



# Reading Guide

## About Cape

At Cape, they create digital marketing solutions that make it easier for companies to handle all their marketing work in-house. They provide a single interface from which companies can design, plan, publish, and view the results of all their online marketing campaigns. The focus is on tailoring the tool to each customer's specific wishes, making it a desired choice for larger companies like

TakeAway.com, BasicFit, Rituals, etc., for whom a standardized tool just doesn't fit their needs.

Cape is a young startup with a commitment to innovate and grow in the online marketing sector. Cape has an informal working atmosphere with sociable and hardworking colleagues. It is part of Peach, a large digital media agency with over 100 employees globally, headquartered in London. The product development team of Cape is stationed in Tilburg, and the headquarters are based in Amsterdam.

## The Assignment

The primary goal of this assignment is to empower the marketing team and non developers at Cape by providing them with the resources needed to independently manage the cape's marketing website. This includes the creation, deletion, and editing of new pages and components, allowing for greater agility and efficiency in marketing operations.

## The problem or opportunity that has lead to the assignment:

The marketing team at Cape wants to continuously update the marketing website. These updates can range from small changes, such as modifying text or images, to larger tasks like creating new landing pages or making significant customizations, such as changing the order of sections or adding new sections. Currently, the marketing team relies heavily on developers for these updates. However, the developers at Cape are often unavailable due to their focus on the main application, causing delays for the marketing team in keeping the website current and aligned with new trends.

## The goals and the context of the assignment:

The primary goal of this project is to minimize the marketing team's reliance on the development team for website updates, enabling them to independently and efficiently keep the marketing website current and aligned with new trends. The project must utilize the Next.js framework, as the main codebase of the marketing website is built with it. Additionally, a Content Management System (CMS) must be incorporated.

## Project Approach - Design thinking method:



The design thinking process was suitable for this project because it emphasizes understanding user needs through empathy, defining core problems clearly, and generating innovative solutions. Prototyping and user testing allowed for iterative improvements, ensuring the final product was user-friendly and effective. This approach balanced creative ideation with practical implementation, aligning perfectly with the goal of empowering non-developers at Cape.

## **Discover phase**

During the project's discovery phase, the main goal was to understand stakeholders and their problems/pain points. In this project, the stakeholders are the users as well. First, I formulated some interview questions and conducted interviews with the stakeholders. These interviews helped me understand the stakeholders' pain points. Once I finished the interviews, I created an empathy map to gain a deeper understanding of the user's needs.

[Link-Discover-phase](#)

## **Define phase**

During the define phase of the project, the main goal was to organize and improve the information collected in the discover phase. I used different methods, such as an empathy map, to gain a deeper understanding of the users' needs, desires, behaviors, and emotions. The point of view table and the problem statement were useful in making decisions on prioritizing the user needs. Additionally, I conducted a trend analysis to choose a suitable CMS system for this project based on stakeholder needs and project requirements.

[Link-Define-phase](#)

## **Ideate phase**

During the Ideate phase, I created a storyboard to bring my project idea to life. Additionally, I conducted MoSCoW analysis to finalize the project's features. This involved discussions with developers, designers, and stakeholders based on interviews, suggestions, and opinions. Ultimately, I determined the essential features for the project through this process.

[Link-Ideate-phase](#)

## Prototype phase

Based on the finalized features in the previous phase, I need to test features and resolve issues before integrating them into the main code. This approach helped me to reduce risks during development and ensured smoother integration. It also helped me in gathering early feedback, confirming the feasibility of some features while identifying those that are not feasible. With this prototype, I showcase to stakeholders how things work, gather their thoughts, and refined features accordingly.

Link-[Prototype-phase](#)

## Implementation Phase

Based on the tested features from the prototype and the feedback received, I implement the features in the main code base according to the project requirements. During the implementation phase, I ensured that each feature was integrated correctly, addressing any issues identified during testing.

Link-[Implementation-phase](#)

## Test Phase

In the testing phase, two types of tests were conducted: peer review (code review) and user testing. The peer review played a crucial role in ensuring code quality and receiving expert feedback on technical aspects. Additionally, user testing was crucial in validating usability and gathering direct feedback from end-users interacting with the Contentful CMS interface. Together, these methods significantly enhanced the overall functionality and usability of the implemented solution for Cape's marketing team.

Link-[Test-phase](#)

## Reflection

### **S: What was the situation?**

The situation was to empower Cape's marketing team to independently create, edit, and delete pages on the company's marketing website without needing assistance from developers.

**T: What was your task?**

My goal was to identify the issues users faced with the current CMS system and find a suitable solution to address these issues.

**A: What actions did you take? What did you do?**

I used the design thinking process to understand the problems and pain points of the users. Based on these insights, I selected Contentful as the CMS system and implemented a new setup using Next.js. This setup allows users to create, edit, and delete pages and components on the marketing website without needing developer intervention.

**R: What was the result? What happened?**

The project is still in development and hasn't been deployed in the live environment yet. However, users can already create, edit, and delete pages and components. They can also rearrange sections and modify certain elements' colors. I conducted user testing, and senior developers reviewed the code. Based on user feedback, further improvements to the setup are made and planned.

**R: What did you learn? (Reflection)**

I learned to manage projects independently, communicate effectively with stakeholders, and proactively engage with my company mentor to update progress. I quickly adapted to the company's way of working, including planning my own sprints and managing tickets. I learned to define scope and overcome problems during the project phase. I now feel comfortable using the design thinking process and ICT Dot framework. Additionally, I had to learn a new frontend framework, Next.js, which significantly improved my technical skills. This project has been a valuable learning experience for me.

## Proof of the learning outcomes

### 1. Professional duties :

You carry out the professional duties on a bachelor level resulting in professional products in line with the IT-area you are working in.

I believe my portfolio showcases the proof of my professional-level activities in Analysis, Design, Realization, Advising, and Management & Control. The implementation of a modular website using Next.js and Contentful CMS demonstrates my professional-level technical skills. I created reusable components and set up the CMS, which resulted in a user-friendly interface for the marketing team, meeting the project requirements and industry standards.

[Portfolio link](#)

## **2. Situation orientation:**

You apply your previously acquired knowledge and skills in a new and authentic context to deliver relevant and valuable results for the project and company.

I applied the design thinking method to approach the project. This ensured that the project met the specific requirements of the marketing team, showcasing my ability to adapt and apply my skills effectively in a real-world context.

Every step I have taken during the project was executed based on input from the previous step, ensuring there was always a reason behind my decisions. To best represent the connection between my steps, I am linking the overviews of the phases, where the bigger picture of the correlation between my steps is visible.

Phases links-[Discover-phase](#), [Define-phase](#), [Ideate-phase](#), [Prototype-phase](#), [Implementation-phase](#), [Test-phase](#)

## **3. Future-Oriented Organisation:**

You explore the organisational context of your project, make business, sustainable and ethical considerations and manage all aspects of the execution of the project.

Throughout the project, I carefully planned every phase, incorporating detailed information about stakeholders, planning, financials, and risks into the project plan. This thorough approach ensured smooth project execution and alignment with organizational goals.

Every major decision was a result of collaboration with stakeholders and my company mentor. Their input and opinions guided my decision-making process, helping me determine the best next steps based on my findings and our discussions. This approach ensured that the project remained aligned with business objectives while addressing sustainability and ethical considerations effectively.

[Portfolio link](#)

#### **4. Investigative Problem Solving:**

You take a critical look at your project from different perspectives, identify problems, find an effective approach and arrive at appropriate solutions.

Throughout my project, I aim to approach problems from various perspectives and integrate all findings to find complete solutions.

For example, I identified the main content management challenges through interviews with stakeholders and empathy mapping. Using a POV table and problem statement, I analyzed the issues thoroughly. This led to the choice of Contentful CMS, which effectively addressed the specific needs and difficulties faced by the marketing team. This approach demonstrates my ability to evaluate challenges critically and implement solutions that meet project goals and stakeholder needs.

Example Phase-[Define-phase](#)

[Portfolio link](#)

## 5. Personal Leadership:

you are entrepreneurial around your projects and personal development, you pay attention to your own learning ability and keep in mind what kind of IT professional and/or what type of positions you aspire to.

I actively seek feedback and aim to learn from every experience to improve professionally.

I showed personal leadership by managing the project independently from planning and stakeholder interviews to implementation and testing. Learning a new frontend framework like Next.js and using it successfully demonstrated my proactive approach to personal growth and improving technical skills. This effort reflects my commitment to becoming a well rounded IT professional and achieving my career goals.

Links-Reflection

Portfolio link

## 6. Targeted Interaction:

You determine which partners play a role in your project, collaborate constructively with them and communicate appropriately to achieve the desired impact.

Throughout the project, I worked closely with stakeholders, designers, and developers. Conducting stakeholder interviews, peer reviews, and user testing facilitated clear communication and valuable feedback loops, contributing to the development of a comprehensive and user-friendly final product. This



collaborative approach ensured that all stakeholders were involved and informed, resulting in solutions that met project objectives effectively.

Links-Stakeholder interview, Test-phase

Portfolio link