

WELCOME TO MY  
READING GUIDE

JUSTIN VEENHUIS

VERSION CONTROL

VERSION 1.0 - 28-9-2024

FIRST DRAFT

VERSION 2.0 - 7-11-2024

ADDED: HOW TO USE, FAST FASHION PROJECT, REFLECTION

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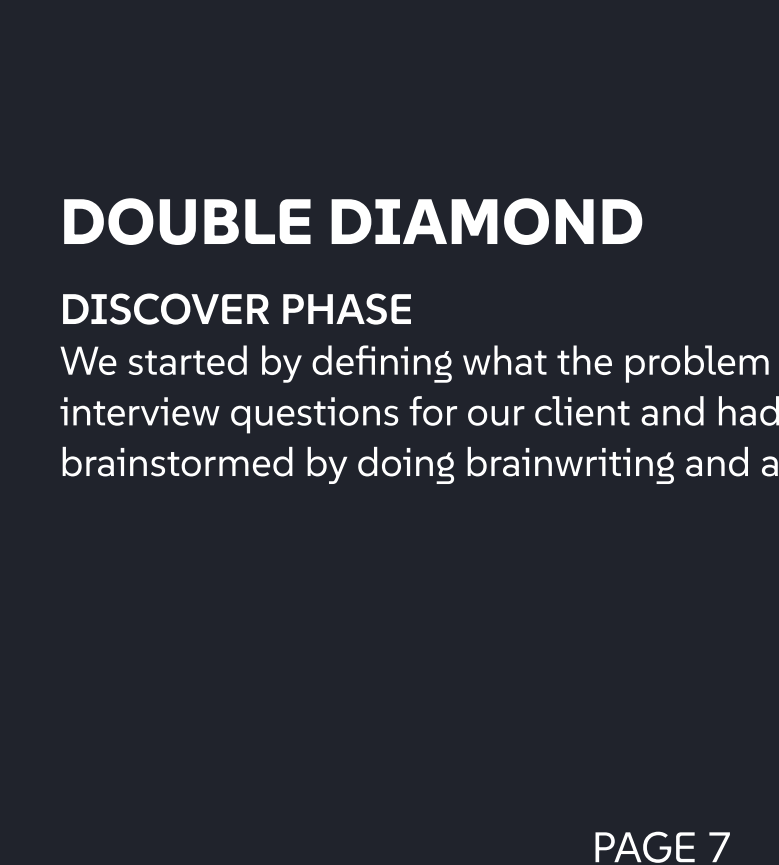
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INTRODUCTION



HELLO, I'M  
JUSTIN VEENHUIS

HBO-ICT MEDIA S3 STUDENT

ABOUT ME

Hello, I'm Justin, 19 years old and after this semester I will have completed my second year at Fontys.. I am a motivated, hardworking and social student. Current goal is improving my abilities so that I can make better media products and become a better webdesigner/developer.

STRENGTHS AND WEAKNESSES

I feel like my strengths lie on the things that I enjoy doing such as webdesigning in figma and developing them with HTML and CSS. I am trying my best at improving my JS skills for the semester and I have been trying and testing. My biggest weakness is procrastinating since I tend to start a bit too late on my work and I get in a time crunch as a result.

BIGGEST GOAL CURRENTLY

My biggest goal right now is improving my webdesign and development so that I can keep up with my internship company and later be able to be on the same level in terms of skills as them.

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HOW TO USE

THIS GUIDE, WEBSITE AND GITWIKI

READING GUIDE

Firstly, this reading guide is a short document that will warm you up for my portfolio website. It contains a short description of what I did, with the focus on the group project and lastly the reflection project. At the end there are links to the website and the gitwiki's where I go more in depth on the Learning outcomes

WEBSITE

The website is one step bigger than this reading guide. It contains a medium-sized description of what I did, with links to nessecary documents and to the detailed information inside the gitwiki.

GITWIKI

The gitwiki is the final and most detailed documentation about what I did to achieve the learning outcomes. Containing context, approach & proces, the link between LO and exercise and ending with a reflection & feedback.

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UXYNERGY



Before choosing our client, we had to create a brand identity for our studio. We went with UXY, short for UXYNERGY. This is our { **brand document** } which we worked on as a **team**.

⚡ Me and Minh worked together on the **brand guidelines**. Inside the { **brand guidelines** } you can find our studio colors, typography, our icons and way of using our logo as well as mockups to visualize our brand in the real world.

⚡ Me and Minh also worked on our { **pitch (video)** } in which we presented ourselves to the client.

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FAST FASHION

NIGHT OF THE NERDS

We have had companies come to R10 to pitch their company and project. I love the amount of variety that we get between projects.

INTRODUCTION

We got a chance to work together with Night of the Nerds and received the challenge to make Fast Fashion less attractive amongst teenagers aged 15 - 17 years old.

PLAN OF ACTION

Whatsapp is our main form of online communication together with Teams to keep all of the documents. To keep track of our sprints and progress we use Trello, have stand-up meetings regularly and hold a retrospective at the end of each sprint.

DOUBLE DIAMOND

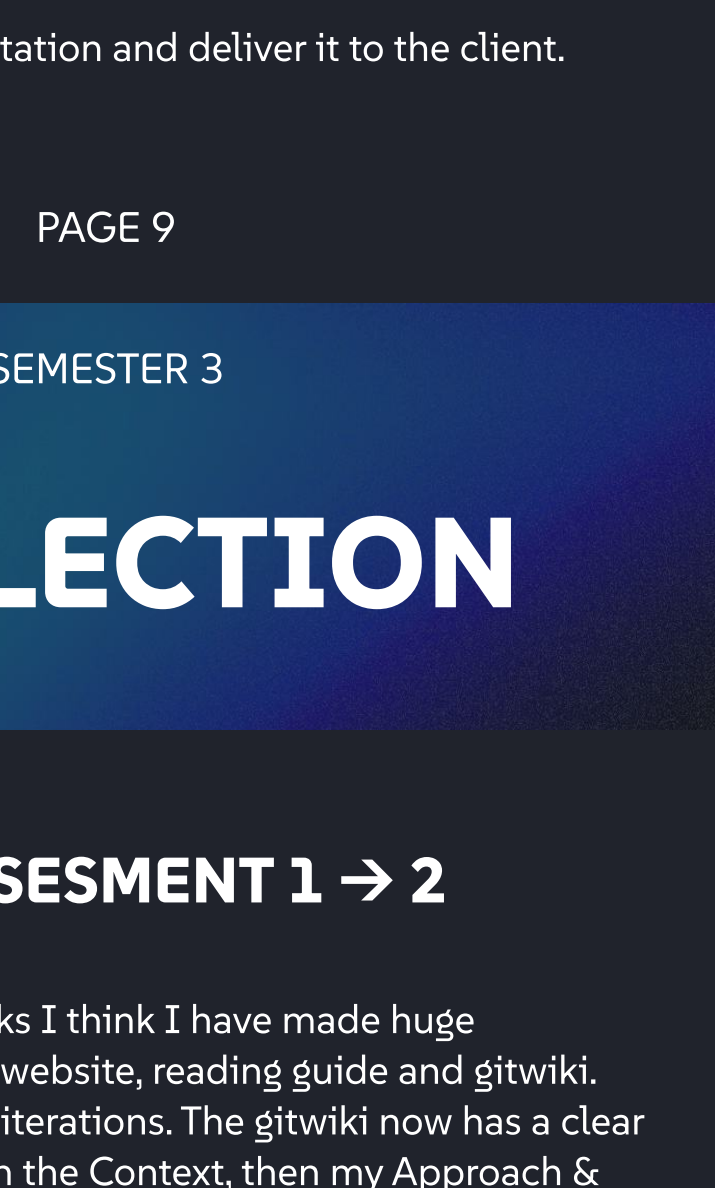
DISCOVER PHASE

We started by defining what the problem was. We prepared interview questions for our client and had a meeting with her. We brainstormed by doing brainwriting and a lotus blossom.

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CLIENT PROJECT

⚡ I defined a general guideline of which research methods and areas that we will be doing. In the { **research plan** } you can find which research areas and methods we will cover in each phase of the Double Diamond.



After brainstorming we split up the group in two groups of two and one of three people and each group conducted research and created a concept of their idea.

Me, Minh and Sander worked on the idea of a fun, yet educational game about fast fashion.

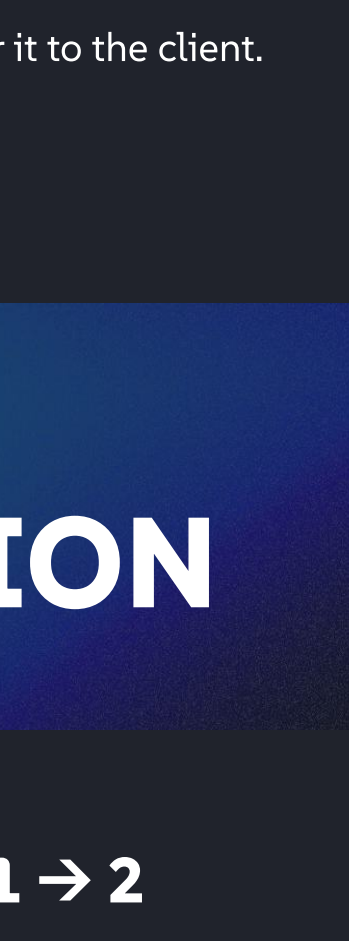
⚡ I did secondary research on gamification and analysing Duolingo. Inside the { **Competitive Analysis** } you can find my findings.



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CLIENT PROJECT

⚡ Sander came up with a base for the { **survey** } but I made sure to get feedback on it twice, changed the questions, created a google form and created a poster with a QR and hanged it around the building.



DEFINE PHASE

In this phase our team worked on the { **concept document** } since our client gave us her opinion on which concepts would work.

⚡ I wrote information about the Target Group. Defined the research question and put a summary of the survey findings.



DEVELOPMENT PHASE

First we will so sketches and then later make more detailed designs and prototypes. We will be making sure to get feedback and do testing.

DELIVER PHASE

We will have an end presentation and deliver it to the client.

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REFLECTION

REFLECTION ASSESMENT 1 → 2

Looking back to these 5 weeks I think I have made huge improvements regarding my website, reading guide and gitwiki. My website has had positive iterations. The gitwiki now has a clear structure where I first explain the Context, then my Approach & Process, after that an Explanation and lastly a Reflection with feedback. My reading guide is now more clear because of the feedback that I got on it. I have also been asking for more feedback and documenting them all in feedpulse.

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BURDEN OF PROOF

LO1 - SELF ASSESMENT: BEGINNING

LO2 - SELF ASSESMENT: BEGINNING

LO3 - SELF ASSESMENT: BEGINNING

LO4 - SELF ASSESMENT: BEGINNING

LO5 - SELF ASSESMENT: BEGINNING

PORTFOLIO WEBSITE

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