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Sarah Jacobse
2022

Hi! Welcome to my portfolio

About me



Skills



Characteristics

- Process oriented
- Organized
- Calm
- Achiever
- Activator

Hi there!

My name is Sarah Jacobse and I am an Industrial Design Engineering student at the TU Delft. I offer a creative and open mind. My goal is to make a positive impact in the world for people through companies.

Company Koos

This portfolio is created for the company Koos. I have chosen Koos because of its focus on design for humans, as well as companies. Koos and I share our ambition to design for people, make decisions based on research, and our effort to make the world a better place.

Education

2019 – 2022 BSc Industrial Design Engineering at University Technical University Delft

2013 – 2019 CSW Middelburg - Atheneum High School

Interests

- Visual & interaction design
- Branding
- Circulair economy & sustainability
- Human & business perspective

The projects

1

STRCTR

2

Prison of
the Future

3

Treasury of the
Earth

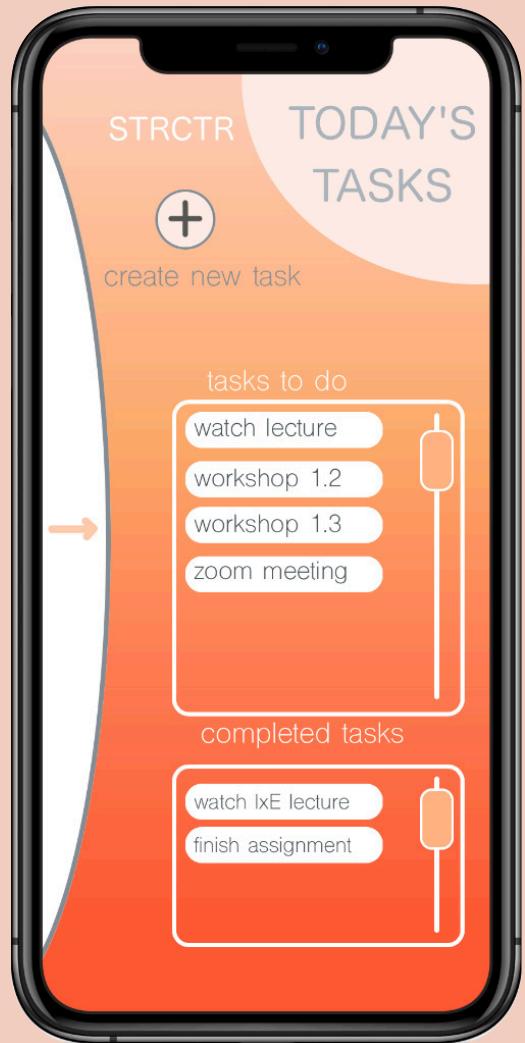
4

SLAM!

STRCTR

Interaction design to help students focus

UX/UI design for a Personal Health System (PHI) to help students focus



STRCTR

- No more distraction from roommates**
- Take a break with your roommates at the same time**
- Show completed tasks**

The landing page also features an illustration of two people sitting at desks with laptops, facing each other, with clouds above them, symbolizing connectivity or shared activity.



"I can do that tomorrow"

Sam Beumers

Student

DEMOGRAPHICS

- Age: 20
- Location: Delft, Netherlands
- Education: Physics - University
- Home situation: Student home of 5

BIO

Sam is a motivated bachelor student who currently studies in his student room. He likes to take breaks with friends or go outside. Sam is frustrated with the fact that he has to study behind his computer at home all day and can't share his experiences with others. He has trouble keeping a daily rhythm and following his schedule, which is especially overwhelming now that the activities are more alike than on campus.

BRANDS



PREFERRED PRODUCT QUALITIES

Easy to use - Minimalistic - Organised - Quick to use - Soothing

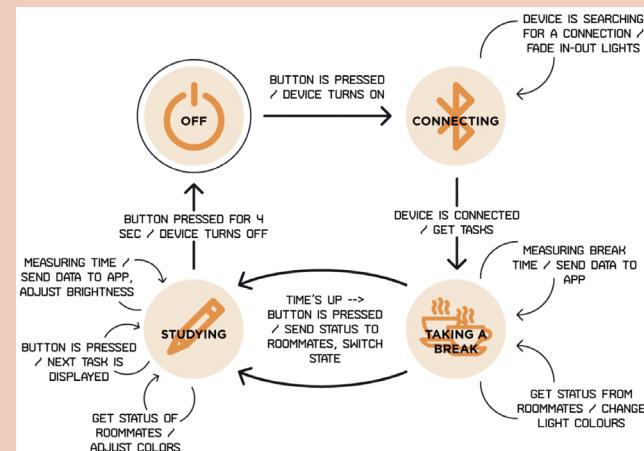
PERSONALITY	SCHEDULE
INTROVERT ■■■■■ EXTRAVERT ■■■■■ ANALYTICAL ■■■■■ CREATIV ■■■■■ PASSIVE ■■■■■ ACTIVE ■■■■■ AIMLESS ■■■■■ ORGANISED ■■■■■ MESSY ■■■■■ OUTDOORS ■■■■■ INDOORS ■■■■■	08:00 Wake up 08:45 Lecture 10:45 Self study 12:45 lunch break 13:45 meetings 17:45 self study 19:00 dinner 21:00 relax 00:00 Sleep
POINTS OF DISCOMFORT	
<ul style="list-style-type: none"> - Lack of rhythm / regularity. - Surroundings that interfere with concentration (housemates in particular). 	
FRUSTRATIONS	
<ul style="list-style-type: none"> - Schedule is overwhelming. - Lack of concentration. - "I can do that tomorrow" mentality. 	
GOALS	
<ul style="list-style-type: none"> - Not getting distracted as much. - Finding structure in studying and rhythm in daily life. - Feel less alone in studying at home. 	



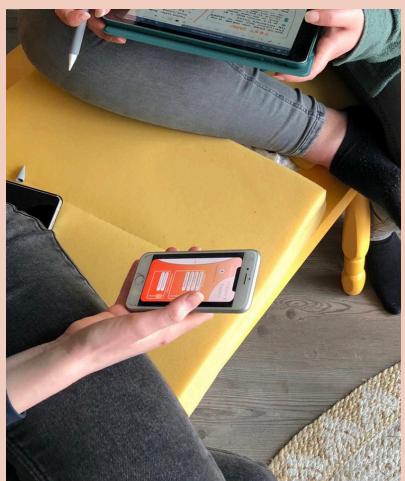
The aim of this project is to design a physical device and app for students. In the Corona times it is difficult to concentrate while studying and STRCTR helps with this.

The target group is defined in a persona. An appropriate look and feel were then designed for this.

An AMD was created for the design of the physical device. This Action Machine Diagram shows which functions and states the device should be able to have.

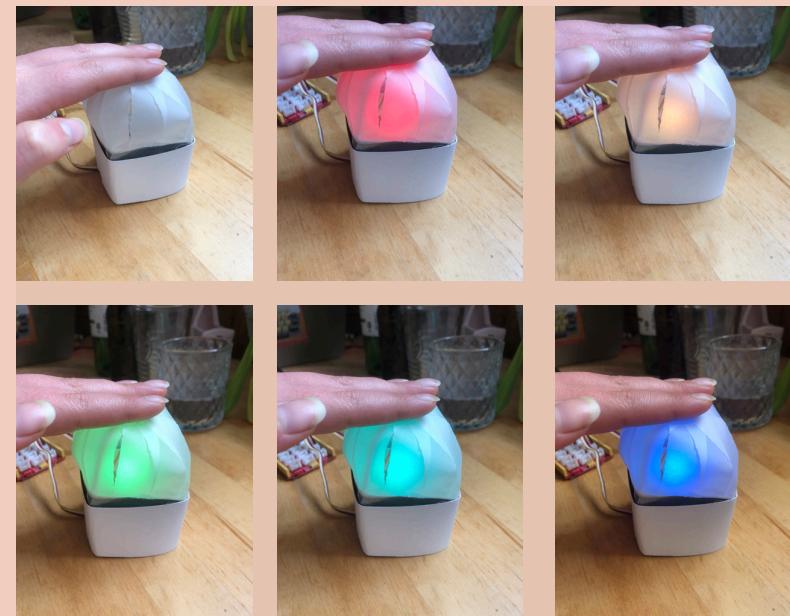


The first model was determined by Lo-Fi prototyping, after which the design was tested by peer testing. Through observation and asking questions, the design was improved and the Hi-Fi prototype was designed.





The Hi-Fi design consists of an app programmed in Protopie and a physical device that responds to the user. This updated prototype was then tested by other students, after which recommendations were drawn up for the next iteration step.



Why it suits me

- Interface design
- Interaction design
- Working together closely with target group
- Process oriented, making multiple iterations

Relevance to Koos

- UX research. Watching and recording user behaviour, then analysing and talking about it in a comfortable and casual way.
- Creating a visual design that is fitting and appealing to the target group. Then testing and improving its usability.

Prison of the Future

Design of rehabilitation community

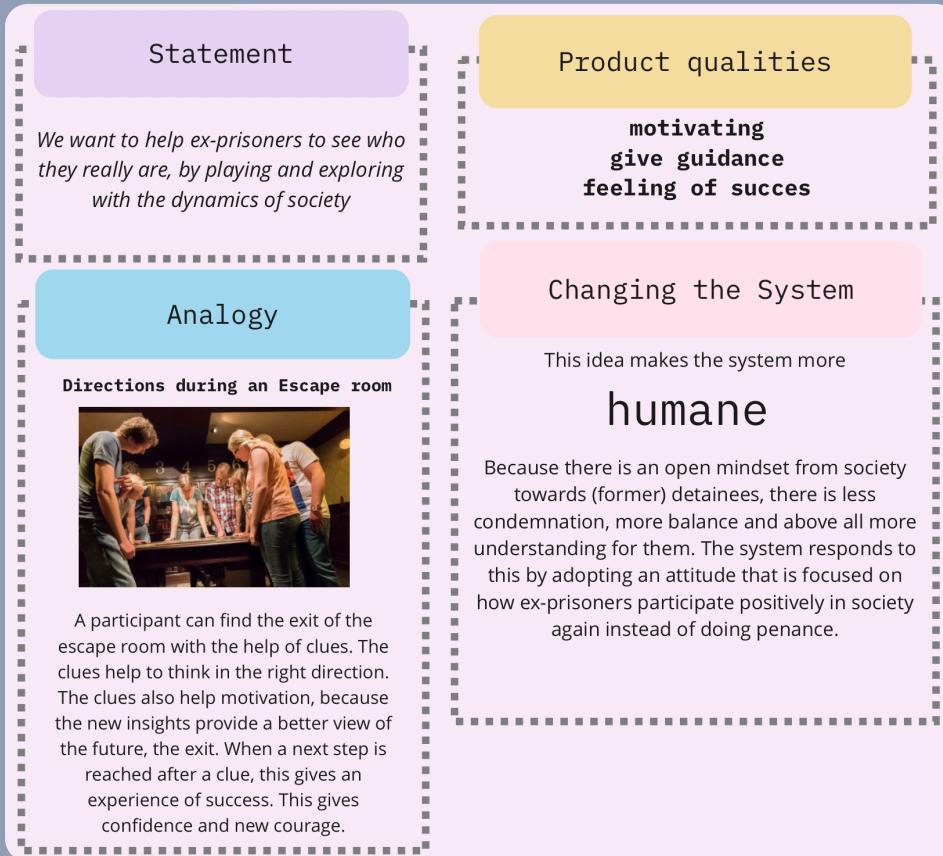
Design for a new prison-system in 2040
by using the 'Vision in Design' method



living
together

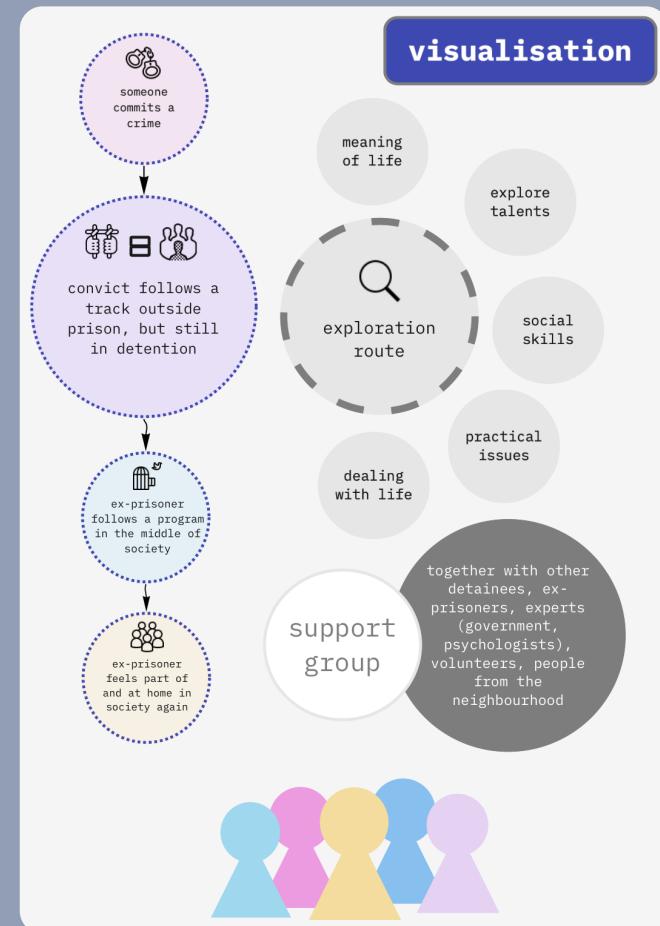
following
exploration
track

support
group



The design is a rehabilitation community, in which prisoners can serve their sentences. While living in this community, the prisoner follows several tracks and participates in conversations with a support group. As a result, prisoners are treated in a respectful way and are not withdrawn from society.

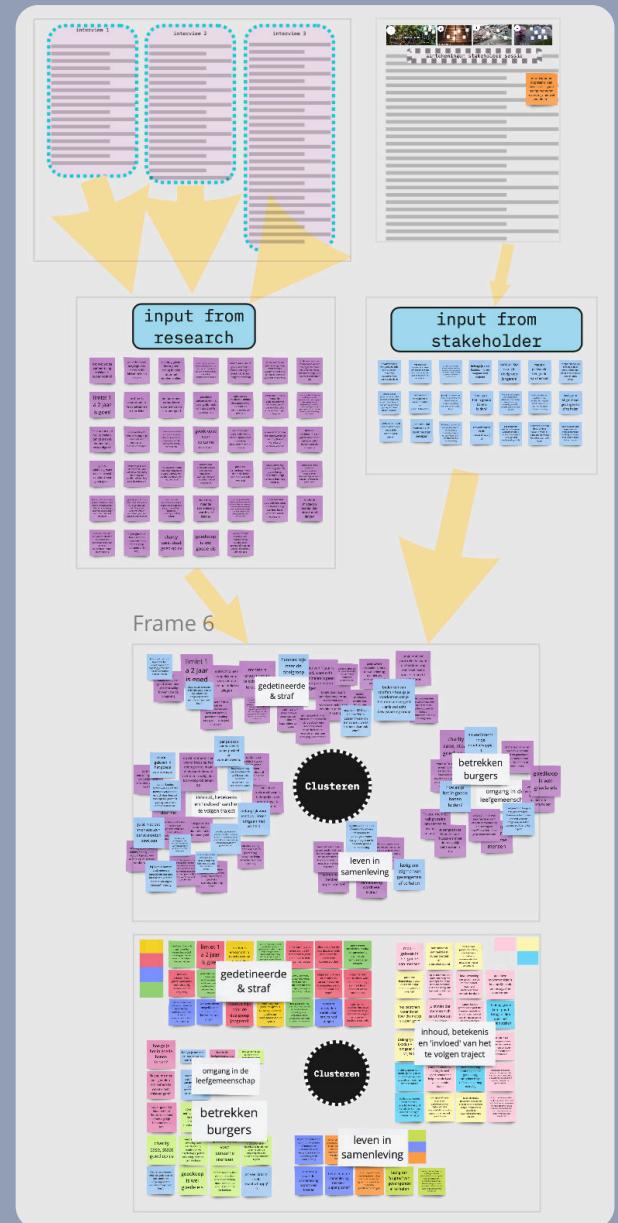
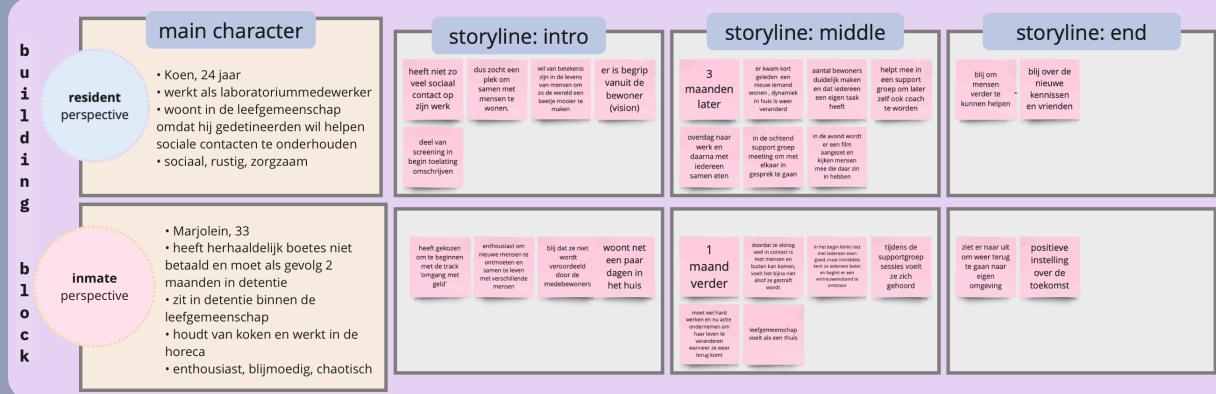
First, a vision was designed, after which various in-depth translations were carried out. The design process starts with the formulation of a statement, after which a suitable analogy is chosen. Then, three product qualities that will be focussed on in the design are formed.

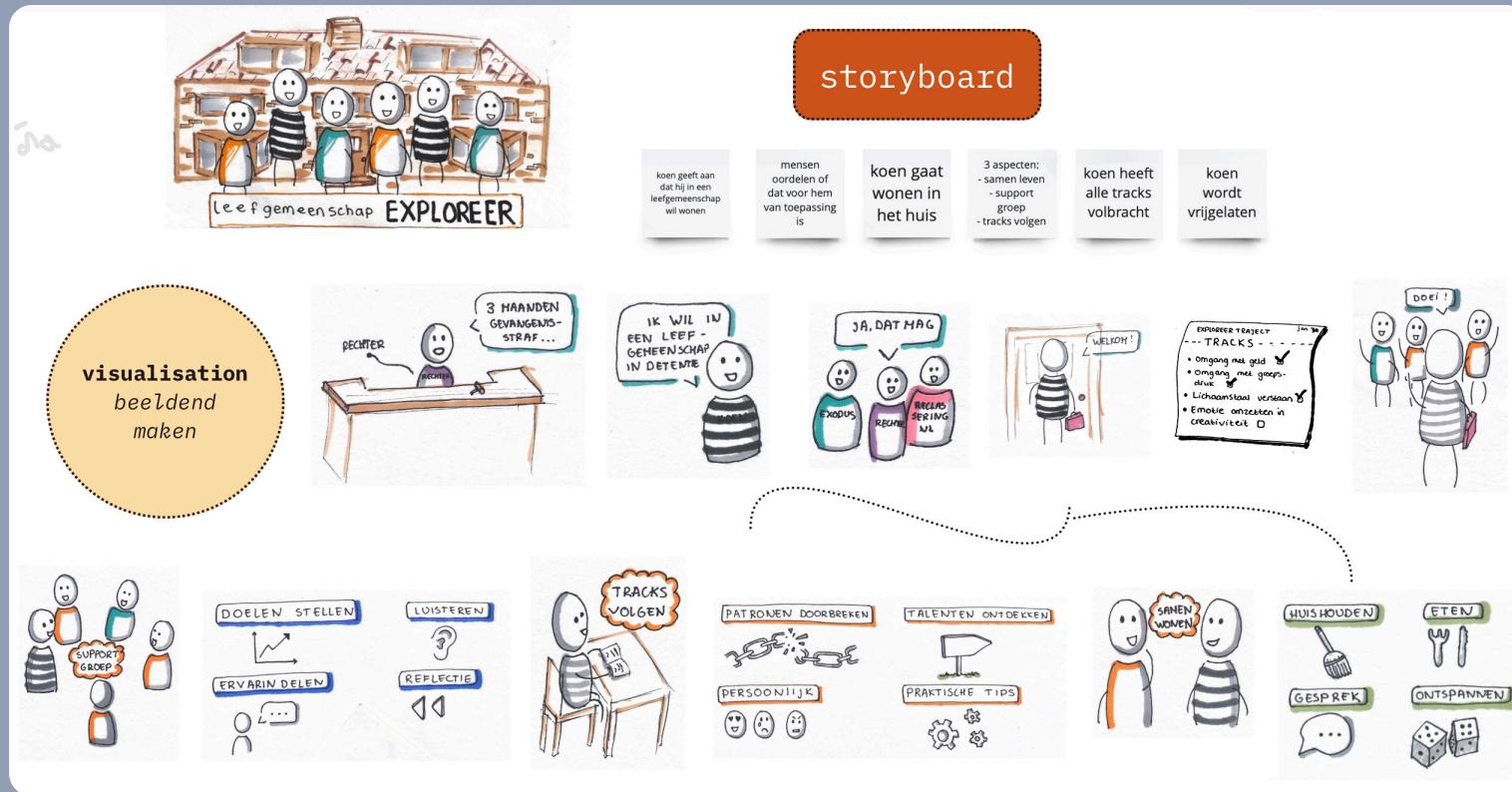


In order to work out this design as realistically as possible, there is input from various stakeholders. This information is collected through narrative-based research, in which a participant is told a story and will be asked questions about the story.

In addition, a lot of research has been done into the current system and the vision of all stakeholders. These analyses form the foundation for the design decisions.

Since this design requires a lot of input, all feedback is collected and clustered. After that, a selection is made on relevant and frequently occurring comments. These are then applied again to the design.





Visualizations and storyboards have been used extensively to communicate the design clearly. This makes the design easier to understand without having to read a lot of text first.

Why it suits me

- Positive impact
- System & service design
- Lot of thorough research and analyses
- Human-centred

Relevance to Koos

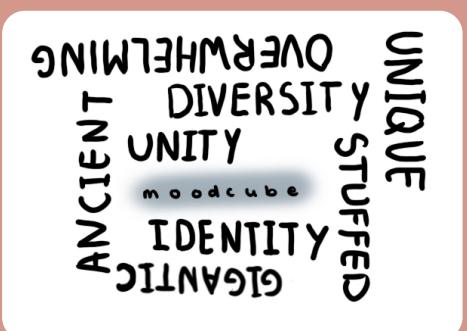
- Human-centred
- Visualization of words
- Driven to make a better world
- Design of an environment where people can improve themselves

Treasury of the Earth

Interactive exhibition design

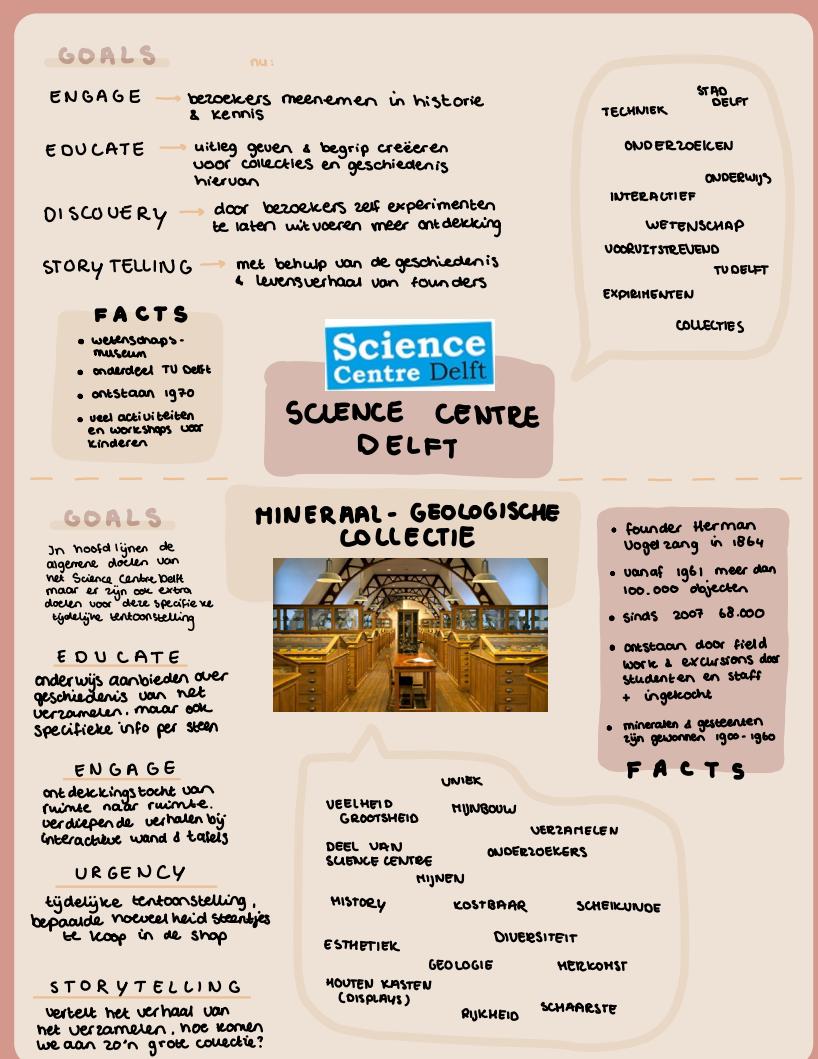
Exhibition design for the geological
collection of the Science Centre Delft

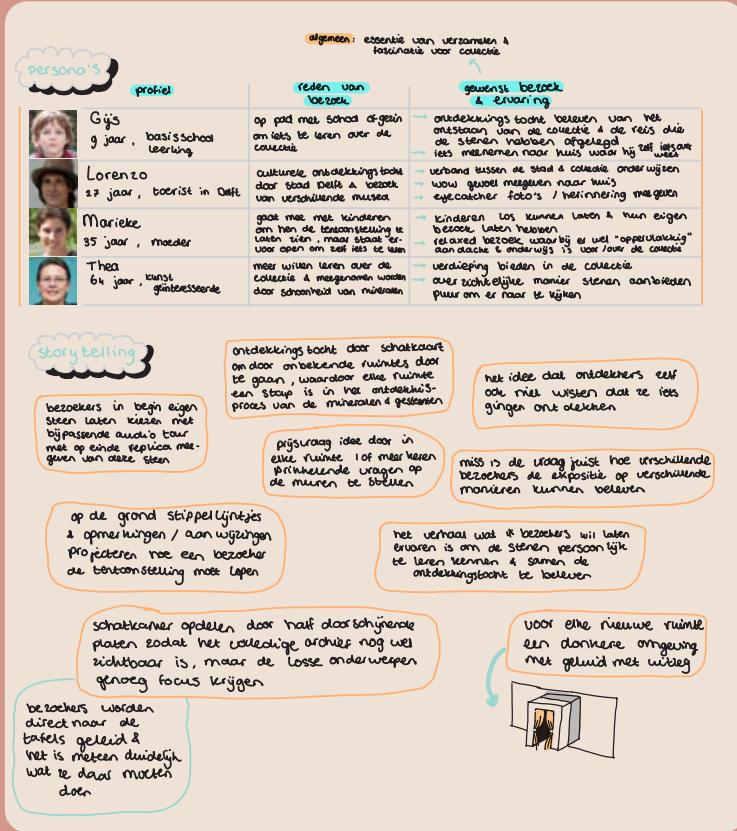




The aim of this exhibition is to tell a story, in addition to just creating a beautiful space. The story of this exhibition is one where there is a great emphasize on the stones themselves. The goal is to design an interactive archive in which the visitor learns more about the story and history of stones.

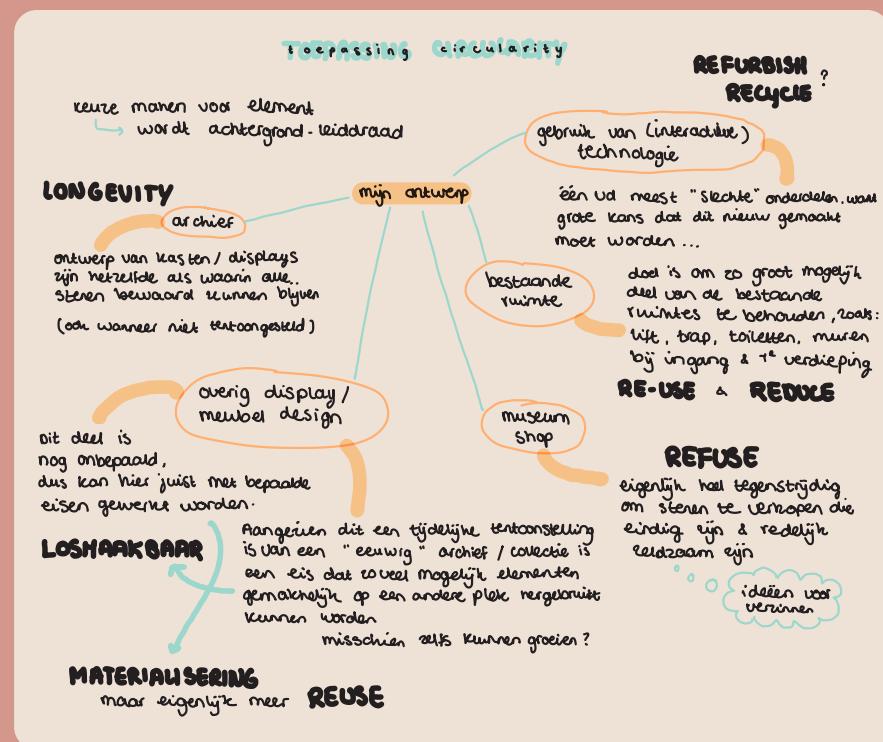
This design was commissioned by the Science Center Delft. To ensure that the design remains close to the identity of this company, a brand analysis has been made. Subsequently, the characteristics of the Science Center were translated into the design. In addition, moodboards have been made to show the mood and identity of the space.





By means of personas and storytelling, research has been done on how visitors experience the exhibition. This is an important part of the design of the rooms.

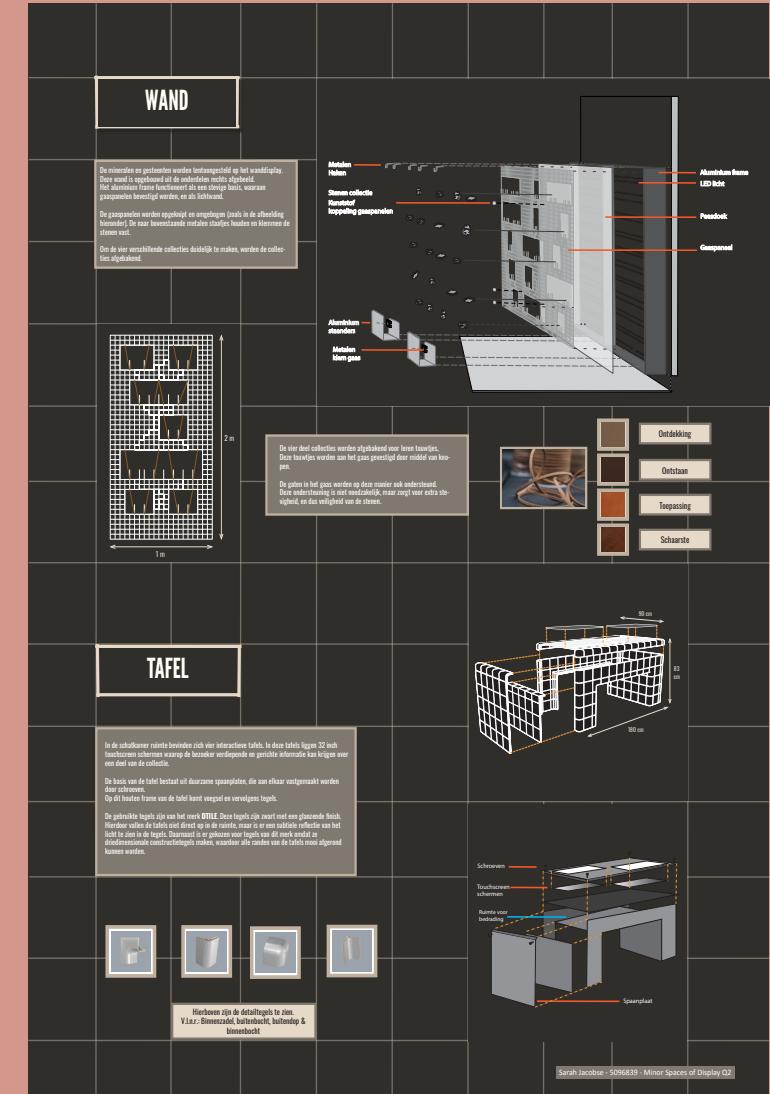
An important principle that was taken into account during the design process, is the circular economy. A number of important topics such as releasability, reuse, longevity and refuse are of great importance here. The materialization and the connections in the furniture must comply with these principles.



The final design consists of two gridwalls in which minerals are exhibited. Behind these walls are light panels that work together with the tables in the centre of the room.

When a stone is clicked on on the touchscreen tables, a light shines behind the corresponding stone on the wall.

Information about the mineral can then be found on the table.



Why it suits me

- Interior design
- Brand design
- Minimalistic
- Circular economy

Relevance to Koos

- Simple and logical design
- Designed from a user perspective
- Circular economy
- Staying close to the identity of the client

SLAM!

Product design to boost your energy

SLAM! is a product design to give R&D employees an energy boost while working

nieuwe energie
R&D medewerkers
op kantoor **RUST**
door WHVH

Het product
SLAM! is speciaal
ontworpen voor R&D
medewerkers die op
kantoor werken en
een moment van rust
nodig hebben.



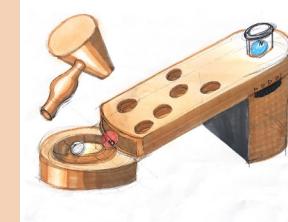
R&D lab

TURN

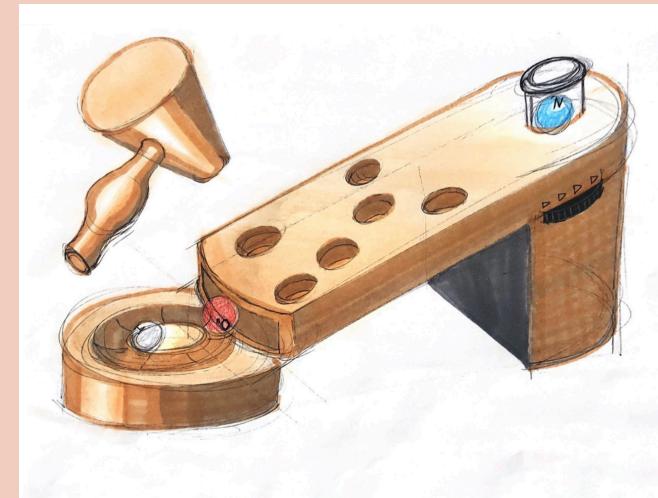
WATCH

SLAM!

ROLL

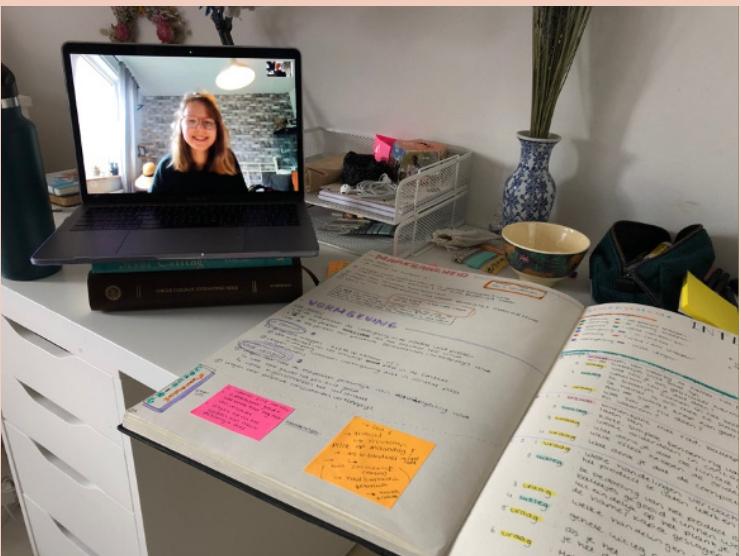


The product is designed for Research & Development employees who have to work long hours in an office and occasionally need to relax, without too much distraction.



This design assignment was carried out in a process-oriented manner. Ideas were created, after which clustering and reflection took place. The core elements of the design were: functionality, use, manufacturability and overall style.

In addition to the process-oriented work, user research is of great importance. The research were conducted with a representative from the target group and fellow students. By means of interviews and observation, it was examined whether the product was well designed and what needed to be improved for the next iteration.



interview

Wat doet een R&D'er?

Product development manager R&D werk bij Biscom (Bolton Adhesives) aan de ontwikkeling van nieuwe producten maar ook het onderhouden van bestaande producten.
2) Is verantwoordelijk voor een bepaalde productgroep. Heeft 3 laboranten die aan mij rapporteren.

Wie?

Shirley Cornu (ubjou)

- Shirley Cornu (ubjou)
- ⚡ doorzettend vermogen, leer snelig, voldoende, enthousiasme, nauwkeurig
- hobby's: tuinieren, puzzelen, uit een gaan, boeken lezen

Wat doet een R&D'er?

We hebben een aantal laboratoria en een kantoorruimte.
Het Lab bestaat uit 4 ruimten hier zijn hoofdzakelijk onze laboranten aan het werk.
Metrolab (Hier worden alle lijnen bereid, we hebben verschillende mengers om alle lijnsorten op te kunnen maken)
Elastische lab (Hier worden alle testen ingezet) alle laboranten hebben een eigen tafel om aan te werken
Test lab (Hier staat al onze meetapparatuur, voorbeelden van metingen viscoelastiteit (is iets vloeibaar of niet), pasteurisatie, Afsluitsterkte (hoe sterk is de lijn), Elastischeiteit (Hoelijfbaar is de lijn, denk aan een elastiek))
Klimaatkamers: Hier staan verschillende ovens en klimaatkasten en UV kasten om onze producten in te testen.

Kantoorruimte:

Alle laboranten hebben een eigen werkplek.
Ze zit samen met haar collega in een apart kantoor, meer op de computer te vinden als op het laboratorium.
Maar "je kan niet een product ontwerken als je het niet ziet", dus regelmatig gaat ze is kijken naar de producten die gemaakt zijn op het lab

In welke samenwerking verbanden werkt een R&D'er?

R&D samenwerkingsveld afdelingen:
Marketing (Innovatie ontwikkelingen)
Inkoop (Grondstoffen)
Quality Assurance (Kwaliteitsproblemen)
Productie (Productproblemen of proofcharges)

Hoe ziet een dag in het leven van een R&D'er eruit? (Als het mogelijk is een grote schatting met bijlagen)

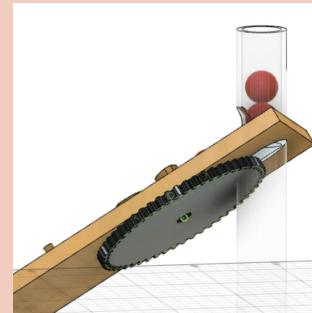
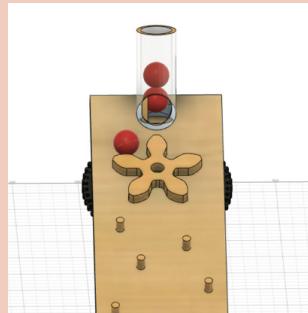
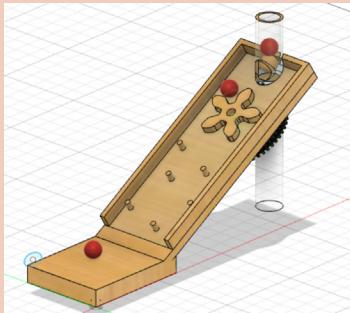
"Ik werk 8 uur per dag, omdat ik dan op vrije dag vrij ben.
7:30 kom ik altijd met een kop koffie, anders ben ik niet vooruit te brengen.
Meestal begin ik met het beantwoorden van mijn email ik krijg er rond de 20-30 per dag.
Daarnaast heb ik 12 officiële projecten waar ook deadlines achter zitten, het werk wat voor deze projecten gedaan moet worden zoals mengen en testen wordt gedaan door de laboranten.
Ik moet dus constant ervoor zorgen dat zei voldoende werk hebben en dat er continu voortgang is in de verschillende projecten.
Ik maakt dan rapporten voor de laboranten, en besoedel de resultaten die zei opleveren. Deze resultaten bespreek ik weer maandelijkse met marketing.
En uiteraardelijk als een lab formulerend helemaal ok ik gaan we deze in productie draaien en dan moeten wij dat goed kunnen controleren.
Tussenpozen heb ik heel veel meetings over alle projecten met alle bovengenoemde afdelingen.
Als er problemen zijn in productie krijg ik tussen door vragen en mensen aan mijn bureau, en moet ik soms alles uit mijn handen laten vallen om het op te gaan lossen.
En als collega's vragen hebben bellen of emaillen ze me, de niet storen knop op de telefoon is soms heel fijn

Dit zal iemand die van school komt ook moeten leren."

CONCLUSIE is heelt wel genoeg inspiratie, maar heeft het soms een drukte. Dus houdt ze van orde en overzicht, maar dit woord soms wat vaak door drukte. Daarom moet weke te oefenbaar. Val wel achter haar bureau, dus is dit een relevantie context.

nieuwe ontwerp opdracht ... R&D medewerkers in een kantoor ruimte om tot rust te komen en overzicht te houden. ↳ vanaf idee ④ ↳

The final concept design consists of a small product that a user can place on his desk. When the user wants to take a break, he puts a ball in the top of SLAM!, the product. He then turns the gear, causing the ball to roll. By carefully looking through the holes, the user follows the ball and hits it with the small hammer. The ball can then be rolled into a new ball again.



nieuwe energie R&D medewerkers op kantoor **RUST** door WHVH

Het product
SLAM! is speciaal
ontworpen voor R&D
medewerkers die op
kantoor werken en
een moment van rust
nodig hebben.



R&D lab

gebruik

TURN

WATCH

SLAM!

ROLL



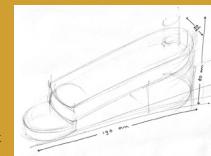
werkning



- Gebruiker draait aan zwart knop
- Grote tandwielen draaien mee met beweging zwarte knop
- Baljetje komt uit buisje in het rad op het plankje terecht
- Baljetje beweegt langs de paaltjes.
- Uiteindelijk komt het baljetje op het plankje terecht en wordt plat geslagen door de gebruiker.
- Gebruiker rolt het baljetje weer op en stopt deze terug in het buisje.

materialisering

Het hoofdmateriaal van SLAM! is gelakt hout. Daarnaast is er ook gebruik gemaakt van glas en kunststof. De balletjes zijn gemaakt van klei.



dimensionering

Finally, in order to communicate the design to the outside world and target group, a design was made for the style surrounding the product. In doing so the vision and goal were kept in mind.

Why it suits me

- Process-oriented work style
- Positive impact for people
- Visual design
- Working with (specific) target group

Relevance to Koos

- Helping people become a better version of themselves.
- Considering the wishes of the users.
- Prioritizing user by asking deepening questions.
- Collecting data in a clear manner and interpreting this in a progressive way.

See you next time!

