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TUDelft

IDE Master Graduation Project

Project team, procedural checks and Personal Project Brief

In this document the agreements made between student and supervisory team about the student's IDE Master Graduation Project are set out. This document may also include involvement of an external client, however does not cover any legal matters student and client (might) agree upon. Next to that, this document facilitates the required procedural checks:

- Student defines the team, what the student is going to do/deliver and how that will come about
- Chair of the supervisory team signs, to formally approve the project's setup / Project brief
- SSC E&SA (Shared Service Centre, Education & Student Affairs) report on the student's registration and study progress
- IDE's Board of Examiners confirms the proposed supervisory team on their eligibility, and whether the student is allowed to start the Graduation Project

STUDENT DATA & MASTER PROGRAMME
Complete all fields and indicate which master(s) you are in

Family name	▉	IDE master(s)	IPD ☐ DfI ☐ SPD ✓
Initials	▉	2nd non-IDE master	
Given name	▉	Individual programme *(date of approval)*	
Student number	▉	Medisign	☐
		HPM	☐

SUPERVISORY TEAM
Fill in he required information of supervisory team members. If applicable, company mentor is added as 2nd mentor

Chair	▉	dept./section	DOS/MCR
mentor	▉	dept./section	DOS/MCR
2nd mentor	▉		
client:	▉		
city:	Eindhoven / Mexico City	country:	Netherlands / Mexico

optional comments

While both supervisory members are from the same department I do believe they complement ea̲ other. As ▉ specialises more in the adoption of design in different contexts while ▉ focuses more on the design process.

! Ensure a heterogeneous team. In case you wish to include team members from the same section, explain why.

! Chair should request the IDE Board of Examiners for approval when a non-IDE mentor is proposed. Include CV and motivation letter.

! 2nd mentor only applies when a client is involved.

APPROVAL OF CHAIR on PROJECT PROPOSAL / PROJECT BRIEF -> to be filled in **by the Chair** of the supervisory team

Sign for approval (Chair)

Name ▉   Date 27 Sep 2023   Signature ▉

CHECK ON STUDY PROGRESS

To be filled in **by SSC E&SA** (Shared Service Centre, Education & Student Affairs), after approval of the project brief by the chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total   36   EC

Of which, taking conditional requirements into account, can be part of the exam programme   30   EC

X	YES	all 1st year master courses passed
	NO	missing 1st year courses

Comments:

Sign for approval (SSC E&SA)

Name ▮   Date 04-10-2023   Signature ▮

APPROVAL OF BOARD OF EXAMINERS IDE on SUPERVISORY TEAM -> to be checked and filled in by IDE's Board of Examiners

Does the composition of the Supervisory Team comply with regulations?

YES	V	Supervisory Team approved
NO		Supervisory Team not approved

Comments:

Based on study progress, students is …

V	**ALLOWED** to start the graduation project
	NOT allowed to start the graduation project

Comments:

Sign for approval (BoEx)

Name ▮   Date 4/10/2023   Signature ▮

Name student	███████████	Student number	██████████

Project title   Design Thinking in Global Contexts

Please state the title of your graduation project (above). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

Introduction

Describe the context of your project here; What is the domain in which your project takes place? Who are the main stakeholders and what interests are at stake? Describe the opportunities (and limitations) in this domain to better serve the stakeholder interests. (max 250 words)

My thesis project focuses on exploring the implementation of design thinking methodologies in diverse countries, cultures, and industries, using the ktc office in Mexico as a case study.

ktc is a marketing agency established in 2004 in Mexico City that has worked on numerous marketing projects for big brands such as Coca-Cola and Suzuki. In 2015, ktc expanded its services to the Netherlands by opening a service design agency that focuses on startup-like projects. The Dutch office has gained a lot of experience in applying design thinking in its projects, and it has been able to take on more explorative assignments that require a customer-centric approach. While the Dutch office has grown to become proficient in applying design thinking to its projects, the Mexico office has kept a more traditional approach towards marketing challenges. However, Ktc's Mexico office could benefit from adopting a more design-driven approach to its marketing projects, which would allow it to take on more elaborate assignments and thereby delivering more valuable results and increase their impact.

Within this case study, I aim to uncover how design thinking can be effectively implemented to expand service offerings and cultivate innovative approaches within the ktc agency. Through an in-depth analysis of the agency's practices, client feedback, and industry trends, as well as engagement with key stakeholders, I will collaboratively identify areas for service portfolio enhancement that address evolving client needs. Through facilitating workshops, the project involves co-creating tailored design thinking methods with the agency. This will enhance ktc's ability to provide great client experiences and stay competitive in marketing.
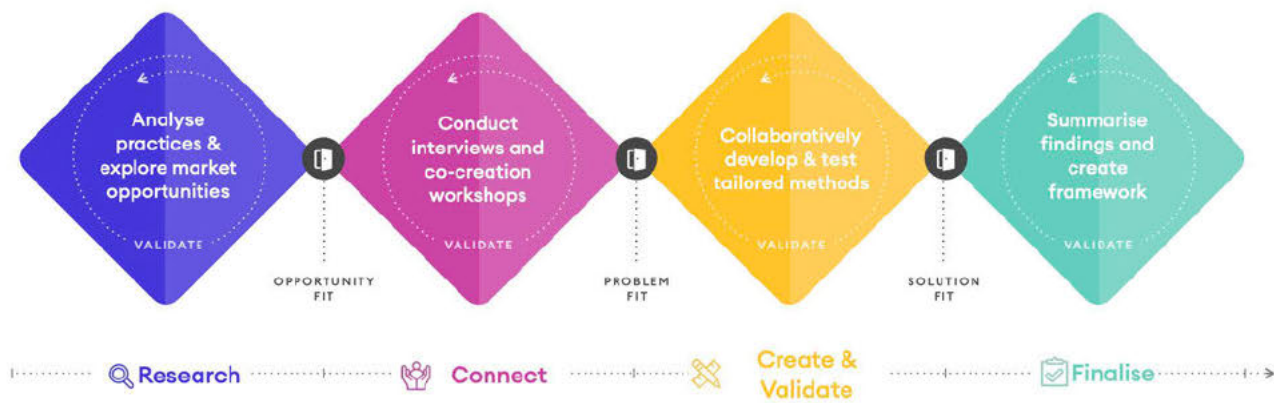
➔ *space available for images / figures on next page*

image / figure 1   Project overview showcasing the different phases of the project.

image / figure 2   Comprehensive steps included in each phase.

Problem Definition

What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? (= Master Graduation Project of 30 EC). What opportunities do you see to create added value for the described stakeholders? Substantiate your choice.
(max 200 words)

The challenge of this project revolve around the challenges of implementing design thinking methods in various cultural settings, with ktc seeing its relevance in enhancing innovation within marketing. Anticipated issues encompass remote work and cultural disparities.
This involves adapting design thinking to diverse global situations, where the absence of clear guidelines complicates this process. To address this, I aim to understand challenges tied to implementing design methods in different contexts, in order to create a versatile framework for effectively creating and implementing these methods across various organizations worldwide.

Assignment

This is the most important part of the project brief because it will give a clear direction of what you are heading for.
Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project. (1 sentence)
As you graduate as an industrial design engineer, your assignment will start with a verb (Design/Investigate/Validate/Create), and you may use the green text format:

I will conduct research to develop a tailored framework for implementing design thinking methodologies effectively in diverse cultural contexts, addressing the challenges that are at hand. This framework will serve as a practical guide to facilitate organizational transformation a

Then explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution (max 150 words)

The research begins by implementing design thinking methods in the ktc Mexico office, addressing specific challenges and customizing approaches to suit their context. These experiences and lessons learned serve as a valuable foundation for formulating a broader strategy on how to implement design thinking in diverse contexts, leveraging insights and adaptable methodologies developed in the Mexico office to effectively apply design thinking across various cultural and organizational settings.

Project planning and key moments

*To make visible how you plan to spend your time, you must make a planning for the full project. You are advised to use a Gantt chart format to show the different phases of your project, deliverables you have in mind, meetings and in-between deadlines. Keep in mind that all activities should fit within the given run time of 100 working days. Your planning should include a **kick-off meeting, mid-term evaluation meeting, green light meeting** and **graduation ceremony**. Please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any (for instance because of holidays or parallel course activities).*

Make sure to attach the full plan to this project brief.
The four key moment dates must be filled in below

Kick off meeting	12 Sep 2023

Mid-term evaluation	28 Nov 2023

Green light meeting	20 Feb 2024

Graduation ceremony	28 Mar 2024

In exceptional cases (part of) the Graduation Project may need to be scheduled part-time. Indicate here if such applies to your project

Part of project scheduled part-time	✓
For how many project weeks	25
Number of project days per week	4,0

Comments:

I will be conducting my graduation project part-time dedicating four days a week to it while reserving some time to work on the side.

Motivation and personal ambitions

Explain why you wish to start this project, what competencies you want to prove or develop (e.g. competencies acquired in your MSc programme, electives, extra-curricular activities or other).

Optionally, describe whether you have some personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself. You might think of e.g. acquiring in depth knowledge on a specific subject, broadening your competencies or experimenting with a specific tool or methodology. Personal learning ambitions are limited to a maximum number of five.
(200 words max)

I initiated this project due to my fascination for diverse cultures and the valuable insights they offer. I am eager to learn from other perspectives that can enrich my understanding. Through this project, I aim to apply the design methodologies I've learned at TU Delft in contexts beyond the Netherlands, gaining practical experience in adapting these methods to varying environments. Additionally, I am intrigued by the potential of design techniques to drive meaningful organizational change. This project presents an opportunity for me to expand my horizons by collaborating internationally and utilizing my expertise in an diverse international setting.