



Student	Martijn Dekker	
Company	Bureau Moeilijke Dingen	
Company coach	Joep Elderman	
Position	Co-founder	
Period	September	February
Total weeks	14	

Overall Competence of Design	Task	Martijn mainly worked on three projects: the ID Connect Network Tool, the Lassie Balance Checker and a Business plan for Lassie. Next to this he aided in various other projects and internal affairs.
	Design and research processes	<p>The ID Connect network tool project was a holistic design project starting at ideation and with an art installation as its final deliverable. Martijn together with our other intern Eva really took the lead in this project and acted very autonomous and professional. Therefore, we gave them a lot of freedom and responsibility in this project. Apart from having difficulties with regards to the planning of the realization of the project, Martijn did very well and the installation was finished (just) in time. It was received very well by us and the audience of the event the installation was made for. Possible future events will also use the installation built as it is robust enough to be re-used.</p> <p>The Lassie Balance checker is a hardware extension to an existing payment platform that we wanted to develop for quite some time. Martijn offered to do an explorative iteration on how this device should function from a UX perspective. Thanks to his pragmatic approach to design he very quickly came up with various UI wireframes that he then showed to the team. After this initial broad exploration he quickly zeroed in on his final design, and while this was good for the speed of the project maybe some opportunities for more radical and creative iterations to the design were missed. I think that during the internship Martijn was made more aware of these trade-offs and now knows better when to emphasize speed versus a more creative approach. I really liked how Martijn used prototypes in various stages to test his design with potential users and used information from this to further enhance his design</p>
	Deliverables	<p>The quality of the ID Connect-installation was very good especially given the 6 weeks and limited budget they had to build it. The accurate CAD model Martijn produced of the installation helped in both the manufacturing and assembly process.</p> <p>The latest prototype Martijn produced was good from a UI perspective but the physical design felt a bit more like an afterthought. I think there could have been a better integration between the physical action of scanning a token and the screen based consequences of this action. It felt a like the screen and the physical object could be better integrated. Overall the prototype serves as a great first iteration and helps the team to see where we need to focus next.</p>
Scientific and Professional Skills	Presenting	<p>Martijn presented his progress in our weekly team meetings in a clear way but could have used the presentation opportunity more effectively by explicitly asking for help when this was needed.</p> <p>Not applicable / unable to judge</p>
	Reporting	<p>Martijn used our internal system for reporting effectively so that we can easily build upon the work that he produced.</p> <p>Not applicable / unable to judge</p>
	Organizing and planning	<p>This is an area where Martijn (and most ID Students) have a lot to learn. Especially in the ID Connect project these shortcomings were visible. The initial planning that Martijn made was actually quite good and realistic but when the planned ideation phase was coming to an end but ideation was clearly not finished, all sequential deadlines started to move as well, resulting in too little time for the actual realization of the installation. Other team members needed to assist in order to get the final details finished on time.</p>

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Reflecting

We've held multiple meetings to discuss the internship and learning goals. Martijn always showed an open attitude when discussing feedback and was able to quickly identify problems when working a project. However, sometimes the holistic view on these problems was absent. They were very pragmatic and concrete instead of looking how they relate to each other and how it would shape Martijn as a designer in the future. This is something to improve.

Not applicable / unable to judge

Cooperating

Martijn is a good team player, and his pragmatic 'getting things done' attitude makes him a reliable team member who is enjoyable to work with.

Vision and Identity

Professional identity

I think Martijn really saw all the different aspects of being a designer in a small design company. He learned a lot about project management, teamwork but also about the business propositions that allow a designer to make a living from client work.

Not applicable / unable to judge

Vision

I think that Martijn has really grown an appreciation for the balancing act of being an actual product designer in a small company. Also he learned that being pragmatic about the design process is not mutually exclusive with being a vision driven designer, and that there is value in combining both.

Not applicable / unable to judge

Contribution and Development

How did you consider the contribution of the student:

I was very happy with the contribution Martijn made to our company, He had fresh ideas, highly relevant skills and was above all a very good and pleasant team member.

Provide an indication of the development the student has made throughout the internship:

I think Martijn during his internship really evolved from being a design student to being a real design practitioner who can handle the work pressure and approach a project on various levels (e.g. concept, interaction, technology, realization, etc.).

Feedback

Martijn I really appreciated your work and approach to design and I think that if you integrate your vision more tightly in your design process that it will become even better. It was a pleasure working with you and if you ever need a client/expert for a (difficult) project give us a call.

Email address

joep@moeilijkedingen.nl

Physical address

Heezerweg 343 Eindhoven

Telephone number

0610246456

Date

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Signature

More information: ID.internshipcoordinator@tue.nl /M.M.L.H. Heuvelings MSc

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