

# Internship Portfolio 2024

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*Ambianti*

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# 1. Introduction to Company

## 1.1 Company Overview

Ambianti is a tech-driven company focused on developing advanced building materials and ambient technologies. Founded in 2012 in Eindhoven, the Netherlands, the company combines digital technology, minimalist design, and traditional construction to create innovative products that improve indoor environments. Their core mission is to transform architecture and industrial design by seamlessly integrating cutting-edge technologies into existing building processes.

## 1.2 Current Situation

The focus of the company is the commercialization and user experience enhancement of their newly developed L3D technology. These LED lights offer the ability to create dynamic lighting patterns and customize them to specific needs, unlike conventional LEDs. My project centers on creating an online experience showroom that will function as both a web shop and an immersive interactive experience. The goal is to showcase the L3Ds in a way that highlights their unique features and makes them stand out in the market.

# 2. Project Description

## 2.1 Problem Analysis

Currently, the challenge is that the L3D product's unique features would not be fully communicated in a traditional e-commerce setting. Potential buyers may not realize the customization and dynamic potential of these lights from a static product page. The lack of user interaction makes it difficult for the product to stand out in the competitive market of LED technology. Creating an immersive, interactive showroom will bridge this gap.

## 2.2 Opportunity

The opportunity lies in using advanced 3D visualization and engaging interactive features to immerse the user and create a digital showroom that goes beyond traditional product pages. By offering an interactive playground, potential customers can explore the full capabilities of the L3Ds, which will increase both engagement and the likelihood of purchase.

## 2.3 Goal

The main goal of the project is to create a user-friendly and engaging online experience showroom for Ambianti's L3D lighting system. This platform should serve as both an e-commerce solution and a showcase for the unique interactive capabilities of the L3Ds, offering users a hands-on experience in a digital space.

## 3. Research Questions

The research questions are essential because they provide a clear, structured approach to understanding and solving the core challenges of this project. By framing these specific questions, I ensure that I am not just passively exploring a broad topic but actively investigating critical areas that will drive the success of the online showroom for L3D products. Each question is carefully designed to break down complex aspects of the project into manageable, targeted inquiries.

This process allows me to focus on the exact pain points and opportunities that need to be addressed. For example, asking "What are the core values of the users?" helps me determine the specific methodology to answer the question and the answer will inform the user experience design to align with these core values. Similarly, questions about the emotional drivers behind purchasing decisions will guide the aesthetic and interactive elements of the showroom to ensure it resonates emotionally with the users. By focusing on these questions, I demonstrate a methodical, strategic approach to problem-solving that is essential for creating a product that meets user expectations and also aligns with business goals.

### 3.1 Main Research Question

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***How can an online experience showroom effectively showcase the unique capabilities of L3D products while also serving as an engaging web shop?***

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### 3.2 Sub-Questions

#### **1. Who are the target users of L3D, and what are their needs?**

Understanding the target audience is essential for designing a showroom that addresses specific user pain points and preferences. This will be researched through interviews and user surveys.

## ***2. What are the core values of the users?***

Identifying user values helps in creating a platform that aligns with emotional triggers and motivations, making the product more appealing.

## ***3. What emotions influence users' purchasing decisions?***

Understanding the emotional aspects of purchasing will help to design an emotionally engaging showroom, which is crucial for higher conversions.

## ***4. What information is important for the target users when purchasing online?***

Knowing what data points and product details users prioritize can help optimize the showroom's content.

## ***5. What are the key features of L3D products that should be highlighted online?***

Identifying the unique selling points of L3Ds will help differentiate them from competitors in the LED market.

## ***6. What elements from the existing web app would enhance the user experience?***

Building on elements from the existing web app ensures a seamless transition for users, creates a solid brand image and fosters continuity.

## ***7. How do our users come into contact with the product?***

Mapping out the customer journey and identifying the touchpoints where users interact with the product is crucial for optimizing the entire user experience and will also be helpful to understand how to get in touch with the customers easier.

## ***8. What makes users spend more money on a product?***

Understanding the factors that encourage users to spend more money allows for strategic pricing and marketing decisions.

## ***9. How are premium high-tech products showcased?***

Benchmarking how premium, high-tech products are showcased online will provide valuable insights into best practices and trends in the industry.

#### **10. Does the design impact our users' emotions?**

The emotional response to design and how to capture it is a critical for creating an engaging and successful user experience. This question explores how different design elements affect user emotions and whether the design evokes the desired feelings, such as excitement, trust, or satisfaction.

## 4. Approach and Phasing

### 4.1 Double Diamond Methodology

The project follows the Double Diamond design process, which consists of four phases:

#### **1. Discover Phase**

Explore the problem space by gathering insights from users and market research.

#### **2. Define Phase**

Synthesize these findings to clearly define the problem and opportunities.

#### **3. Develop Phase**

Generate ideas and develop prototypes that can be tested with users.

#### **4. Deliver Phase**

Finalize the solution and prepare for implementation.

This methodology provides a structured yet flexible framework, ensuring that the project is user-centered and that every phase builds on the previous one. It provides a balanced approach to both exploration and solution development, which is essential for this project.

### 4.2 Discover Phase

So far in the project, I have engaged in several activities to ensure a clear understanding of the problem and to lay the groundwork for developing an effective online experience showroom for Ambianti L3Ds.

My initial step was to conduct a thorough **problem analysis**, which involved breaking down the core challenges of creating a web-based platform that both sells and showcases the unique capabilities of L3D products. This analysis led me to define a set of **research questions** that will guide the entire project. These questions are essential for narrowing the focus on user needs,

emotional triggers, and market positioning, ensuring that each subsequent step is informed by **concrete objectives** rather than assumptions.

After identifying the core research questions, I began [brainstorming potential methodologies](#) that could be used to answer them. I took into account not just the methods that would yield the most insightful data but also those that would be **time- and resource-efficient** given the constraints of the project. This critical thinking about the methods ensures that I will be able to collect meaningful data without overextending the project's budget or timeline. In addition to brainstorming, I did some **digging into research methods** that I had not previously encountered. Through **literature research** and consultations with my mentor, I discovered several **new methodologies** that I plan to apply during the course of the project, such as **emotion mapping techniques (Premo cards)** and **Repertory Grid technique**. These methods are designed to help gather deeper insights into how users **emotionally** engage with products and how they interact with digital spaces over time. Learning these new methods has been an exciting part of the project, as it broadens my skill set and provides **new ways to approach UX design problems**. I created a [task flowchart](#) with the brainstormed methods, which helps me ensure the logical flow between each activity.

Another important step was **identifying the risks** associated with these activities and building them into the [Project Plan](#). I had to think through potential delays and challenges. By planning for these risks upfront, I was able to build a project schedule that accounts for potential setbacks and ensures I am staying on track. Structuring the project plan allowed me to ensure that all phases of the project are aligned and dependencies between tasks are clearly mapped out. For example, I realized that **user interviews** and **competitor analysis** must be completed early to inform the design process, and any delay here would affect subsequent phases. By understanding these **dependencies**, I was able to craft a [Dependency Map](#) for the project, mapping out how the **interconnections between each activity**.

While constructing the project plan, I created a [Gantt Chart](#) with the tasks and created time-frames to help me manage the timing of this project. This chart helps visualize how I will move from the Discover phase, where I am right now, to the Define, Develop, and Deliver phases. Organizing and managing the workflow of the project, ensures that I am meeting deadlines and milestones in a structured and strategic way.

At the latest stage of the project, I've been primarily focused on **exploring websites** to gather inspiration and ideas for the L3D online experience showroom. By browsing **competitor websites**, digital showrooms, and interactive platforms, I'm starting to form a picture of what works well in showcasing high-tech products like L3Ds. While I haven't yet created a formal analysis document, this early stage of **exploration** is already giving me insights into potential features that could enhance the user experience for our showroom. Observing how other companies present their products is helping me identify best practices, but also areas where we can innovate to make the Ambianti showroom stand out. I can see that these insights will play a key role when I move into designing.

In summary, the activities I've completed so far are all interconnected steps that contribute toward building a strong foundation for the project. These tasks have allowed me to develop a **clear project roadmap** fulfilling multiple learning outcomes in the process. Each step builds on the

previous one, ensuring that the project remains well-organized, ultimately leading to an effective solution for the L3D showroom.

## 5. Learning Outcomes Reflection

### 5.1 Professional Duties

My work so far, particularly in **problem analysis** and defining **research questions**, has helped me fulfill the learning outcome of demonstrating professional duties. By structuring my project with clear objectives and methodologies, I ensure that the design process for the L3D showroom is both user-focused and aligned with business goals. This approach reflects the professionalism needed to tackle real-world UX design challenges.

### 5.2 Situation-Orientation

Through analyzing various UX research methodologies and identifying those that would best suit this project, I am applying my skills to **adapt to real-world constraints**. Choosing methods that balance effectiveness with **time and resource management** shows how I am learning to navigate the complexities of project constraints. This outcome is being fulfilled as I continue to adapt my approach based on the evolving situation of the project.

### 5.3 Future-Oriented Organization

Creating the project's structure, such as the **Project Plan**, has helped me develop the skills required for future-oriented thinking. This includes creating a [Dependency Map](#) and planning ahead for potential **risks**. Creating a time plan in the form of a [Gantt Chart](#) demonstrates my ability to plan, organize, and manage a project with a clear focus on the future. Understanding the long-term scope of the project and its impact on the company's goals demonstrates that I am thinking strategically, fulfilling this learning outcome.

### 5.4 Investigative Problem Solving

I have embraced this learning outcome by exploring **new research methods** and thinking creatively about how to solve the design challenges we're facing. Learning about tools like the **Repertory Grid technique** or **Premo cards** has expanded my understanding of how to capture emotional data, which will be crucial for creating a user-friendly and emotionally engaging showroom. This investigative approach is helping me develop a deeper understanding of how to tackle complex UX problems.



## 5.5 Personal Leadership

In this internship, I've had to adapt to a new way of working. Unlike the previous semester, where much of the work was done in teams, this time I'm working largely on my own. This has meant I am solely responsible for driving the project forward, managing my time, and making key decisions at each stage. While this has been challenging, it's also been a great learning experience, pushing me to develop my **self-management** skills. I've had to step into a leadership role, not just in managing tasks but in shaping the overall direction of the project. This new experience of independent project management is helping me grow both **professionally and personally**.

## 5.6 Targeted Interaction

In this internship, I've focused on maintaining clear **communication** with my company mentor to ensure the project aligns with the company's goals. Even though I'm working independently, regular **feedback** sessions have been important for guiding my decisions and iterating my work. These interactions help me stay on track with what the company values and it has also allowed me to refine my approach based on feedback.