

## SEMESTER 3.2

# Personal Development Plan

I'm back in Eindhoven, and ready for action. My internship has shown me a different part of the design world, and my board year has strengthened my self-directed learning and professional skills. Now, it's time to "get back into it" one final time and strive for excellence within my Final Bachelor Project.

### Where I am

As of right now, I consider myself a seasoned experience designer, focused on workflows and tools to improve user's life in fundamental ways through daily design interactions. I am proud of my professional skills, particularly my ability to communicate in a clear and (visually) striking way in meetings and presentations. While I am a programmer, code is always a means to an end: delivering the best experience a user of my designs can have.

An important metric for me is the *seamlessness* of my new product or service, both in the interaction with it as well as in its ability to blend into a user's life without them having to make changes. I believe users are always looking to simplify the amount of technology they are using, only sticking to the bare essentials. For example: people love their phones, but don't want to keep adding applications. In this, they also simplify as much as possible. This is why I believe in making experiences as transient and effortless as possible, only reaching for permanence when it actually will benefit the user every day of their lives.

### Where I'm going

Within this last semester, I want to improve and round out my skills and strive for excellence within my Final Bachelor Project. Although I have been an active entrepreneur for many years, one particular area of improvement is Business and Entrepreneurship, which I hope to learn more about in Design Innovation Methods and apply in my project.

Another focus field for me is Math, Data and Computing. Last semester I concluded that I should *also* rely on my own intuition to make design decisions, as I felt empowered by how easily I could apply my available knowledge within my internship. I want to keep up this sentiment, yet also learn a bit more about using data to further solidify and inform my design decisions.

I personally feel most comfortable within the Technology and Realisation- and Creativity and Aesthetics competency areas, which is why it these are featured once more within this PDP. I don't want to fully neglect User and Society, but I do want to be honest to myself as a designer. At the end of the day, I'm a product guy. I am not the biggest fan of qualitative interviews or perspective switching as an end in itself, but will of course use the necessary means to arrive at the best product or service.

# Final Bachelor Project

## **Goal 1** Learn and apply business knowledge

Business and Entrepreneurship

I want to apply (new) business knowledge from DAB200 to inform my design decisions, and create something that will fit into organisation as easily as it will fit into people's lives.

*Action* Use the Business Model Canvas and the Value Proposition Canvas to get an understanding of my product and find opportunities. Discuss with external companies what would be needed to implement my product.

*Deadlines* Use of different models before the Midterms, company interviews before Demo Day.

*Followup* Reflect on using the different models and the changes I made thanks to company interviews.

## **Goal 2** Rapidly prototype

Technology and Realisation – User and Society

I want to dust off my Arduino skills, and start making quick design experiments to validate my ideas and, most importantly, get out of my head and into the real world.

*Action* Check out Cardboard Modeling tutorials. Create paper, low-fi, and (semi-)electronic prototypes and test them out in user tests.

*Deadlines* Try and create a simple prototype every two weeks. Use test results of one week to come up with new direction(s) in the next week, and repeat.

*Followup* Document different prototypes and difficulties. Reflect on newly acquired T&R skills.

## **Goal 3** Make data-driven design decisions

Math, Data and Computing – Design and Research Processes

I want to learn how to collect and analyse data from both quick user tests as well as longer-running prototypes, and use the analysis to inform my design direction.

*Action* Set up Thingspeak and use it to collect data from my prototype.  
Discuss with coaches and friends how to do proper data analysis.

*Deadlines* Incorporate proper data-driven design decisions in the Midterms and Demo Day.

*Followup* Reflect on talks with coaches and friends, and on what I will now do differently.

## **Goal 4** Push my realisation skills

Technology and Realisation – Creativity and Aesthetics

I want to push myself in creating a prototype for the Demo Day that is beyond what I would be comfortable with as a mostly-digital designer. I'm hoping to incorporate my digital skills in this as well, and create something that is impressive in both its online and its offline component.

*Action* Re-read my Basic Forgiving Skills report. Get comfortable (again) with working with my hands, and deliver a prototype at Demo Day that is the highest quality I've made.

*Deadlines* First prototype try-outs for Midterms, then go big for Demo Day.

*Followup* Reflect on my physical making skills, my digital comfort zone, and changes to them.

## **Goal 5** Make use of my network

Professional Skills

I want to know when to trust my own instinct and when to involve external parties, both professional as well as amicable, and what to ask of them when I do.

*Action* Don't be afraid to reach out to different people in my network to ask questions to, get expert opinions from, or help me out with tasks to be done.

*Followup* Reflect on the questions posed in this goal when evaluating my professional identity.

## Other

## **Goal 6** Become an Intelligent Lighting Engineer

Technology and Realisation – Math, Data and Computing

I want to finish the course 7HK30 Physics of Light, and thus meet the requirements for the Engineering Intelligent Lighting certificate.

## **Goal 7** Figure out what's next

I want to explore further my international study options, talk with Master's at Industrial Design, check out Open Days, and ultimately decide on a future Master's degree to pursue.