

Reading Guide

International project

Yusmen Kadir



The Assignment

Description

The project revolves around the development of 735 student apartments by Vestide on the TU/e campus, scheduled for completion in July 2024. With a vision to foster a vibrant community even before the physical construction, Vestide has initiated the LOT community. In this project phase, the goal is to engage students in the core values of the LOT community, namely "Power to the people," "Arms wide open," "Exchange," and "On- and Off-line blend."

Goal of the project

The goal of the project was to develop an innovative approach that would inspire students to actively contribute their ideas and interpretations of the core values, fostering a strong sense of ownership and collaboration in shaping the future of the new student housing.

Approach, Implementation and Results

To approach the problem with a solution-oriented mindset, we embraced the design thinking process.

Empathise phase

Question:

How do you prefer to share your opinions?

What makes you comfortable sharing your opinion about a certain topic/problem?

After providing feedback, would you like to see your results compared to others?

What makes you feel your opinion is valued and important?

What makes you NOT want to fill out a survey?

Method: User interview

Results: From the interviews, we found that people prefer sharing their opinions in person when they have strong beliefs, are in a welcoming environment, and have a personal interest in the topic. They also desire immediate feedback or results from their responses.

My contribution: As part of this process, I shared my own suggestions, and a couple of my proposed questions were selected to be included in the final set of interview questions which are listed above. You can read more about this under the Empathise section [here](#).

Define phase

Question: How might we create an interactive tool that gains insights from the students for LOT, and also raises awareness about the community?

Method: Problem statement

Results: We formulated our problem statement and sub-questions. We collaboratively answered those questions. You can read more about this [here](#).

My contribution: I created 3 user stories. The user stories helped us to understand the needs and expectations of our target audience. You can see the user stories in the Define section [here](#).

Ideate phase

Question: What kind of solution can we create?

Method: Ideation

Results: We brainstormed potential solutions and we came up with several potential solutions. You can see our brainstorming session in the Ideation section [here](#).

My Contribution: During this activity I proposed that the potential solution could be a game.

Prototype phase

Question: What is the brand of our concept?

Method: Moodboard

Results: Before stepping into prototyping the mobile app itself we created a moodboard seen on the left side. The moodboard can be seen [here](#).

My Contribution: I created some of the avatar visuals using an Mid-Journey AI tool. Beside that I also designed the main poster and the secondary poster that might be put on location to attract the attention of the passing students.

Question: How can we effectively showcase our concept to the end user?

Method: Prototyping

Results: We created high-fidelity prototypes of the product in figma. Prototype can be seen in the Prototype section [here](#).

My contribution: I helped my colleagues by designing a couple of screens. All screens designed by me are bordered in red color.

Recommendations:

We provided a lot of recommendations that would further enhance the user experience. Recommendations can be seen under the Recommendations section [here](#).

My Contribution: I provided incorporation of gamification elements as a recommendation.

Reflection

I wrote my reflection about the project in freestyle without using a particular method. The reflection can be seen in the reflection section [here](#).

Proof of learning outcomes

Note: click on the underlined links if you want to see a specific proof

Learning outcome	Proof
------------------	-------

User interaction (analysis & advice)	During the empathize phase I collaborated with my colleagues first to come up with the student interview questions and then by interviewing a student. You can find the proof in empathize section here
User interaction (execution & validation)	I worked on the mobile app prototype, created the visuals for the AI avatars , posters. You can find the products in the prototype section here .
Software Design	N/A
Future oriented organization	N/A
Investigative problem solving	During the define phase I helped my colleagues to formulate our main research question along with sub-questions. This can be seen in the define section here .
Personal leadership	I wrote a reflection inside my portfolio acknowledging what I learnt professionally from this assignment and how it contributed to my learning outcomes. You can read about this in the reflection section here .
Goal-oriented interaction	I tracked and documented feedback from stakeholders during the project. You can read about this on the feedback from the stakeholder section here .

