

# **PDP | Beyond M1.1**

## ***Vision (identical to showcase vision)***

### **Interaction design and service design**

From my B3.1 on, I have had an interest in interaction design. This mostly related to my skills in web design, as designing visual interaction is something that I like to do. The interest in the automotive sector faded a little, due to the activities in my own web design business, which drives my enthusiasm more than the automotive industry. In addition, the project of this semester sparked my interest for service design. The module Designing for Peripheral Interaction sparked my interest in peripheral interaction design.

Where interaction design is aimed completely at the interaction with individual objects, service design is aimed at the journey that a customer walks through when using the service. From an interaction design perspective, I would design the interactions in sequence. But I'd like to integrate a service design skillset, so I can take the design process beyond the interaction sequence, taking the stakeholders and the overall experience into account.

But another interesting field that I can relate to this, is peripheral interaction design. This field aims at enabling users to divide the attention across various objects, stimuli and making the interaction ubiquitous. In the future, we will have to deal with even more technology, think of having a smart phone, smart watch, intelligent lighting, home automation and always being connected. So from an interaction design perspective, it is quite interesting to design for spreading the attention of a user.

### **Service Design opportunities**

As I experienced during my internship as a software interaction designer, the R&D of technology companies is catching up on interaction design, but the aim at service is not yet connected to the field of interaction design in these branches. I think I can contribute to this, by introducing service design into the interaction design effort in many branches. The same goes for my web design business, where I design online services. Up next might be designing the entire journey, taking into account other media (Social Media, print, face-to-face), which are linked to the interaction on the website. Each of these needs to be in line with the corporate identity, and contribute to a single experience. Each of the channels should be an integrated whole, rather than separate channels.

## ***Identity (identical to showcase identity)***

Being quite competent in graphic design and designing for visual interaction, I try to take advantage of these skills in various activities, for example running a web design business as well as being graphic designer at Integrand. Throughout my M1.1, I tried to enrich these skills with physical interactions by taking modules that cover physical interaction design. I also took a step towards service design by means of the project Service 2.0.

Designing the interaction with single objects one at a time, I wanted to extend this further to designing the entire experience, the entire journey. This is where service design came to play. In a world where everything is connected, service design is the next step for enriching my interaction design skills. It expresses into extending my skill set to becoming a more competent interaction designer, who is aimed at the future.

## ***Envisioned Identity (identical to showcase identity)***

With my gathered expertise in interaction design and service design, I'd like to become an interaction designer in the R&D of technology companies. Including service design skills will add an extra level to my skillset: a strategic dimension and a more holistic view on the interaction with products and services. Throughout my Masters I can learn more about strategies for service design as well as through the activities I perform for my web design company. I can learn more about how to build a relation between the customer and the company. With this, the moments of contact, the dialogue between the user and the company, as well as the overall experience of using the service should be considered.

In web design, I have been investing time and effort in delivering a service to my clients, as well as to keep a positive relationship with my clients. Online services carefully design their services and client relationships. Like Spotify has a community to answer questions, answer to request, or keeps the clients engaged by their continuously updated music platform as they add the latest music. They added a new way of interacting with the users by creating a community on its own. Continuing in web design is a good opportunity, though it should get an overhaul: my brother and me should go entrepreneurial. We should launch services besides the effort of designing websites. On short term, this is a good idea. I see some potential, and we have some promising ideas.

## ***Current Development***

Having developed all of the competency areas in Depth level in a balanced way throughout my Bachelor, I put a focus on the competency areas that are relevant for interaction design. These are User Focus and Perspective, Socio-cultural Awareness and Form and Senses. Though I still had a two-fold in ambitions at the start of this semester. By the end of it, I chose a single ambition to continue with. I found out that service design is a relevant topic in the future of interaction design. In addition, I see potential in my web design business. These two developments make Designing Business Processes more relevant as well.

### **User Focus and Perspective**

Through the course of my Bachelor and my first Master semester, I wanted to make concepts with better interaction, and sometimes an alternative form-factor. My activities during my internship at Océ, as a web designer, and as a graphic designer at Integrand helped me in putting this to practice, which stimulated me to head for this direction with my ambitions. It obtained a main focus in my activities as a designer. I will keep hold of this, finding related modules that teach me alternative ways of designing for interaction, as well as performing an empathic design methods. Peripheral interaction design and service design have been added to my curriculum this way.

### **Socio-cultural Awareness**

Within the latest projects, I found out how to involve the context into the design process, by opening it up, by sharing the effort and showing interest into the context. By means of co-reflection, discussion and brainstorming with the context, I was able design a concept that fits the context it is used in. So far, through various modules, I experimented with different methods to approach the context: acting out, involving experts in the field, literature and trend research and engaging discussion with the target group.

### **Self-directed and Continuous Learning**

Early on, I learned to adapt my attitude to become a self-directed and continuous learner. Throughout my semesters, I gradually found it easier to create goals in my PDP. However, having had an ambiguous vision made it harder to set consistent goals, and choose learning activities accordingly in the past semesters. Furthermore, I found out that I let myself get influenced too much by others, not only listening to the criticism and advice, but also taking it for granted too easily. I should defend myself better, taking a stronger stance in a project with a better vision on the design context.

### **Form and Senses**

Throughout my projects, I made several physical prototypes and form iterations. But the most prominent form-giving skills of mine are digital graphic design and sketching, due to my activities as web designer and graphic designer. The visual appearance of the websites that I make became richer, and started to look more professional. Concerning graphic design, I got better at designing corporate identities, and adapt to different media. Animation is becoming more important in my designs.

### **Designing Business Processes**

In my Industrial Design projects, I did not incorporate business models or market analyses per se. But in extra-curricular activities I got some experience in planning business strategies. For my own web design company I am starting up with my brother, I learned that building a network or audience is important, and that you have to stick to your vision and promote it in order to stand out.

### **Feedback on overall development**

Feedback from the assessment that I got on my overall development was that I need to reflect on my overall development from a holistic view. To sketch an overview of the bigger picture. I should incorporate my goals into a bigger whole, and put what I learned and what I still want to learn into this perspective. I tended to look into depth on what I learned, as I analyzed the growth per competency area. I think that I managed to integrate a more holistic view on my development, and to link it to my goals.

## ***Envisioned Development (identical to showcase envisioned identity)***

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## ***Goals / Observations for development***

### **Not becoming too influenced by others throughout the process**

I found out that I let myself get influenced too much by others, not only listening to the criticism and advice, but also taking it for granted too easily. I should defend myself better, taking a stronger stance in a project with a better vision on the design context. I should remain critical at my own work, but I should remain critical at others' criticism, advice and opinions. Having had to deal with more uncertainty than before, I was more inclined to take criticism and advice from others for granted, whereas a more critical attitude is more desirable.

### **Integrate more depth in the design process by including more research**

As I experienced in this semester, research is not only meant for generating knowledge to answer research questions. Performing literature research, trend research, and a more structured contextual research with more data analysis helps integrating more depth into the design process. These are exactly the steps that I could use to gain inspiration from the context, create a design landscape and gain more awareness over the context, and validate the concepts with the design context while generating more valuable input.

### **Use my toolset of explorative methods to explore desired experience and interaction**

Throughout my semesters, I used various methods to explore the desired experience of a design, as well as the interaction. I should put these to practice as a basis for iterations on the interaction and the experience. Activities like acting out, abstraction and finding analogies, observation, trend research, engaging discussion and experiencing in-the-wild can all be relevant, and I should choose from this toolset when I'm in a design process.

### **Involve stakeholders earlier in the process, and involve them better**

As I experienced this semester, clients are not always as engaged with the project as you like (in my case, not engaged at all). I think I can improve my design process by involving stakeholders (including the client) earlier in the process, and involve them more often, more actively. This will enrich my process, and give more meaning to my design projects.

### **Starting up Red-n-Red: a small web design company**

Though that this is a recurring goal, the content is different every time. Since both members of the Red-n-Red team are students (my brother and me), we have little time to invest in our company. The business is already running, so there is little time to improve processes. So there are some sub-goals, some of which will have to wait, whereas others can be implemented in this on-going process along the next semester.

- Develop a methodology for designing a website: what steps do we need to take, and how do we spread the effort? Answering this question will provide more structure in our projects.
- Divide tasks: who does what? We both have an expertise on our own. Where I am the visual and interaction designer, he is the technical architect. He is better in developing the backbone of the websites, I am more competent in the visual design, interaction design. What's more, we have

channels through which we want to communicate with (potential) clients, so we need to spread the effort here as well.

- Develop a content management system, which enables us to make websites faster and more functional. This involves the same divide of work with my brother. He makes the back-end of the CMS, I develop the face of it.