

Personal Project Brief – IDE Master Graduation Project

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PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT

Complete all fields, keep information clear, specific and concise

Project title d'Accord: Utilizing cross-modal correspondences to select fragrances

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)

The domain of the project is experience design in perfume retail. The stakeholders are the brand Fugazzi and their customers. While luxury fashion houses have increasingly embraced the concept of creating immersive experiences to engage customers during the launch of new or existing products, this approach remains underutilized within the perfume industry. Fugazzi is a fast-growing perfume company in the Netherlands. They could pioneer the perfume industry, by offering these experiential elements into their retail strategy.

By integrating immersive, memorable and multi-sensory experiences into their retail stores, Fugazzi could set themselves apart in the perfume industry. This initiative would not only enhance the shopping experience, but also create more resonance and thus a deeper emotional connection between the brand and its customers.

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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)

Smell is the most powerful sense that links to emotions and feelings, but it is often overlooked. It is processed in the Olfactory cortex of the brain's limbic system, close to the area in which emotions, memories and feelings are stored. Research shows that scent triggers emotional reactions and that smell-evoked memories are more emotional. Scent is a good way to trigger emotional response, but research concludes that smell strongly relies on predictions from other senses. Many people think smell is a primitive and reactive sense, but in reality it is quite sophisticated and proactive. We humans are bad at recognizing smells if we don't get cues. I see a design opportunity here for the perfume brand Fugazzi. When a scent is placed in a retail environment the customer receives no sensorial support to sense the perfume, other than the name and the color of the perfume. I want to improve the customer experience, by influencing the consumers' expectations of the scent by offering other sensorial cues in a context. Does the sensorial experience of the smell change when the expectations of the smell are defined by an experience that utilizes other or multiple senses?

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:

Design a multi-sensory context for perfumes that not only shapes and enhances the olfactory experience but also transforms the process of selecting a fragrance into an intuitive and engaging journey for Fugazzi's customer

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)

To generate a design solution I plan to utilize a not (yet) existing design method: Parallel Progressive Sprints (PPS). PPS is going to be an iterative design method that enables me to navigate complex problems with agility. It ensures that insights are integrated at every stage.

I want to make use of cross-modal correspondences, which make use of associations, but these associations vary a lot between people. Therefore, I will investigate and identify which or what range of associations are relevant in this context. I will tackle this problem by making the key phases: research, ideation, prototyping and testing run parallel in short intense sprints. Initially, each sprint lasts for one week, with all phases progressing in parallel, allowing for rapid iteration and continuous feedback across all aspects of the design process.

As the project progresses, sprints become longer to match the increasing fidelity of prototypes and experiments. Early sprints focus on quick, low-fidelity explorations, enabling fast iteration and insight gathering. Later sprints allow for deeper exploration and more refined prototypes as the design evolves.

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 4 Oct 2024

Mid-term evaluation 22 Nov 2024

Green light meeting 4 Feb 2025

Graduation ceremony 7 Mar 2025

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	<input type="checkbox"/>
For how many project weeks	
Number of project days per week	

Comments:

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)

During my time as an Industrial Design student my interests for designing experiences grew larger and larger. According to the dictionary an experience is an occurrence in which an individual reacts to certain stimuli, consciously or unconsciously. To me, experiences are events that transcend the regular experiences of your everyday life. Events that evoke intenser feelings than you are used to. I want proof that I can create an experience that leaves a lasting effect on people. To achieve this, I need to improve my prototyping skills. With better prototypes and experiments I get more useful data from user tests. if I properly integrate this data into my design then it will result in an experience that leaves a lasting effect on people. I hope to develop this competence by utilizing my self-conceived design method: PPS.

My learning ambitions are to acquire in depth knowledge about sensorial substitution and cross modal correspondences. I also aspire to acquire knowledge about context design in the retail.