Dear Madam, Sir,

In this document, we take the opportunity to inform you about the Bachelor programme in User Experience Design (UXD) at The Hague University of Applied Sciences (THUAS), and specifically about the organisation of graduation projects, in which our students execute assignments in practice. We hope to raise your interest in being a client and hosting a graduation internship for one of our students. We would value such cooperation very much.

The program
We are really excited because 2021-2022 will see our fourth class of UXD graduates. The three-year programme in User Experience Design started in 2016 with an international class of 36 eager and ambitious students. In our program, we educate our students to be curious, creative, and reflective User Experience Designers in the domain of digital design. Courses and projects cover the whole Design Thinking Process: empathise, define, ideate, prototype and test. Towards the end of the programme, each student should be able to deliver experiential prototypes, demonstrating a sound process with research and design activities. At our University of Applied Sciences, we highly value cooperation with the industry. Many of our projects include external clients and most of our students do a first internship in the second year.

The character of graduation projects
With their graduation projects students individually show that they master the professional competences of the program (see appendix 1). They work on practice-based assignments that are approved by the university. Students themselves oversee finding a client and formulating the assignment. The criteria for both the assignment and the business context can be found in appendix 2. By using the criteria, we guarantee that students work in a professional context, that they have a clear starting point, and that their activities and deliverables are relevant.

Expectations
Our students will start their graduation projects in February 2022. Before then you and the student will need to formulate an assignment that suits three parties: you, the student, and THUAS. In the autumn we will start our process of approving assignments. After approval the student can make final arrangements with you.

When an assignment is approved the student will be part of your company for 15 weeks, working on the assignment. We expect weekly mentoring from the company to raise the quality and relevance of the student's work. In addition to this company mentoring, one of our lecturers and also fellow students will be available for feedback throughout the project.

After finishing the professional products for you (e.g. a research report, persona, a series of prototypes), he or she will conclude his or her work at school and hand in the final deliverables to the university by 3 June 2022. The student needs to communicate his or her work in a verifiable way for examination. In order to assess the student's work we will also ask you for a testimonial. Final exams will take place before the summer holidays 2021.

Enthusiasm
We hope that you share our enthusiasm to find out what the qualities of our graduating Bachelor UXD students are, and that you will consider cooperating. Our students are very able to explain what their skills are and what they are looking for. If you have any question you would like to discuss with us, don't hesitate to contact us. As a school we would like to get in touch at an early stage to make this work.

Contact
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appendix 1

Competences Bachelor User Experience Design
The Hague University of Applied Sciences

1 Research, interpret, and define
Conduct research within a design process, to explore user needs, business requirements, context of use, and technological opportunities. Interpret findings and draw conclusions. Identify design principles and design challenges.

2 Create concepts
Create concepts that respond to the design challenges and that have value for user, client and society. Utilize (user-centred) design methods and creativity to come up with a range of ideas.

3 Visualize and prototype
Create visualizations and artefacts in the process of generating and communicating ideas. Create prototypes that communicate their appearance, functionality, behaviour and user interaction.

4 Evaluate and validate
Test, evaluate and validate designs and prototypes to gain insights into user interactions and experiences and the way needs are fulfilled and goals achieved.

5 Plan and collaborate
Plan individual and team work and collaborate in (international) teams, organizations, networks and communities. Get a sense of one's role in a design team or project. Communicate effectively and convincingly and showcase work and ideas in an inspiring way.

6 Reflect
Reflect on one's work and attitude and account for the ethical, cultural, and societal implications of one's work. Reflect on technology and society, and on their interrelationship.

appendix 2

Requirements for Assignments Graduation Projects
Bachelor User Experience Design, The Hague University of Applied Sciences

With the assignment a student should be able to demonstrate that he or she masters all competences of CMD-UXD, and the ability to function on Bachelor level. The scope of the assignment should fit 15 weeks / 75 days to produce professional products in a company setting. An additional 10 days are spent on preparing for the final exam.

In CMD-UXD an integral approach of the design thinking process is key. Therefore the assignment needs to cover all competences, and as a result all phases of the design thinking process. Still each graduation assignment has its own flavour. One will focus more heavily on research, another on design efforts. Graduation assignments will differ greatly because of the domain of application. It is important that the proposed assignment matches personal specialisation (minors, internship) and interest. A student is expected to build on what has been done so far.

The **assignment** needs to meet the following criteria.

- The topic and the assignment enable demonstration of all competences of CMD-UXD.
- The proposal includes a project objective and a preliminary problem statement. The objective should be oriented towards digital design.
- The proposed approach includes the following activities:

  - An orientation on the context (social area, technical area, business area).
  - Research to inform and inspire the design process. Empirical research should be part of this research
  - A define phase resulting in a professional product to bridge research to design (e.g. design vision, persona, program of requirements, customer journey).
  - Creative design with opportunities for diverging and converging.
  - Creation of an experiential prototype
  - Testing or feedback sessions with potential end users and other stakeholders.

- The proposed deliverables include:

  - Professional products that are relevant for the client[1]
  - A design rationale
  - A visual (infographic) with concise textual explanation about the connection of the activities of the project.

The proposal presents a first version of a planning, showing feasibility of the project.

Exceptions only in accordance with the approval committee.

The **business context** needs to meet the following criteria. (As a large diversity of companies and organizations can act as clients, the criteria are mostly in the form of no-go's.)

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[1] If the language of the professional products is other than English, an effort should be made to communicate the UX qualities of the products in English.

- The company or organization is familiar with User Experience Research and Design and preferably already undertakes activities in this area

- The company is not a one-man business.

- The client is not related to the student.

- The graduation project is not part of an already existing contract of the student with the company. In some cases a current employer can act as a client when the activities for graduation are separate from the regular activities.

- The company needs to facilitate a workplace for at least 24 hours a week for a period of 15 weeks

- The company mentor should be able to contribute to the project by understanding what a Bachelor level entails. This is demonstrated by a LinkedIn profile or cv (education, work experience).

- The company mentor is expected to have about a 1 hour meeting with the student each week for questions and feedback.

Exceptions only in accordance with the approval committee.