Personal Development Plan

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Vision

Designing is all about finding the right opportunities in the area you are working in, in the right time. Technology really interests me and I think it is one of the biggest complements to design, which can be exploited in various new areas and products. One of these technological developments is machine learning, which I am really focusing on lately. Machine learning opens up a lot of new opportunities that where not possible before, it completely changed the way products may be used and how they are designed and programmed.

I want to use cutting-edge technologies in my designs to create new and original products and services, that benefit the user. Areas that I am interested in are interface design and interaction design, with the main goal of freeing up users time by for example increasing productivity. Another goal is to give the users' lives more value and to satisfy users with products or services. You could say I am devoted to improve life quality through great design.

Professional Identity

I see myself as the link between design and technology. I am proficient in design processes and my goal is to come up with original and meaningful concepts, that can be developed to be valuable products and services. Due to my technological skills, like programming and electronics, I am able to turn these ideas into reality. I like to work on fast-paced projects that try to deliver as much value as possible to the user. The ultimate goal of designing to me is to satisfy users to the highest extent and to exceed their expectations.

My most important characteristics are fast-learning and opportunity seeking. If I come across something that interests me, I want to know everything about it and become an expert in that field. I am a fast learner, which really helps me to try and figure out new things that might be valuable for my career. Next to that, I am always looking for opportunities while designing and in my life. If something can be optimized or automated, I try to do this as much as possible. Designing is about finding and exploring opportunities.

Business development

In the upcoming semester (mainly quartile 4) I will be focusing on business development and skills. I chose to do this, since this competency hasn't really been a point of focus before. I want to gain this skills in two ways, during the final bachelor project and in the elective called Setting up your business.

Final Bachelor Project

In the second half of the project, I want to focus on what the business aspects of my developed product or service will be. I will use the business model Canvas as a guideline and way of identifying the values of my product. At the end of the project, I want to have the business model worked out and a clear idea of whether this product will be marketable and profitable.

Setting up your business

As the course name says, I will be introduced to how to set up a business in this elective. The focus will be on making business strategies at the initial stage, which will help be to make better decisions in the beginning of the process. I will be doing 2 case studies in the elective, these examples will help me to better implement business in the final bachelor project and in my future projects.

Targeted Area of Expertise

Business & Entrepreneurship

Machine learning

Machine learning is arguably one of the main developments of this decade. It is made possible through recent technology and several big companies have adopted it in one of their products or services. The technology makes new products and ideas possible, which is very interesting to me. This topic will take my programming skills to a next level and very valuable in my future projects.

Final Bachelor Project

In the final bachelor project, one of the requirements of the end product or services is that it includes some form of machine learning. This is an interesting requirement, since it changes the way you go into the design process. I will be able to apply the knowledge I gained in programming and machine learning (from the elective called Intelligent products) here, which is a nice combination of skills and will take my project further. Therefore, my end product or service will highly depend on machine learning for its functions.

Difficult Things committee

As part of the Difficult Things committee of Lucid, we are working on a project that involves machine learning. A system will be developed that can recognize text that is written on a glass and will take actions based on this text. The machine learning algorithm will be able to 'read' text from a picture, which is enabled by pattern recognition. This practical project on machine learning will give me insights in how machine learning can be used and how to implement it in your products.

Targeted Areas of Expertise

Technology & Realization
Math, Data & Computing

Idea generation

I feel like there is much more out there when it is about ideation then I know about. Due to this finding, I chose to focus more on this skill in the upcoming semester (mainly quartile 3). I want to get in touch with some new brainstorm methods and concept generation techniques.

Vision in Product Design (ViP)

In the elective called Design Innovation Methods I will be introduced to a new concept generation technique, that starts with your vision on design. There is a book available called ViP: Vision in Design that I will read before and during the elective, which will help me to get background knowledge about the method and to better implement the method on a project. Furthermore, I will be working in a team that applies the ViP method on a project, in which I try to use to method to the best extent as possible.

Final Bachelor Project

In the project, I will apply the ViP method as well. This will guide me in the beginning to find an interesting topic to work on and to generate some valuable ideas. Later, I will turn the ideas that have most potential into a few concept, from which I will continue to develop a product or services that best fits my vision on design.

There will also be a lecture about idea generation as part of the squad I am in (seamless interaction design for everyday life). This lecture is given by Koen Beljaars, a professional designer who is employed by Van Berlo. This will give me some insight from an industry point of view on idea generation and concept development.

Targeted Areas of Expertise

Design & Research Processes
Creativity & Aesthetics