

Semester 6  
Advanced Media Design

# Project Plan

Municipality of Eindhoven + Garage2020

## Context

Garage2020 believes in a society in which children, young people, parents and their environment are able to grow up together in a promising way.

The company works on this goal by designing solutions for concrete problems that children, young people, parents and their environment experience. They do this in collaboration with various experts and with the person for whom the innovation is intended, so that their perspective is central - *"We do not tackle what lies on the surface, but keep asking until the real issue is raised. With the innovations we want to prevent, shorten or replace existing forms of youth care."*(Garage2020, 2022)

## Assignment

Currently, about 6 out of 10 of the youth are online for at least three hours a day. And even 15% of the youth exceed six hours a day. And 31% of the youth has online contact for the entire day (Hamdiui, van den Broek, 2019). With these numbers it is clear that the youth is almost always online. In short, if you want to reach the youth, being online is the way to go.

Youth work is already trying to get more of a digital footprint, but according to Hamdiui and van den Broek (2019), there is a difference between *digital* youth work and *online* youth work. Digital youth work is already a big thing, think about gaming events, programming together or making videos with other youth. However, all of these digital activities are in real life and not online. The problem is that online activities and online ways to easily approach youth work are still almost non-existent.

And that is where our challenge begins. We have to come up with a way to make youth work (social workers) get more in touch with the youth via online means. Think about getting in touch via Discord, Instagram or even Whatsapp. This way, the youth can learn all kinds of things in real life during the digital activities and immediately try to apply these learned skills, borders and emotions in online activities.

We have to find a way to get youth workers online and get them in touch with the youth, without mixing their personal and professional lives. We need to research this subject, think up a solution, design and develop this. We have a clean slate, so we can explore every corner of this assignment.

**The goal is clear: Research, design and develop a way to get youth and youth workers in touch with each other via online means.**

## Scope

We have to help online youth workers with reaching out to youth in an online world. Today's youth practically lives online, it's a big part of their daily life. A part of our project is to develop a concept. We have to figure out how Eindhoven can be a predecessor in this field.

A big part of the scope is going to be the research. There are a couple different approaches we can take in this project:

- A. How can we design the social worker 2.0? How can he become more online and know how to reach out?
- B. How can we reach out to as many young people in Eindhoven? For this you need to be "online". How can we design something that connects to youth online?

Depending on which route we take the scope will vary slightly.

<b>Deliverables</b>	<b>To the project doesn't belong</b>
General research relating to the research questions as well as: <ul style="list-style-type: none"><li>• We will investigate the problem and try and find an answer to how can Eindhoven be a leader in this field</li><li>• We will investigate how we can design 'the social worker 2.0' and how youth workers can be more online</li><li>• We will investigate how to reach out to as many young people in Eindhoven and how we can design something to connect to them</li></ul>	A full-fledged finished developed application
Concept: We will create a concept to solve the problem	Research to back-end techniques which most likely won't be used.
Prototype/Design: We will create a design of high quality.	
Prototype/Development: We will develop a prototype of the product	
Research on development techniques for a prototype	

User testing	
--------------	--

The scope is clear: we will have to do a lot of research to answer the questions above, design a high fidelity prototype and create a development prototype. We are given freedom in this aspect from the stakeholder's view so it will be according to the teachers most likely.

*Assumptions: the information the stakeholder has given is accurate and in-depth enough to start off our research*

## Stakeholders

For our group project my team and I had to work in collaboration with the company of **Garage2020**. As the company is working for Eindhoven Municipality, they have been given a project of coming up with an idea of how social workers can relate and connect to the fast changing online world of youth. The final product should be of use for the social workers of **Pit Stop** and **Dynamo**.

When it comes to our part in the project, we will have to come up and develop a concept which will be of use to **Garage2020**, so they can use it in order to satisfy their customers' expectations (**Pit Stops**, **Dynamo**). At the end of our semester we will have to present our concept, work and progress throughout the semester to our university professors and collaborating company (project owner).

**Fenna Dam** - project owner, works for **Garage2020**

**University Professors** - assessment

**Eindhoven Municipality** - gives the task to **Garage2020**

**Pit Stop**, **Dynamo** - **Garage2020**'s clients

## Research Questions

### Main Research Question

**“How can social workers from Eindhoven relate and connect to the online world of youth while countering the cons of online media?”**

### Sub-research questions

1. What does youth work do?
2. Who are the social workers and what are their main tasks in their job?

3. What are the most used social platforms for youth internationally and in the Netherlands?
4. What does other international youth work currently do to reach out to the youth?
5. What are the pros and cons of social media?
6. How can we present social workers to the youth in the most reliable way?
7. How can we educate social workers on the use of online media?

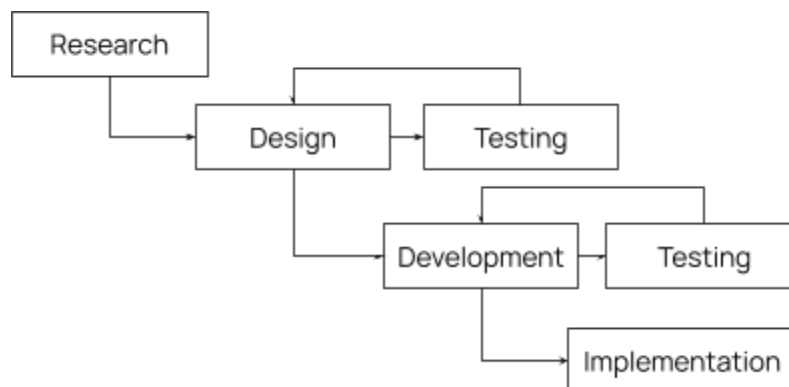
## Approach

### Design Methodology - Design Thinking

As our primary design method, we will be utilising the Design Thinking methodology. Garage2020 also uses Design Thinking for their own projects, which allows for both our group and Fenna, the company representative, to align our projects. Design Thinking has 5 main phases: empathise, define, ideate, prototype, and testing. Throughout this project, we aim to address all of these phases to different degrees based on what we believe is necessary to successfully complete this project. We will be doing this by using CMD methods throughout the different phases to aid us in our research and to guide and support us in the design choices that we make. One CMD method that we will be using is a literature study during the empathise and defining phases of our project.

### Way of Working - Waterfall Method

We decided to use the waterfall framework as our planning method for this project. The four main phases of our process are: Research, Design, Development, and Testing. However, for the final product to be the most effective and user friendly it could possibly be, there will be two instances of testing. The first testing round will be conducted in the design phase of the product and the second round will entail testing the final developed product. Any changes that we are required to make based on the testing results will be made before going to the next phase of the project. To better visualise our process, refer to the image below.



## Research Methods

Question	Method(s)
What does youth work do?	Literature Study
Who are the social workers and what are their main tasks in their job?	Literature Study; Expert Interview
What are the most used social platforms for youth internationally and in the Netherlands?	Literature Study; Online Analytics; Trend Analysis
What does other international youth work currently do to reach out to the youth?	Literature Study; Competitive Analysis; Trend Analysis
What are the pros and cons of social media?	Literature Study; Online Analytics;
How can we present the social workers to the youth in the most reliable way?	Prototyping; Literature Study; Best, Good and Bad Practices
How can we educate social workers on the use of online media?	Co-creation; Co-reflection;

## Breakdown of the Project

In order for us to have a more structured workflow, we decided to divide the next few weeks into 4 main phases - research, design, development and testing. Each of them will last a few weeks, and we will have to complete a different set of tasks, focused on the specific phase. During the sprints we will have progress meetings with our teachers and company client, where we can share our progress and get feedback.

### Research

The first phase that we have defined is the Research. Here the main objective is to collect as much information on the topic as possible. Thanks to the research questions that we have come up with, we have a clear idea of what insights we need,

in order to produce a useful solution. We have decided to use different methods, such as Literature study, Competitive analysis, Interviews, etc., which will help us get more familiar with the situation.

#### Stepping Stones:

Empathy Map

Personas

Competitive Analysis

Trend Analysis

Concept

## **Design**

Now that we have collected all the insights that we need, we can begin coming up with solutions. Based on the research findings from the previous phase, which we will use as building blocks, we can move to the Design. Here our focus is to visualise our ideas and solutions in a clear and understandable way. The main tasks that we will have to complete will be to create both low and high fidelity prototypes. Within them, we aim to incorporate a user-friendly flow, understandable structure and clean design, which will help us satisfy the requirements of the target group.

#### Stepping Stones:

Sketching

Design specification

## **Development**

Now comes the final part of our project - the development. The next few weeks we will spend in building our high fidelity prototypes into a real product. We will use different programming languages (specifically for our type of solution). We also plan to use the CMD method: MoSCoW to prioritise the tasks into different categories, depending on their importance - **Must have, Should have, Could have, Won't have**. This structure will help us stay on track and complete the important things first.

## **Testing**

We present the testing as a separate phase, but it was an ongoing process throughout the entire project. From sharing our findings with teachers and clients in the research phase, testing our prototypes with users during the design, to conducting a final testing of the end product, we will continuously get feedback, upon which we can improve our work. We will use different methods of testing, such as Usability testing, Think aloud testing and Co-reflection, which will help us get various kinds of input on our progress.

### Stepping Stones:

Usability Testing

Co-reflection

## Time Plan

Now that we have explained a bit the phases we will go through, below we have included their start and end day. This project began on 13th March and will continue until 16th June.

Phases	Weeks	Dates (start - end)
Research	Week 5 - 9	13.03.22 - 11.04.22
Design	Week 9 - 13	12.04.22 - 14.05.22
Development	Week 13 - 17	15.05.22 - 16.06.22
Testing	Week 9 - 17	12.04.22 - 16.06.22

## Team Members

Name	Number	Email
Anna-Theresa Schneider	3873323	<a href="mailto:a.schneider@student.fontys.nl">a.schneider@student.fontys.nl</a>
Evaluna van Dongen	3563979	<a href="mailto:evaluna.vandongen@student.fontys.nl">evaluna.vandongen@student.fontys.nl</a>
Iva Dimitrova	4219775	<a href="mailto:i.dimitrova@student.fontys.nl">i.dimitrova@student.fontys.nl</a>
Sarah Daniali	-	<a href="mailto:s.daniali@student.fontys.nl">s.daniali@student.fontys.nl</a>
Niels Vissers	4110080	<a href="mailto:niels.vissers@student.fontys.nl">niels.vissers@student.fontys.nl</a>
Hristian Goretsov	4177916	<a href="mailto:h.goretsov@student.fontys.nl">h.goretsov@student.fontys.nl</a>



# Communication

## Meeting with the Group

We will be meeting on location (TQ) on Tuesday, Wednesday, Thursday. To easily communicate and meet online, our group created a discord server. If any team member is not able to join on location on the aforementioned days, they will be joining online, through discord.

## Meeting with the Client

After our introductory meeting with Fenna, we decided to meet once every two weeks on Monday mornings. The meetings will be conducted online, but if it's necessary to meet in person, we are also able to schedule that with her. Fenna has also shared with us a contact that she has at COMPANY. However, we still are not in direct contact with them and meeting possibilities have not been established yet.

## Meeting with Project Coach

The coaches for this group project are Paul Reekers and Rose Weterings. Due to the fact that our team will be working on location(TQ Building), we will be meeting with them regularly to get feedback on our project and the deliverables that we create. We will also be meeting with them to update them on our current For meetings that might take longer or cover more crucial content, we will make sure to schedule meetings with Paul and Rose.

# Risks and fallback activities

What are the risks and what can we do to prevent them from happening?

Risk	Prevention activities included in plan	Fall-back Activities
Sickness	Stay healthy and keep the positive vibes	Inform the team about the situation, which occurred so the work process does not fall back.

Company/Teacher absence	Cannot be done anything from the group's side	Inform the teachers/clients about the problem, and carry on the project with the information we managed to obtain/have.
Fallback on activities, due to delays or issues	Strictly follow the time plan and don't extend deadlines if not urgent (e.g. delays or issues)	Prioritise the left tasks and complete the most urgent first; talk to teachers and clients

## Resources

1. *CMD methods pack*. CMD Methods Pack - find a combination of research methods that suit your needs. (n.d.). Retrieved March 13, 2023, from <https://cmdmethods.nl/>
2. Hamdiui, T., & Van Den Broek, J. (2019). *Online Jongerenwerk: Werken in de online leefwereld van jongeren: Handvatten voor jongerenwerkers en managers*. Retrieved March 14, 2023, from <https://www.nji.nl/system/files/2021-04/Online-Jongerenwerk-Werken-in-de-online-leefwereld-van-jongeren-Handvatten.pdf>
3. *Missie*, Garage2020, (2022, October 11). Retrieved March 13, 2023, from <https://www.garage2020.nl/missie/>