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| Draft Personal development plan Q4/B2  Jesse van den Broek | PI&V |

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# Introduction

Who am I, and who do I want to be as a designer? How do I see the future, and what influence do I want to have? It is important to have an answer to these questions. It enables one to be able to set clear goals for themselves, but also it gives them a larger understanding about themselves, what drives them, what they want to add to the world.

This document reports my search and development of my own professional identity and vision by updating regularly and thereby setting goals and reflecting on past activities.

# Vision

I believe that design will be equally as not more important in the (near) future as it is right now. AI is getting larger and larger by already taking over tasks we did as human before. However, I don’t believe AI will ever be as good as a designer as humans can be, because of our qualities in originality and creativity. Therefore design will be very important, but also because we need to design ways to handle and use AI in our world.

As designer I want to create products to make peoples life enjoyable by solving problems, creating new experiences, or making older experiences more enjoyable. With the rapid development in AI, I believe we will be surrounded by automated products and services in the future. When thinking about such a future, I imagine these doom-scenarios where humans don’t have an active role in the world anymore (exaggerated vision in figure with Wall-e). However, I don’t believe this is what we as humanity want in the end and therefore I aim to design against this future. Therefore I want to design for a future where we use (daily life) products for enhanced experiences and not let devices remove a valuable experience for us.

Figure 1: The type of future I want to design against (scene from Wall-E)

However, I have realized that there is a thin line between enhancing user experience and automating an experience. When a product automates a simple (maybe not so valuable) daily task, is it then automation to enhance an experience? Where is the line of automation making someone’s life easier and more interesting, without making someone’s life boring? As designer I want to explore where I believe this line is with my designs.

# Professional identity

I’ve always been interested in combining technology together with creativity, even as a young child playing with Lego or an all in one electronic kits. As designer I aim to combine these interests in technology and creativity with my will to help people and/or solve problems. Next to these interests, I realized that I get a lot of fulfilment from making an idea reality with the use of technology. Seeing your own idea come to real life and especially solving the challenges that come with it is what I love to do and which also drives me as designer. Therefore, as designer I aim to specialize and develop in both rapid and high-fidelity prototyping together with technology like electronics to make your ideas reality (T&R), but also in including users in the design process to design products specialized for the intended user (U&S) and in ideating and brainstorming (C&A).

I am really motivated to perform the best I can, which also makes me enthusiastic to learn both in university and by myself. This means I also don’t mind to learn a lot to achieve what I want, especially when I start prototyping to make my idea reality. To get all my work done I like to stay organized by having a clear overview of what needs to get done.

However, my passion of realizing an idea also has its disadvantages, since I start thinking about how to realize an idea once I get enthusiastic about it. This makes focus on only 1 idea, which limits me in exploring alternatives and being creative. However, I believe ideating in a team is important to get different visions and ideas from everyone, but also because this can help me realize when I’m too focused on an idea. On top of that, my will to perform good makes me find it difficult to let go of tasks in a team that aren’t my responsibility (since this results in having less influence on how the task will get done).

# Electives year 2

**Year 2**

In year 2 I’ll have the option to choose an elective every quartal to further self-direct my learning to fit my vision and professional identity. Because I want to develop further in the technological (high-fi) prototyping together with electronics or mechanics as designer, I will look into electives more towards the technical side since these are less provided within the core courses from year 2 and on.

***Quartal 1***

In quartal 1, I think I want to follow the elective: *“Digital craftmanship”,* because I want to develop in prototyping techniques as designer, to be able to make a high-fidelity working prototype of my design, and I believe this elective is focused on developing these prototyping skills either physical or digital.

***Quartal 2***

In quartal 2, I think I want to follow the elective: *“Introduction to business design”* because I want to develop in the expertise area B&E, and I think this elective will be a good course to get the fundamentals for B&E for a design process by learning, like the course description says, the four fundamental aspects of business design.

***Quartal 3***

In quartal 3, I think I want to follow the elective: *“Designing connected experiences”,* since I want to be able to design products that are more connected/adapted to the user. I believe designing connected experiences is important to realize this, so that the product can for example use data from another device to adapt to the user. I believe this elective can help me with this part of my vision to be able to design and realize these products that can have interactions with other devices.

***Quartal 4***

In quartal 4, I think I want to follow the elective: *“Design actuated systems”,* since I believe this elective will get me more competent in making functional high-fidelity prototypes of my design, which is something I aim to do as designer.

# Previous goals

***Avoid tunnel vision during ideation in project 2***

* Because I tend to get into tunnel vision quite fast I want to make sure I explore enough different ideas and not go in a straight line in the design process.
* Every week in the Q3 I’ll reflect on whether I’m sticking with one idea or still explore alternatives so that I realize whether I am in tunnel vision or not, this way I can go against it once I realize.

Even though there will still be ideation phases within project 2 I believe this goal is done. During all ideation in project 2 I made sure to not focus on one idea too much, especially once I realized from myself that I started to like one idea a lot, I made sure to not **only** focus on that specific idea. However, during ideation of project 2 I did realize I found it hard to converge together with my team after diverging a lot especially since I aimed to not focus on only 1 idea. Therefore I aim to learn and implement new techniques for the converging phase(s) in project 3.

***Implementing prototyping and target groups early in the design process in project 2.***

* I noticed I didn’t include prototyping as much in the earlier stages of p1, however since prototyping is important in my vision and I noticed that I get the most active and creative during prototyping, I want to make sure I implement prototyping earlier in the design process.
* I believe that designing user centered is important and therefore I want to make sure by reflecting on the design process every week that I implement target groups (through personas) already in the first weeks of the design process.

By reflecting every week and setting this goal I made sure to implement both users and a target group from the start of the design process as well as prototyping. Implementing target groups went natural, and together with my team we decided to also use different brainstorming techniques like brainstorming around certain target groups to make sure to implement users from the start. However, prototyping was a little less natural but did help a lot, since early prototyping did make me realize that some ideas were for example not possible or really challenging because of the size of the companion, which I didn’t realize before. Therefore I aim to continue using this goal in the back of my mind in every project to make it natural for me. To also continue actively involving users in the design process I aim to do a simple user-test together with a prototype in later stages of project 2.

***Learn HTML and CSS to try and build an interactive website for my final deliverable of PI&V by spending at least 2 hours of learning HTML and CSS every week.***

* Since I want to get competent in coding to create working prototypes with electrical or digital aspects (like a site) as designer I believe creating this portfolio is a good opportunity to develop further in coding.
* By following the Youtube tutorial “HTML & CSS Full Course - Beginner to Pro

” by SuperSimpleDev, I’ll both learn and practice with HTML and CSS at least 2 hours a week during Q3. This way I hope to have enough experience to make my own interactive website for PI&V at the end of Q3.

[***Link***](https://www.youtube.com/watch?v=G3e-cpL7ofc&list=PLEO5g-N8LRmmHwrQNqamhrVYGQ4YIg1N5) ***to the Youtube video I’ll follow.***

By following the Youtube tutorial and making exercises, as well as experimenting a little on my own with functions of HTML and CSS I got skilled enough to code a basic website. However, I’m not skilled enough to make a real good looking site (with advanced CSS) together with some animation by for example using JavaScript. Therefore I aim to learn the basics of JavaScript by watching a Youtube tutorial for future versions of my portfolio and get more experienced using CSS by simply applying it in more projects.

***Reflect on my goals and process weekly in a reflective and not descriptive manner during Q3.***

* I’ll reflect every week on Friday on my process on my goals, and general other important activities for either my vision, professional identity etc.
* Every week I’ll look back on my reflection of last week and asses my own way of reflecting shortly to mainly make sure I’m not describing but really reflecting on my activities.

I have done weekly reflections in a word document relating every goal during the first 5 weeks of Q3. After these weeks I felt like I had already experimented with different ways of reflecting and also slowly starting working on reflections for the portfolio and such, which made me stop doing the weekly reflections as explicitly. However, I do consider this goal done since I did experiment with different ways of reflecting (not descriptive) which made me get more familiar with writing these reflections and improved me in reflecting effectively (by describing what was learned and why, as well as future steps for example). However, it often does still take a lot of effort to write reflections, I aim to keep this habit of reflecting once a week or 2 weeks to make it more effortless and natural.

# Goals

**Short term**

***Document every important activity in project 2 in quality.***

* Since I realized I didn’t always document every activity that was important in project 1 and therefore sometimes missed (quality) evidence, I want to make sure I document every activity in project 2 that has importance to the design process.
* Every week I’ll reflect on what I’ve done relating the project and whether I’ve clear and quality photos or other evidence/documentation for it.

***Stay conscious about whether I’m not limiting my team by talking too much in my in project 2 by reflecting on my behaviour.***

* In p1 I received feedback from my team that I sometimes talk a lot during team meetings especially when I’m enthusiastic which can make it hard for others in the team to get their ideas across. However, I find it important that everyone in a team has equal ‘input’ and therefore I want to make sure I work on this habit. Therefore I plan on reflecting on the teamwork together with the team every 2 weeks and consciously reflect on my behaviour in the team during meetings to realize when and if my team thinks I’m talking too much.

***Improve in letting go of tasks within a team that are not my responsibility by performing my own tasks the best I can during project 2.***

* I noticed I sometimes find it hard to ‘trust’ my team to perform the tasks they were assigned to in time or the best they can. Therefore I found it hard to let go of certain tasks during p1, which resulted in me taking too much responsibility or stressing much. I’ll be reflecting shortly every week on what my tasks in the team were and what I have done to consciously realize whether I’m worrying about my own work or theirs.

***Improve in 3d-modelling complex shapes in SolidWorks for 3d-printing prototypes.***

* Because I want to be able to realize high fidelity prototypes of my concept as designer I believe it is important to get competent in 3d-modelling to make higher-fi prototypes with 3d-printing while still being able to rather quickly iterate.
* During Q3 I created a SolidWorks part in almost every week to complete this goal, however I realize I’m still not as good in modelling (complex) dynamic shapes as I aimed for (I’m not much more skilled in designing regular dynamic daily products like a spoon as before). Therefore I’ll try to continue making a dynamic model every week by myself or with a Youtube video in Q4 to improve my skills further.

***Expand and implement knowledge about electrical components like actuators and sensor to create a working prototype of a higher fidelity during project 2.***

* This goal was first linked with the goal about 3d-modelling, however to make both goals more specific I split the goals up into 2 in Q3.
* Since I want to be able to create working prototypes of a higher fidelity which are close to the final version of the product, I believe it is important to have a broad knowledge about electrical components and how to code them, and especially on how to implement them in prototypes.
* By following lectures, information sessions and implementing knowledge in project 2 I want to expand my knowledge on electrical components, especially on how to implement them within a prototype.

***Implement a user test with students on university (our target group) with a (semi-) working prototype to gain user feedback on the prototype in the later stages of project 2.***

* Because I want to keep involving users throughout the design process since I believe user involvement is important, I aim to implement a simple user-test together with an interactive prototype in the later stages of project 2 if possible.

**Long term**

***Learn and implement techniques and theory from the expertise area B&E in project 3.***

* Since I haven’t been learning nor implementing much techniques from B&E in my projects, I want to make sure I start getting more competent in this expertise area during project 3 by learning new techniques and theory either by a course or by myself.

***Learn the basics of JavaScript by following a Youtube tutorial to be able to make a more interactive/animated portfolio website during the second year.***

* Since I want to get competent in coding to create working prototypes with electrical or digital aspects (like a site) as designer I believe creating this portfolio is a good opportunity to develop further in coding.
* Because I ‘only’ learned basics of HTML and CSS before, I want to develop further in creating a website by learning the basics of JavaScript to make a more interactive and animated website/portfolio.

***Learn and apply new (or older) techniques to effectively converge on all gathered ideas in the ideation process of project 3.***

* Since I realized I had a hard time converging in project 2 after diverging and coming up with a lot of ideas, which made the process of coming to a ‘more final’ idea take longer than necessary. Therefore I aim to focus on effectively converging by applying new or older techniques.

***Learn the basics on how to design and use a custom PCB by following online tutorials during year 2, to gain understanding of more advanced electronics for high-fi prototypes***

* Since I want to be able to make high-fi working prototypes as designer, I think it is important to have at least an understanding on how (designing) custom PCB’s work.
* Therefore I want to gain this knowledge by following online tutorials during year 2 (I do not know when exactly yet, since I’m not sure what my project 3 is going to be revolved around and whether I have the time to learn and apply it there for example).