

# Internship Report

Innovation Booster



INNOVATION  
BOOSTER



**Name**  
**Teacher Coach**  
**Date/Place**  
**Internship Length**  
**Student Number**

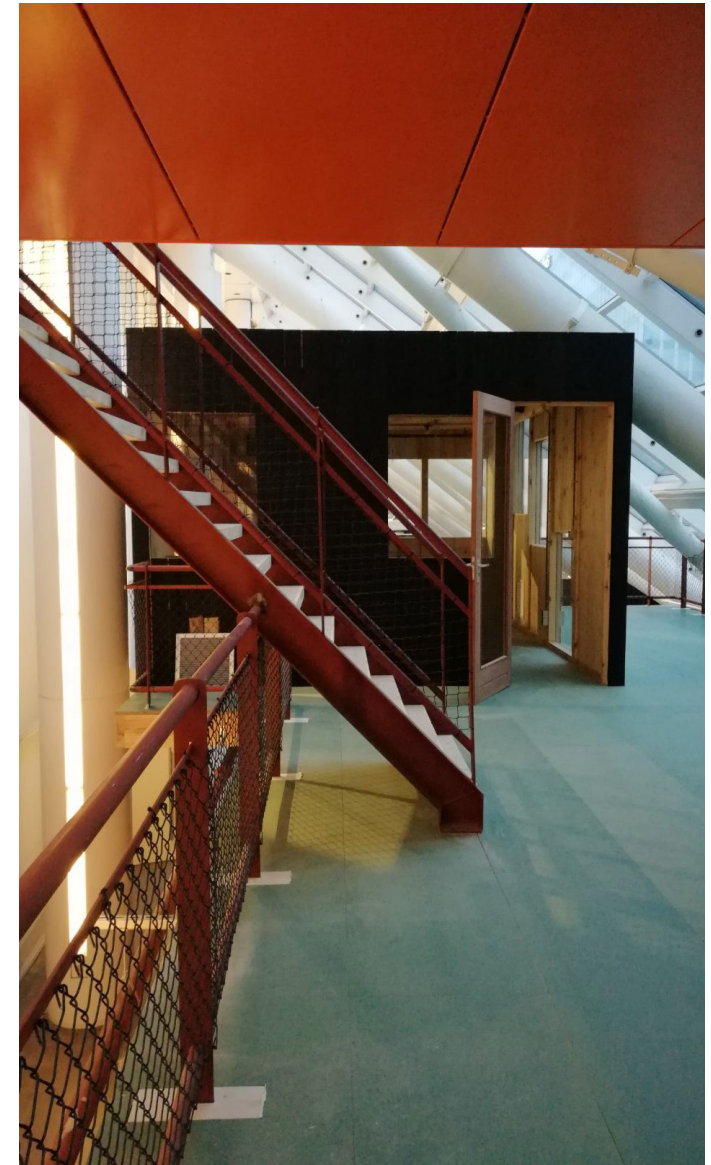
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05.01.2018, Eindhoven  
31.07.2017 - 8.12.2017  
0954410/s153495

**TU/e** Technische Universiteit  
Eindhoven  
University of Technology

# NDA

Considering the project confidentiality Innovation Booster owes to the client organizations, I will not name the companies by their own company name. Instead, the companies are given fictional names to make reading pleasant. Neither will I use images/visuals that might identify employees at these companies or that might make the company recognizable. Also, some text in the visuals is made unreadable for this reason.

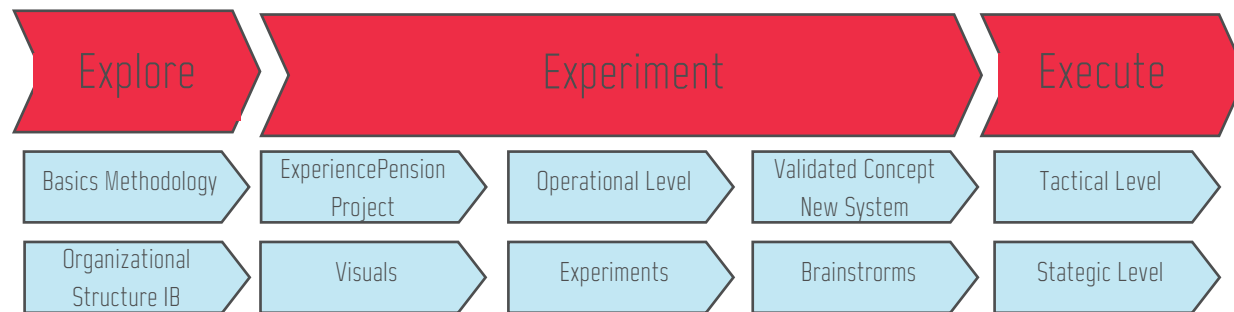
- ABLE - Oil and Gas Organization
- Advance - Employment Agency
- CaringforCars - Automotive distributor
- Cover - Insurance Company
- ExperiencePension - Pension Fund
- Growth - Pension Fund
- Keyman- Insurance Company
- Pack-it - Transport Company
- Pure - Drinking Water organization
- Refresh - Company for drinks
- Rock-it - Space Organization





# SUMMARY

For a period of nineteen weeks, I did an internship at the company Innovation Booster in Amsterdam. Innovation Booster helps large enterprises to make innovation work. During this internship I focused on developing my skills in the competencies Business and Entrepreneurship, Creativity and Aesthetics and in User and Society. In the first few weeks I got to know the Innovation Booster methodology Entrepreneurial Innovation. This methodology gave me insight into business processes, taught me new tools, experiment types and company strategies. I joined one project fully at ExperiencePension to gain experience in applying the methodology. In the last few weeks of my internship, I applied my knowledge and my gained experience on a strategic and tactical level at diverse projects. To improve in Creativity & Aesthetics among other things I graphically designed multiple visuals to clarify processes and to transfer knowledge. This internship gave me the insight that I would like to focus on the business aspect of design processes. Furthermore, I learned that I like to work in a creative and flexible company.



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# INTRODUCTION

Innovation Booster is a company that applies the unique methodology 'Entrepreneurial Innovation' to make innovation work within large enterprises. Innovation Booster set up this methodology themselves based on well-known design and business principles such as Design Thinking and Agile and Scrum. My internship at Innovation Booster was a rollercoaster but a really nice one. Not only I improved my skills in all competencies, I also experienced what it is like to have a 'real job'. I choose to do an internship at Innovation Booster because I thought an internship would be very beneficial for me since I wanted to experience what it is like to be an Industrial Designer in the work field. Furthermore, I wanted to work on my Business and Entrepreneurship competency skills and I found business innovation interesting. Moreover, I wanted to know if starting up my own business is something I would like to do. Therefore my choice was on a fast developing young company that is also focusing on launching new businesses and concepts.

I think this experience of working in this startup is really valuable for me. I focused on improving my skills in Creativity and Aesthetics, User and Society and Business and Entrepreneurship. But my professional skills improved as well. With the help of the coaching of my company coach, I managed to make this internship a success for me. This report describes my activities, my goals and my development.



# ABOUT INNOVATION BOOSTER

Innovation Booster is a company founded in 2012 that helps large enterprises to make innovation work. The enterprises might not be able to kick-start innovation initiatives or to scale them which is why they have less performance in the market, they experience insecurity of continuity of the company or are not able to keep up with the fast-paced changes in the market.

Innovation Booster is growing fast. Currently, there are thirty-eight Boosters in total, a new office is opened in Greece and Innovation Booster has been active in a total of eleven countries. All employees of Innovation Booster are called Boosters. The organizational structure of Innovation Booster is based on holacracy. It is a flexible structure that consists of both internal and external teams. There are three main roles employees have within the company:

- **Booster** leads a team from a client company.
- **Partner Booster** guides the Booster(s) that guide project team within the client company and manages Innovation Booster in Amsterdam.
- **Founders** founded the company and manage Innovation Booster globally on a strategic and tactical level.

Innovation Booster helps their clients to innovate and to transform their organizations by applying their own methodology called Entrepreneurial Innovation. Since new business goes hand in hand with organizational change, Entrepreneurial Innovation can be divided into two main focus points: Business Innovation and Innovation Transformation.



**ALWAYS  
IN  
PURSUIT  
TO  
CAPTURE  
FUTURE  
VALUE**

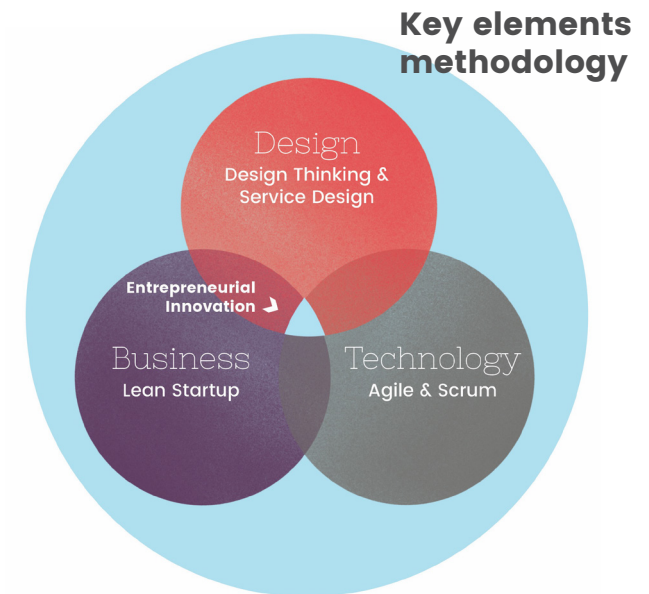
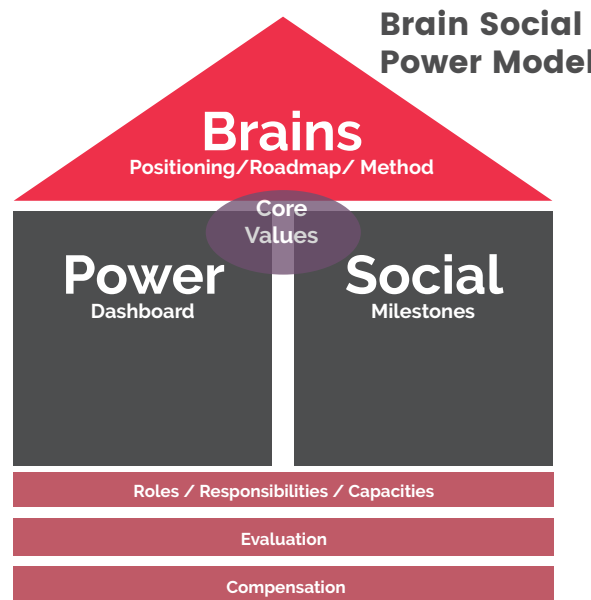
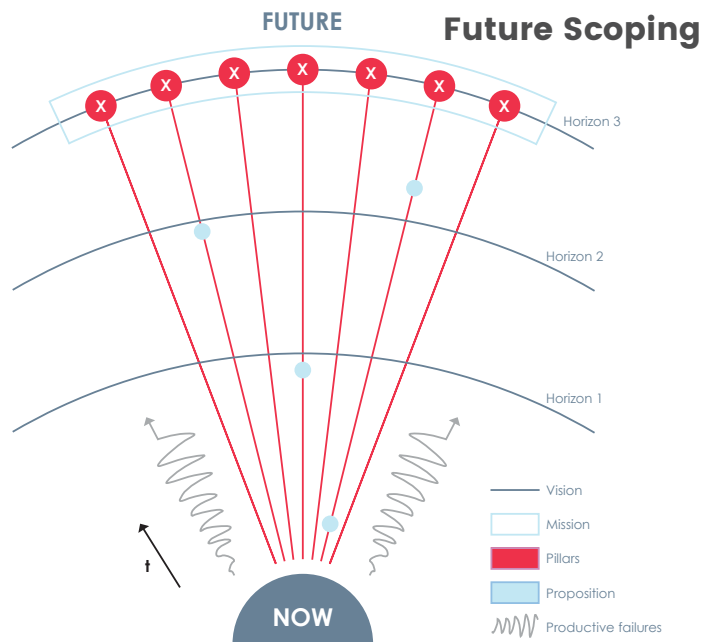


# ABOUT INNOVATION BOOSTER

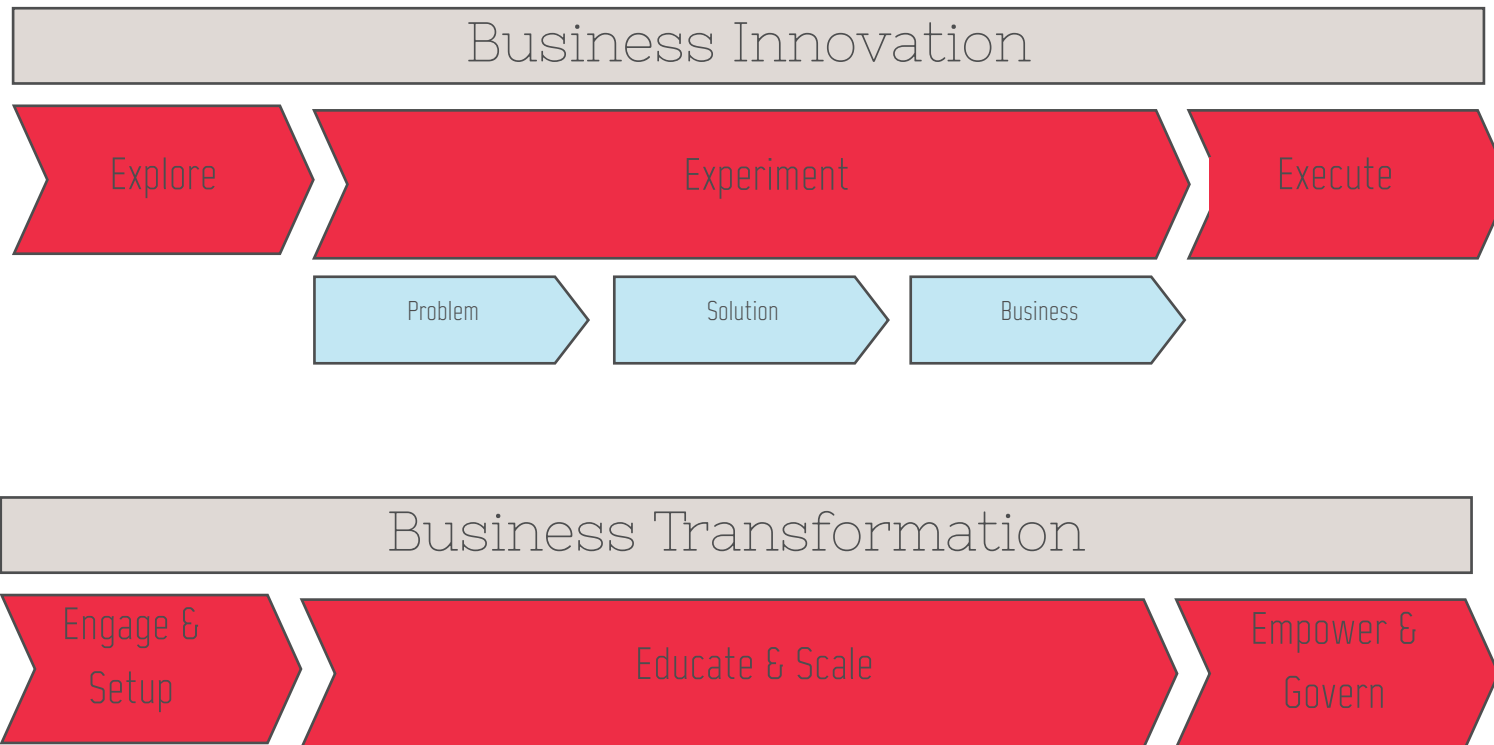
Business innovation focusses on creating new business opportunities for the organization. Business Transformation focusses on changing the mindset of the employees and embedding innovation in the core of the organization. The methodology has three key elements; design, technology and business. (Design Thinking, Agile & Scrum, Lean Startup). For each phase, some tools or canvasses are used. For the explore phase, for instance, there is the Future Scoping Model, a model designed by Innovation Booster to map important trends, the vision of the company and where the company wants to be within a certain amount of years to guide the company from the current position to the next position.

Besides, the Brain Social Power model is frequently used. This model can be used as a guideline to structure a company. It is also a leadership model, which facilitates the coaches and managing of teams and peers. The social and power elements of a company should be in balance, in order to reach the full potential of the Brains of the company; Good positioning, are they going where they should go and want to go?

Innovation Booster applies the methodology also on the company itself, by for instance making iterations of their structure and methodology and by making sure their Brain Social Power is in balance by setting milestones, for instance monthly drinks, StrategyDay and the IB Birthday. Innovation Booster highly values these social and power milestones so you are always required to be present.



# ABOUT INNOVATION BOOSTER



**EXPLORE**  
**EXPERIMENT**  
**EXECUTE**



## ACTIVITIES & PROJECTS

My internship can be divided into three main categories: Explore – Experiment – Execute.

In the first five weeks, I worked on **the Explore Phase**. This means I was exploring what kind of company Innovation Booster was, learning the basics of the methodology and getting to know the organizational structure, the culture and all Boosters.

The next few weeks, I worked on **the Experiment Phase**. In this phase, I focused on one project at ExperiencePension. I joined two Boosters to coach a team at ExperiencePension. By helping out, both design and strategy wise, I learned to become proficient with the methodology of Innovation Booster and the way of working on an operational level.

In the last phase of my internship, **the Execute Phase**, I joined multiple projects and I put my knowledge and experience into practice. I helped the Booster at the project to boost innovation at the client company and to transform the organization. I was mostly helping out at a tactical and strategical level.

The key activities I did in these phases are described on the next pages.



# ACTIVITIES & PROJECTS

- Joining the BoosterClass. This is one week of lessons in which you learn the IB methodology. This taught me the basics of Entrepreneurial Innovation and I will use this knowledge in my design projects.
- Graphically designing workbooks for projects. This improved my skills in various Adobe programs. I will use these skills in making posters and other visuals in my Final Bachelor Project.
- Designing posters to visualize the structure of a project. This improved my skills in various Adobe programs. I will use these skills in making posters and other visuals in my Final Bachelor Project.

- Joining the fixer sessions on Friday. This is a session in which Boosters present their problem and other Boosters may ask questions about the problem for ten minutes and another ten minutes may present solutions to the problem in order to solve the problem. Each session I got new insights into the problems Boosters had during their projects. This increased my knowledge in how to structure a project and how to manage a team. This knowledge improved my understanding of Entrepreneurial Innovation and I will use this knowledge in next projects.



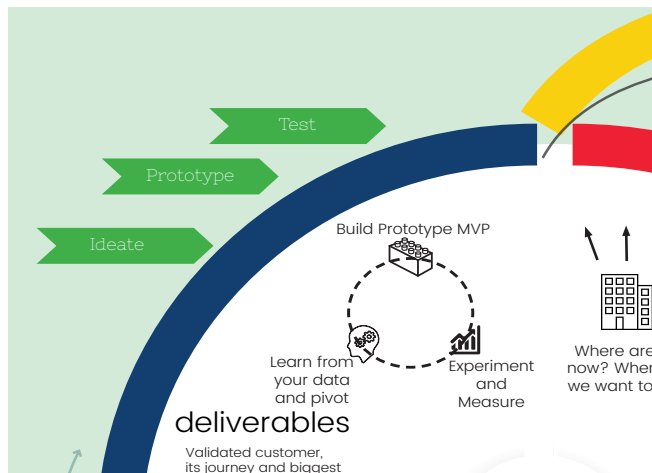
- Helping to organize the IB Birthday, an event to celebrate the fifth anniversary of Innovation Booster. At this event clients came to join a creative session. This improved my professional skills, such as teamwork, communication and planning. These skills will be valuable for group work in the future.

- Joining Friday sessions in which there were one-hour presentations about finished projects, trends, technological opportunities, etc. These sessions improved my knowledge on diverse topics. In this way my business skills were strengthened. I will use this knowledge in future projects.

- Helping to organize IDConnect, an event study association Lucid organized together with three companies, one of which Innovation Booster, to provide Industrial Design students with a case study to be presented at the Dutch Design Week. This also improved my skills in planning and communicating.

- Giving a crash course on the methodology of Innovation Booster. In this way, I learned to explain the Entrepreneurial Innovation and this was a check to see if I really understood the methodology.

- Filling in the Business Innovation tools. This gave me insight into how and when the tools can be used. I will use these tools in my future design projects when applicable in the design process.

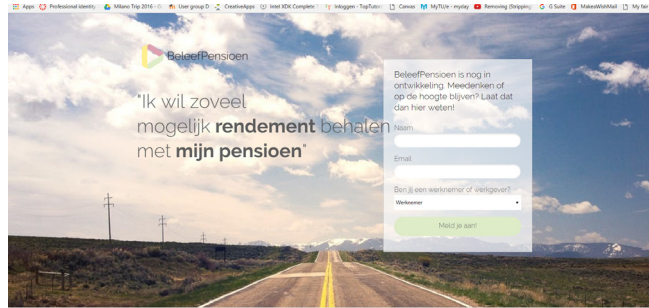


# ACTIVITIES & PROJECTS

- Joining the operational meeting, the 0,5-hour meeting in which Innovation Booster discusses the past week. This gave me more insight into the way of working of Boosters. I applied this knowledge to the projects I was working on.

- Once a month joining the tactical meetings, in which Innovation Booster is discussed on a tactical level. This gave me insight in Innovation Booster on a deeper level, such as how well Innovation Booster was reaching its targets. In this way, I got to know the structure of Innovation Booster and I hope this will help me to structure my own company once.

- Joining the strategic day, a quarterly meeting in which the strategic level of Innovation Booster is discussed. This gave me insight in Innovation Booster on a deeper level, such as is Innovation Booster still on the right path considering the mission and vision of the company. This taught me more about what the why, how, what of a company is and how a company can be steered to the right path. This will help me to structure my own company once.



- Designing a variety of visuals such as an app, flyers, landing pages to be used as an experimentation tool. By doing this, I learned about different experiment types. I will use this knowledge to choose applicable experiments in my next projects.

- Developing a tool/process for Innovation Booster to map relevant trends. This improved my skills in visualizing thoughts. Furthermore this increased my knowledge on trends. I will use this tool in my next projects in order to focus my concept on relevant trends.

- Thinking along on a strategical/tactical level. For instance, thinking about how to improve communication or what is the vision of the company. This strengthened my knowledge and skills in Entrepreneurial Innovation and I will use these skills in my future projects.

- Giving brainstorm workshops. I learned more about brainstorming techniques and I learned to present for a team in a corporate. This boosted my confidence and this will help me to give a presentation in the future.

- Accompanying Boosters at their projects. In this way, I saw the Entrepreneurial Innovation methodology in practice.



# GOALS

After a discussion in the first teacher coach meeting, I decided to focus on the competencies Creativity and Aesthetics, User and Society and Business and Entrepreneurship. Although I also developed myself in the competencies Self-directed learning and Team-work & Communication, my focus during this internship was on the competencies mentioned. On the next pages you find the goals I set for myself at the beginning of my internship.





# GLOBAL GOALS

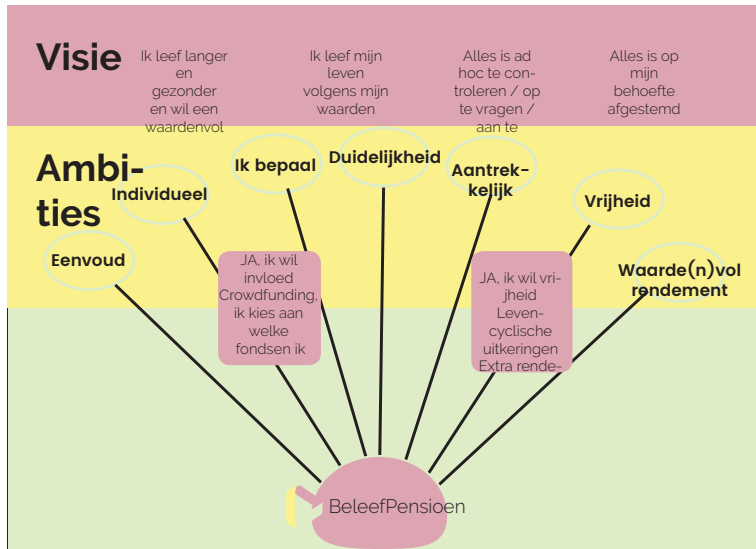
## “Improve my knowledge of Business Innovation”

Vision and Identity – Business and Entrepreneurship

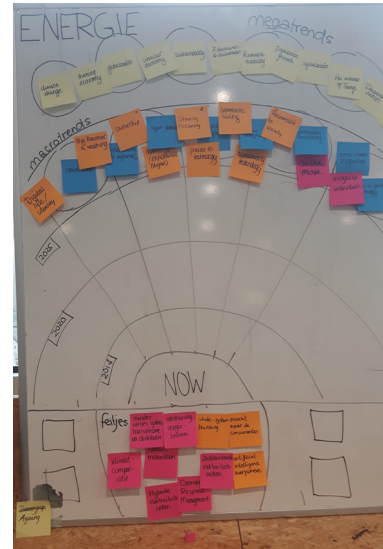
My knowledge of Business Innovation increased a lot during this internship. In the beginning of my internship, I had some difficulties with understanding the tools and the definitions the Boosters were talking about. However, making a definition list of frequent used tools and words based on the methodology, helped me to get a basic understanding of the methodology. This knowledge increased due to multiple events and tasks. The BoosterClass I joined at the beginning of my internship, taught me the basics of Entrepreneurial Innovation. In this Boosterclass the complete methodology of Innovation Booster and how it can be applied was explained. I learned how the content of different projects differs. Furthermore, I got insight into what kind of person I am and how I can respond better to people with other characters by doing the Color Insight Test. I also learned how to use innovation tools, what the ‘Why-How-What’ of a company is and that it is important to first look at the market and then start designing in an iterative way. I started to apply the learned knowledge to the ExperiencePension project.

During the project at ExperiencePension, this knowledge was enriched by gaining experience in doing experiments, workshops, filling in the tools and learning about stakeholder management. In the next phase of my internship, I applied the knowledge and experience I gained by helping out other Boosters on a deeper level such as thinking along with the Booster about the vision of the organization or about the communication within the company. Besides the projects I joined, I also read The Lean Startup written by Eric Ries. The methodology of Innovation Booster is partly based on this book, so this book gave me more clarity and insight in Entrepreneurial Innovation.

I think this knowledge of Business Innovation is important for me as an Industrial Designer because I can apply the methodology in my design process. This means I now know it is important to first look at the market and then start designing in an iterative way. Additionally, I now have insight in what tools I have to use to get insight in my user and the market, what steps I need to take first and how I can test my concept in the best way.



Future Scoping model filled in for a proposition at the ExperiencePension Project.

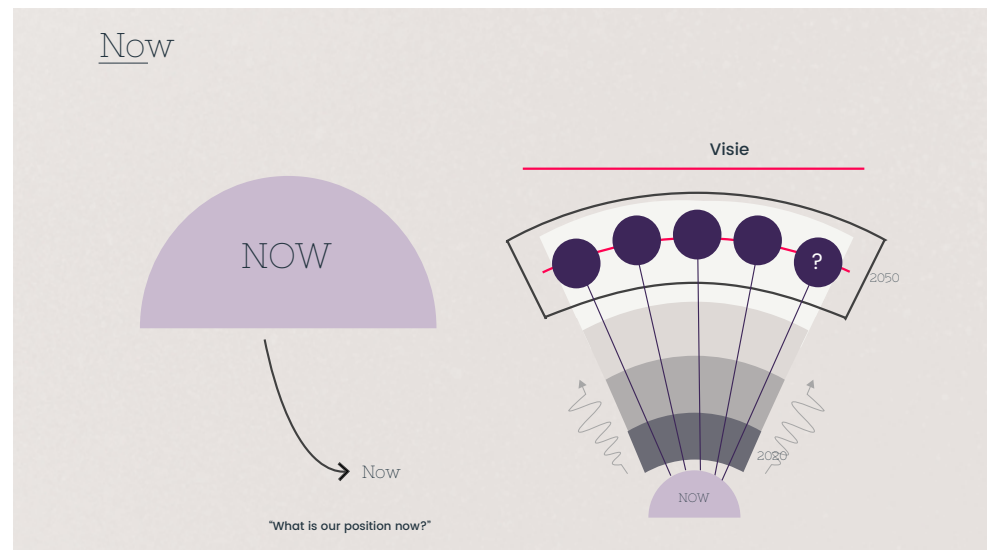


First time filling in a Future Scoping Model.

## Innovation: Jargon-Jip

<p><b>J</b> Journey of findings: The way you got to the final result. The journey entails the experiments carried out to get there.</p> <p><b>K</b> Key Performance Indicator (KPI): Key business statistics which measure a company's performance in critical areas.</p> <p>Key stakeholders: People who have an important role or expertise regarding the project/topic.</p> <p><b>L</b> Landing page: A placeholder website that looks like if your idea already existed. The page contains a couple of sentences that explain the value proposition of the product/service and has a call to action on it (button, ability to leave contact details etc).</p>	<p><b>Landscape:</b> Often referred to as business landscape. It is the environment where the organization operates in.</p> <p><b>Lead generation:</b> The action or process of identifying and developing potential customers for a business's products or services. Plays an important role in sales.</p> <p><b>Level of customer acceptance:</b> The level of how far a customer is accepting a certain product or service. The innovation adaptation lifecycle is often used for this matter (eg. early innovators, early adopters etc).</p> <p><b>Milestones:</b> Team moments where there is room for knowledge sharing, team bonding, and decision-making.</p> <p><b>Mom-test:</b> An interview technique in which the interviewee is asked about past behavior in order to prevent deliberately socially acceptable answers.</p>	<p><b>N</b> Net Promotor Score (NPS): Team moments where there is room for knowledge.</p> <p><b>O</b> Open API structure: The way the technological development of a company is organized. Open means that the company collaborates with external parties.</p> <p><b>Operational level:</b> A level in the organization, often referred to as the practitioners. They are often the ones within the innovation teams.</p>
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Defenition list for in the Methodology Deck for all Boosters.



Presentation for the Management Team at Rock-it to explain the importance of a strong vision and milestones.

# GLOBAL GOALS

“Experience what it is like to work in a small but fast developing company”

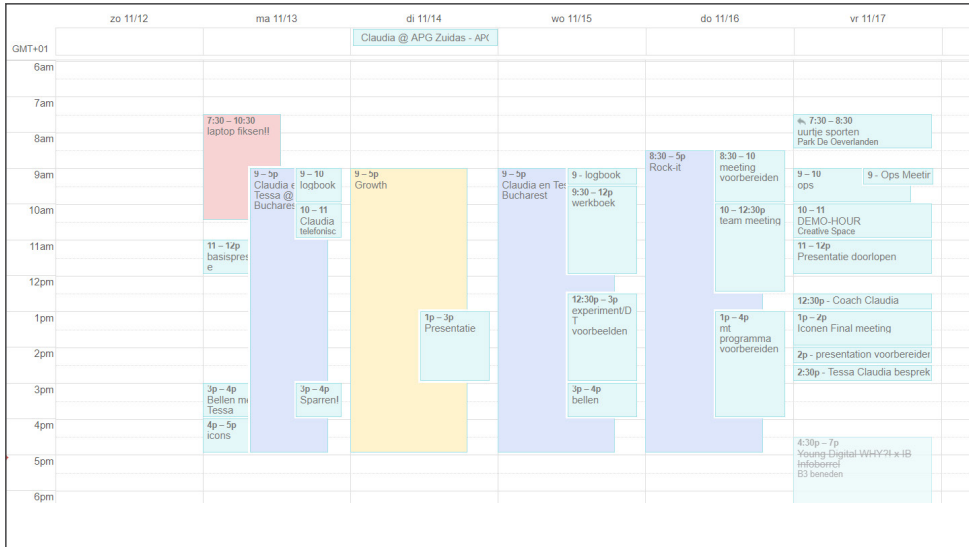
## Vision and Identity

The fact that Innovation Booster had fifteen employees in total last year and now already thirty-eight stunned me. Innovation Booster is a small company and yet active in multiple countries and they just opened an office in Greece. New Boosters joined the company during the period I was an intern, which gave me the opportunity to teach them parts of the practices within Innovation Booster and parts of the methodology. This was a check for myself if I really understood the methodology and the practices of Innovation Booster.

The many projects that are divided over the Boosters ask for a fast-paced process. The projects differ but they all acquire a lot of effort, good insight into the client company and a flexible attitude. I experienced the workload as quite high but this made me develop my professional skills. I experienced some difficulties with planning my tasks in the beginning of my internship. I had the intention of always doing what was asked of me to do. However, too many Boosters were asking me to do some tasks and in this way I had too many tasks to fit in one week. Therefore I learned that in order to achieve my learning goals, I had to start saying ‘no’ to other tasks. This helped me to be more confident in communicating my wishes and needs for the internship. Along, I learned to plan my tasks in my agenda and to discuss this with the Boosters I worked together with.

For this, I learned to communicate the expected length of a task and what is expected for a task. In this way, I learned to work individually on tasks, but also to work in a team in a professional environment. I will apply these communication and plan skills in my future career and projects. So if I would do another internship, I would make my goals clear from the beginning and I would make my boundaries clear as well and communicate my agenda and planning of tasks.





My Google Drive agenda in which I planned my tasks and meetings.

IB BDAY 5 - Planning

Bestand Bewerken Weergeven Invoegen Opmaak Gegevens Extra Add-ons Help Laatste bewerking werd op 8 november 2017 uitgevoerd door Tessa de Jongh

A	B	C	D	E	F
		<b>DRAAIBOEK</b>			
		<b>WAT</b>	<b>WIE IN CHARGE</b>	<b>WIE BETROKKEN</b>	
		Builders/ aankleding	Alje	Emil, Job	
		Inloop/ Faciliteren	Jaimy	Ajp Jannetou Carlijn Daan David Emma Laura Lems Lidewij Marianne Muriel Roos Rox Thomas Wouter R. Wouter S. (Floris - Janssen) Miro	
		Food & Booze	Rosanne	Staglars + 3 serveersters (17:00)	
		Deejeeeh	Ernst	Floris, David	
		Praktisch	Marco	Thomas, Wouter R	
		Hollywood	Job	Verena	
		Rondleiding	Lems	Allard, Muriel, Lidewij, Emma, Wouter S	
		Fotohoek/ vraag maar raak	Daan	Daan, Gilles, Rox, Lidewij	
		Parkrangers	Allard	wie o wie	
		Bodyguard/ Maarten / Timekeeper Middag	Tessa	x	
		Cadeau	Laura	x	
	Start is het?				
	1300 - 1500	<b>Opbouw</b> Meehelpen opbouwen en versieren	<b>OWNER</b> ALJE, MARCO, LEMS	<b>BETROKKEN</b> Emil Job Thomas Wouter R Allard Muriel Lidewij Emma Wouter S David	
	14:30 - 14:45	Opzetten audio/muziek/DJ	ERNST	David	
		Briefing met B. en Rox en team	ROX	Emil Claudia Verena Milou Margot Luc	
	1500- 1530	<b>Inloop</b>	<b>JAIMY</b>		
	1500	Klant rijdt naar B3 om te parkeren	ALLARD		
		Booster 1 bij de ingang	ALLARD		
		Booster 2 die samen met Jan achter naar voren waar de klant kan		Luc poort	
				Wie? collega inparkeren	

An Excel Sheet I used to plan the IB Birthday together with my teammates.

# GLOBAL GOALS

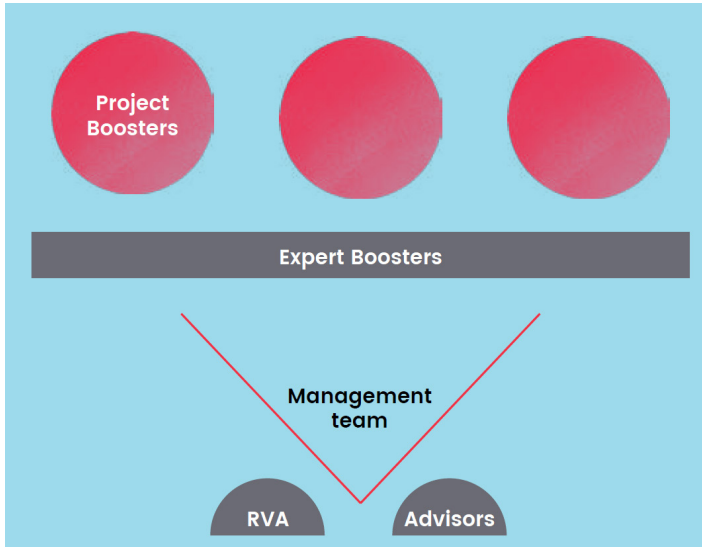
“Get to know the structure of Innovation Booster and learn how different expertise are brought together”

## Vision and Identity

In the beginning of my internship, I got to know the structure of Innovation Booster by having conversations with Boosters about their background, what they do for Innovation Booster, how the company was founded and who has what role within the company. This was explained further in the BoosterClass. I learned to fully understand the structure by being a part of it during my internship. I found out that most Boosters have different background studies. They do all have a Master degree diploma. Their knowledge is put on a par in the first few weeks of their employment. They also do a personality test in these first few weeks. Mostly Boosters with different characters are put on one project so they can complete each other better. I like that every employee has an equal position within Innovation Booster. Besides this gave me the opportunity to do the tasks I wanted to do and to have input in the organization/methodology/questions Innovation Booster dealt with. Furthermore, the teamwork within Innovation Booster taught me that teamwork is not only dependent on communication and knowledge, but also on characters. For instance I organized the Birthday of Innovation Booster for clients and friends and family together with three teammates. I was also in a team of Boosters and client colleagues to do the project at ExperiencePension. The team for the Birthday consisted of Boosters with similar characters.

However, the team at ExperiencePension consisted of team members with more diverse characters. I noticed that the team team for the Birthday experienced difficulties with some particular tasks, whereas the team at ExperiencePension completed each other more.

I will use this knowledge in my next teamwork projects. I hope to understand better what the strengths and weaknesses of others and myself are in order to achieve excellent teamwork. Next, I hope to apply this knowledge when I set up my own company. For instance, by making teams myself and by searching for the right candidates for a job.



The different roles at Innovation Booster and how they are related to each other.



For the IB Birthday I made a timeline with an overview of the development of Innovation Booster.



## GLOBAL GOALS

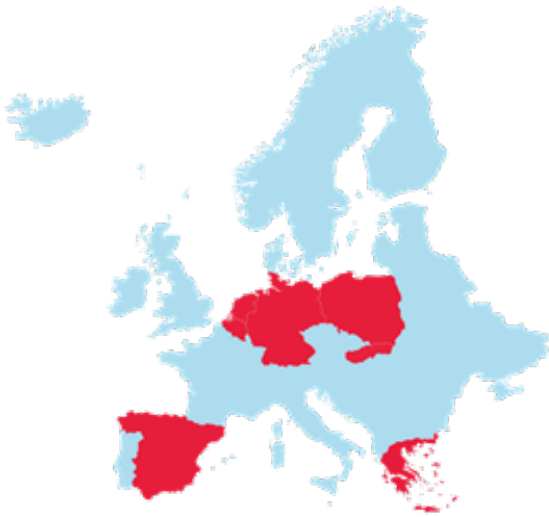
“Get more insight into company life and get to know if starting up my own company is something I would like to do”

### Vision and Identity

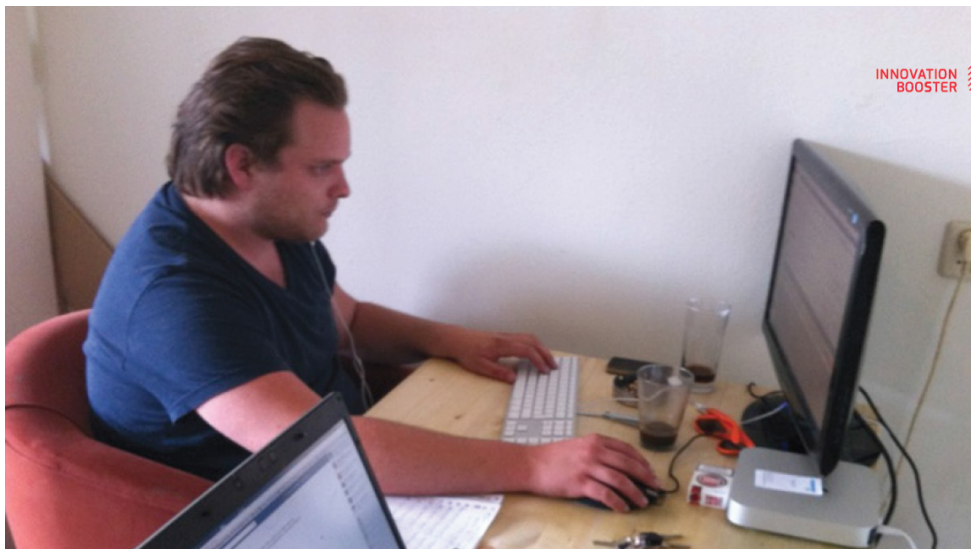
During my internship, I talked with Boosters about their background studies. Most of them had an entrepreneurial character and some of them had owned a company or still own a company. Their stories inspired me and taught me that with a motivated attitude it is always worth a try to start up a company. Moreover, I experienced what it is like to work in a young company. It is a fast-changing environment Innovation Booster is in and therefore Innovation Booster is going through an iterative process as well. A young company has to be flexible and has to be the front-runner in order to stay ahead of competitors.

Additionally, I now know more about what it entails to set up your own company by having conversations with Boosters that have set-up their own company. The methodology can be applied to the process of setting up my own business and this gives me more courage to give it a try. So I now know that I want to set up my own business. I do not know yet if I want to do this immediately after I finished my studies or after I have worked a couple of years at a design company. The internship gave me insight that I like the entrepreneurial mindset and that I want to base my Master Studies choice on this.





Innovation Booster is active in more and more countries. I helped to find business opportunities in New York.



Innovation Booster started in the student room of one of the founders and is now established in an office in the B3 building in Amsterdam.

# GLOBAL GOALS

“Experience if a big or a small design company suits me or if Industrial Design overall really suits me”

## Vision and Identity

Since Innovation Booster itself is a small and young company but is working for large enterprises, I thought this would be a good opportunity for me to make a comparison between big and small companies. As mentioned, this internship gave me insight into my own ambitions to start my own company and my interest in innovation. I provided the team at ExperiencePension and the new Boosters in the Boosterclass with a brainstorming workshop. This taught me that I also really liked to develop myself in brainstorm skills by learning new methods and teaching this to others. Therefore I think an ideal combination for a Master Study for me would be Industrial Design and Innovation Management. I am searching for Masters Studies now that can offer me this.

I visited eleven large corporates during my internship. Since I got to know both corporate cultures of large corporates (clients) and of a young company (Innovation Booster) during this internship, I can make a good comparison on what kind of company suits me. I like the fast-paced mindset and the equality among the employees at Innovation Booster. Furthermore, I think a small company is very flexible and it offers learning opportunities. I found that the culture is rather stiff and uncreative and there is more bureaucracy in large corporates. Therefore I think a young company suits me better. However, I do prefer the more developed structure of a large corporate and the certainty a job

at this corporate offers. Therefore I think a slightly more developed and bigger company than a start-up suits me the best. I would like this company to have a holacratic structure and creative environment.



A brainstorm game during my workshop brainstorming at Experience Pension.



At the office of Innovation Booster there is a room called 'the creative space' which is designed to stimulate creativity.

# GLOBAL GOALS

“Experience what it is like to work with diverse clients”

Vision and Identity

Accompanying different projects at different kind of clients taught me that the approach differs for each project. Sometimes the focus is on Innovation Transformation, sometimes it is on innovation. Also, the level of innovation that is already there in companies differs a lot. For example at Rock-it, there was little to no innovation yet and the vision, mission and KPI's of the company were not clear for the employees. For this kind of problem, it is important to transform the organization so innovation can be started. However, at Pack-it for example, innovation was already there. Innovation Booster offers the Business Innovation methodology to support innovation and to scale up innovation for these kinds of projects.

I learned that it is important to keep in mind that each user/client/customer is different. It is important to adapt processes to their needs. Every problem asks for a specific solution. I will use this knowledge in my design process by keeping the specific needs of my user in mind and by not focusing too much on one solution. The diversity of the clients of Innovation Booster also taught me I like to be challenged regularly. A job that is the same each day is a bit boring for me I think. I would like to have to think of new processes and solutions as well.






A flyer to test assumptions for a proposition for Refresh.

## Roadmapping

2018				2019				2020			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Focus: Start innovatie + klant centraal				Focus: Commerciële ruim- tevaart- wereld				Focus: ...			
Opzetten teams											
Opzet roadmap team											
plan tactisch											

Vision



Vraag staat centraal in de ruim-  
tevaart



I designed this template and filled it in to guide the management team at Rock-it and to help them to develop a clear vision and a clear focus.

# GLOBAL GOALS

“Get further insight into what kind of company I would like to work for”

## Vision and Identity

In order to complete this goal, I planned to work on at least three projects and to have conversations with Boosters about their background studies. I visited eleven client companies in total during my internship. The variety in projects gave me insight into what different tactics are used for companies and when which step of the methodology is applied. This also gave me insight into that a large corporation does not exactly fit my needs and wishes for a job. I found that it is more difficult in a large corporation to let new ideas develop fast. I prefer a more flexible and a more creative environment.

This need for an opportunity to be creative and flexible, corresponds to the Bachelor Industrial Design where I experience freedom of choice and a creative environment. I found that Innovation Booster is a company that does stimulate new ideas and creativity as well. Therefore a company like Innovation Booster does fulfill my needs better than a large corporate. However, I also found that Innovation Booster is still figuring out some important employer-employee regulations such as a pension fund which I think is very important. This, however, I think is important for a job.

Furthermore the conversations I had with Boosters, inspired me to do more with my entrepreneurial mindset. Thus, I think that a small company which stimulates creativity and which is focussed on the business perspective of the design process and which is a few years older than Innovation Booster, fits my needs and wishes the best.



In the creative space at Innovation Booster there are post-its, markers, pencils, cookies, games, soft pillows and whiteboards to stimulate creativity.



Making clusters of trend signals to find new trends at the creative space.

## SPECIFIC GOALS

“I want to master the methodology Innovation Booster follows, therefore, I want to experience working in a team at at least one client company”

Business and Entrepreneurship - User and Society

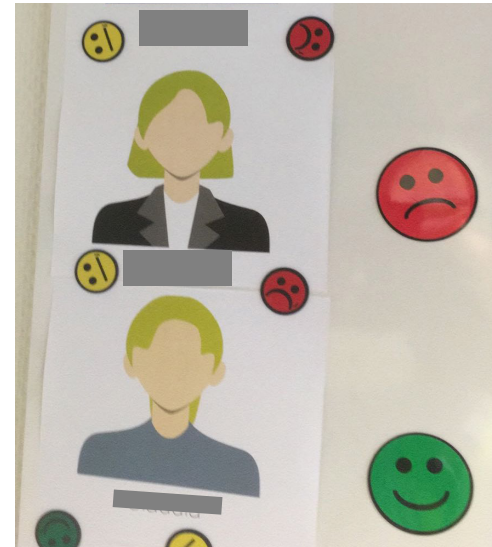
I wanted to see and help out with one full project in order to master Entrepreneurial Innovation. I did this at ExperiencePension. The ExperiencePension project taught me what it is like to work with a team within a client company. I first thought there would be a lot of negativity around innovation in a company were no to a little innovation is happening. However, I found that each team member was very enthusiastic about innovation and they wanted to start to make a difference within their company. Also other important stakeholders were enthusiastic. I found that not the enthusiasm for innovation was the problem, but the lack of knowledge of how to make innovation happen within the company was. I helped to apply and to explain Entrepreneurial Innovation during the project at ExperiencePension. The goal of this project was to develop a concept/product. I helped to get the team towards a concept that helps to improve a system within the company. The project gave me insight into what steps needs to be taken when, when to pivot and how to do stakeholder management in order to make sure innovation is captured within the company. This strengthened my knowledge of Entrepreneurial Innovation. Since I now have gained experience in applying this methodology, it will be easier for me in the future to apply this methodology to my own projects. I now know what tools need to be used when and what experiments can be done best.

I will fill out the future scoping model at the start of my Final Bachelor Project. I will use the other tools when I think they are applicable. Additionally, I will apply my knowledge on stakeholder management in my future career when I have to fulfill the needs of multiple stakeholders.



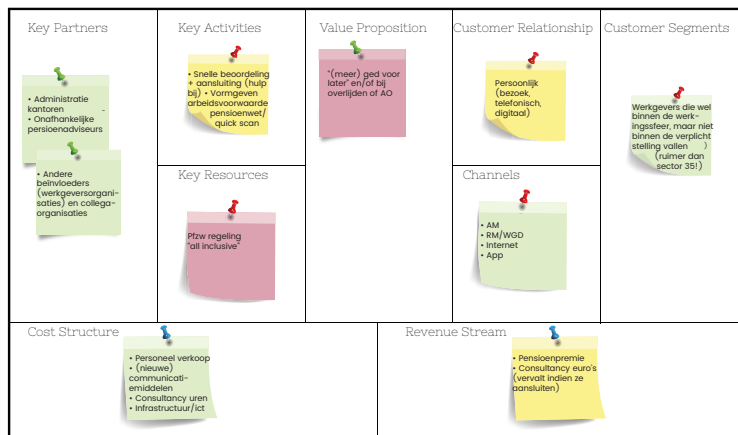


Filling in the value proposition canvas with the validated assumptions at the ExperiencePension project.



Starting the day off with discussing the happiness of each team member at the ExperiencePension project.

### Business Model Canvas



Filling in the business model canvas for a proposition at the ExperiencePension project.



Testing an assumption for a concept at the ExperiencePension project.

## SPECIFIC GOALS

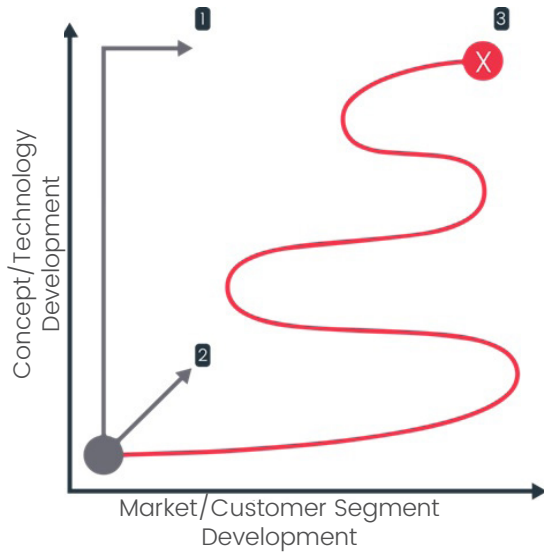
“Learn how I can improve my design process by focusing on the market impact of a concept”

Business and Entrepreneurship - User and Society

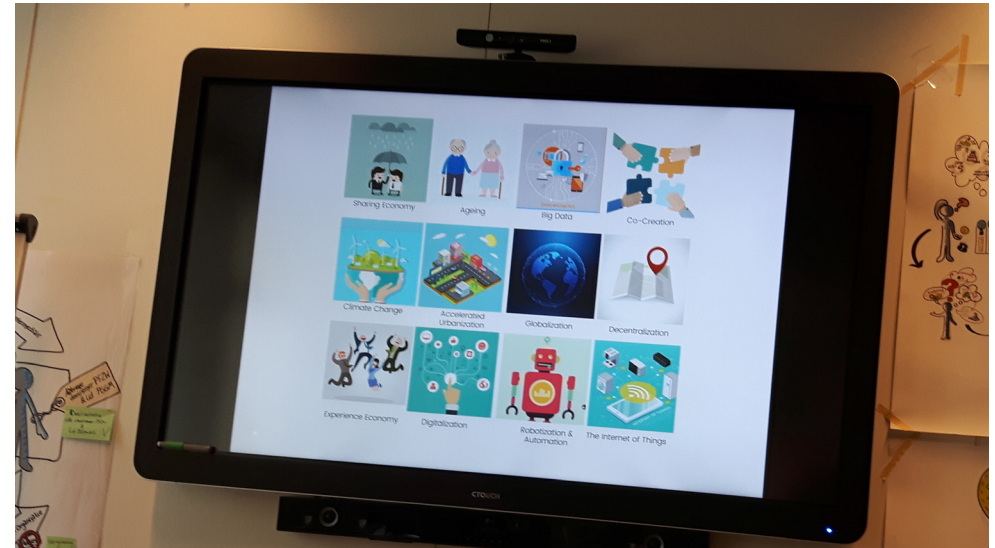
During my internship, I learned to follow an iterative process where you design a concept that fits your market. I learned to use different tools and experiment types in this process in the projects I accompanied, mainly during the project at ExperiencePension.

I attended a trend workshop and then I started to develop a strategy to find and use trends for Innovation Booster. Then I developed a tool to map trends and I gave a workshop about trends to the team at ExperiencePension. This improved my presentation skills and my knowledge on a good design process. I learned that by first looking at trends that are relevant for the subject area, you can find a direction from now to a couple of years in the future for your product/service. Then by finding out what the pains and needs are of the target group, you start brainstorming for a solution for these pains and needs. You do experiments to validate all the assumptions you made and you make iterations of your concept. Finally, you check if your target customer wants your concept. There are four main things someone can give you in return for your concept; time, by letting you speak to them about your concept. Information, by giving their information to you to get your concept. Money, by paying for your concept. Reputation, by recommending your concept to others.

By taking these steps in your design process there is a high chance the solution fits the customer. Therefore I will apply these steps in my next design projects.



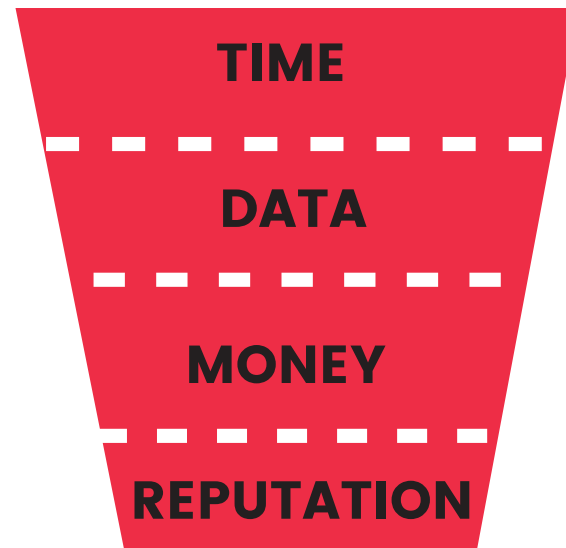
This curve shows that for new concepts, the development process should be an iterative process (build-measure-learn).



I presented a trend workshop at the Experience Pension project.



A template for plotting relevant trends for a project, distributed among megatrends, macro trends and micro trends.



The conversion funnel guarantees the customer-solution fit.

## SPECIFIC GOALS

“Learn how I can analyze a business strategy and how I can notice where the strategy can be improved”

Business and Entrepreneurship

I planned to complete this goal by accompanying multiple projects in order to get familiar with different types of business strategies. I came to know that each project requires another approach during my internship. I learned that a Partner Booster tests with the client project leader what the intentions are of the project at the client company. This is written down in an offer. Based on this offer one or two Boosters are starting a project with a client project team. During the project, Boosters have conversations with stakeholders in order to see how far innovation is captured in the company. Moreover, during the Rock-it project specifically, I learned that the business strategy has to have a strong basis; the Why-How-What of the company and the BSP model of the company need to be in balance. Therefore I learned that I can analyze a business strategy by having conversations about the needs and desires of stakeholders, by looking if KPIs are fulfilled and by bringing balance in the Brain Social Power model. The Brain Social Power model gave me insight into the ideal balance of Power milestones and Social milestones within a company. Moreover, it taught me that core values should really be at the core of the organization and are very important. Next, the future scoping model shows where the organization should be heading and which KPI's should be focused on first.

Besides, the Why-How-What of the company is important to be clear. If you look at this Brain Social Power Model, Future Scoping Model and the Why-How-What for the organization, you will find what is already clear and what should still be improved. The Business Transformation part of the Entrepreneurial Innovation methodology shows how this improvement can be guaranteed within the organization. I applied this knowledge in the project Rock-it. I set up workshops for the management team together with one Booster in order to teach them how to bring balance in the company, how to get the vision, mission and Why-How-What clear and how to improve communication. Bringing this knowledge into practice during this project, enriched my knowledge on improving a business strategy. I will use this knowledge in the future when I set up a company or when I want to help another company to improve their strategy.



## NU - Wat gaat goed, wat gaat niet goed?\*



### Wat gaat er goed?

- Inhoudelijk
- Delegeren
- Debatteren
- Trots op Rock-it
- Bij het ingenomen standpunt blijven

### Wat gaat er niet goed?

- Verantwoording nemen
- Transparantie
- Debatteren
- Zaken van elkaar aannemen (vb zoeken)
- Elkaar aan afspraken houden
- Langs elkaar heen praten

To discuss the strategy of Rock-it together with the Management Team, I made a slide with a list of the things that go well in the organization and a list of the things that need to be improved.

## Kernwaarden

### Kernwaarden

Wat zijn de belangrijkste waarden van Rock-it?

- Houd de kernwaarden zo dicht mogelijk bij het primaire proces van verbetering van resultaten en het voortbestaan van de organisatie.
- Geef focus; drie kernwaarden is al veel. Richt de aandacht op de kernwaarde met het grootste hefboomeffect.
- Wees duidelijk over wat je van de mensen in de organisatie verwacht.

Another slide in the presentation at Rock-it for the Management Team to discuss the core values of the organization.

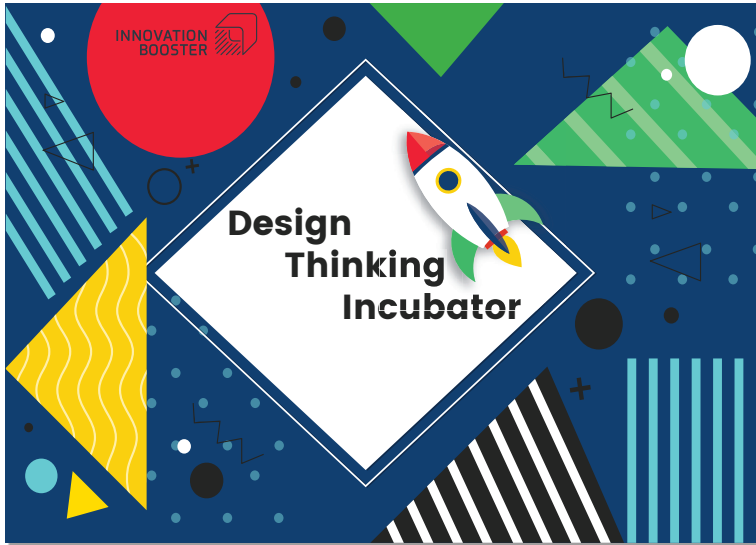
## SPECIFIC GOALS

“Learn how Innovation Booster adapts processes and concepts in order to get insight in the needs of consumers.”

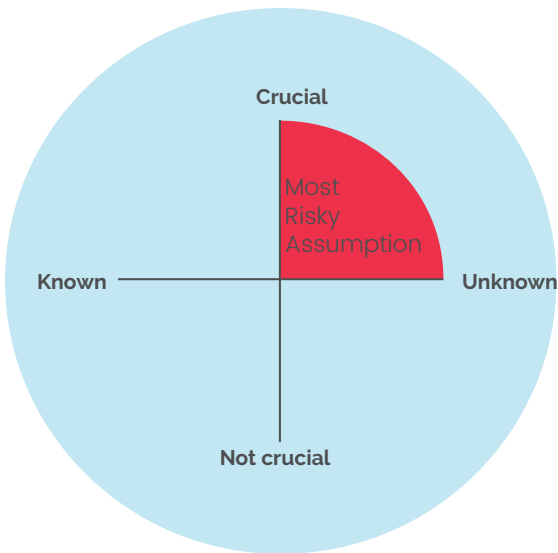
User and Society

In order to complete this goal, I wanted to focus on the behavior of the consumers of the clients of Innovation Booster. I wanted to find out what experiment types and models are chosen to get insight in the needs of the consumer. I learned that although the customers differ for each client company, standard tools and methods can be applied to get insight in the behavior of the consumers. In general the value proposition canvas, the future scoping model and the MOM test offer a good basis to get insight in what customers want, need or desire. The MOM test is an interview technique in which you ask a lot of ‘why’ and you ask about the pains and needs of the person. I did a MOM test experiment during the ExperiencePension project. This taught me what questions you should ask in order to get insight in your assumptions. Furthermore the ‘Most Risky Assumption’ template helps me to identify which assumptions are made when you come up with a concept and which assumptions are the most important to test. I also applied this template in the ExperienceProject in order to get insight in what assumptions needed to be tested. When all assumptions are validated, the concept itself can be validated. By doing this, the chance is high that the customer would want to buy your product or service. During the ExperienceProject, I did this by selling our proposition to our target customers by calling them. This taught me that you should be proactive and approach

your customers directly. You should not make conclusions based on your assumptions. In the last couple of weeks of my internship, I worked together with one Booster on a project at ABLE. This project was focused on Design Thinking. This was a new kind of project for Innovation Booster, and I was asked to help out since I had prior knowledge about Design Thinking. Making presentations and thinking along with the Booster about the project strategy and about different kind of experiments and prototypes gave me insight in the behavior of customers and my knowledge grew in adapting processes to consumer behavior. I will apply this knowledge in my future design projects by applying the MOM test and the Most Risky Assumption Template and by applying the interview and other experiment techniques I learned during the ABLE project.



A designed poster to spread the word about the Design Thinking project at ABLE.



The Most Risky Assumption template gives insight in which assumptions need to be tested first.

## SPECIFIC GOALS

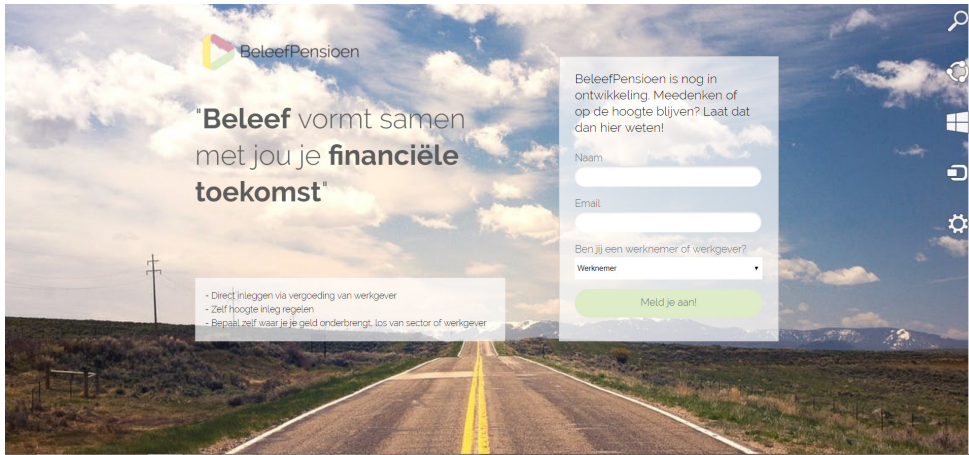
“Learn how the data is analyzed in the company and how the data is recruited”

Math, DATA and Computing – User and Society

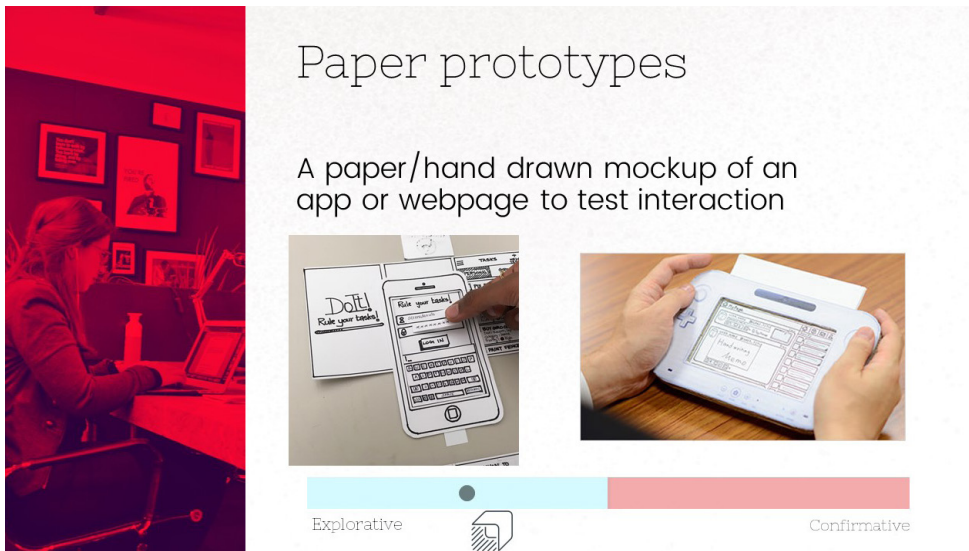
In order to complete this goal, I planned to join an experiment phase at a project. Since I joined and did experiments for different client companies, I learned different methods to do experiments. For instance the MOM test to find the needs and desires of customers, building a landing page linked to a Facebook advertisement to validate assumptions and an interview on a crappy paper prototype.

When I was joining the ExperiencePension project, I learned to make a landing page. A comparison between different landing pages that are connected to advertisements on Facebook, give insight into assumptions. Innovation Booster often uses landing pages to validate assumptions. This is done by looking at the click-through rate. An advertisement that receives a high click-through rate shows that the assumption behind the advertisement is a good lead for a concept. Moreover, landing pages are used to get contact information of potential customers. Innovation Booster also recruits data by acting out the MOM test and by testing prototypes. Innovation Booster mostly focuses on recruiting data for validating assumptions. I will use this knowledge in my Final Bachelor Project by building a landing page to validate my most risky assumption and by finding the needs of my target customers by acting out the MOM test.





A landing page to test an assumption for the ExperiencePension project.



A presentation slide for the project team at ABLE to explain different types of prototypes and experiments.

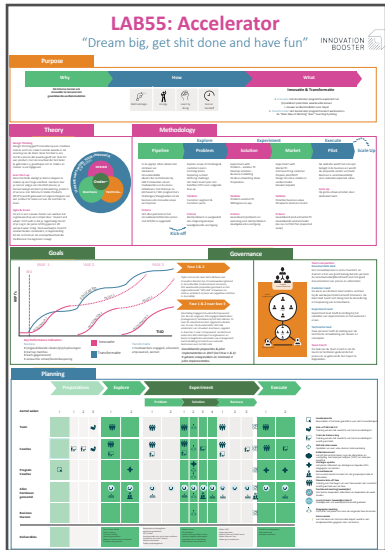
## SPECIFIC GOALS

“Experience different ways Innovation Booster is using design and creativity as a tool in the work process”

Creativity and Aesthetics

I planned to do design tasks for multiple projects so I could get familiar with different types of projects, but also to do design tasks for Innovation Booster itself, so I could learn more about Innovation Booster. During my internship, I was responsible for many creative tasks within the company. In this way, I learned what kind of creative tools and processes Innovation Booster works with. I designed a lot of visuals. This varied from workbooks, posters to presentations and landing pages. Innovation Booster is using these visuals to communicate a Booster's thoughts to the client, to capture attention for the Innovation project within the company, to design templates and tools adjusted to the companies wishes, to visualize the structure of a company, to transfer knowledge to other Boosters, to visualize a concept during a project, to design experiments and to design tools to enrich the methodology. By contributing to these tasks I not only developed my skills in Adobe InDesign, Adobe Photoshop and Adobe Illustrator, I also got more insight into the structure of the companies, tools, processes and experiments. In the project at ABLE I developed my skills in Creativity and Aesthetics more by helping to execute a Design Thinking Incubator. I not only contributed to this project by making visuals, I also helped to set up the structure of the project. I assembled presentations to explain what Design Thinking is, what types of experiments and prototypes there are and I helped

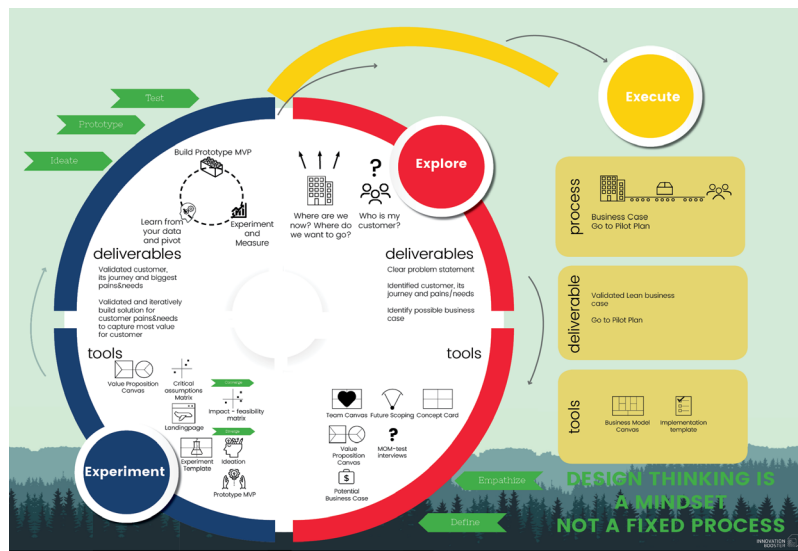
the Booster linked to the project to emphasize Design Thinking in the Entrepreneurial Innovation methodology. In this way, I could make my contribution to the methodology by adding my knowledge on Design Thinking. Furthermore, I also developed my skills in Creativity & Aesthetics and in presenting by giving workshops about brainstorming at the ExperiencePension project and at the BoosterClass. Giving these workshops taught me new brainstorm techniques and finding the right balance between diverging and converging ideas. I will use this gained experience and knowledge in my next design projects by using new brainstorm techniques and by designing posters, flyers and movies.



A poster I designed for Keyman to summarize the innovation projects.



A designed banner for Pure to promote innovation within the company.



A poster I designed for the project at ABLE to explain Entrepreneurial Innovation with the focus on Design Thinking.

## SPECIFIC GOALS

### “Increase my skills in Adobe Illustrator and in Adobe Photoshop”

Creativity and Aesthetics

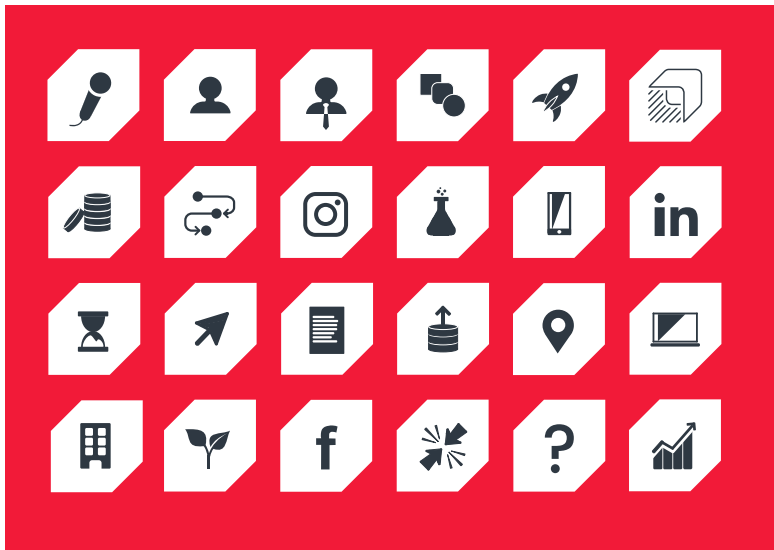
By asking to help out with design tasks at projects, I planned to increase my Adobe skills. As describe before, I contributed to many design tasks. By doing this I developed my skills in Adobe Illustrator and Adobe Photoshop, but also in Adobe InDesign. Designing workbooks, in which tools and experiments are explained to clients, made me develop my skills the most in Adobe InDesign and Adobe Photoshop. I also designed a tool to plot trends. Together with Milou, a fellow intern, I designed new icons for Innovation Booster to be used in the corporate identity of Innovation Booster. This gave my Adobe Illustrator skills a boost. Next, to visualizing these, I also learned to transfer thoughts and processes in visuals. Another learning was adapting my visuals to the client because each client has a different corporate identity. I learned how to adjust my visuals so they matched with the desires of the client companies and with the desires of Innovation Booster itself. These skills will come in handy in my next projects when I want to design visuals to explain my concept and ideas. However, I think I developed my skills in Adobe InDesign and in Adobe Illustrator more than in Adobe Photoshop. Therefore, I want to improve my skills in Adobe Photoshop more by making pictures of my design process in my Final Bachelor Project and by editing them in Adobe Photoshop.

Furthermore I am volunteering to make photo books of wishes for Make-a-Wish. By editing the pictures for these photo books I hope to increase my skills in Adobe Photoshop as well.





The new designed icons for Innovation Booster.



# RESULTS AND OUTCOMES

The main result of my internship is my knowledge on working with the Entrepreneurial Innovation methodology. I developed mostly in Business and Entrepreneurship, Creativity and Aesthetics and User and Society. The timelines show my development curve for each of these competencies.

Next, to the development of my skills in these competencies, the visuals of the icons for Innovation Booster, posters, workbooks and presentations are also important outcomes of my internship.

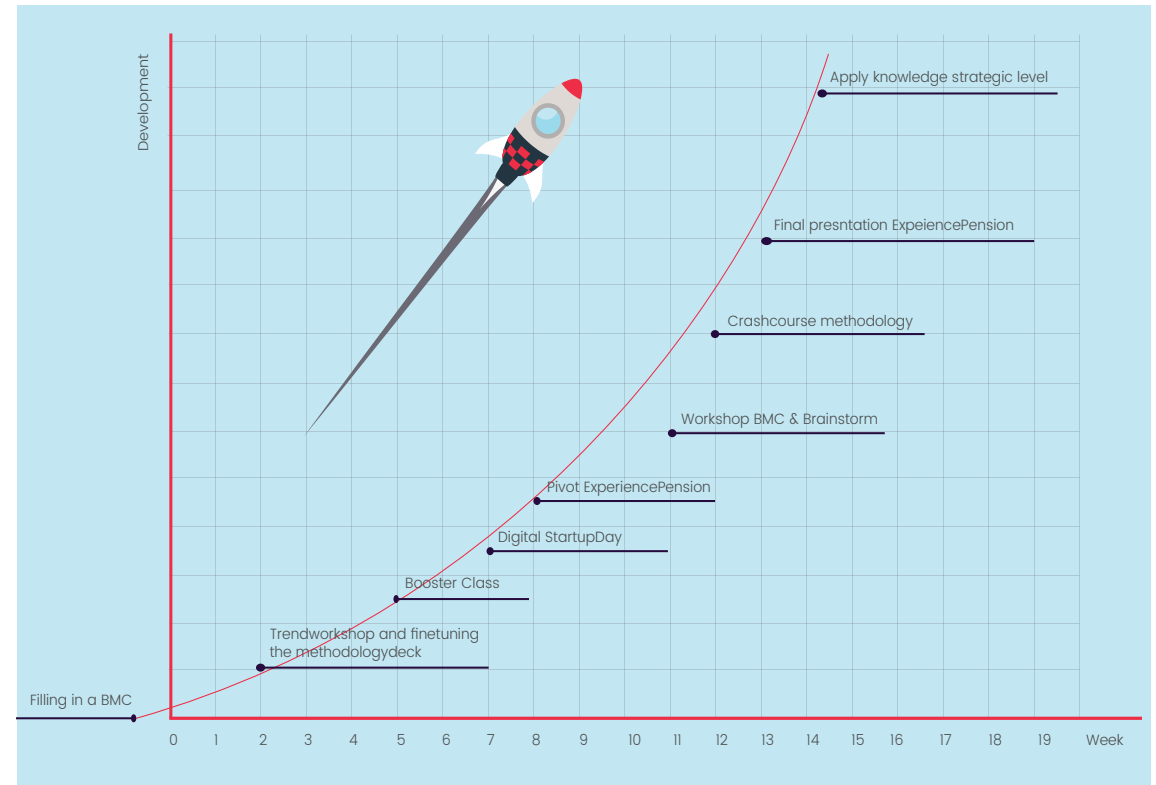


# RESULTS AND OUTCOMES

My prior knowledge in this competency was mostly based on the elective Setting up Your Own Business. In this course, I learned how to fill in a business model canvas. I developed my skills in this competency by first attending a workshop about trends. Furthermore, I helped to improve the methodology deck, a booklet in which Entrepreneurial Innovation is explained to Boosters. In the Boosterclass my knowledge improved a lot because of the new tools, templates and processes I learned. During the Digital StartupDay at Pack-it, I learned more about the influence of trends on business plans. This was a day at which startups that focused on different trends gave a presentation. Next, my skills in Business and Entrepreneurship improved when we did the first pivot in the ExperiencePension project.

This implies that we had to take another direction with our concept since important stakeholders had another vision on the goal of the project. Then in week eleven, I gave a Brainstorm and Business Model Canvas workshop for the new Boosters. This strengthened my knowledge on these subjects. In the next week, I gave a crash course on Entrepreneurial Innovation to the winning group of ID-Connect. This was a test for myself to show that I really understood Entrepreneurial Innovation. For the Final Presentation of the ExperiencePension project, I gained a lot of new knowledge and experience on different tools, experiments and business processes. As the last step I applied my knowledge on a tactical and strategic level at Growth, Rock-it and ABLE.

## Business and Entrepreneurship

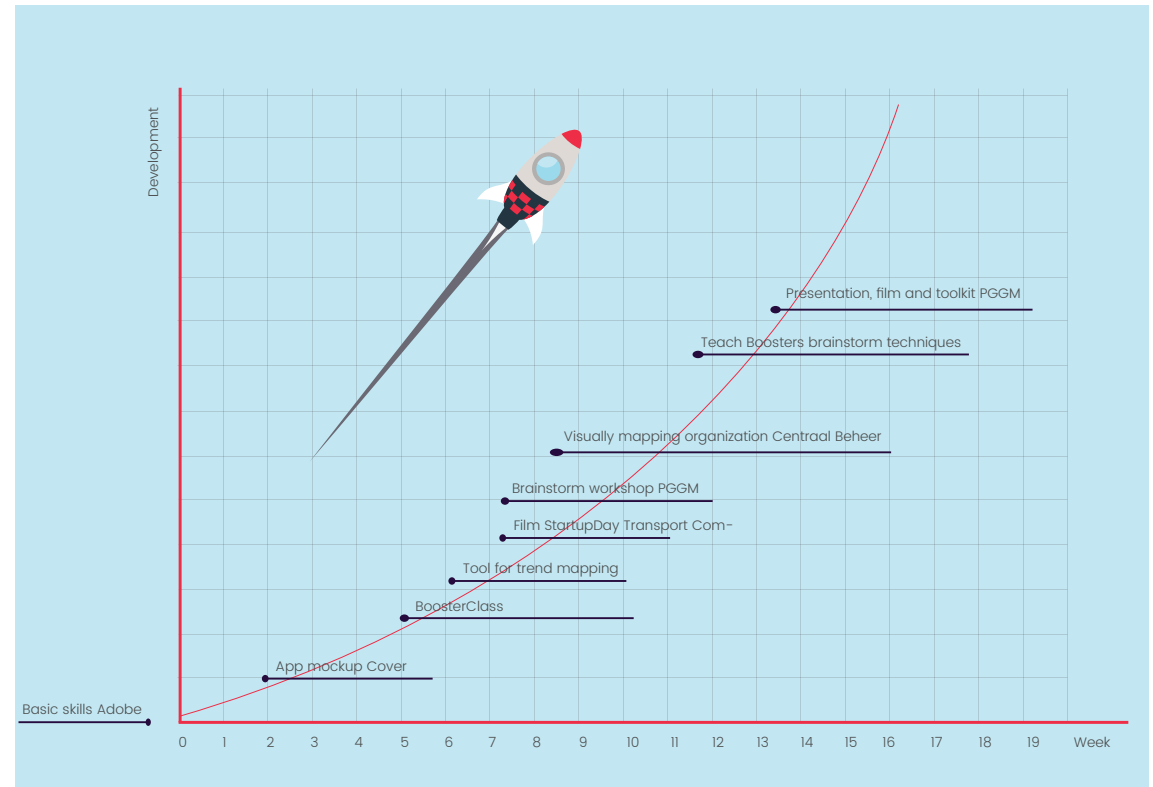


# RESULTS AND OUTCOMES

My prior knowledge of Creativity & Aesthetics was based on prior projects I did at Industrial Design. In these projects, I learned the basics of Adobe programs and I learned what Design Thinking is, brainstorm techniques and prototyping. I developed my skills mostly in Adobe programs during my internship. In week two of my internship, I made an app mockup for Cover as a prototype that they would show in their StageGate presentation. In the next week, I started with designing workbooks and presentations, a film and a workbook. Next, I visualized the structure of the project at Rock-it so this could be used to design workshops for the management team. Finally, I focused on Design Thinking at the project at ABLE.

Furthermore, the workshop I presented at ExperiencePension about brainstorming techniques taught me more about how to do an ideation session in a team. In week eight I visualized the structure of the innovation program of Keyman in a poster. Then, in week twelve, I gave an improved version of my brainstorm workshop in the BoosterClass. For the ExperiencePension project, I made multiple visuals among which were posters, presentations, a film and a workbook. Next, I visualized the structure of the project at Rock-it so this could be used to design workshops for the management team. Finally, I focused on Design Thinking at the project at ABLE.

## Creativity and Aesthetics



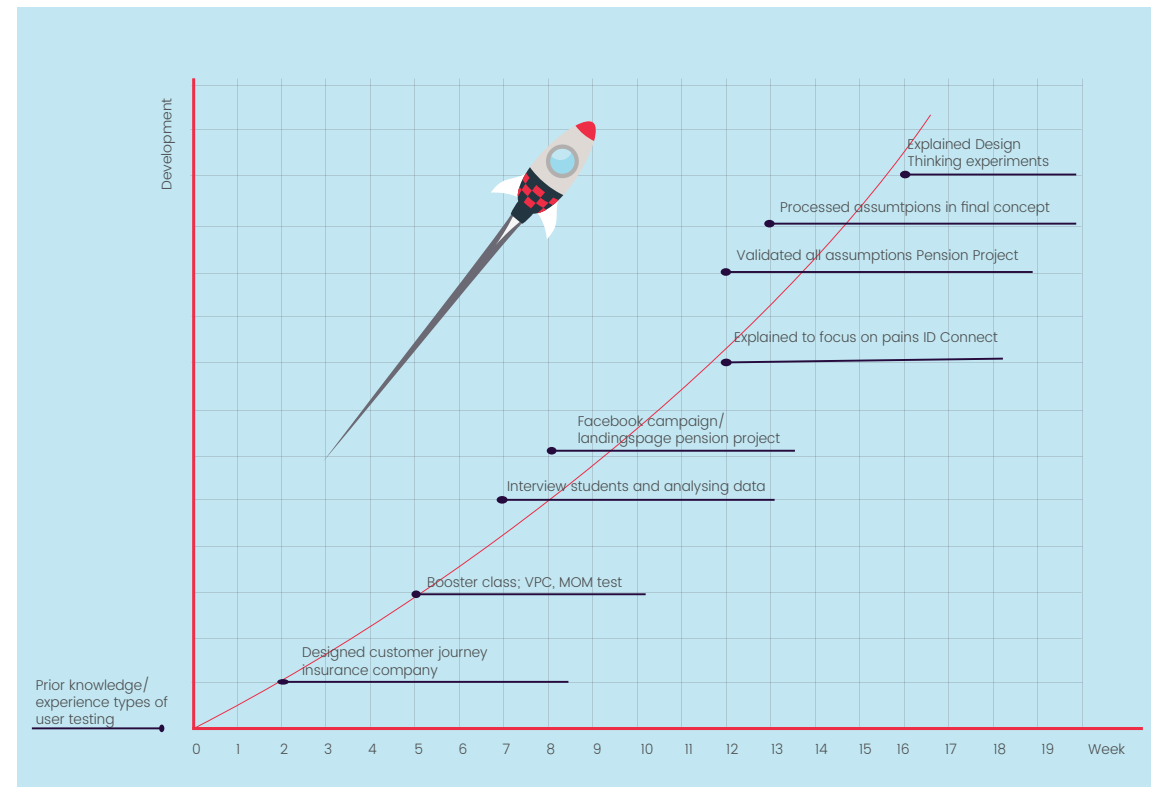


# RESULTS AND OUTCOMES

For this competency, I had prior knowledge and experience in user testing. During my internship, I started to design a customer journey for the project at Cover. This taught me what a customer journey exactly is, in what ways it can be designed and what it is used for. Then I learned new tools that can be used to get insight into the wishes and needs of users during the BoosterClass. In week seven, I joined the ExperiencePension team with doing interviews with students to identify their pains and needs about pension. Next, I learned to do a Facebook campaign and to design a landing page. For the ID-Connect team, I explained the Entrepreneurial Innovation methodology and why the focus during the design process should be on the pains and needs of customers.

In week twelve, all important assumptions at the ExperiencePension project were validated. To reach this level, I learned different types of experiments. In week thirteen the assumptions were translated into a concept. I learned how to go from assumptions to a concept in this phase. Next, in the last period of my internship, I applied my knowledge and I focused on experiments and prototypes at the Design Thinking Incubator at ABLE.

## User and Society



**BE YOUR  
BEST  
SELF!**

**GO GET  
RESULTS!**

**THINK  
BOLD!**



## CORPORATE CULTURE

It was favorable for me to take a better look at the corporate culture within Innovation Booster. The corporate culture is highly valued by the Boosters and the Boosters believe everyone within the company should highly value this culture. They have different teams that have a specific task to improve the company culture and reflect on it.

Innovation Booster is 'always in pursuit to capture future value'. This means they want businesses to be ready for the future. They see the future as an awesome thing. I would describe Innovation Booster as a social and powerful fast-developing creative/business consultancy company. The company almost exists for five years now and everything is developing fast. They aim for the big: (they call it a BHAG): they want to have doubled the age of the fortune 500 in 2025. Therefore one of their goals is to grow big on an international level. They believe you should challenge yourself, reflect on it and aim for the moon. They want you to think big and to be eager to learn. They have clear written values which they find very important.

The Boosters attach much value to happiness. They think only if you are happy (they rate it with a scale from 1-5, with 1 being very happy and 5 being very sad), you can perform at your best. Therefore the culture in the company strives for happiness so societal milestones are built and people care for each other. It is very important that people feel happy and challenge themselves. So Innovation Booster wants their employees and clients to feel very happy, they strive for the best and they value growth for both the Boosters and the company itself.

# CORPORATE CULTURE

My personal opinion on this is that I feel very comfortable in this culture. For me, as an intern, I appreciated it that the employees care for me, want me to feel happy and help me to strive for the best. This stimulated to strive for the best results in my learning goals. So the part of striving for happiness fits me very well. Striving for the best also fits me, but I think this also gives me quite some pressure which I do not always like. As a learning environment, I think this corporate culture is very good, but I do not know yet if I can work under this pressure for a long time as an employee without feeling less happy.

I think working for Innovation Booster differs a lot with working at the TU/e since I was working on 'real' tasks that should be finished before a certain deadline. When you miss this deadline you might have a disappointed client which will have effects on the company. Therefore this responsibility I had for the company makes it different. Moreover making a planning in my agenda and make sure the tasks will be finished within time differed. I had to work individually and in groups and switching between this, communicating what I had done and reflecting on it, was however somewhat the same as working at the University.





## DEVELOPMENT IDENTITY AND VISION

Both my vision and identity are strengthened and slightly changed during my internship. The main focus in my vision was on improving the quality of life by focusing on influencing the behavior of people. I do still support this vision. However, during my internship, I found out that I want to incorporate a business approach to my vision. I am now aware that it is valuable for the design process to first look at the customer's pains and needs and then start looking for solutions to solve these pains and to fulfill these needs. I think a designer should identify the pains and needs of customers, should look at the behavioral patterns of the customer and then should make a product or service that exactly fits their needs and pains. This product/service should be seamlessly incorporated into the life of the customer based on the observed behavioral patterns. This all of course in an iterative way. By seamlessly adding a highly valuable product or service in the life of the customer, the quality of life of the customer will be improved.

My identity stays the same, however, it is enriched by my experiences within Innovation Booster. During my internship, I discovered the entrepreneurial mindset I have. Moreover, I found that I liked the creative part of the business processes the most. This gave me the insight that an ideal focus for me in the future is the Business and Entrepreneurship competency. I am now aware that working in a flexible, creative environment focusing on innovation really suits me. As an Industrial Designer, I want to have an immediate impact so I want it to be clear what my influence means to another or another company. Innovation Booster highly values personal development so they helped me to find out more about who I am as a person. For instance, I did the Color Insight Test. This test gave me insight into my character. I am a Green-Yellow person. This implies that I am mostly a considerate, trustworthy, supportive person and that I am sociable, interactive and optimistic. This helped me to recognize my behavior and to learn how I can respond best to people with other characteristics. It also gave me insight into why my vision is based on helping people to improve their lives and why I am interested in the behavior of people.

BOOSTER



# ACKNOWLEDGEMENTS

I want to thank all Boosters for helping me to achieve my learning goals and to learn many more.

In particular, I want to thank Job Huberts for guiding me in this internship as my coach and I want to thank the Founders, Anthony Meyer zu Schlochtern, Bart van der Werf and Allard Volker for letting me have the full Booster experience in their wonderful company. Thanks to my teacher coach Jun Hu, for giving me good advice to get the most out of my internship.

Also thanks to the other interns, Emil Jansen, Verena Vredeveld, Luc van Wanroij and Milou Weerts, for supporting me and helping me out with tasks.



# APPENDIX A – REFERENCES

**The Lean Startup** – Eric Ries

**Entrepreneurial Innovation Methodology** – Innovation Booster





## APPENDIX B – FORMAL APPROVAL

My formal approval can be found on the next pages.



# Formal approval Internship



**Student**  
**Teacher coach**  
**Period activity**

Claudia van den Boom

Jun Hu

September / December

**Date** 20/05/2017

February / June

<u>Personal Development Plan for formal approval</u>	<p>Does the choice of the learning activity align with the Professional Identity and Vision development of the student and are his/her choices well-argued?</p> <p>Does the learning activity contribute to the development of the student?</p> <p>Does the chosen learning activity contribute to a balanced development in the bachelor program of industrial design?</p> <p>Are the goals well formulated?</p>	<p>Yes [Additional feedback.]</p> <p>Yes [Additional feedback.]</p> <p>Okay It is better to have certain focused expertise areas instead of trying to cover all the areas, aiming at a balanced development.</p> <p>Yes [Additional feedback.]</p>
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## Complete the aspects for the chosen learning activity:

<u>Internship</u>	<p>Does the company profile aligns with the <u>requirements for internships of ID</u>?</p> <ul style="list-style-type: none"> <li>❖ <i>Doing an internship at one-man businesses is not allowed; unless the company owner is currently teaching at the Department of Industrial Design, Eindhoven University of Technology.</i></li> <li>❖ <i>The company must support development in expertise areas.</i></li> </ul> <p>Does the company coach aligns with the <u>guidelines for internships of ID</u>?</p> <ul style="list-style-type: none"> <li>❖ <i>The company coach must hold a MSc. degree in (Industrial) Design or has at least 10 years of professional experience as a designer.</i></li> </ul> <p>Can the student work on a clearly framed design project or tasks?</p> <p>Positive aspects company*:</p> <ul style="list-style-type: none"> <li>❖ [Positive aspect.]</li> <li>❖ [Positive aspect.]</li> <li>❖ [Positive aspect.]</li> </ul> <p><i>*Discuss these positive and negative points in the teacher coach meeting and how the student can develop expertise areas that are not covered within the internship.</i></p>	<p>[Select answer] The company has not yet confirmed the internship yet. I sign this document, with the truse that Claudia will ensure the requirements will be satisfied.</p> <p>[Select answer] [Additional feedback.]</p> <p>[Select answer] [Additional feedback.]</p> <p>Negative aspects company*: [Negative aspect.] [Negative aspect.] [Negative aspect.]</p>
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<u>Exchange</u>	Exchange University and program	[Description of the program.]
<u>Minor</u>	Minor at Department Industriel Ontwerpen Twente or Department Industriel Ontwerpen Delft (no other departments are allowed without permission of BoE.)	[Description of the minor.]
<u>Electives</u>	Minor elsewhere in the Netherlands	The student needs file a <u>request to the Board of Examiners.</u>
	What are the chosen electives?	[Elective], [Elective], [Elective], [Elective], [Elective]
		[Generations before 2015-2016 choose 6 electives, later generations choose 5 electives]

<u>Approval</u>	The personal development and chosen learning activity are approved:	Okay
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**More information:** ID.internshipcoordinator@tue.nl / M.M.L.H. Heuvelings MSc

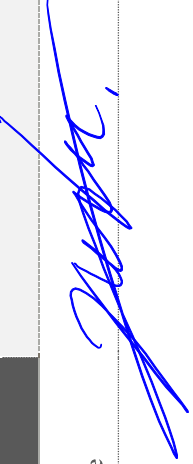


This form needs to be completed and send to the student. In case of an internship as B3 phase one activity, the student has to add their personal development plan plus this signed form to the appendix of their internship report.

Version 1.1

[\*If no, explain why.]

Signature



**More information:** [ID.internshipcoordinator@tue.nl](mailto:ID.internshipcoordinator@tue.nl) / M.M.L.H. Heuvelings MSc

This form needs to be completed and send to the student. In case of an internship as B3 phase one activity, the student has to add their personal development plan plus this signed form to the appendix of their internship report.

*Version 1.1*



## APPENDIX C – PDP

# PERSONAL GOALS



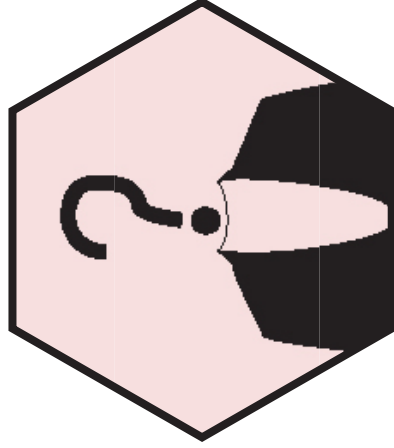
For my formal approval I set some global goals but without the focus on Innovation Booster, therefore in discussion with my teacher coach I wrote a new version of my PDP in the beginning of the internship with goals I should focus on.

My PDP I wrote before I was accepted at Innovation Booster and my PDP I wrote focused on my internship at Innovation Booster can be found on the next pages.

B3.1 Proposal  
Claudia van den Boom  
Industrial Design student  
18-05-2017

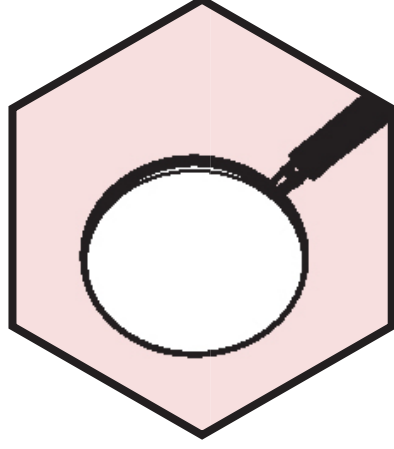


0954410-S153495  
Teachercoach:  
Jun Hu



### Identity

To me Industrial Design is an education in which I can develop my creativity in an academic way. I am a person who is open for new ideas. I am optimistic and I like to be surrounded by people and to be engaged in social events. I have the tendency to help other people. I am very interested in psychology. The thoughts and beliefs of other people and the way people behave inspire me

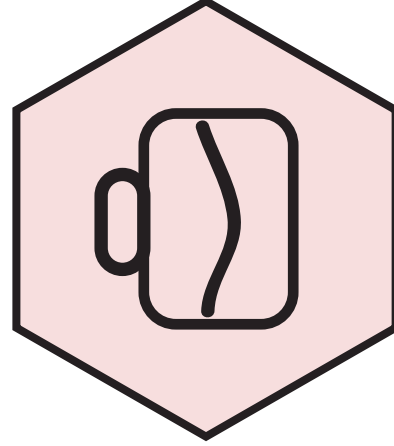


### Vision

I believe that Quality of Life can be improved by involving users in the design process. The thoughts and beliefs of people and the way people behave inspire me. I am interested in why they behave in certain ways and in how you can influence this behavior. I think involving users in the design process will lead to designs that match the users perfectly. I want to improve daily lives by leading users towards the right direction. Someone with an impairment can be encouraged to have the confidence to join a certain activity, or can be helped by a tool that releases the burden of a certain task.

# Internship

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## Summary

I want to do an internship because I want to experience working in a real design company. I want to experience if it is similar to what we are used to. I want to contribute to the designing of products that really give value to a customer or a company. I want to experience working with real clients. I want to do an internship at a company that focuses on the user experience and act out the complete design process. If I get accepted at a design company in Paris, I also would like to learn if there are cultural differences that influence the design process and if the design process is the same as I have learned.

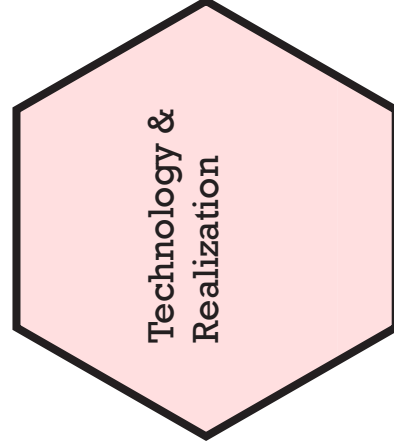
During my internship I hope to involve technological issues in the conceptualization already. Furthermore I want to learn a way of thinking to predict how to combine types of material and electronics. I want to learn the structure of the company of my internship and I want to experience if working in a design agency suits me.

Also I would like to have conversations with the business experts in my internship company in order to get more insight in company life and to get to know if starting up my own company is something I would like to do. During my internship I want to learn how the data is analyzed in the company and how the data is recruited. I hope to improve my sketching skills and I hope to learn the basics of 3D modeling. I would like to experience working in a team in an organization. I want to experience working together with professional designers. Moreover I want to experience how different expertise are brought together.

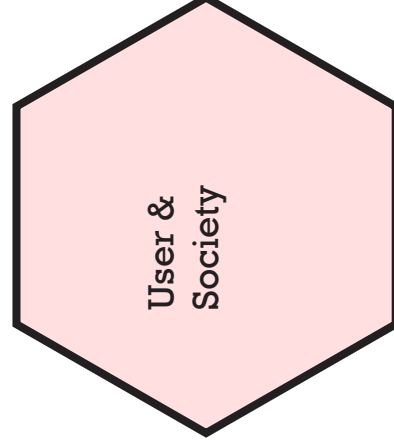
I think an internship will help me realizing if working in a design company is something that suits me. I want to experience if a big or a small design company suits me and if Industrial Design overall really suits me. I want to learn what part of the design process and what direction I like the most. In this way I hope to be able to make a decision on what Master I want to follow.

# Competencies

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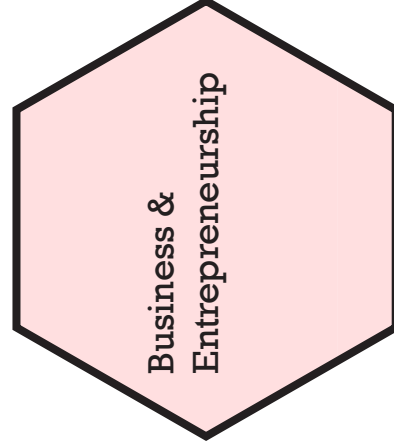
In my second year Bachelor I developed knowledge on how to program sensors and how to set up an experiment in which sensors are integrated. Furthermore I learned to code an app and I practiced coding Arduino in the course Engineering Design and Creative Electronics. My knowledge in different types of electronics such as Lilypad electronics and using servo's has grown. Overall I find programming enjoyable, but I often notice that during the process I tend to get a bit frustrated because some things are not working out very well. However, by doing this more often and recognizing the problem of frustration, I now know that I have to keep going and do not have to give up, things will work out. During my internship I hope to involve technological issues in the conceptualization already. Furthermore I want to learn a way of thinking to predict how the combination of material, electronics and form is working out.



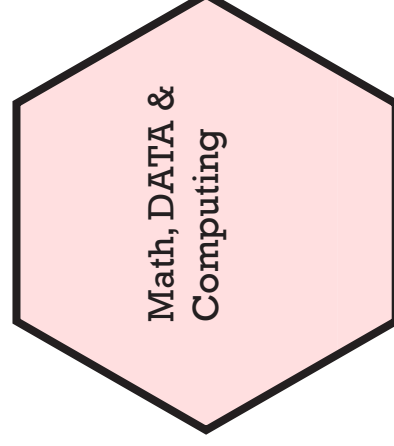
Up to now I have learned to integrate the user in the design process in different courses and during my projects. I now know different methods to get to know the user and to get to know their needs and desires. Furthermore I learned how to involve users in experiments. Moreover I learned to adapt a design to match the product with the wishes and needs of the user. I think I learned a lot of methods to involve the user in the design process. I would like to apply this knowledge to practice and in this way I hope to develop my knowledge even further during my internship.

# Competencies

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During my project Sleep I spoke with different experts on fashion and sleep. These conversations contributed to design choices that were made. In my project Vitality we spoke with experts on dermatology. These conversations gave me insight in the relation between skin problems and vitality, which was useful to set up a research question. Moreover I followed the elective Setting Up your Own Business. This course thought me the basics of the structure of different kind of organizations. Furthermore I learned the process from having a concept to owning your own company. Moreover I learned to develop a business plan. I would like to know if what I have learned matches with what I will experience during my internship. I want to learn the structure of the company of my internship and I want to experience if working in a design agency suits me. Also I would like to have conversations with the business experts in my internship company in order to get more insight in company life and in if starting up my own company is something I would like to do.

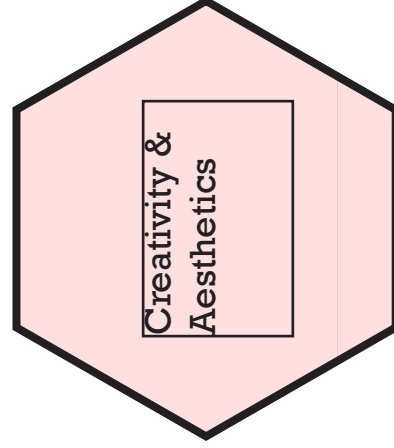


I increased my knowledge in this competency during my project Vitality. I already analyzed questionnaires in previous courses and projects. I also learned the basics of mathematics in the course Calculus. In my project Vitality I learned ,and am still learning, to set up a research with questionnaires to test the variables that we need to know for our research. Now me and my project teammates are busy finalizing the analysis of the results. In another course, Making Sense of Sensors, I learned how to analyze the measurements of different sensors. During my internship I want to learn how the data is analyzed in the company and how the data is recruited.

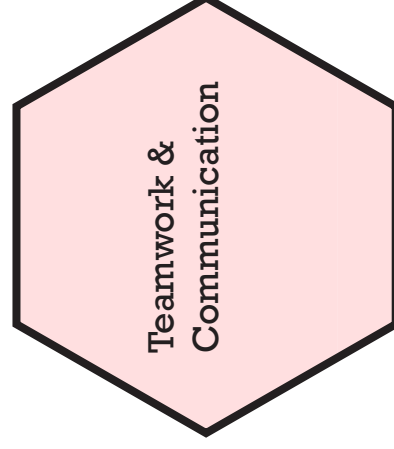


# Competencies

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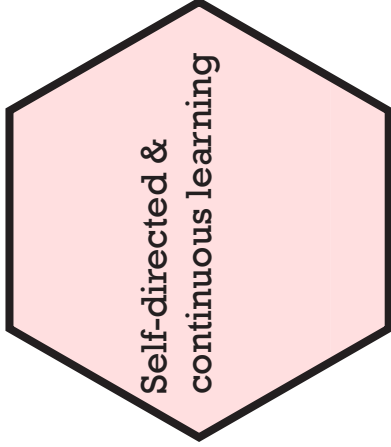


During my project Sleep I learned how to sew and I learned about shaping fabrics. I came up with a pattern for the shape of our wearable and I learned how to adjust the shape. During this project I learned to work with fabric. During my previous project and Engineering Design I learned to work with wood. Currently I am working on improving my product sketching skills during the course Exploratory Sketching. Moreover I am learning about different methods to integrate a focus on aesthetics in the design process. During my internship I hope to improve my sketching skills further and I hope to learn the basics of 3D modeling.

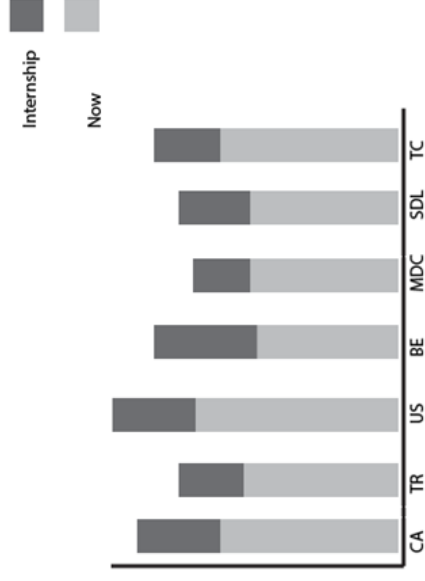


During most of the courses and projects I have followed, I worked in a team. I learned that I am sometimes willing to do too much but I improved this during my last project and my current project. In the beginning I experienced some difficulties with planning meetings with different groups, however I became better at planning this. In quartile 3 I managed to work in four teams without a lot of difficulties. I learned that I like to work in a team because you can learn from each other and it brings a nice ambiance. I would like to experience working in a team in an organization. I want to experience working together with professional designers. Moreover I want to experience how different expertise are brought together.

# Competencies



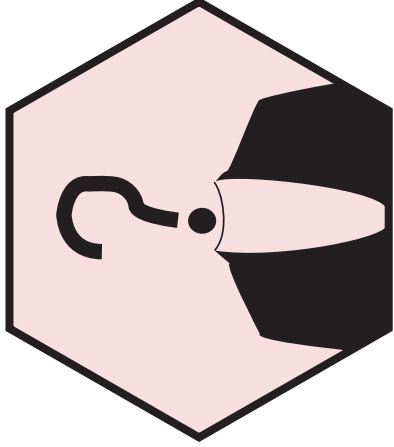
Previously, writing a PDP helped me making choices for the courses I am going to follow. Moreover it motivated me for achieving my goals. In this semester I focused on developing my vision and identity. I followed workshops and spoke with older Industrial Design Students. I want to know more clearly who I am and what I like. I now found a more specified direction. However, I still want to develop this further. I think an internship will help me realizing if working in a design company is something that suits me. I want to experience if a big or a small design company suits me or if Industrial Design overall really suits me. I want to get to know what part of the design process and what direction I like the most. In this way I hope to be able to make a decision on what Master I want to follow.



B3.1 Proposal  
Claudia van den Boom  
Industrial Design student  
14-9-2017

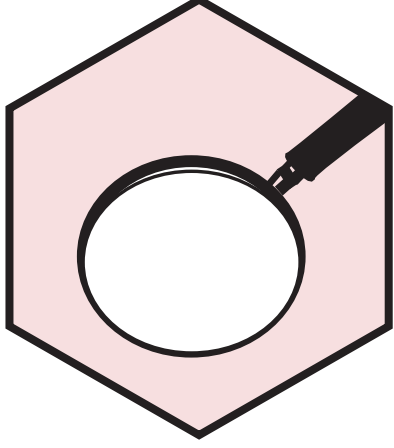


0954410-SI53495  
Teachercoach:  
Jun Hu



### Identity

To me Industrial Design is an education in which I can develop my creativity in an academic way. I am a person who is open for new ideas. I am optimistic and I like to be surrounded by people and to be engaged in social events. I am very interested in psychology. The thoughts and beliefs of other people and the way people behave inspire me.

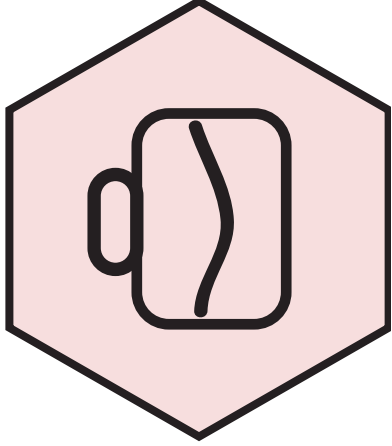


### Vision

I believe that design can contribute to a world in which people support each other to live a happier life. Quality of Life can be improved by involving users in the design process. This will lead to designs that match the needs and desires of users perfectly. I want to improve daily lives by leading users towards the right direction. Someone with an impairment can be encouraged to have the confidence to join a certain activity, or can be helped by a tool that releases the burden of a certain task.

# Internship

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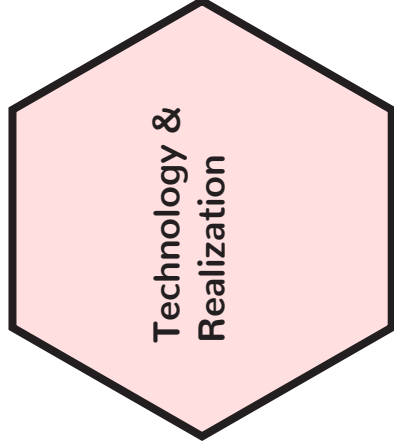


## Summary

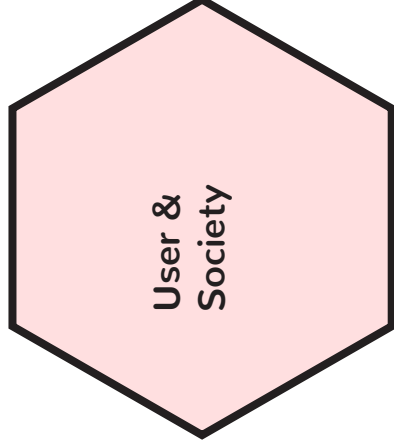
My main goal of my internship is to learn about business innovation and to learn how I can improve my design process by focusing on the market impact of a concept. Moreover I want one of my most important goals is to experience working in a small but fast developing company. In this way I hope to improve my professional skills. During my internship at Innovation Booster I will therefore focus on the competencies Business & Entrepreneurship, Self-Directed Learning and Teamwork & Communication.

# Competencies

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In my second year Bachelor I developed knowledge on how to program sensors and how to set up an experiment in which sensors are integrated. Furthermore I learned to code an app and I practiced coding Arduino in the course Engineering Design and Creative Electronics. My knowledge in different types of electronics such as Lilypad electronics and using servo's has grown. Overall I find programming enjoyable, but I often notice that during the process I tend to get frustrated because some things are not working out very well. However, by doing this more often and recognizing the problem of frustration, I now know that I have to keep going and do not have to give up, things will work out.

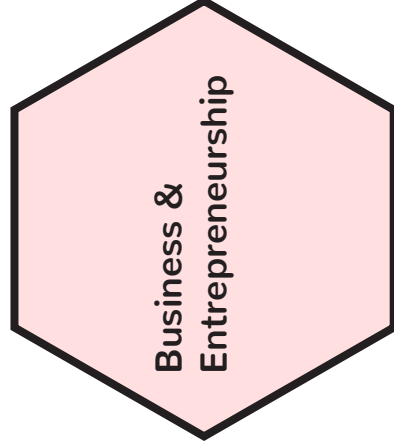


Up to now I have learned to integrate the user in the design process in different courses and during my projects. I now know different methods to get to know the user and to get to know their needs and desires. Furthermore I learned how to involve users in experiments. Moreover I learned to adapt a design to match the product with the wishes and needs of the user. I think I learned a lot of methods to involve the user in the design process. During my internship I would like to focus on the behavior of the consumers of the clients of Innovation Booster. I want to learn how Innovation Booster adapts the processes and concepts to their needs and what experiments and models they use to get insight in the needs of the consumers.

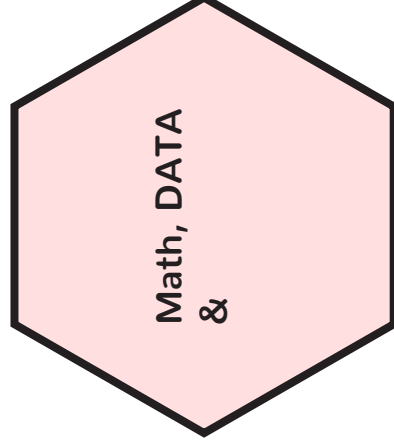


# Competencies

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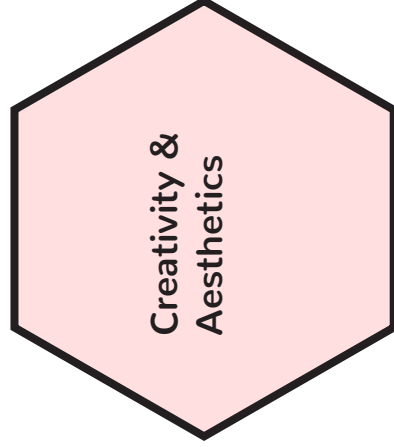
During my project Sleep I had conversations with experts on fashion and sleep. These conversations contributed to design choices that were made. In my project Vitality we spoke with experts on dermatology. These conversations gave me insight in the relation between skin problems and vitality, which was useful to set up a research question. Moreover I followed the elective Setting Up your Own Business. This course thought me the basics of the structure of different kind of organizations and how to fill in a business plan. During my internship I want to learn how I can analyze a business strategy and how I can notice where the strategy can be improved. Therefore I want to master the methodology Innovation Booster follows so I will join one project completely. In addition I will read the book 'The lean startup' on which the methodology of Innovation Booster is based to get further insights. Furthermore I want to get to know the structure of Innovation Booster to learn how different expertise are brought together. Moreover I would like to get more insight in company life and to get to know if starting up my own company is something I would like to do.



I increased my knowledge in this competency during my project Vitality. I already analyzed questionnaires in previous courses and projects. I also learned the basics of mathematics in the course Calculus. In my project Vitality I learned to set up a research with questionnaires to test the variables that we needed to know for the research. In another course, Making Sense of Sensors, I learned how to analyze the measurements of different sensors. During my internship I want to learn how the data is analyzed in the company and how the data is recruited. Therefore I want to join an experiment and execute phase at a project.

# Competencies

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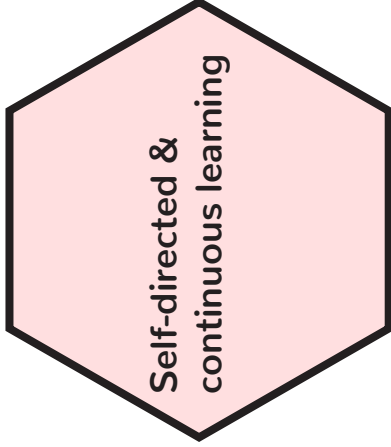


During my project Sleep I learned how to sew and I learned about shaping fabrics. I came up with a pattern for the shape of our wearable and I learned how to adjust the shape. During this project I learned to work with fabric. During my previous project and Engineering Design I learned to work with wood. In the course Exploratory Sketching I improved my product sketching skills. Moreover I learned about different methods to integrate a focus on aesthetics in the design process. During my internship I want to experience different ways the organization is using design and creativity as a tool in the work process. Therefore I will participate in an ideation session at a project and I will take up different design tasks. Furthermore I want to increase my skills in Adobe Illustrator and in Adobe Photoshop by designing workbooks, posters and presentations.



During most of the courses and projects I have followed, I worked in a team. I learned that I am sometimes willing to do too much but I improved this during my last project and my current project. In the beginning I experienced some difficulties with planning meetings with different groups, however I became better at planning this. In the third quartile I managed to work in four teams without a lot of difficulties. I learned that I like to work in a team because you can learn from each other and it brings a nice ambiance. I would like to experience working in a team in an organization and I want to experience how different expertise are brought together.

# Competencies



Writing a PDP helped me making choices for the courses I am going to follow. Moreover it motivated me for achieving my goals. In this semester I focused on developing my vision and identity. I followed workshops and spoke with former Industrial Design Students. I want to know more clearly who I am and what I like. I now found a more specified direction. However, I still want to develop this further. I think an internship will help me find what kind of company suits me. I want to experience if a big or a small design company suits me or if Industrial Design overall really suits me. In this way I hope to be able to make a decision on what Master I want to follow. Innovation Booster is working for diverse clients, I hope this will give me more insight in what kind of company I would like to work for. Therefore I will work on at least three different projects. Furthermore I will have conversations with Boosters about their background studies.

