



# Personal Development Plan 3.2

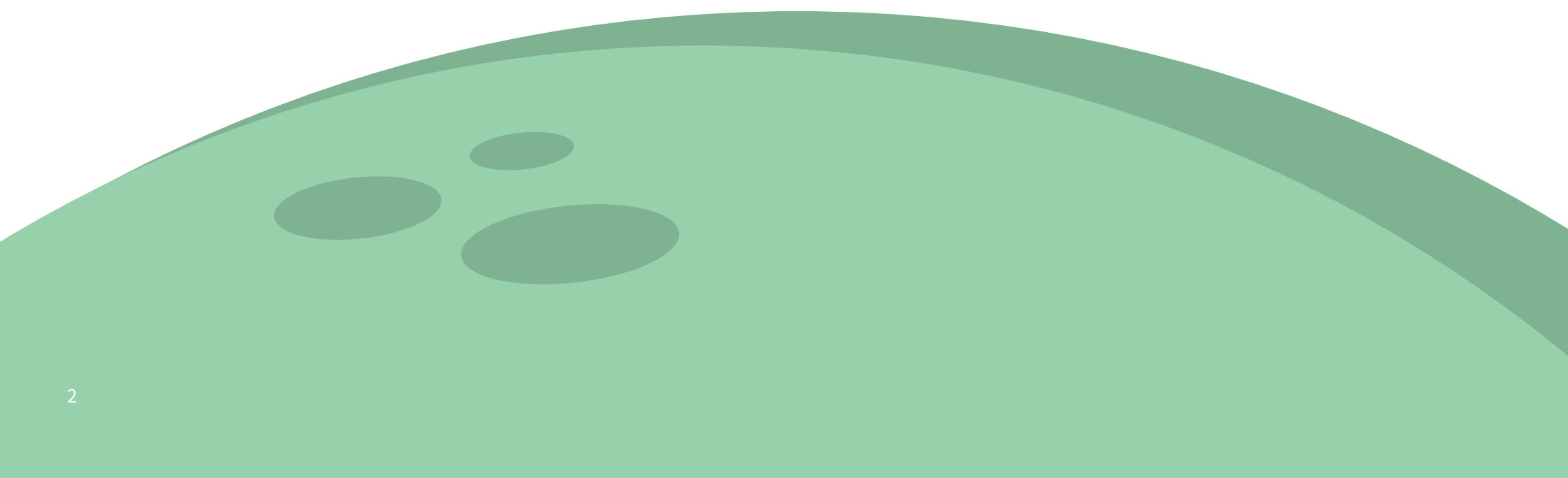
Maarten Smith

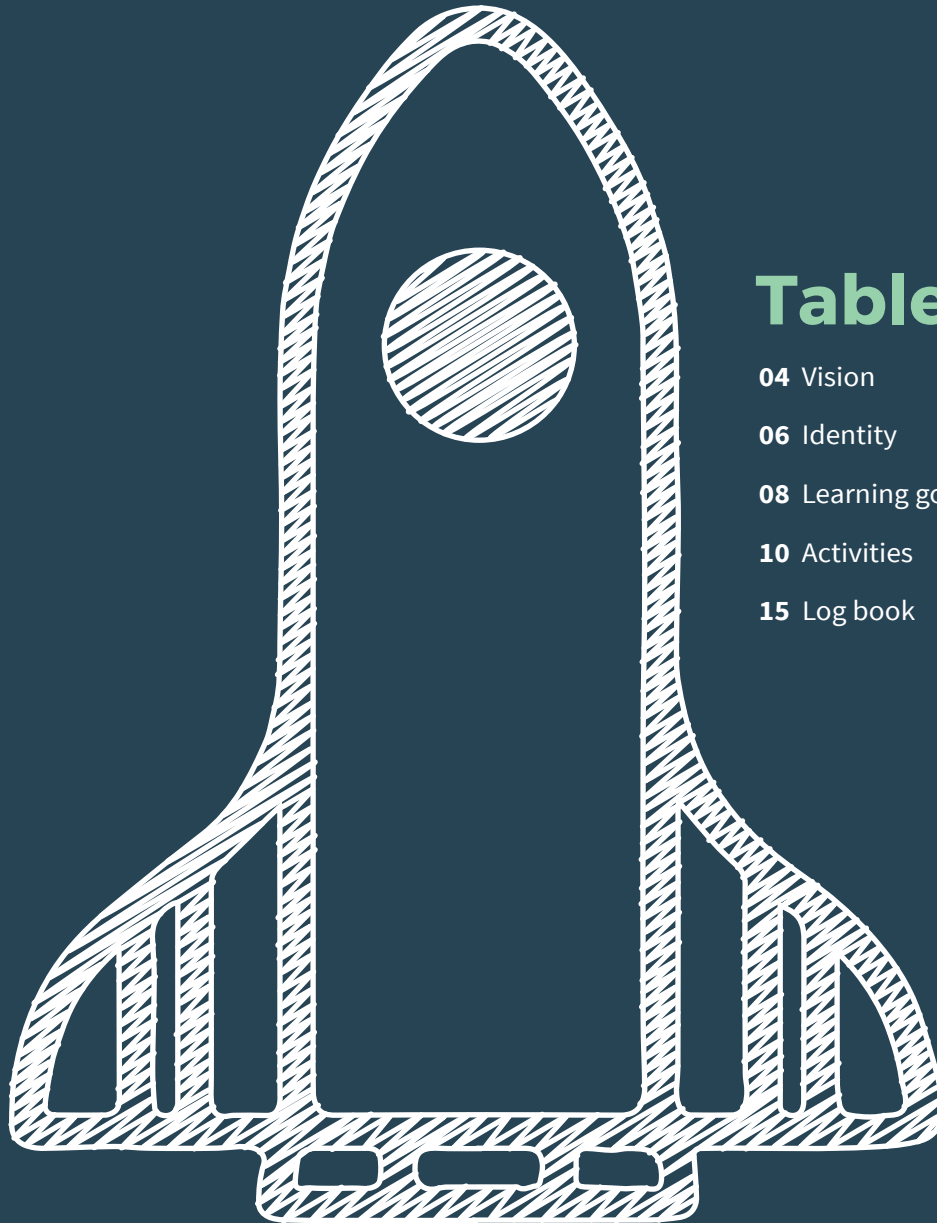
Coach: Eric van der Spek

# Purpose.

What makes quality design is the efficiency as to which the purpose of the design has been materialised.

What makes quality designers is their ability to define purpose.





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# Vision

My purpose is to reinstate, improve or conserve mental wellbeing through intelligent design, balanced complexity in interaction and the creation of empathy through storytelling. I am fascinated by psychology and behaviour, as well as mental health conditions; and it is in those fields of design that I want to develop an expertise. When a person succumbs to a psychological disorder or mental health problem they are not the only ones who suffer. The people who are connected to them suffer too. These people as well as their connection play a vital role in the improvement and conservation of the person's mental wellbeing. My vision is to support the connector, the connected and the connection by creating products and/or related services

that overcome difficulties, enhance bonding and/or create empathy.

The world of health is changing. Innovation and research in diagnosis and treatment is filtering through to consumer healthcare and prevention. Industrial Designers in these playing fields translate technology and complexity into usability and understanding for the masses. Development in 3D printing will allow for designers to co-create in closer harmony to users, design customisable products and iterate more quickly. In the future I want to master the combination of these factors with the ability to translate dreams, ideas, frustration, challenges, opportunities and alike into purpose, vision, concepts and plans to fulfill my vision.



# Identity

I am passionate about people. I see Industrial Designers as multidimensional translators. Translating abstract entities into design criteria, design criteria into designs and continuously translating input from the outside world into meaningful additions to their design. If design is translation, then identity is the 'tone', which is used throughout the process.

The tone I use is calm, clear, balanced, subtle, trustworthy and honest. An example of is the the simple sea-foam-green color, and well-balanced white-space that I use as a trademark in a lot of my work to represent an interconnectedness between all the aspects present, but also bring a calm and serene visualisation to the scene.

I approach the reflective transformative design process with an element of curiosity and playfulness in order to create a continuous and flexible learning environment.

I build this environment with knowledge gained from research, understanding from explaining this knowledge to others, skills from practice and attitude from throwing myself in the ocean and swimming.

My strengths are that I am an achiever, a learner, strategically minded, future orientated and have a strong sense of responsibility. I am keen to adapt to new situations, and enjoy explaining and communicating concepts. In a team I have understanding and skills in leadership, but my natural role is a critical and communicative team-player. These strengths combined with my growing knowledge, skills and attitude in business and entrepreneurship would support a role as a "Creative Director" a.k.a link between a business and design team very well. Next to designer tools, I am developing my ability to communicate to a level of expertise as a weapon to deliver my tools and other expertise areas more efficiently and with more impact.





# Learning goals

To achieve my vision as a designer, I have set up the following learning goals to structure my development through B3.2.

- Receive my bachelors diploma cum laude.
- Develop my understanding and skills in the involvement of users in a design process within a learning environment.
- Develop my knowledge skills and attitude in design and research processes past a level of depth.
- To learn more about business scalability and find or design tools for validation of scalability strategies in a start-up environment.
- To gain understanding and skills in generative research specifically.
- To deepen my understanding of the “knowledge paradigm”, and fit my vision and identity to correlate with what is being envisioned for the future by experts in design.
- Grow to a level of expertise in storytelling and communication.
- Develop my understanding, skills and critical attitude towards academic research.
- To gain a clear and usable overview of my complete designer toolkit.



## Technology and Realisation

There are two points of interest in technology and realisation that I want to delve into this semester. The first is for capturing user data as part of a method for the extraction of value in generative research. This could prove to be a very valuable tool for value creation that fits with my identity. The second is in material technology, specifically materials that are able to change texture, colour or other properties on command. I believe I should expand my knowledge base in this as it could prove to be the fuel for interesting nuances in design in the future. I will achieve depth in this competency by:

- Reasoning the capture of sensoric data in the generative research phase of both my project as well as my assignment.
- Researching these new material technologies and pitching about them at the Eindhoven Pitch Night.

## User and Society

I would like to expand my knowledge base and find or design tools to support the process of creation and validation of value in context. I also want to design and test methods for the involvement of users in the design process within a learning environment, as this could prove to be a powerful tool for the fulfillment of my vision. I also find it important to expand my critical and academic attitude towards the gathering of meaning from user testing or scientific research. I will achieve this by:

- Conducting generative research as a method of searching for value in the context of my project (finish this phase by the end of March).
- Conducting generative research as a method of searching for value in the context of the *DBH411 Do Reflect Learn* assignment.
- Practice Co-Creation in the context of my project.
- Designing a knowledge platform for stage performers with ADHD.

## Math, Data and Computing

For this competency I would primarily like to focus on the facilitation of data extraction and its analysis. Not only being able to construct systems to extract unbiased quantitative data from a design that is being used, but also exercising the interpretation and visualisation of this data is valuable to my vision and identity. To take this competency to a level of depth I will:

- Build a program to extract data from a stand-alone prototype during the generative research phase in the *DBH411 Do Reflect Learn* assignment.
- Build a program to extract data from a stand-alone prototype and visualise this data during the generative research phase of my project.

## Creativity and Aesthetics

I see creativity as invaluable to designers, and crucial to my vision and identity. In the previous semester I started developing an overview of the tools I use to support creativity in a design process, and this semester I would like to finish it. I also believe that my skills and understanding of aesthetics and communication through design should be at a level of depth to achieve my vision. The activities I have set to achieve this are as follows:

- Explore new materials and forms in the context of the *DBH411 Do Reflect Learn* assignment.
- Create an overview of my designer toolkit.
- Express my identity and vision in all my deliverables (including PDP).

# Business and Entrepreneurship

This semester I would like to learn more about scalability and find or design tools for validation of scalability strategies in a start-up environment. I would also like to explore the relation between research and business more closely. Next to that I would like to keep pushing my skills and understanding in this competency to a level of expertise by carrying out the following:

- Starting a ZZP small scale graphic design company
- Reading *The 7 day weekend* by Ricardo Semler.
- Reading *E-Myth* by Michael E. Gerber.
- Designing a scalability strategy for 86 billion.
- Exploring business possibilities and limitations in the education market for my project.
- Designing and explaining business models and strategy for a knowledge platform for performers with ADHD.

# Teamwork and Communication

Being able to communicate clearly and effectively is vital for me to achieve my vision. Receiving training, designing products for enhanced teaching and teaching teamwork and communication using those methods during my internship has dramatically developed my ability to communicate and work in a team. Now I have an in-depth understanding of the latest research, applied skills in training as well as in a professional context and the ability to learn more. My internship coach advises me to take this to the next level in the future, and I will do this by:

- Delving into *Storytelling through Design* and designing a workshop to transfer this knowledge to the corporate market for 86 billion.
- Applying storytelling techniques throughout my project and assignment deliverables.

## Design and Research Processes

This semester I would like to develop my understanding, skills and critical attitude towards academic research to a level of depth. I would also like to develop my ability to judge the validity of a specific process in its context, as I believe being a master of the design process is crucial to my identity and vision. Quantitative and generative research is specifically valuable to my vision as a designer, as it allows me to search for (and find) value in social interaction. The activities I will carry out in support of this competency are:

- Conducting generative research as a method of searching for value in the context of my project (finish this phase by the end of March).
- Conducting generative research as a method of searching for value in the context of the *DBH411 Do Reflect Learn* assignment.
- Participating in a pressure cooker during my project to quickly grasp the major learning points and pitfalls of design research.
- Reading *Research Design* by John. W. Creswell
- Studying research related literature (everything in the *Design for Teaching and Learning* dropbox)

## Self-directed and Continuous Learning

This semester I would like to find ways of implementing the self-directed and continuous learning method in a more time-effective way for 86 billion. Over the past semester I have gained more insight into the future of design and I would like to critically assess my vision and identity to make them support not only my own worldview, but the views of experts as well. Therefore I will:

- Conduct 2 iterations on reassessment of my vision and identity.
- Gather 5 core insights from experts about the future of design.
- Design a method for self-reflection in the context of 86 billion.



LOGBOOK





## Monday

## Tuesday

## Wednesday

## Thursday

## Friday

## Saturday/Sunday

## Reflection week 2





## Monday

## Tuesday

## Wednesday

## Thursday

## Friday

## Saturday/Sunday

## Reflection week 5

## Monday

## Tuesday

## Wednesday

## Thursday

## Friday

## Saturday/Sunday

## Reflection week 6

## Monday

## Tuesday

## Wednesday

## Thursday

## Friday

## Saturday/Sunday

## Reflection week 7

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday/Sunday

Reflection week 8

## Monday

## Tuesday

## Wednesday

## Thursday

## Friday

## Saturday/Sunday

## Reflection week 9





## Monday

## Tuesday

## Wednesday

## Thursday

## Friday

## Saturday/Sunday

## Reflection week 11

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## Saturday/Sunday

## Reflection week 12

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# Reflection week 13

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## Saturday/Sunday

## Reflection week 14

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## Tuesday

## Wednesday

## Thursday

## Friday

## Saturday/Sunday

## Reflection week 15







## Monday

## Tuesday

## Wednesday

## Thursday

## Friday

## Saturday/Sunday

## Reflection week 18



## Monday

## Tuesday

## Wednesday

## Thursday

## Friday

## Saturday/Sunday

## Reflection week 20



MAARTEN SMITH