

# **PORTOFOLIO**

# **ABSTRACT**

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# VERSION CONTROL

VERSION	CHANGES	DATE
<b>Version 1.0</b>	<b>First draft</b>	<b>9/10/2022</b>

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# INTRODUCTION

## Who am I?

**My name is Andra Sfrijan, I am 20 years old and I am working towards becoming a successful designer and web developer. I want to develop beautiful things that bring joy to the user.**

## What are my strengths?

**Since I was young I discovered that I have an eye and talent towards art and visual things. Combined with the coding skills I developed, I can create innovative products. I am hard working and I always work thoroughly.**

## What are my goals this semester?

**For semester 3, I wish to keep developing my coding skills, also to learn more about the research prior to creating a product. I am excited for broadening my knowledge regarding media design and to continue working on a team.**

# CLIENT PROJECT: LIVEWALL

## INTRODUCTION

**For the client project this semester, we have to work with a company from Tilburg, LiveWall. In week 2, we were given a presentation on what they expect from us. Our team had to choose between three projects, which we will have to work on for the rest of the semester. We will have to develop an app/website based on the assignment requirements.**

## OUR APPROACH

**As a group, we created our own fictional Media Agency, which we named Horizon Studio. We created a Group Chart, which includes information about us. We also created a Google drive, where we keep all the documents, a Whatsapp group, where we communicate, and also a Discord server, where we have our weekly meetings, when we decide our Goals for next week and split the tasks. Our team decided to use the Double Diamond method.**

# CLIENT PROJECT: LIVEWALL

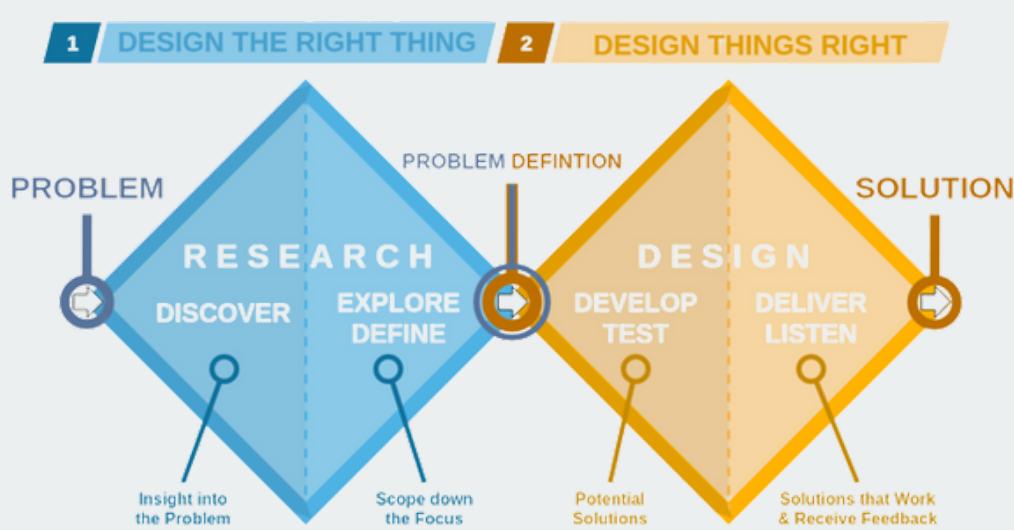
## DOUBLE DIAMOND

**The discovery phase is the first step. In this stage, we'll do extensive research in a variety of approaches to learn more about the issues people encounter on a daily basis.**

**The define phase is the next step. In this stage, we'll analyze the findings from our research. Depending on what we discover, we will consider several concepts and solutions that might address the issues that the people are experiencing.**

**Our concepts are developed into little prototypes during the third phase, which is called the development phase. We test our product with users to see if it functions as intended.**

**We will produce a completely functional prototype during the fourth and last step, known as the deliver phase.**



# APPROACH AND RESULTS

## DISCOVERY PHASE

- Our first step in the discovery phase, was creating a Debriefing document to make sure we understood the assignment properly.
- Each week we have a meeting with our two teachers on Thursday, in order to gain feedback on our new achievements. After the meetings, we have to complete FeedPulse with what we discussed and what we understood from the talk.
- We did a Brainstorming session, where we found a few concepts to approach. We wanted to find a problem in our society that we wanted to help fix.
- After we came up with several concepts, we decided together to continue with two, which we would after to field research. We continued with our idea about Food waste and the Job finding.

# APPROACH AND RESULTS

## DEFINE PHASE

- Starting the discovery phase, we conducted two surveys, one for Jobs and one for Food waste. After it was send out, we did Survey analysis. From that, we got our target group (between 19 and 22).
- After finding the target group and based on their answers, we conducted Interviews for both concepts. After the interviews were completed, I did Interview analysis in order to get a better understanding of what people experinces are.
- At this point, we had to make a decision: which of the concepts we would choose. We had a talk, and we decided to move further with the Job website concept.

# APPROACH AND RESULTS

## DEVELOP PHASE

- We created How Might We questions to gain a clearer picture of the problems we might be able to tackle. These inquiries have given us an insight of the issues that our innovation may be able to resolve. This aids in our efforts to generate as many new ideas as possible.
- One more step we took was creating Value mapping in order to illustrate, analyze and improve the steps required to deliver our product.
- Furthermore, we used the Lotus blossom method that involves building ideas around a central theme and then breaking them down into deeper sub-themes.