

Internship Status Updates

Week 1 (19.02 – 23.02):

- Set up my work environment.
- Meet with colleagues and company mentor.
- Start my project plan and sign work contract.
- Weekly check-up with mentor.
- Read through some research papers for the assignment.

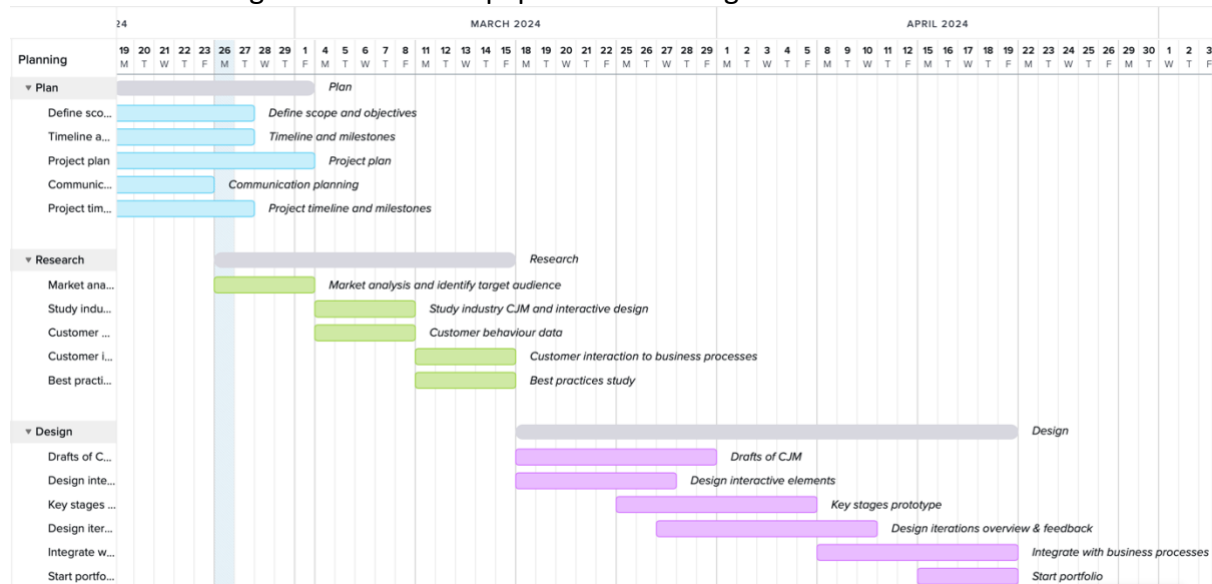


Figure 1 - Gantt chart

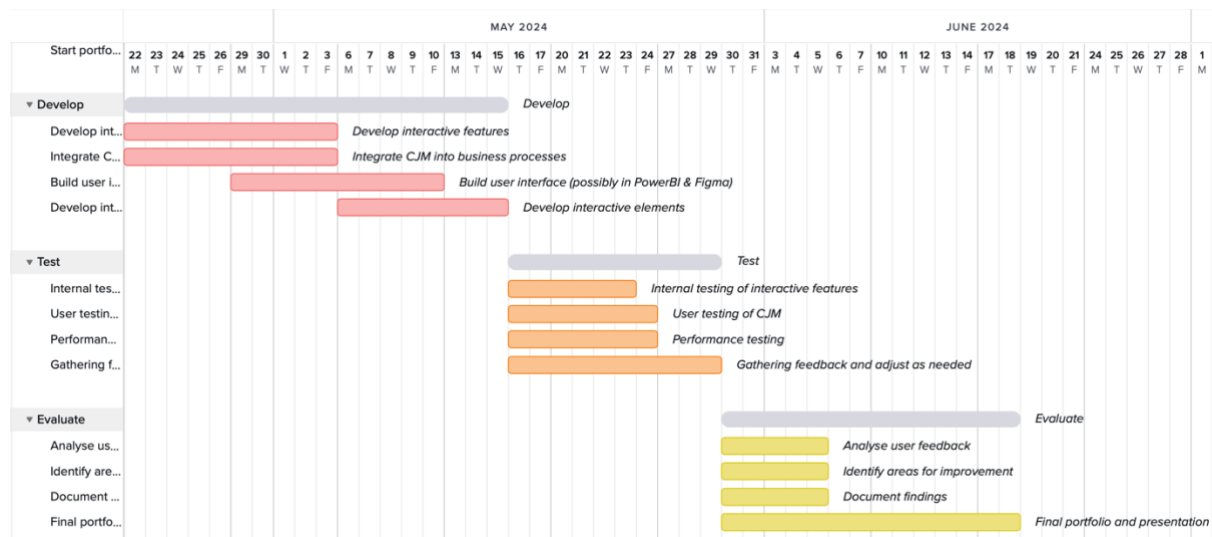


Figure 2 - Gantt chart

Week 2 (26.02 – 01.03):

- Write down the rest of the project plan, create a detailed Gantt chart with tasks and timeline, meeting with assessor, research on customer journey maps.
- Send project plan for reviewing from company mentor, read some research papers, meeting with Bankai mentor.

- Refine assignment in project plan, research for customer journey maps, course in LinkedIn for customer journey map and another one for interactive design of dashboards and visualization.
- Got introduced to the company project Live Blueprints, task to complete the customer journey map in TheyDo for the company, finalize the project plan, 1-1 meeting with company mentor.
- Work on customer journey maps in TheyDo, research on customer journey map, send the Project plan to university assessor.

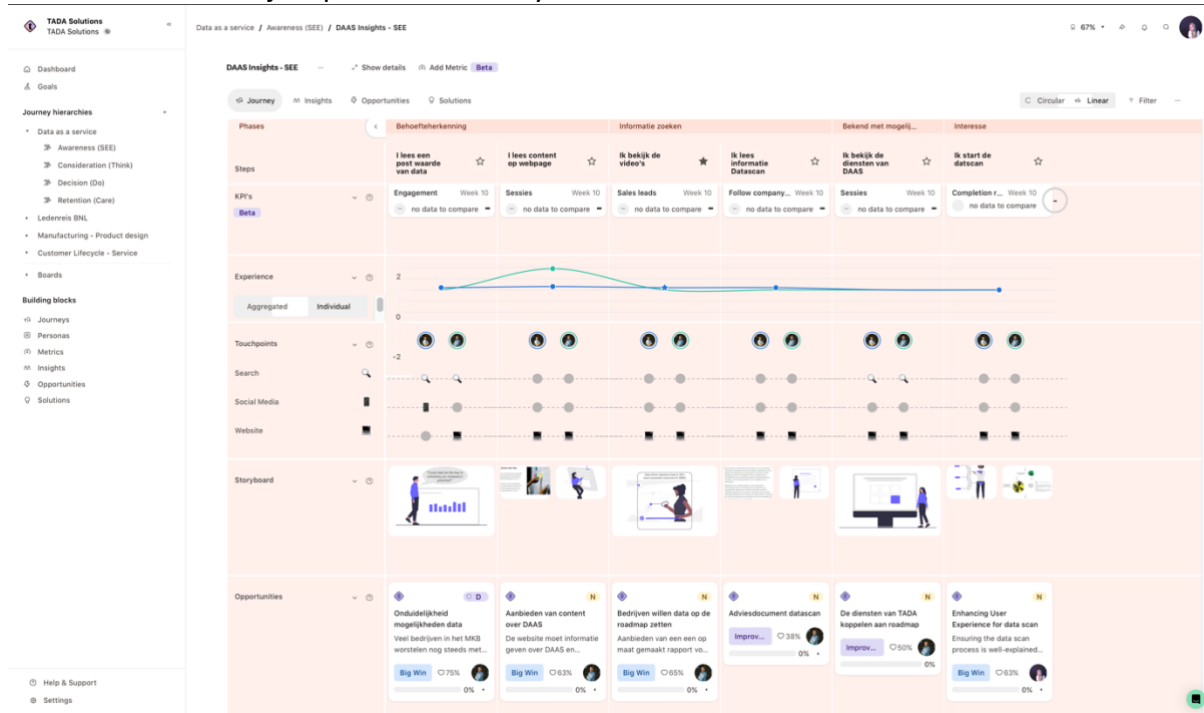


Figure 3 - company's customer journey



Figure 4 - certificate for course completion

Week 3 (04.03 – 08.03):

- Work on the rest of TheyDo customer journey map, continue the course in LinkedIn for design, start research for the assignment based on Gantt chart.
- Finish the course in LinkedIn learning, Market analysis research, Customer behavior data research, interaction design research, customer interaction research, trends in data analytics 2024, complete guide to CJM and its benefits research.
- Identify research topics for the assignment, define the research document structure, find a good portfolio website to start working on soon, started research paper.
- Check-up meeting with mentor, meeting with assessor to discuss Project plan, created SMART goals, research on sub-research questions.

- Work on side tasks in Canva, write and summarize research document for university.

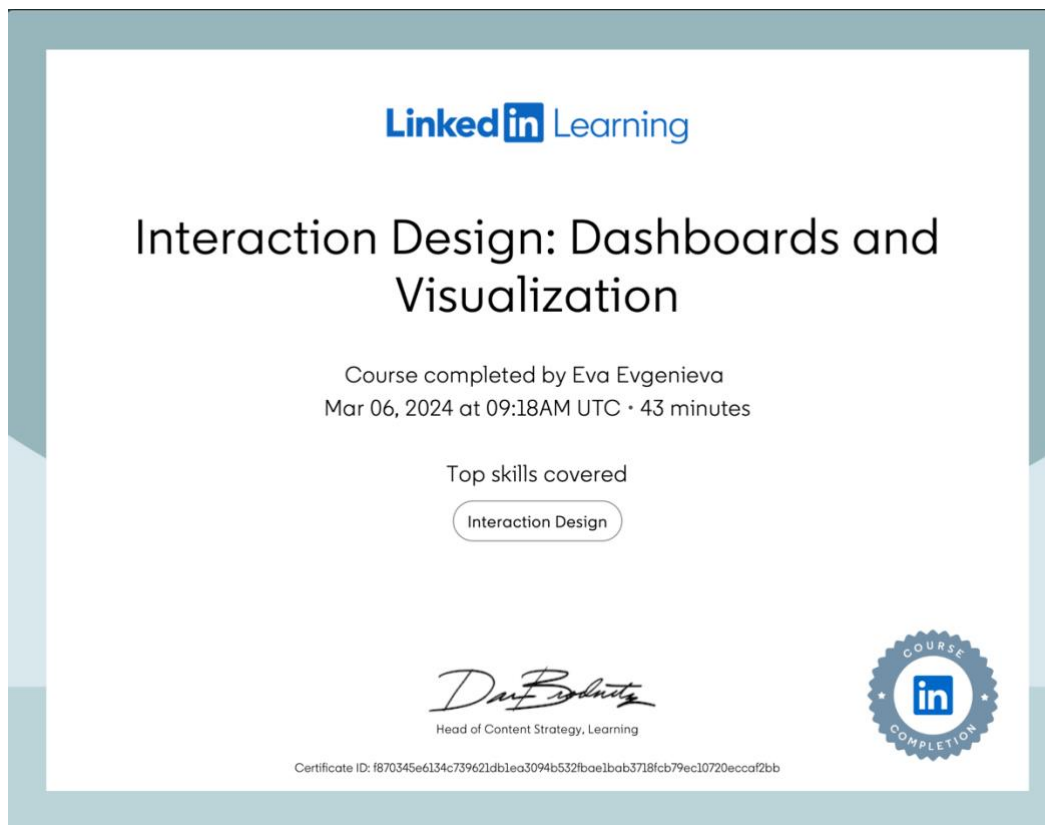


Figure 5 - certificate for course completion

Week 4 (11.03 – 15.03):

- Work on side tasks for Hallo, a client of Tada Solutions, finish background initial research document
- Check out research methods for my assignment, research on Gartner's hype cycle method for customer journey map, meeting with second company mentor about final product visualization (mood board with design inspirations and ideas)
- Gestalt principles exploration for application, summarize design inspirations, create interview questions
- Started coding portfolio website, write down literature review, looked at more inspirations and ideas online
- First company visit, portfolio website coding, side task for Schulinck.nl

Week 5 (18.03 – 22.03):

- Continue the side task for Schulinck.nl, created mood board with all the ideas, coding portfolio website
- Started portfolio document, created flowcharts for the steps in a customer journey map in TheyDo, side task for Kwint (client of Tada Solutions)
- Flowchart for every step of TheyDo customer journey map, send interview questions to specialists, research on stages of customer journeys, generate empathy map and persona based on the interview answers, summarize the insights from the interview
- FigJam with all the findings until now to present to both mentors, comparison table for trends of visualization, meeting with company mentor and Bankai mentor

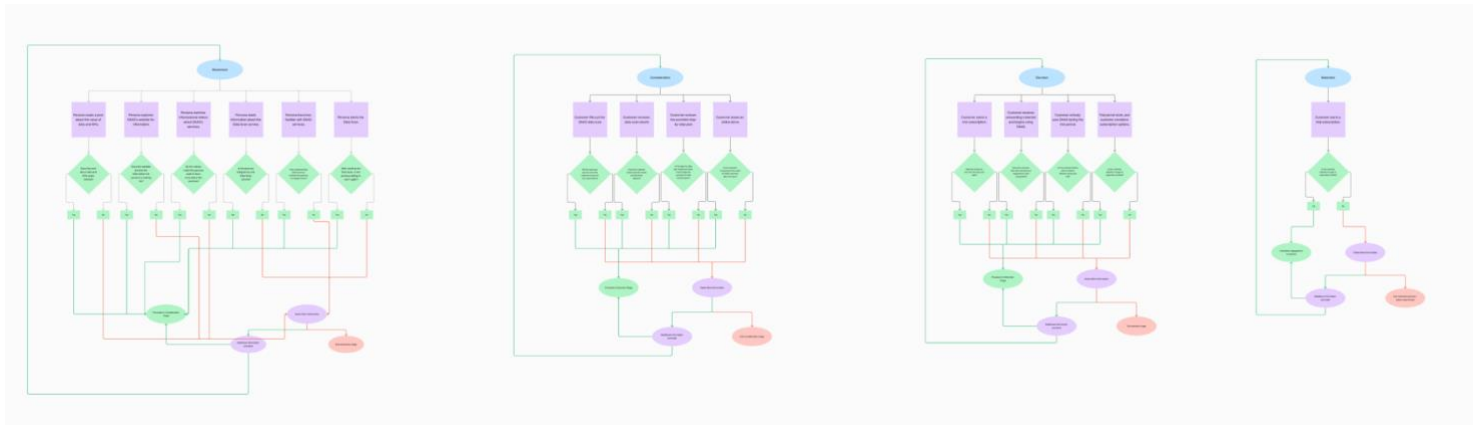


Figure 6 - flowchart of customer journey steps

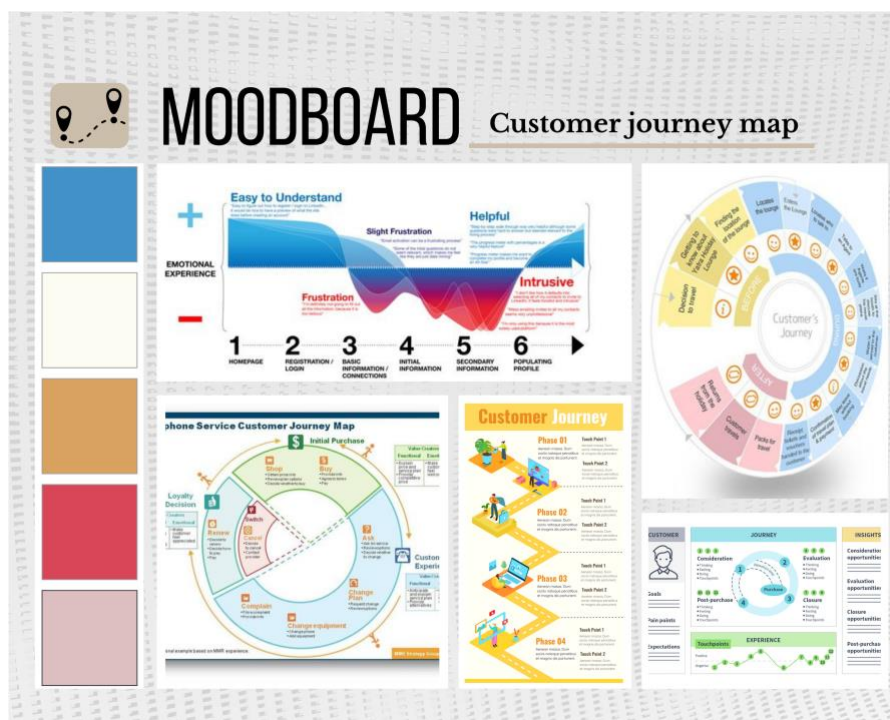
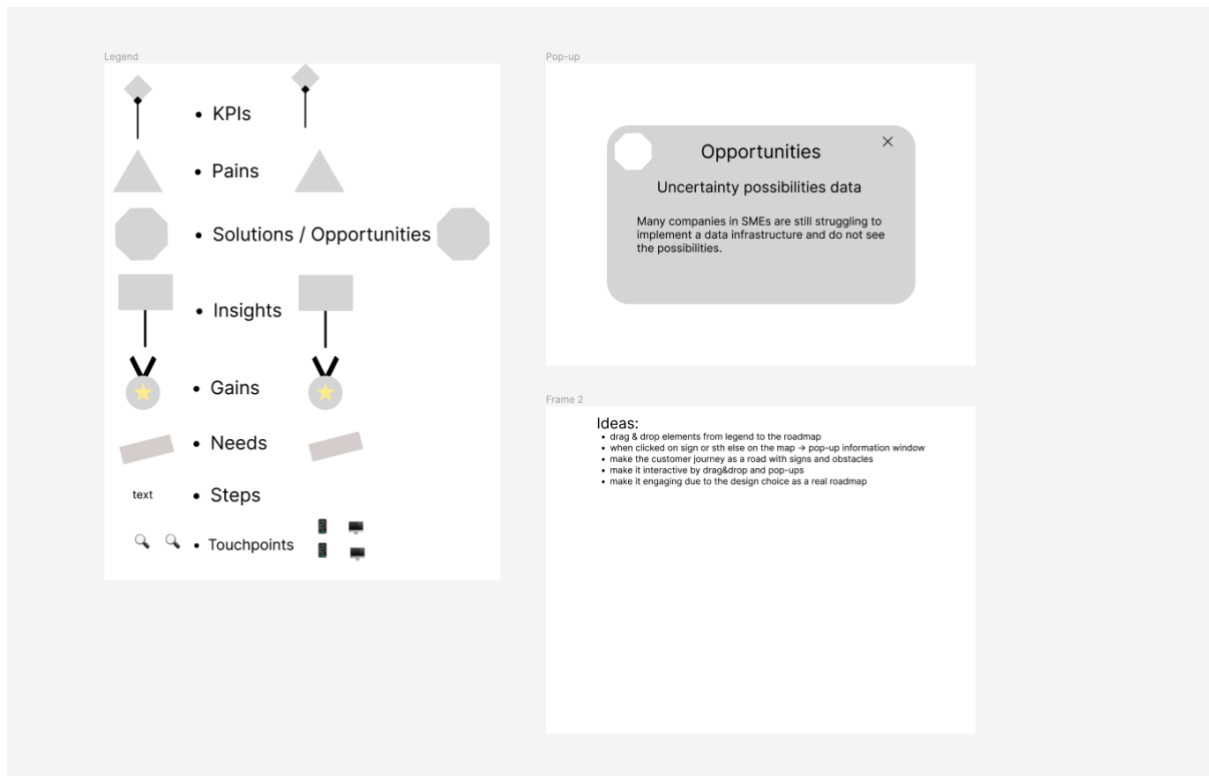


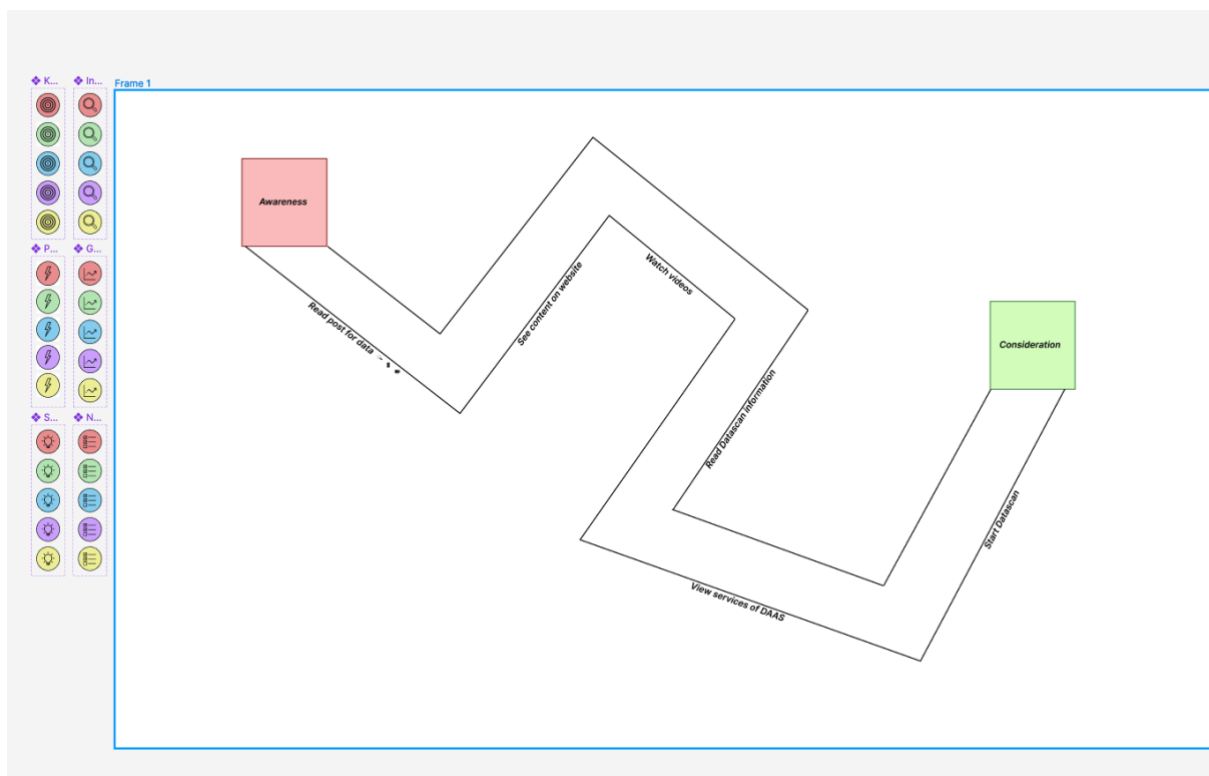
Figure 7 - moodboard for design ideas

Week 6 (25.03 – 29.03):

- Work on flowcharts as side task, continue iterating on wireframes and looking for design ideas
- Remake the flowchart based on some feedback and translate it in Dutch, iterate on the wireframe, look for ideas
- Applied research document, write down ideas for the CJM visualization
- Visualize idea for CJM with all steps, read through applied research document and refine
- Create progress visualization to showcase, present progress overview



Iteration 2 - make CJM as a roadmap



Iteration 1 - make different symbols for each step

Week 7 (01.04 – 05.04):

- Write project portfolio document, create git wiki for uploading documents, continue First iteration design, send portfolio structure for feedback (approved)
- Continue Figma design, continue portfolio website
- Finish layout for portfolio website, iterate on portfolio document
- Start filling out my website information, continue Figma design

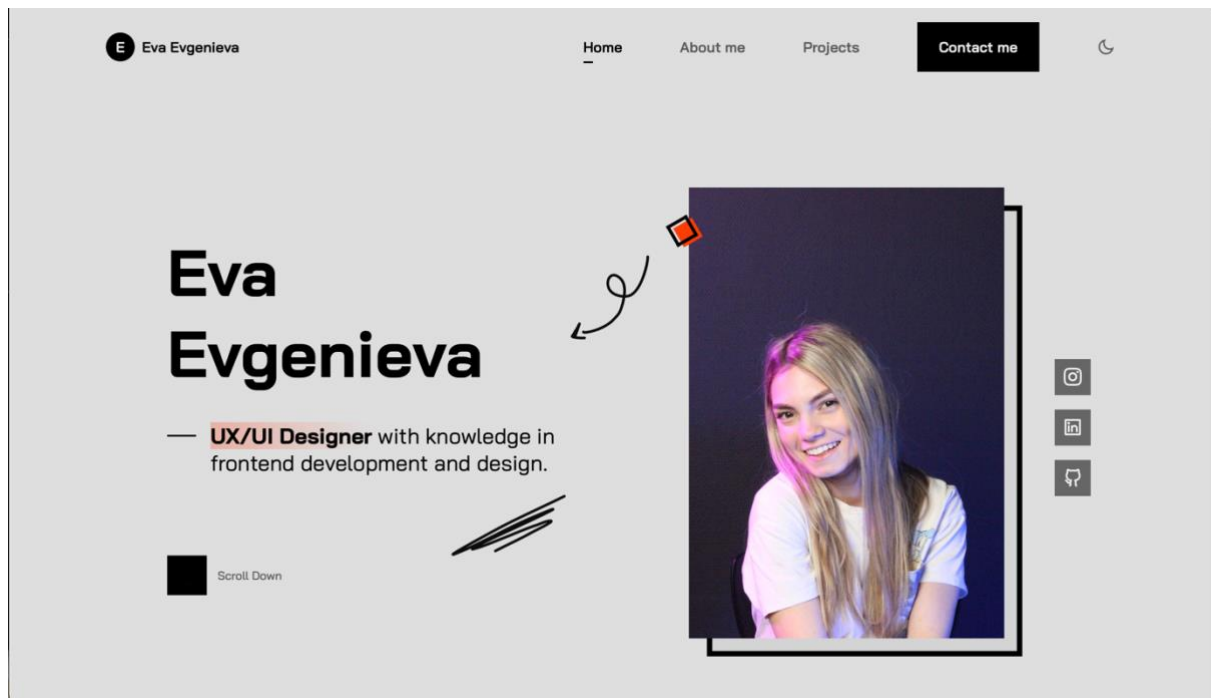


Figure 8 - light version of website

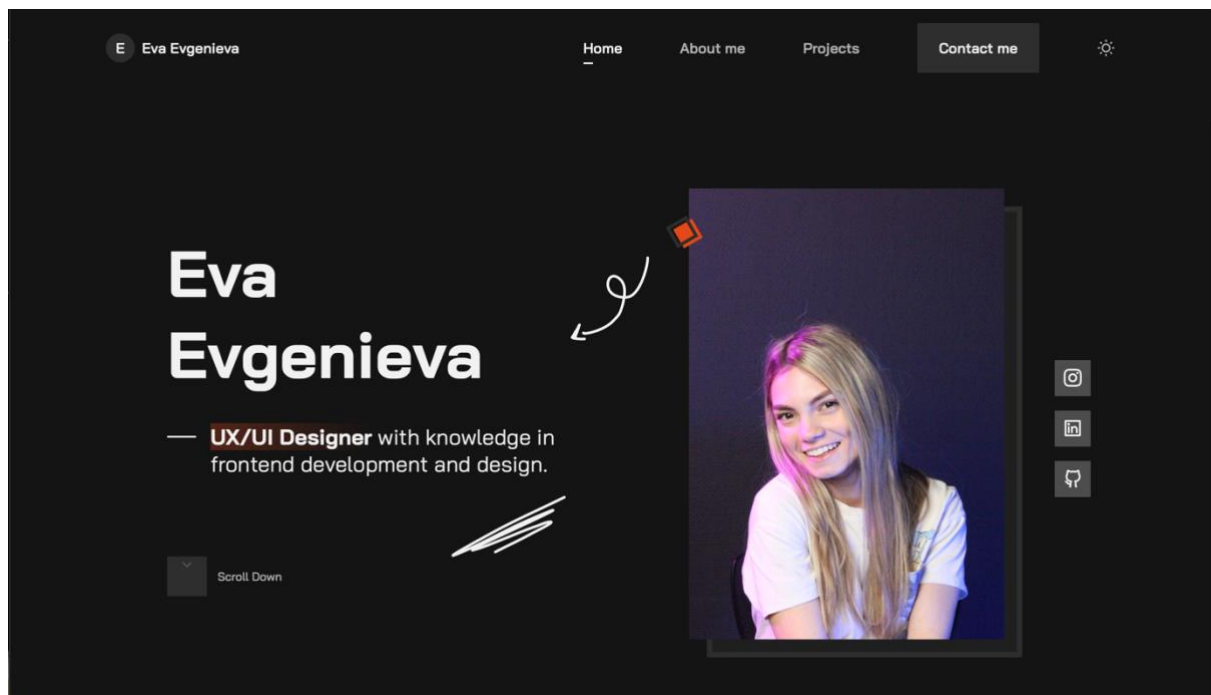


Figure 9 - dark version of website

Week 8 (08.04 – 12.04):

- Finish portfolio website
- Research on drag & drop functionality in Figma
- Trying drag & drop options and ideating on new ideas (e.g. templates)

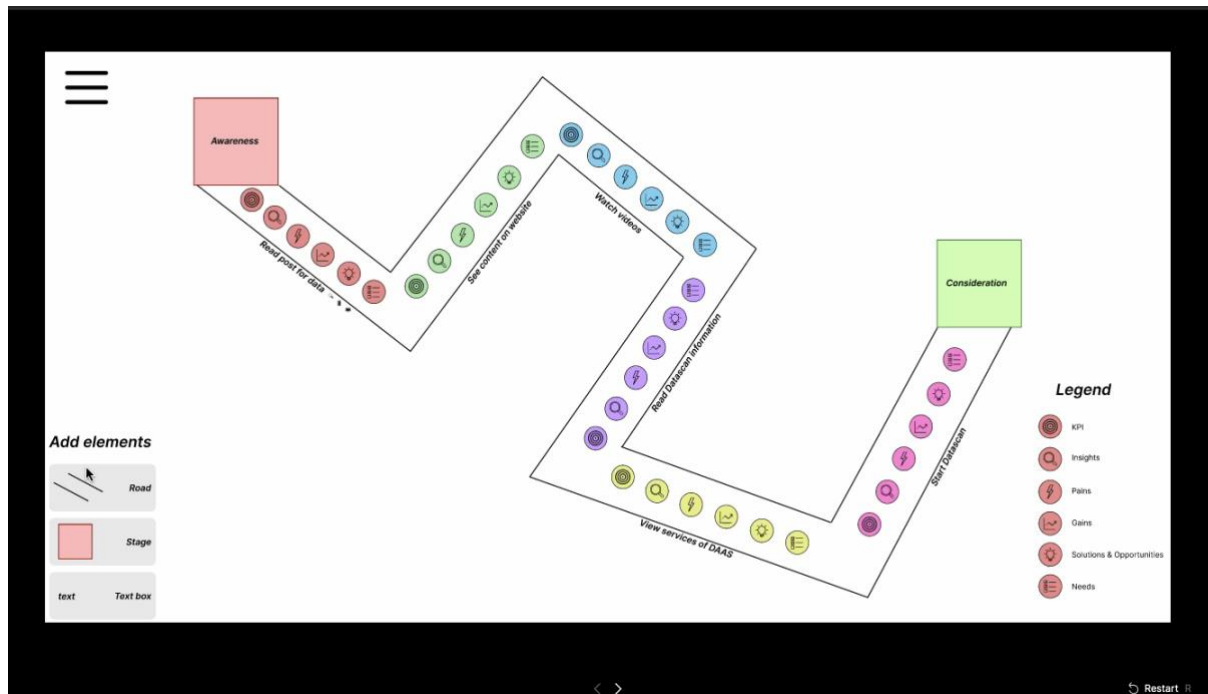


Figure 10 - iteration on drag&drop

Week 9 (15.04 – 19.04):

- Working on portfolio documents
- Mid-term presentation for university
- Drag & drop functionality research & iterations
- Fulfilling portfolio website with information

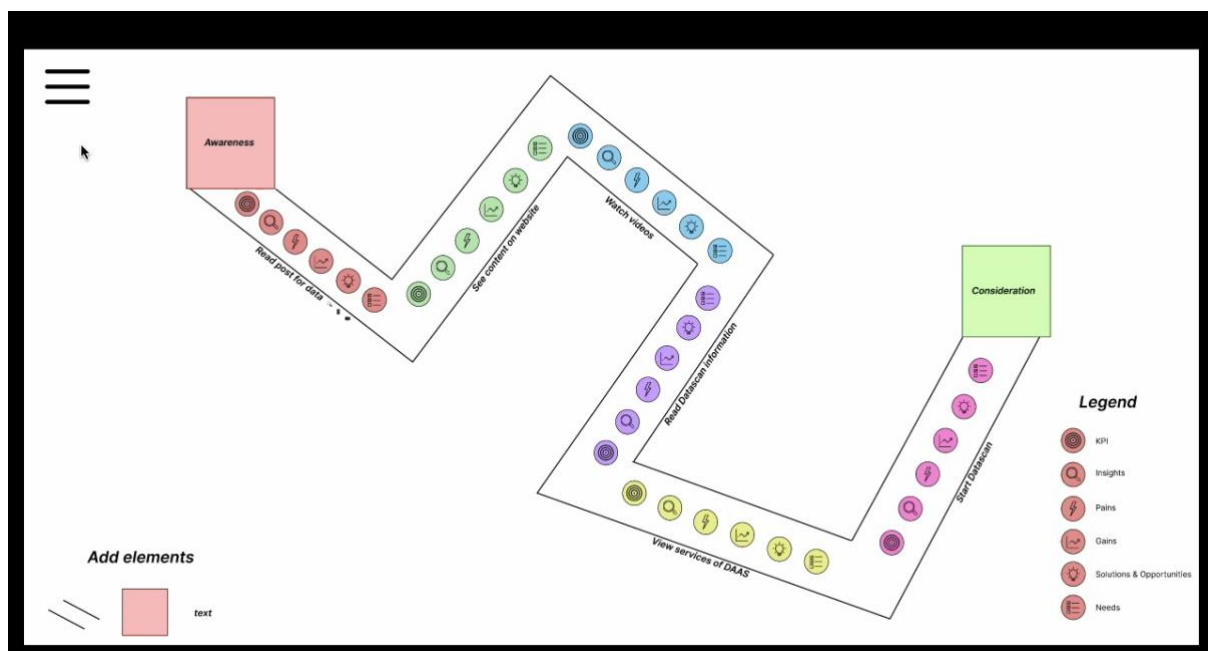


Figure 11 - templates iteration

Week 10 (22.04 – 26.04):

- Research paper summary
- Design and iterate on add-on elements
- Add templates for CJM steps
- Meeting with external UX designer



Figure 12 - CJM templates added

Week 11 (29.04 – 03.05):

- Work on design iterations
- Meet with company mentor to verify ideas
- Start development of the prototype
- Create a second design to verify with users
- Idea for LinkedIn verification post with po



Figure 13 - Customer Journey Map №2

Week 12 (06.05 – 10.05):

- work on portfolio document
- finish second design idea
- choose design validation methods (5-seconds test, A/B testing, Heuristic evaluation)
- prepare drag & drop in Axure RP
- discuss design variations with both mentors
- look up service blueprints



Figure 14 - Service Blueprint design iteration №1

Week 13 (13.05 – 17.05):

- portfolio document
- differences between CJM and Service Blueprint
- create SB design template
- new wireframe of CJM + SB
- finalise design choices

Week 14 (20.05 – 24.05):

- started prototyping approved design
- portfolio documentation and structure
- prepare A/B testing questions and variants
- prepare 5 seconds testing questions
- do 2 user testings

Week 15 (27.05 – 31.05):

- work on portfolio document
- animations in prototype
- final touches of the prototype

Week 16 (03.06 – 07.06):

- work on portfolio document
- work on research document
- finish prototype

Week 17 (10.06 – 14.06):

- final portfolio approval
- final touches of GitLab wiki pages
- test report
- final presentation