Personal Development Plan

Bachelor 3.2
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IDENTITY

As an Industrial Designer, I am interested in the behavior of customers and how to influence this behavior. The thoughts and beliefs of other people and the way people behave inspire me. I have an entrepreneurial mindset and I am eager to help other people. I am a supportive, considerate and optimistic designer. Therefore I want to work together with my customers, focus on their behavior so I can guarantee my products and services fit their needs and wishes.
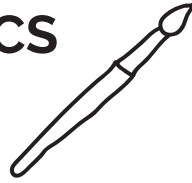
VISION

I, as an Industrial Designer, want people to improve their quality of life by becoming aware of their behavior. I believe that design can contribute to a world in which products help people to improve their lifestyle so they can experience life to the fullest. I think designers should start by identifying the pains and needs of the customer, observe the behavioral patterns and then should make a product or service that exactly fits the needs and pains. This product or service should be seamlessly incorporated into the life of the customer based on the observed behavioral patterns. By seamlessly adding a highly valuable product or service in the life of the user, the quality of life of the user will be improved.
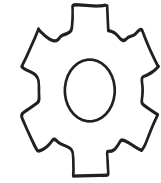
CREATIVITY & AESTHETICS

TECHNOLOGY & REALIZATION

During my internship the previous semester, I learned new brainstorm techniques and I increased my graphical design skills by designing in Adobe Photoshop, Adobe InDesign and in Adobe Illustrator. This semester I would like to improve my skills in Adobe Photoshop and in video editing more so I am able to communicate my thoughts and my concepts in a clearer way. Therefore, I will make and edit four pictures and a video of my final product or service that communicate the goal of my concept. I will present these pictures and video on the Demo day. Since last semester, I mostly did graphical designs based on corporate identities of client companies, I now want to develop my own visual identity. Moreover, I want to improve my skills in prototyping this semester. Therefore, I will have built at least three prototypes during my iterative design process for my Final Bachelor Project. Moreover, I will learn to build prototypes with new materials in the course Digital Craftsmanship.

• Make and edit at least four pictures and one video of my final product or service that communicates the goal of my concept.
• Build at least three prototypes during my iterative design process for my Final Bachelor Project concept.

Since I did not focus on this competency last semester, I want to focus on it during my Final Bachelor Project. I will build at least three prototypes. During my Bachelor, I improved my programming skills, but I did not apply it yet in my final product design. Therefore, in my final prototype, I will have integrated a machine learning algorithm. In this way, I hope to improve my programming skills to a next level. In the course Digital Craftsmanship, I will learn more about the application of algorithms and different types of mechanisms.

• Integrate a Machine Learning algorithm in my Final Bachelor Project's final design.

USER & SOCIETY

During my internship, I learned different tools and techniques that can be used to be able to come up with a concept that matches the needs and wishes of a customer. I want to apply these methods to my Final Bachelor Project. Furthermore, I want to partly base my concept on the behavior of my intended user. For this reason, I want to involve my intended user during both my exploration phase and my conceptualization/design iteration phase. Therefore, I will involve at least ten different users during my Final Bachelor Project. Furthermore, I will fill in the Value Proposition Canvas so I can link my solution to the problems and wishes of the user.

• Involve at least ten users in my design process during my Final Bachelor Project.
• Fill in the Value Proposition Canvas with my findings in my design process during my Final Bachelor Project.

BUSINESS & ENTREPRENEURSHIP

During my internship last semester, I learned to use new tools and techniques in order to link a product or service to the market. I applied new tools, theories and methods with a business perspective to the design process. I want to apply this knowledge by using the tools and techniques that give me insight into the customer's needs and wishes in my design process during my Final Bachelor Project. During the course Design Innovation Methods, I hope to learn new techniques and tools that can be applied during my design process. I want to find an ideal combination of the different design methods I learned to apply during my Bachelor. Therefore, I will apply all the steps of the ViP method during the group project for Design Innovation Methods. Furthermore, I will write a business case for my final concept at the end of my Final Bachelor Project.

• Apply all the steps of the ViP method during the group project for the course Design Innovation Methods.
• Write a business case for my final concept at the end of my Final Bachelor Project.
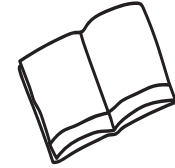
MATH, DATA & COMPUTING

SELF-DIRECTED LEARNING

During my internship last semester, I learned how to use data from a user test. I want to apply this knowledge by testing if my concept fits the needs of my intended customers. Therefore, I will analyze the data of a Facebook advertisement of my concept. Furthermore, I want to integrate Machine Learning in my final prototype. In this way, I will be able to understand algorithms better. I will also improve my skills in programming and in writing algorithms during my elective Digital Craftsmanship by writing an algorithm for a product and by reading datasets.

• Analyze the data of a Facebook advertisement of my concept during my Final Bachelor Project.

During my internship, I learned more about achieving my personal development goals. I learned that I should do my best to be able to do the tasks and projects that will help me to achieve my goals. During my internship, both my identity and vision were strengthened. I learned that my vision should be enriched with a business perspective. I think this makes my vision more clear, however, I want to find the right wording of what I actually mean this semester. Furthermore, the internship gave me more insight into what kind of person I am. However, I want to strengthen my identity description by discovering what is true for me as a professional designer. Since I am doing my Final Bachelor Project by myself, I will find out more easily where my strengths and weaknesses and interests are in the design process.

TEAMWORK & COMMUNICATION

During my internship I learned to work together with people from different expertise, however, I did most tasks by myself. Since I am doing my Final Bachelor Project alone, I have to develop my communication skills even more. When I have a problem with something, I sometimes find it a bit difficult to ask for help. Therefore, during my project, I want to be more proactive in this because I think it is valuable to learn from peers.

OVERALL DEVELOPMENT

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