



VERSION CONTROL

VERSION	CHANGES	DATE
Version 1.0	First draft	8-11-2024
Version 1.1	Design added & new projects	9-11-2024

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INTRODUCTION

Who am i?

My name is Sander de Haart. I am 20 years old, and my ambition is to become a front-end developer. I like to create things where am proud of and try to learn new things and improve myself with the webdesign standard of today. In my freetime I like to ride on my motorcycle and play games.

What are my talents?

In terms of programming and designing things. I have a keen eye for aligning things and structure, and most of the times it comes well together as a end product. The same goes colors. I am very confident of myself that I can create good products.

What are my personal goals?

I would like to get better with frameworks and learn there basics and manipulate big databases in a project. I also want to achieve motion design into my designs with for example 3d elements & animations. With these things I want to challenge myself to become a good developer & designer. And ofcourse having fun during this journey of getting to know these elements.

CLIENT PROJECT

Introduction

For our client project, my team and I were given the challenge: "Motivate young people to stop buying fast fashion."

Plan of action

First, we set up a [**\[team charter\]**](#) to make sure we could work well together. We organized our files in Teams and communicated through a group chat on WhatsApp and in Teams. I also managed my tasks and ideas using a [**\[Trello board\]**](#) for a clear overview. We followed the Double Diamond method and used Scrum to create an agile work environment.

Scrum

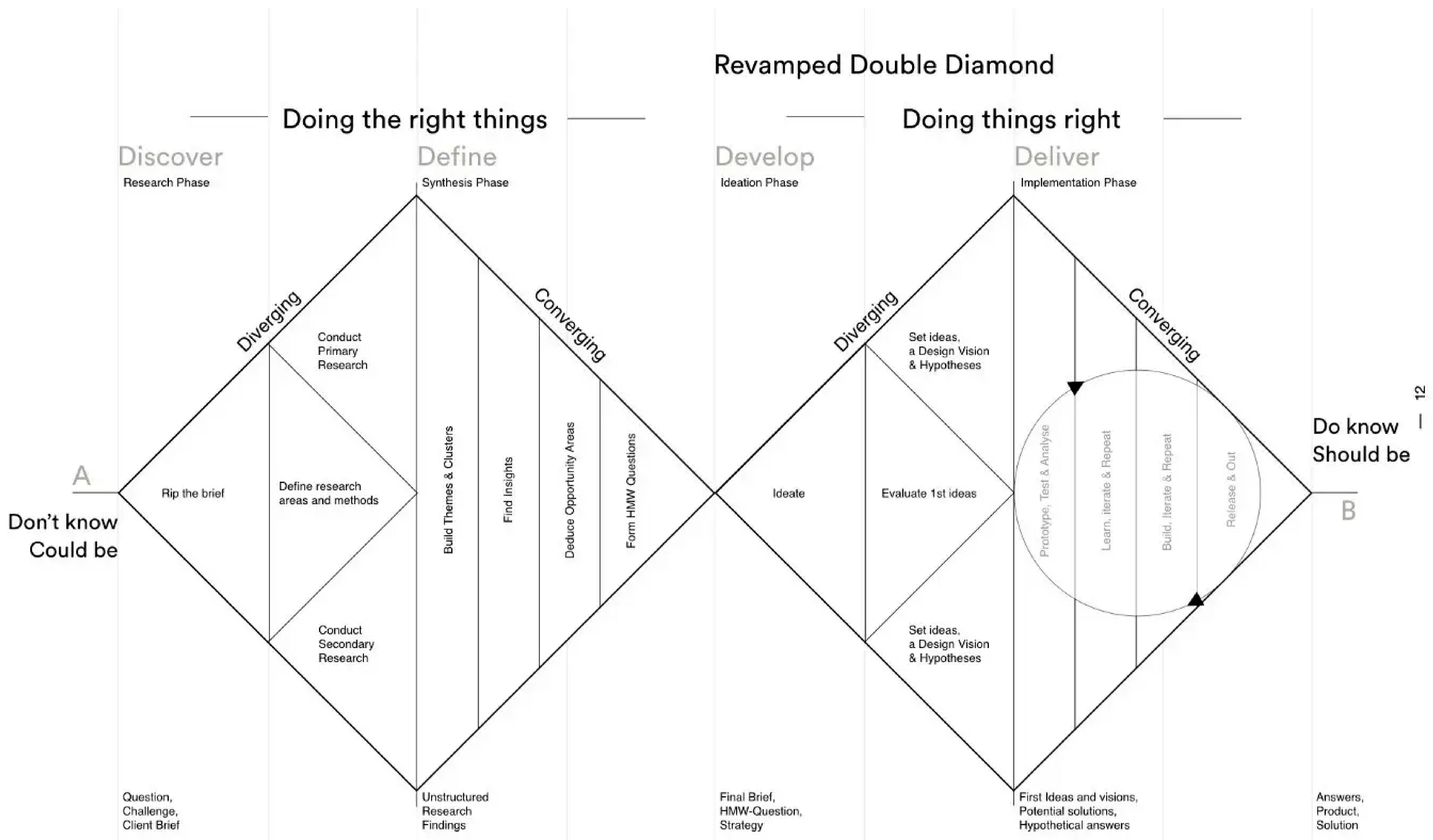
As a team, we decided we needed an agile approach, such as [**\[scrum\]**](#), so we could give and receive constant feedback. We used sprints, retrospectives, and the Trello board to organize tasks and make sure everyone knew what to expect. This approach helped us stay on track to create a successful final product for our client.

CLIENT PROJECT ASSIGNMENT

Double Diamond

As a group we decided to use the double diamond method. This method has 4 different phases where we worked with.

The first phase is the **discover phase**. In this phase we diverge. We are going to do broad research in various ways to gain insight and knowledge about problems people with certain disabilities might be experiencing. The second phase is the **define phase**. In this phase we will take a look at the results of our research. Depending on what we found, we will think of different ideas and solutions that might fit the problems of disabled people. In the third phase, the **development phase**, we take our ideas and turn them into small prototypes. We run user tests to determine if our product works as intended. In the fourth and final phase, the **deliver phase** we will deliver a fully working prototype.



APPROACH & RESULTS

Discover phase



To see if we were on the same page about the assignment with our client, I suggested a [interview] with the questions we had, to fully understand the assignment and the problem that the client had. With this step we could actually go further with the task.



To generate some ideas, As a group we did 2 brainstorming methods [lotus blossom] and [brainwriting]. We now knew we would like to work on gamefication, videos & nutri score. I got devided into a group with Justin & Minh with the topic 'gamefication'. To make a decision and get to know more about the subject we needed to do research.



To know our target audience better & where gamefication is used for, I did a [library research] on the target audience. I did a competitor analysis on gamefication. With this I and my team knew better what gamefication is, because of this we could make better decissions during the project.



To validate target audience research, I did a [survey] on the target audience based on the library research. This helped us to get the correct insights and answers of who our target group is.

APPROACH & RESULTS

Define phase



To have a overview of who our target audience is, I made 2 persona's and put the global information from the survey and our conclusions into those persona's, because of this we knew exactly who our target group was and what they wanted.



To gain more insights of gamefication, I did a competitor analysis about 'Starbucks award system'. This research helped me quite a bit understand how gamefication works (they had a level system and a share system). This could be really helpful for our own final concept.

APPROACH & RESULTS

Develop phase

To get a better overview of the issues we can possibly resolve, we prepared [\["How Might We" questions\]](#). Because of these questions, we have an overview of problems that our innovation could solve. This helps us brainstorm for as many new ideas as possible.

To determine which functionalities we were going to develop first, we used the [\[MoSCoW method\]](#). This helped us realize which tasks have priority. This allows us to allocate our time more effectively by focusing on the most important features first.

 To give the client a clear idea of our concept, I wrote the [\[Concept Document\]](#) together with my project group. The result of this document is that our client and teachers now have a clear idea of what we are going to develop.

PORTFOLIO PROJECT

Introduction

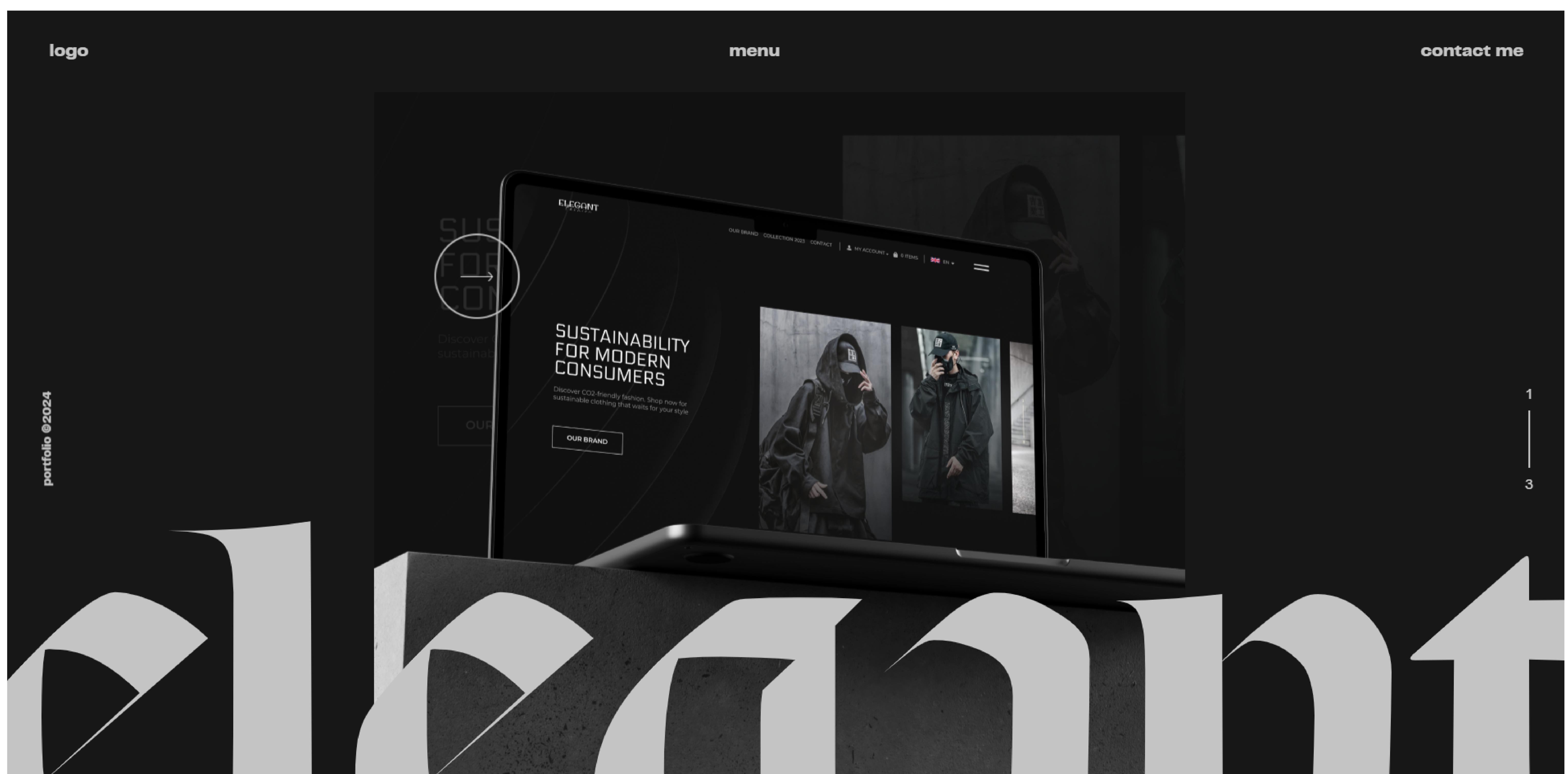
To level up my development skills and focus more on my professional skills. I developed a [\[portfolio website\]](#) to showcase my learning outcomes and work.

Portfolio UI

I've spent a lot of time into my portfolio. If you want to read more about the tools I used, my sources of inspiration or if you want to follow along with my progress, you can check out [\[design processes\]](#).

Portfolio development

After spending a lot of time creating a design that I was happy with, it was time to start recreating it as a website. Because I did not have all the necessary knowledge for this, I asked for help and advice from teachers. If you want to read more about the whole development process, you can check out [\[Portfolio Website Development\]](#).



BRAND STUDIO

Introduction

As a group we made a **[studio brand]** for our company called "UXY (UXYnergy)". We worked hard to develop a brand identity that represents who we are, focused on the brand's voice, logo and visual style. Our main goal of this project was to build a brand that feels fun, stands out, and shows who we really are as a team.

Design process

I have done multiple design processes. Check them out the **[design processes]**.

Brand development

I also was a part of developing the brand website. I did this by designing and making the website out of feedback and converting our brand values into that. Here you can see my **[development phase]**.



CHALLENGES

Introduction

To do a little extra I did some [**\[challenges\]**](#) to improve my skills in what like, such as web development and webdesign & everything around 3D. I also want to grow my knowledge about these things, since it helps me with better better internship/job opportunities.

Web development

To get better at web development, I need to keep learning new things. That's why I took on some challenges to learn the basics of frameworks like React and practiced working with data from an API. Read more about my [**\[web development\]**](#) process.

3D Visualizations

Since 3D objects are often used by front-end/web developers, I wanted to learn the whole process—from creating the 3D object to adding it to a webpage, manipulating it, and displaying data with it. Read more about my 3D [**\[visualization process\]**](#).



BURDEN OF PROOF

LEARNING OUTCOME	SELF-ASSESSMENT	PROOF
Conceptualize, design, and develop interactive media products	Beginning	<u>[portfolio website]</u>
Transferable production	Beginning	<u>[portfolio website]</u>
Creative iterations	Beginning	<u>[portfolio website]</u>
Professional standards	Beginning	<u>[portfolio website]</u>
Personal leadership	Beginning	<u>[portfolio website]</u>

Proof: it links to the portfolio website, since each proof is in different projects.