identity, I am a critical thinker, and I have a passion for challenging existing principles, rules, and things that have become tradition. I always ask why, and never accept ''because this is how it has been for a long time'' for an answer.

I believe that true innovation, groundbreaking design or disruptive business comes from this mentality. For example, Ryanair questioned existing principles and asked ''why'', when they were informed that airliners need to pay to land on an airport, and found a groundbreaking way to turn the entire business around, starting a revolution in the airliners world.

Applying business to design
I believe that knowledge about the phases after conceptualising is as important to a designer as the ideation and conceptualisation phase itself, because knowledge about this saves time and effort when designing. Market validation often happens in a later stage when designing, while a lot of design choices must be based upon this.

In my design approach, I work according to the Lean Startup methods, using minimum viable products, validating as soon as possible, and pivoting when necessary, reducing the amount of time wasted on aspects that are being thrown overboard when a pivot is needed.
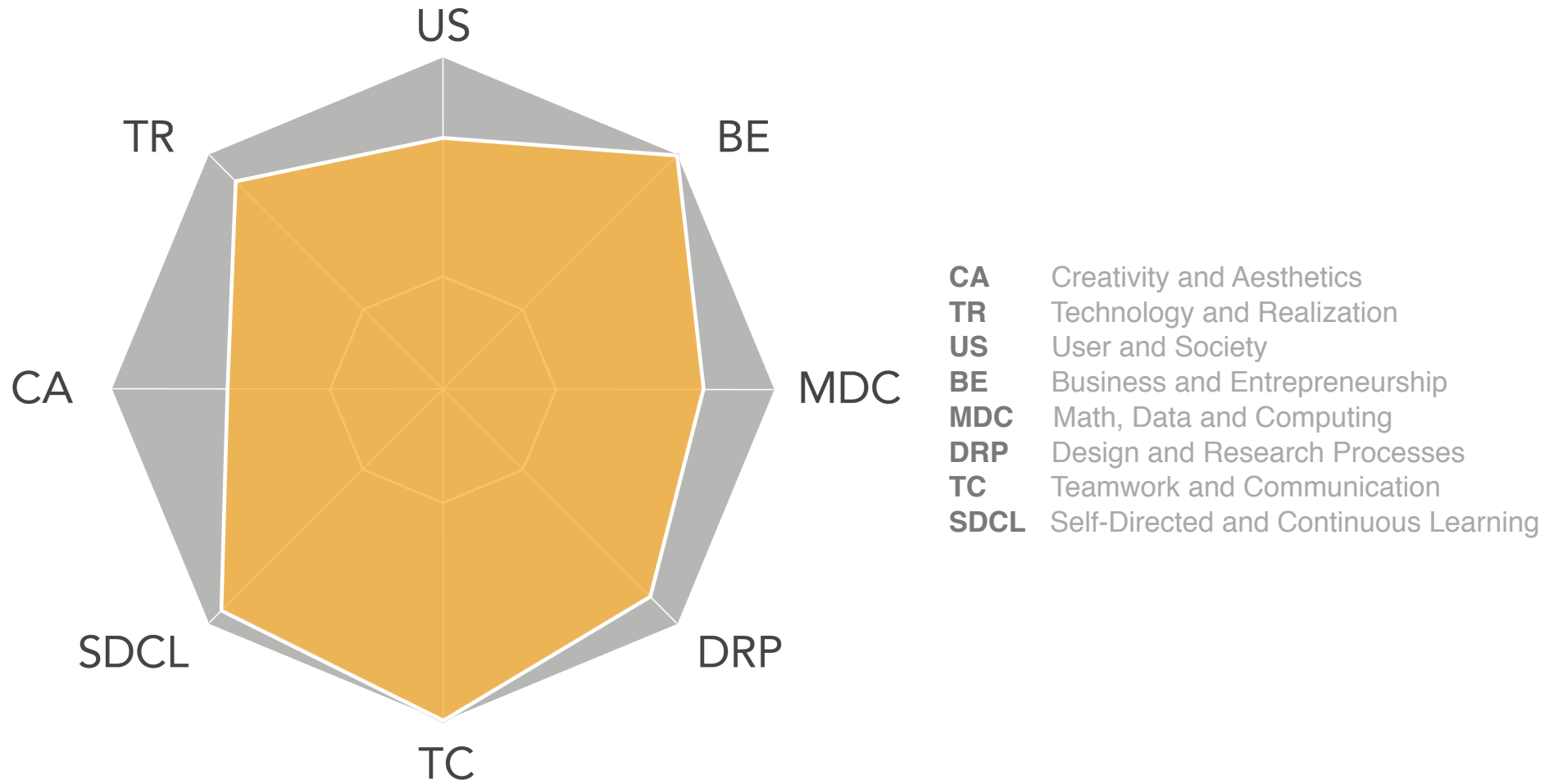
Applying design to business
I want to apply design thinking to business contexts. Defining a problem, researching, ideating, conceptualising, validating and iterating. Thinking out-of-the-box to create new ways of delivering value to all parties, this is interlinked with what I said earlier about challenging existing principles.

Applying business to design, and design to business

EXAMPLES THAT SUPPORT MY VISION
See activities & goals.

VISION

CA Creativity and Aesthetics
TR Technology and Realization
US User and Society
BE Business and Entrepreneurship
MDC Math, Data and Computing
DRP Design and Research Processes
TC Teamwork and Communication
SDCL Self-Directed and Continuous Learning

Competency development up until the start of my B3.2 semester

COMPETENCY OVERVIEW

Current State of Affairs
Up until this semester, I've learned about certain competencies more than others. I've learned a lot about Business and Entrepreneurship through several electives, by taking the project Mirrorcle a semester further than usual, and by participating in contests, workshops and other activities. I've worked in teams almost the entire time, in projects, electives, committees, etc.

I've learned how to reflect, make detailed plans, and deal with scientific information (Self-directed and continuous learning), and structure my way of working (design & research processes). I have experience with electronics, mechanical design and production techniques, which results in knowledge of Technology and Realization.

Plan for upcoming semester
There are a couple of competencies that still need a some development. Mainly Creativity & Aesthetics, User & Society and Math, Data & Computing need attention. Therefore, I have come up with a set of goals and activities that will help me reach depth of understanding in these competency areas. Read about them in the upcoming section.

ACTIVITIES
FOR THIS SEMESTER

ACTIVITIES & GOALS

Assessor Feedback
PI&V

Explore Vision
The vision in this PDP is an already improved version of the one my assessor gave feedback on. However, I want to keep looking for examples that support my vision, which is why I left a blank page next to it on purpose.

Evidence
My previous showcase lacked evidence, which is why I'm going to actively gather evidence this semester by taking pictures and feedback, and presenting this on my showcase.

Showcase
My previous showcase was on the safe side. I will be discussing my showcase with experts and peers, to test and improve it, and explore visuals and colour schemes.

Set Smart Goals
I have a tendency of wanting to do too many things at the same time. The goals in this PDP are Smart goals, this will help me keep track of what activities will overlap, and how much I can take on.

Project Interactive Lighting
US, CA, DRP, SDCL

I am participating in the Interactive Lighting project. I will be conducting a contextual study as user research (US), designing an interface (CA). I have already made a planning (page 11) for the entire semester, so I will have a conscious and structured design process (DRP, SDCL).

Furthermore, I might also learn something about electrical circuits (TR) and programming (MDC) while prototyping, but as this is not sure yet, I want to keep it open.

Elective Design for the User Experience
US, SDCL, DRP

I will be participating in the elective Design for the User Experience because I want to improve my knowledge on user testing and involving users in the earlier phases of my design process. This will improve my User & Society, Self-directed & Continuous Learning (SDCL) and Design & Research Processes (DRP) competencies. I will follow this elective during the first quartile of this year.

Elective Creative Apps
TR, MDC, CA

I will be participating in the elective Creative Apps, to learn about mobile application programming. This will improve my Technology & Realization (TR), Math Data & Computing (MDC) and Creativity & Aesthetics (CA) competencies. I am doing this because I want to improve my programming skills, and I hope to be able to implement this in my project. I will follow this elective during the second quartile of this year.

Lucid Lustrum Book
MDC, CA

I will be gathering data about our study association Lucid, its members, its bar and many other things, and converting this into appealing data visualisations. This will improve my Math Data & Computing (MDC) and Creativity & Aesthetics (CA) competencies. I am doing this because I am result driven, and this is a very quick way of generating visible results, next to my love for infographics. I have already started meeting with the Lustrum Book committee, this will end around december.

DSM Hackathon
BE, CA

Together with DSM and Lucid, I will be organising a hackathon/brainstorm about 3D printing using scented filaments. This includes setting up promotion, structuring the event and brainstorm, and working with different stakeholders, which will contribute to my Business & Entrepreneurship (BE) and Creativity & Aesthetics (CA) competencies. I am doing this because I like event management, and it is very much related to Industrial Design. I have already started working on this, the event will take place on 13 October, and expect to finish at the end of October.

SEMESTER PLANNING

5-9 Sept	Acquaintance (papers + inspiration)
12-30 Sept	Contextual Study
3-7 Oct	Ideation
10-14 Oct	Conceptualisation
17-21 Oct	Validation
24-28 Oct	Midterm Preparations
31 Oct -11 Nov	Exam Weeks
14-18 Nov	Conceptualisation
21-25 Nov	Validation
28 Nov - 9 Dec	Prototyping
12-16 Dec	Validation
19-23 Dec	Demo Day Preparations
26 Dec - 6 Jan	Holiday
9 - 13 Jan	Report
16 - 20 Jan	Showcase
23 -27 Jan	Graduation Preparation
30 Jan - 3 Feb	Graduation Presentation