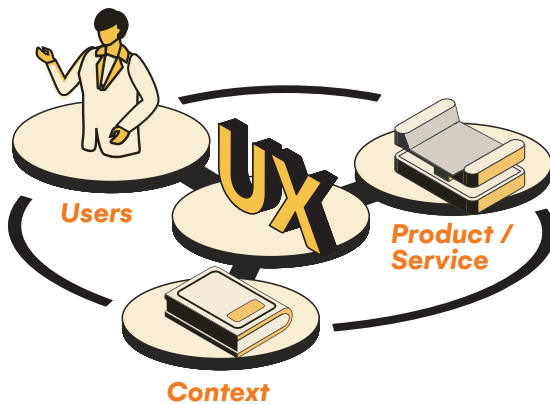


Advantages of a UX Mindset

- Gain Market Differentiation & Leadership
- Ensures Vanderlande is ahead of trends
- Build trust and gain Brand Equity amongst clients & end-users alike.
- Give employees the opportunity for self-growth and development within the company

How does it translate to Organization Values?

A User Experience mindset involves putting the people you cater to at the center of your design and development process. This can be achieved by adopting 'Empathy' & 'Co-Creation' as Brand Values.



“User Experience encompasses all aspects of the **end-user's interaction** with the **company, its services, and its products**”

(Norman and Nielsen, 2011)

THE FUTURE OF VANDERLANDE



This is a project by TU Delft students.
Made by : Jesal Shah, William Hagen,
Wei Lun Chen and Puck Veelenturf



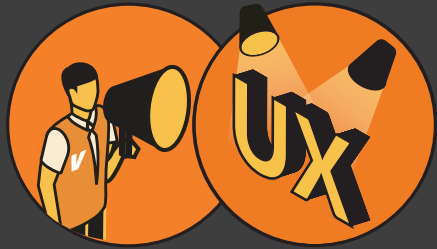
VANDERLANDE

STRATEGY OF REORGANIZATION

The Framework

This framework serves as a guideline for Vanderlande to incorporate UX as a mindset into its brand values and work flow. The basic principles of co-creation and empathy lie at the heart of this framework. It is divided into two stages which have specific tools defined for easy implementation.

01 Familiarization



2019

Acquaint employees with importance of UX

2020

Proving the value of UX through small scale interventions

02 Realization



2020

Re-orient team structure

2021

Incorporate UX into New Product Development

01 Familiarization

Goal: Cultivating a UX- oriented Mindset

The tools and strategies defined in this stage aim at attracting early adopters within the company and to acquaint the employees with a user-centered design approach. These serve as a conversation starter and help develop a shared understanding of the importance of UX.



Establish Open UX Space

- Weekly workshops / meet-ups
- Allocate time and space to work on independent projects
- Employees as test subjects
- Field trips to dive deep in context



Buddy System

- Early Adopters and UX experts as 'buddies' assigned to all employees
- Work together with Buddy to understand tools in the 'UX toolkit' and 'how to use it'



Vanderlande UX App

- Task a week
- Easy access toolkit
- UX Test Platform
- Register for events
- Network with co-workers

Scan the QR code behind to access the 'Vanderlande UX App'

02 Realization

Goal: Incorporate UX mindset into Brand DNA

This stage focuses on empowering the employees with the tools and methods to follow a UX oriented development process. This encompasses organizational changes such as re-orientation of teams etc. The tools are classified into three categories - Inspiration, Ideation and Implementation and can be used during different phases of the iterative development process.



Inspiration

Tools to analyse the needs, desires and problems of all the stakeholders in order to get a deeper understanding of the context.



Ideation

Tools to develop new ideas and tackle new opportunities, through co-creation based on insights gained in the inspiration phase.



Implementation

Tools to implement ideas into working concepts that can be validated within the future context.

Refer to the 'cardset' for detailed list of tools within each category.