PDP – B3.2

Vision (directly from B32 showcase)

During my internship at Océ, I found out about the role of an interaction designer in a multi-disciplinary team. The task of a designer in general is to go beyond limits, try new things. As a designer, you are "the guardian of the vision", where other parties of a team might hold back and focus on more conventional ways, dealing with limitations. As an interaction designer at Océ, I experienced that you can convince the multidisciplinary teams to step away from the conventions, in favor of the concept you are making, or the vision that you have.

Besides, I think that a designer has a role of incorporating societal aspects into projects, as the engineers will solely focus on technicalities. But a designer bridges this gap by asking questions. What is the effect on actual users? Can you manipulate the users or society with your concept, for the good? Does the concept have negative consequences? These are questions that make a great product a product that is going to be accepted, purchased and used. This is where a design is responsible for.

Breakthrough technologies gets me excited, but most likely there is a gap between this new technology and getting the society to accept it. So I think an interaction designer should be able to not only envision new concepts, but also ease the change for society that is required with this concept.

Identity (directly from B32 showcase)

Having run an automotive-related project, I found out what it is like to work within this branch of design. Due to a change in vision, I focused on interaction design within the automotive world. I identify myself with interaction design, as I find it one of the most important aspects of building a product, service or experience. In my previous projects, designing the interaction was always high on my priority list, and my internship fueled this even more.

During this project and the B3.1 internship, I worked on a presentational prototype. This showcases the intended functionalities and user interactions as accurate as possible, where other aspects might not be perfected. I believe that being able to present the interaction, the purpose, is more important than presenting the form-factor, in that sense.

I design websites, and interaction design plays a big role here as well. A website needs to be alive, in order to be successful. This means you need both a regular stream of visitors as well as a website that suits the moderators and purpose perfectly. Not only does the website need to be easy to maintain, it also needs to be relevant to the context. In addition, the moderators need to feel "at home" while creating content. If a product or website is convenient to use, and suits the context well, it is most likely to be used often and wholeheartedly.

Envisioned identity (directly from B32 showcase)

This semester I started with the objective to find out more about what interaction design is like in the automotive branch. I partially changed my ambitions regarding interaction design. It is not specifically the field of automotive design that fascinates me, I like to incorporate contextual awareness and societal awareness into design projects in general. Envisioning change in society with a concept, investigating the implications of the change and how to make the change go as smoothly as possible is my new aim. In short, I want to become an interaction designer, but this is still very much a broad area: the automotive branch, or the software branch (experiences at Océ and Red-n-Red) are the main areas of interest right now.

Current development

During my B3.2, I am confident that I reached depth level for many of the competency areas. The strongest competency areas are:

- Self-directed and Continuous Learning

- Form and Senses

- User Focus and Perspective

- Designing Business Processes

In the PDP for the current semester, I wrote that I wanted to develop the competency areas **Socio-cultural Awareness**, **Communication** and **Integrating Technology**. All of these competency areas have been covered during the semester, in different activities.

- **Socio-cultural Awareness**
  I developed this competency area by means of co-reflection. The empathic research that I did within the context added another method to my curriculum of empathic research methods.

- **Integrating Technology**
  This competency area was developed within the project by means of building presentational prototypes. But it was also developed within the activities **web design** and **Red-n-Red**. With respect to the B31 semester, I integrated more depth into this competency area.

- **Communication**
  Where the B31 semester lacked the communication part to some extent (due to NDA), I got a chance to iterate on the various types of communication this semester. Mainly within the field of presenting I iterated more than in my B31 semester. I felt that the presentations throughout the semester were concise, although at the Demo Days they perhaps lacked a bit of structure. But when it comes to other means of communication (report, movies, organizational) I think it is going pretty well. The organizational skills required some iteration throughout the process, but in the end it worked out well.

Where do I want to be?

During my B3 I found out where my ambitions are. Interaction Design is the main field of interest here. Coming up with concepts, testing them with users and integrating the user perspective in multidisciplinary teams is what I like to do. During my internship at Océ I found out that Interaction Design in the software branch sparks my interest. This means that I can already define where my priorities are and what I want to develop into expertise level to the biggest extent. It concerns the following competency areas:

- User Focus and Perspective

- Socio-cultural Awareness

- Form and Senses

- Ideas and Concepts

- Designing Business Processes

The core competencies should however be taken into account as well, even though the focus will lie on the aforementioned competencies

- Self-directed and Continuous Learning

- Teamwork

- Communication

Goals / development observations

Opportunity to follow envisioned identity: project choices

I would like to choose projects where user focus and context involvement are high-priority. There are quite some projects that fit to this image, but some particular projects spark my interest. These are summed up in random order over here:

- Don't Drive / the Sports Car (playful interactions):
  Due to the theme, I liked this project. It is about the passengers of a car during a long road trip. The automotive branch is still a field of interest, even though it lost priority. Doing a user-centered design process here can still be interesting for me.

- Service 2.2: A Renewed Customer Journey (Light Time Space Move):
  This project sparked my interest as it takes place into a real user-scenario. As I am in the process of launching my own business, I am interested in customer service and customer involvement. This project enables me to run a process that is aimed at the context of use, and it leaves room for user/customer involvement.

- Memory Treasures (Light Time Space Move):
  This project is about reminiscence around objects and multimedia that is gathered throughout life. It is another field of interest of mine: in some way, keeping a website up-to-date is similar to keeping a life-journal or updating your Facebook timeline regularly. My interest for creating reminiscence opportunities for clients is relevant here, although it is most likely more personal for this project. It is a project that has potential to be approached from a user-involving perspective.

Develop an interactive, representative prototype

For the next project, I want to develop a proof-of-concept. Last project was aimed at a future technology that does not exist yet, and the implementation did not go beyond a model that visualizes the concept. It was the right means for the project to present the concept, but next time I would like an interactive prototype that serves as a representative exhibition model.

Find, involve and work with stakeholders: clients, users

During the internship, I experienced intense stakeholder-involvement. This was not at all the case with the B3.2 project, although users were involved after all. My next project should have a client, and if possible, flexibility to collect/contact/find stakeholders. As I like to perform a user-centered design process, there should be a clear user group.

See next page for another goal…

Boost and finalize the starting-up process of Red-n-Red during the summer holidays

The web design company that I am starting up with my brother is currently undergoing a slow start. We should be able to boost the starting-up process in the summer holidays. We should have a clearly defined service (rates, technical service, vision), a platform of reaching audience, and possibly early clients. Considering what has to be done, a checklist can be made. Possibly, this will be extended over the course of starting up.

- **Design, develop and finalize our own CMS for basic use.**
  We should have a Content Management System for implementation into clients' websites, so they can easily maintain their websites. The concept is there, up next is building it and possibly testing it.

- **Define our service.**
  What are our rates? How do we define the price of the websites we make? What is the service we deliver to our customers? How do we maintain customer relations?

- **Create a platform for interaction with an audience.**
  This is two-sided: technical-organizational and strategic. We can think of how to build a platform (a blog on our own website, social media) and build it. Besides, we can work on a strategy to reach audience. We can post adverts at websites like Marktplaats, but also take action on social media. There are several tactics that we can consider. Most importantly, we need to attract clients.

That is where it will all begin. But to deliver the best service, we want our CMS to be able to handle any possible situation. This might require some custom implementation per client, after which we can add this feature to the CMS so we can implement it in other clients' projects as well.