Team Endeavor

PORTFOLIO ABSTRACT

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VERSION CONTROL

Version	Changes	Date
Version 1.0	First Draft	09.10.2022

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INTRODUCTION

Who am I?

I'm 22 years old student from Haaga-Helia. I'm an exchange student from Finland for one semester. I have been studying ICT & Business for year and half and now I'm here learning about Media Designing.

What are my talents?

My talents are User Researching.

What are my personal goals?

My personal goals are finding out about how this field could be mine. I want to learn programming and more about different phases in project working.
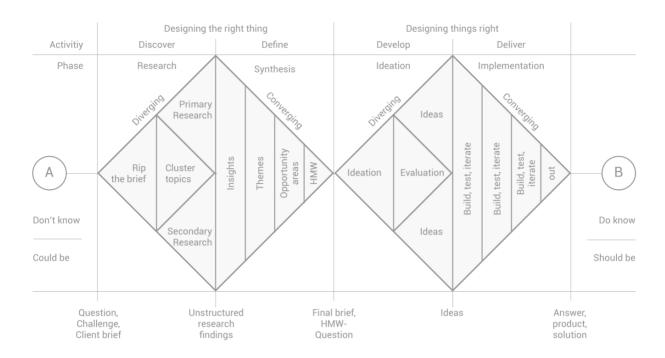
CLIENT PROJECT ASSIGMENT

Introduction

For the project our client is LiveWall. They wanted us to make some digital solution. Our team chose to make a new digital interaction, where we had to choose an entertainment industry and to come up with solution that will step up the customers experience.

Plan of actions

First, we chose contact via WhatsApp. We also chose to use Discord when we have to have a meeting online. As a team we started to plan the progress of project with the help of Double Diamond.

Double Diamond

We started to work with the Double Diamond. In Discover phase we make primary and secondary research about problems in our chosen entertainment industry, night clubs. In Define phase we look in our research material and make some analysis. With those analysis we will find out some problems that could need a digital solution. We are brainstorming ideas and choosing what we are going to do. In Develop phase where are going to make test and prototypes and in Deliver phase we are coming up with an digital solution.

The Double Diamond design process model

	Designing the right thing		Designing things right	
Activitiy	Discover	Define	Develop	Deliver
Phase	Research	Synthesis	Ideation	Implementation

Diverging — Primary Research

Rip the brief — Cluster topics

Secondary Research

Converging

Insights — Themes — Opportunity areas — HMW

Diverging — Ideas

Ideation — Evaluation

Ideas

Converging

Build, test, iterate — Build, test, iterate — Build, test, iterate — out

A

B

Don't know / Could be

Do know / Should be

Question, Challenge, Client brief

Unstructured research findings

Final brief, HMW-Question

Ideas

Answer, product, solution

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APPROACH AND RESULTS

Discover Phase

⇒ To ask the clients opinion about what they think we are doing, we did the debrief as a group. In the debrief we told them what assignment we had chosen to do.

⇒ I co-authored with my team questions for our primary research survey.

⇒ I searched material for our secondary research.

APPROACH AND RESULTS

Define Phase

⇒ We looked through and analyzed our research material. I wrote our [secondary research analysis](#).

⇒ To make our target group clearer, I co-authored [Persona map](#) with one of my teammate. We based it on the research materials.

⇒ Based on our empathy map phase, I wrote our [POV](#). Based on the POV I wrote our [How Might We (HMW)](#) questions to help us develop and create solutions to our problem.

APPROACH AND RESULTS

Deliver Phase

⇒ -

⇒ -

BURDEN OF PROOF

Learning Outcome	Self-assesment	Proof