Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences

Graduation Plan: All tracks

Submit your Graduation Plan to the Board of Examiners (Examencommissie-BK@tudelft.nl), Mentors and Delegate of the Board of Examiners one week before P2 at the latest.

The graduation plan consists of at least the following data/segments:

Personal information	
Name	Thymen Thorsten Sieval
Student number	4697162

Studio		
Name / Theme	User Perspectives	
Main mentor	Herman vande Putte	Real Estate Management
Second mentor	Paul Chan	Design & Construction Management
Argumentation of choice of the studio	By customizing user (or client) interaction the perspective of the user is an essential part of the research.	

Graduation project	
Title of the graduation project	Bespoke Interaction. *Customizing client-architect interactions in private residential projects*
Goal	
Location:	Delft
The posed problem,	Architects and clients are drifting apart and therefore clients are marginalizing architects.
research questions and	MQ: How can customized interactions help to improve the perceived service quality in private residential projects/ SQ1: What is service quality? SQ2: How can architects customize their services to clients? SQ3: How do clients and architects interact? SQ4: How do customers perceive service in architectural projects?
design assignment in which this result.	Construction of a strategy on how to best serve clients to improve the perceived service quality.
[This should be formulated in such a way that the graduation project can answer these questions. The definition of the problem has to be significant to a clearly defined area of research and design.]	

Process

Method description

[A description of the methods and techniques of research and design, which are going to be utilized.]

Using theory and research on customization (by architects), interactions, and perception (by clients)clients. Furthermore in this explorative case studies customer journeys from finished projects will be made and interviews about previous projects will be conducted. These interviews with both architects and clients will generate data on what service was delivered, the client satisfaction with this service, and suggestion and limitations on improving or customizing.

Literature and general practical preference

[The literature (theories or research data) and general practical experience/precedent you intend to consult.]

Research on the problem (Angral)
Research on service quality (Parasuraman et al.)
Research on architectural management and service provision/gaps (Forsythe)
Research on interactions (Mertens et al.)
Research on client perceptions (Siva&London)
Research on customer journeys (Lemon & Verhoef)

Reflection

1. What is the relation between your graduation (project) topic, the studio topic (if applicable), your master track (A,U,BT,LA,MBE), and your master programme (MSc AUBS)?
   Since the topic is about customizing services for clients, and conducting interviews on how clients would like to be served, it is part of user perspectives theme. Furthermore, as it involves the architectural processes and the management of architectural projects it about the design and construction management as part of the master track MBE. As can also be seen in the fact that the intended product is a strategy. Obviously, Management in the Built Environment is one of the pillars of the master AUBS, in special it has a strong relationship with the master of Architecture, since the research involves architectural practices and projects.
2. What is the relevance of your graduation work in the larger social, professional and scientific framework.
   The graduation work tries to find an renewed enhanced balance in the relationship of architects and clients, enabling architects and clients to have a more satisfactory experience, which on it self might improve other success factors as well (profitability, loyability, etc.)