

IDE Master Graduation

Project team, Procedural checks and personal Project brief

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

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

! USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT

Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME

Save this form according the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 !



family name Fokker
 initials R given name Richard
 student number 4146905
 street & no. Burgemeester vening meineszlaan 8
 zipcode & city 1063BC Amsterdam
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 phone +31623190889
 email fokkerrichard@gmail.com

Your master programme (only select the options that apply to you):

IDE master(s): IPD Dfl SPD

2nd non-IDE master: N/A

individual programme: - - (give date of approval)

honours programme: Honours Programme Master

specialisation / annotation: Medisign

Tech. in Sustainable Design

Entrepreneurship

SUPERVISORY TEAM **

Fill in the required data for the supervisory team members. Please check the instructions on the right !

** chair Erik-Jan Hultink dept. / section: MCB
 ** mentor Pinar Cankurtaran dept. / section: PIM
 2nd mentor Boris Boom
 organisation: Kollekt.FM
 city: Amsterdam country: The Netherlands

comments
(optional)

From the Kollekt.FM team, Boris Boom will be the first contact person and company mentor. Rolf Dröge will also be actively involved from the kollekt.fm team to support me during my graduation.

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v..



Second mentor only applies in case the assignment is hosted by an external organisation.



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

APPROVAL PROJECT BRIEF

To be filled in by the chair of the supervisory team.

chair Erik-Jan Hultink date 10.09.2015 signature

CHECK STUDY PROGRESS

To be filled in by the SSC E&SA (Shared Service Center, 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: _____ EC

YES all 1st year master courses passed

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

NO missing 1st year master courses are:

List of electives obtained before the third semester without approval of the BoE

name _____ date ____ - ____ - ____ signature _____

FORMAL APPROVAL GRADUATION PROJECT

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks ?
- Does the composition of the supervisory team comply with the regulations and fit the assignment ?

Content: APPROVED NOT APPROVED

Procedure: APPROVED NOT APPROVED

comments

name _____ date ____ - ____ - ____ signature _____

Redesigning the client onboarding process of Kollekt.fm

project title

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

start date 26 - 08 - 201927 - 01 - 2019

end date

INTRODUCTION **

Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

The B2B music market has matured over the last decades. Curated CD's and dedicated hardware players with special subscription services have been dominating the business context for years. Since a few years, the market was disrupted by a few young players that make an effort to make the hardware lighter, the software more user-friendly, and the music experiences more personalized. To avoid that a brand is overshadowed by competition, and to get a distinct and valued place in target consumers' mind, it is vital to communicate a clear and consistent message across multiple touchpoints that cover the complete user experience. (Choo, 2018; Beverland, 2018; Kapferer, 2008) Moreover, being 'out of sync' in user experience is exceptionally noticeable. On the contrary, when there is a right fit, the experience can contribute to the brand's myth promise that exists in the consumer's mind (Holt, 2004) reinforcing the customer experience.

This project will revolve around one of the younger players in the market, who is trying to claim a spot in the B2B music market: the Amsterdam based music marketing start-up Kollekt.FM. With their focus on personally curated music that is always tailored to match the brand identity of their clients, they make an effort to deliver a product that resonates with the brand identity and helps the brand to deliver a consistent brand experience at their retail locations. Because of this personalized focus, Kollekt recently realized that an essential part of their business revolves around the on-boarding process of a new client. During the on-boarding process, Kollekt acts as a specialist music consultant, translating the brand identity of the client to a music-identity. Next, the music identity is used to match the client to a curator within their team of music curators curating the music experience at the client's retail locations. At Kollekt they work with a relatively small team (5 people full-time) and a small group of curators (varying amount). They do all of their development in-house, which means that they have a hard time serving all their clients with their limited capacity and keeping the relationship with their clients personalized.

In the small market that they are competing in, Kollekt tries to differentiate themselves through the personalized and well-grounded custom-tailored experiences they deliver to their clients. Other market players, such as the spin-off company of Spotify, try to solve this personalization by curating ready-made soundtracks with algorithms that are trained by humans and rely on the input the client manually provides. (soundtrackyourbrand.com, 2019) This means that music experiences are limited and rely on the knowledge of the clients. Kollekt differentiates by advocating that they believe that real music experiences can only be made and curated by humans and want to make sure that there is a close relationship with the client, providing them with expert knowledge on what type of music the client needs to support their brand's experience.

Sources:

- 1] Choo, F. (2018). User experience and brand experience: two sides of the same coin? Retrieved on 18-06-2019, from <https://www.thedrum.com/opinion/2018/04/02/user-experience-and-brand-experience-two-sides-the-same-coin>.
- 2] Beverland, M (2018). Brand Management: Co-creating Meaningfull Brands, 1st Edition, Sage publications Std London
- 3] Kapferer, J. (2008). The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term 4th edition (New Strategic Brand Management: Creating & Sustaining Brand Equity).
- 4] Holt D.B. (2004). How Brands Become Icons: The Principles of Cultural Branding, 1st Edition, Harvard Business school press, Brighton, Massachusetts
- 5] Intake meeting Kollekt.FM at 16th and 21st of May 2019, TNW Amsterdam.
- 6] Soundtrackyourbrand Retrieved on 27-06-2019, from <https://www.soundtrackyourbrand.com/how-it-works>

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introduction (continued): space for images

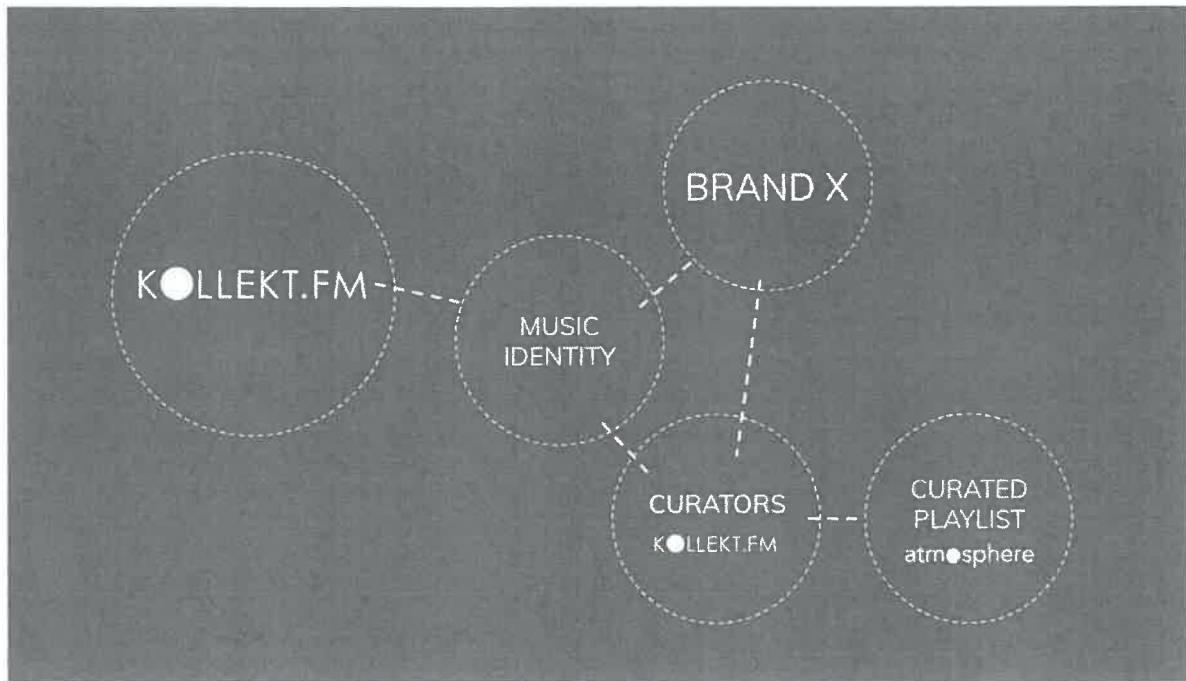


image / figure 1: My view at the current stakeholder relationships

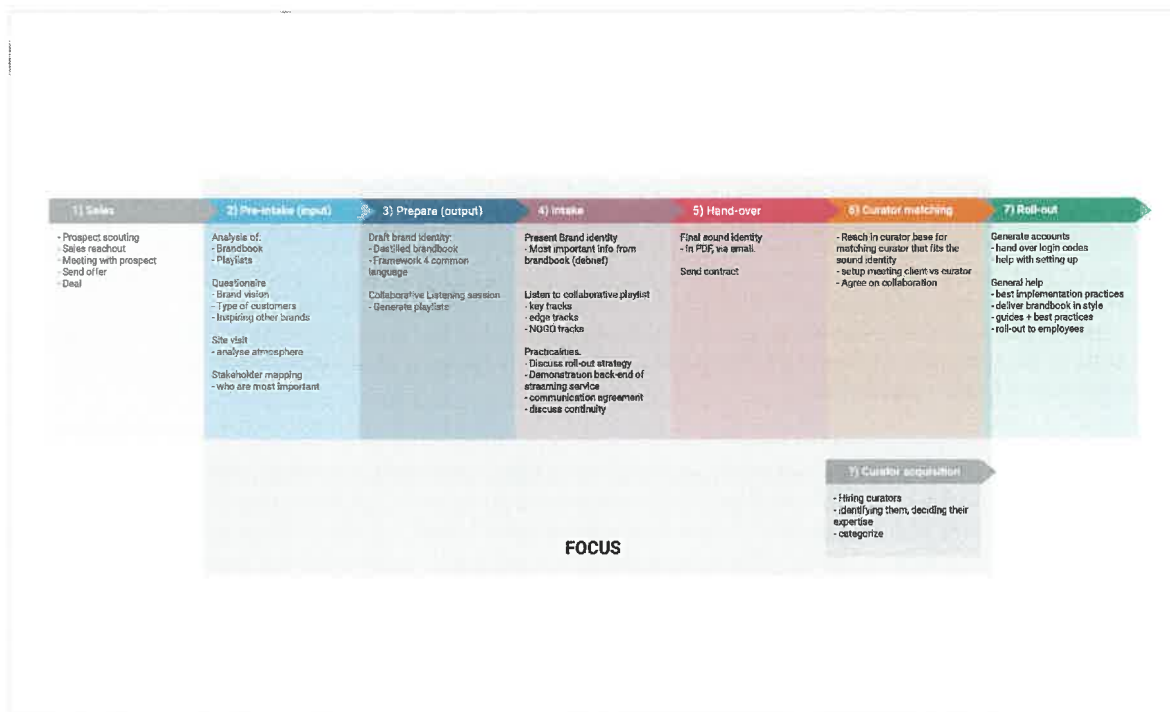


image / figure 2: Rough journey current onboarding situation - Intake Kollekt.FM at 16th and 21st of May 20 19

PROBLEM DEFINITION **

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

As explained in the introduction, the edge Kollekt.FM has in the market entails of a few elements:

- They create personalized, custom-tailored music experiences to strengthen their clients brand identity.
- They establish a personal relationship with their clients through their curators
- They want to provide grounded knowledge of how customers experience music during the creation of the music experience.

The current onboarding process of Kollekt is shown in image 2. The process works but is not well documented and inadequately communicated. Often the learnings in the research part of the process (steps 2 t/m 4) are summarized into a PDF that ends up in the email box of the client. This document partly lacks an argumentation why particular decisions are made, does not resonate with the clients' internal communication and does not include involvement of the curators, making this part of the process feel less-grounded and less-personal.

In some instances, these issues resulted in situations where Kollekt.FM had to redo their complete onboarding consult, just because one of their clients happened to switch to a brand manager with a different vision on the music experience and they were not able to explain to the new brand manager why particular decisions were made. (intake 23rd of June 2019 at Kollekt.FM) Time is a pressing and valuable resource for Kollekt.FM and redoing a consult is something they actually cannot afford.

The main focus of this graduation will be the onboarding process of Kollekt.FM and more specifically:

- How to document and present the choices made in the onboarding process engagingly and interestingly.
- How to involve the curators in an earlier stage of the process to enhance the personal connection with the client
- How to explain grounded choices made in the process and stay credible towards the client.

ASSIGNMENT **

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, ... In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

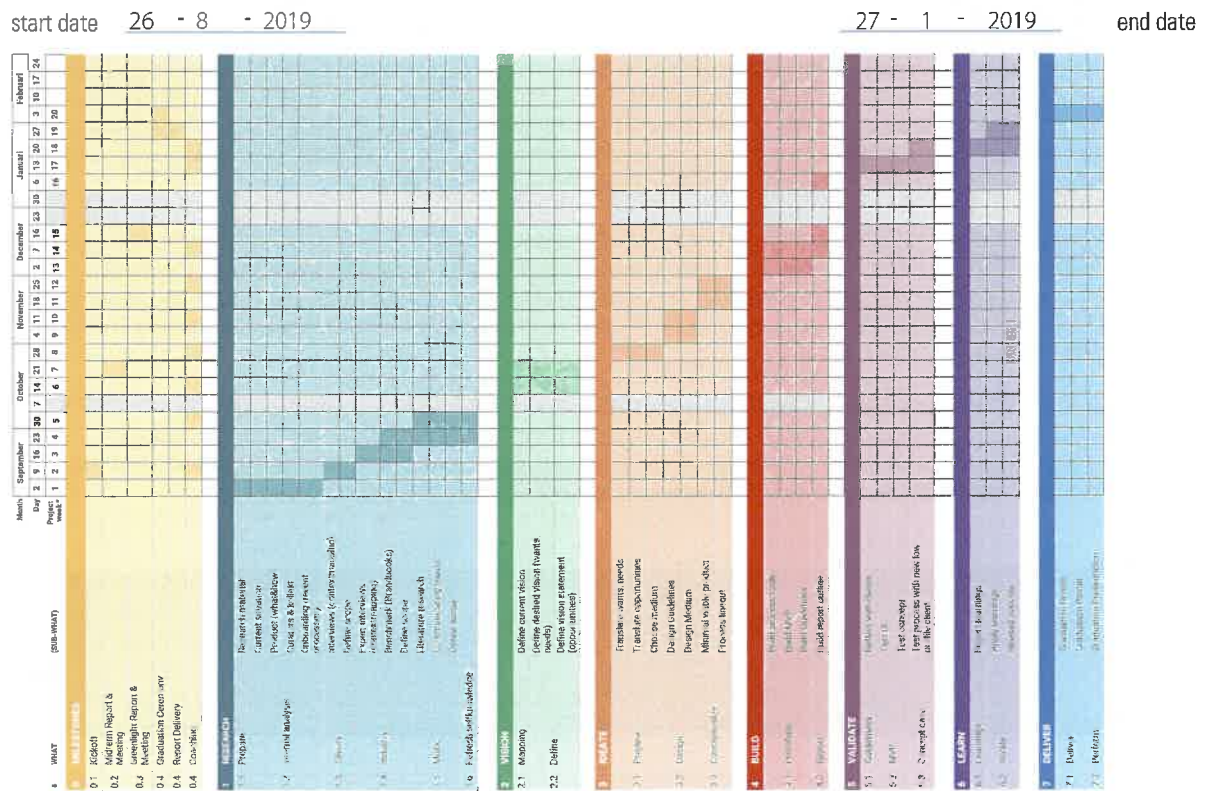
This assignment will entail the design of a 'new client' onboarding process for Kollekt.fm. The newly designed process will help them to capture the music identity of their client. This process should reflect their expertise in music and should capture evidence about the logic of particular decisions made in the design process of the music identity.

Therefore this graduation assignment is two-folded. At first, the onboarding process will be redesigned. This redesign will result in a new proposition for the complete onboarding process. This proposition will include guidelines for Kollekt on how to deal with the onboarding process.

Secondly, a medium will be chosen and designed that gathers all the insights of the onboarding process into a comprehensive overview, the music identity. The music identity includes an overview of all crucial decisions made that determine the style or vibe of music that fits the client and will provide clear guidelines for the curators to select the right music while curating the playlists.

PLANNING AND APPROACH **

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and 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 activities.



Standard 5 days per week of graduation. Important data t.b.d. with supervisory team, week indication in Gantt chart. This planning is based on my own design approach needed for this project and the iterative approach with a strong focus on testing the product before delivering. This process is divided into 7 stages.

Research: I will use my skills gained in context-mapping to explore the clients, other consultancy practices and a little of music theory since I think all three will benefit the strength of the project.

Vision: The learnings of the context-mapping process and research will result in a current vision and desired vision for my project. I will translate these into opportunities which are useful for the ideation phase.

Ideation: Ideally, I would approach the ideation phase co-creating with the most essential stakeholders identified in the research phase.

Build: Only when validating something one can be sure that the desired value I created is realized, before that I need to build an MVP that is used to test.

Validate: Validation with as well current clients of Kollekt, and a conceptual case (not sure yet) of a low profile, new customer.

Learn: Take the learnings from the validation phase and apply them to iterate the concept.

Deliver: Time to finish up.

MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, ... Stick to no more than five ambitions.

Motivation:

I now realized that back in the days when I was a team leader at my local supermarket I actually already got in contact with the B2B music market. We had one of those clunky audio devices that would play CD's that we received in the mail and were coded per week. Sometimes in the evening, when the store was closed we pulled out our own mix-tapes and transformed our boring work in a small party. This really enhanced the experience we had during our work and we had lots of fun, proving that music has mayor effect on the experience.

When searching for graduation topics I thought of topics that lie close to my personal interest and when I was busy exploring a topic that did not make me enthusiastic one of my friends asked me: What do YOU like to do, what topics do YOU like? I thought about this and ended up exploring the Internet for a whole night using keywords of things I like: Coffee, Bikes, Branding, Music. Till I remembered à start-up of a friend of an old roommate that had a platform to share music for music fanatics called Kollekt.FM, turning to their website I found that they transformed their product into the B2B market and where busy growing their market potential. I did not hesitate and contacted them to ask if they would be open to a project that would fit my capabilities as a strategic designer.

I notice that there are multiple things that enthusiast me in this project: For starters I am a music fanatic and doing initial research into the experience of music was really enjoyable. Also It stuck to me that I was always interested in the field of marketing since I followed the course of BPC. (I am also actively attending the RA*W University sessions, which organize insights in the marketing strategies of mayor corporates such as wetransfer and smaller agencies like media monkies and achtung!)

I felt that there was an interesting project to do for me here since it fits a few things that hit my why apart from the topic:

- It is a small start-up, very fast developing and very easy to make an impact
- I get to frame my own assignment in collaboration with a "client"
- Showing to a small start-up that strategic design is a valuable addition to their business.
- Enough flexibility to practice my personal goals.

Personal goals:

- During my time at Koos service design I realized that there is a golden match between service design and some UX design on minimal viable level. Because of this I would like to apply some of the lessons learned from this internship in service design and apply it to my project.
- I would like to learn a bit more about the MVP UX part.
- I would like to test as much assumptions as soon as possible during my project. (currently we are already talking to the coffee bar I used to work to collaborate with them, generating a music identity for free, using my project to test things)
- See how I can include co-creation not only in my own project, but also in the assignment's outcome since I noticed that there is huge value if performed in the right way.
- maybe sounds strange: but I would like to prove to myself I can manage a project in the right time, using the right amount of hours without burning myself up (I see lots of people around me that do)

FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.

