

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 A DOBE 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	Mathur	6251	Your master programme (only select the options that apply to you):
initials	T.	given name Tanai	IDE master(s): ☐ IPD ☐ Off ☒ SPD
student number	5487471		2 nd non-IDE master:
street & no.			individual programme: - - (give date of approval)
zipcode & city			honours programme: ☐ Honours Programme Master
country			specialisation / annotation: ☐ Medisign
phone			☐ Tech. in Sustainable Design
email			☐ Entrepreneurship

SUPERVISORY TEAM **

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

** chair	Dr. Giulia Calabretta	dept / section:	DOS / MCR
** mentor	Dr. ir. Ellis van den Hende	dept / section:	DOS / MCR
2 nd mentor	Ir. Richard Fokker		
	organisation: Kollekt.fm		
	city: Amsterdam	country:	The Netherlands
comments (optional)	My project is hyper-focussed on strategic product innovation for a new market. Also, I believe the individual expertise of both my Chair and Mentor (design management and radical innovation) to be complimentary.		

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 Dr. Giulia Calabrettadate 21 - 02 - 2023

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: 23 ECOf which, taking the conditional requirements into account, can be part of the exam programme 23 EC

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

★ YES

all 1st year master courses passed

○ NO

missing 1st year master courses are:
Robin
den
Braber
 Digitaal
ondertekend
door Robin den
Braber
Datum:
2023.02.24
08:37:39 +01:00
name Robin den Braberdate 24 - 02 - 2023

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 Monique von Morgendate 06 - 03 - 2023

signature



Discovering Opportunities to Scale Kollekt.fm to the US Market

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 21 - 02 - 2023

20 - 07 - 2023

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, ...).

Kollekt.fm is an Amsterdam based B2B music agency that provides a high-end bespoke music curation service for brands. Even though the team is small (around 7 FTEs), they have a strong presence in the Netherlands with clients like Mindspace, The Student Hotel, Ace & Tate, Trainmore, and more.

Their USP is their human and hyper-personal approach: they work together with brands to first identify the right music needed, and then their expert music curators provide the exact tracks and playlists. They also have a proprietary product called Atmosphere, a software and hardware solution, which the brands use to access and play the provided music.

Having established themselves well in their domain in Europe, Kollekt.fm has ambitions to expand to new regions, namely the USA. They already have the commercial license to operate there and have some business present through their current clients expanding to that region, and also via independent curators with their own client rosters operating there only making use of Kollekt's product. However the company believes the potential of the market to be untapped to a big extent, and instead of setting up a physical presence in the region, they would like to explore other opportunities which could help them break into this new market. Currently, the service offered by the company is high-end, ultra personalised and targets a very specific audience (bold, mid to large sized brands). In order to scale to a completely new region without a physical presence, this exact proposition may not work due to the lack of feasibility, viability or even desirability. Hence, there is scope in studying the target region, exploring new opportunities and developing novel propositions, and testing them in the target market.

There are also visible limitations, the primary one being a fully remote approach for the scope of this project. Researching and user testing in the US market without being physically present could pose as a challenge, and the effectiveness or robustness of the approach used could be questioned. Due to this, the project planning and methodology needs to be developed in order to minimise the effects of this constraint. Another limitation could be the broad scope of this project, entailing deep market study, value creation and delivering high-value, workable solutions. Again, to get across this hurdle, adequate considerations in the planning are needed.

space available for images / figures on next page

introduction (continued): space for images

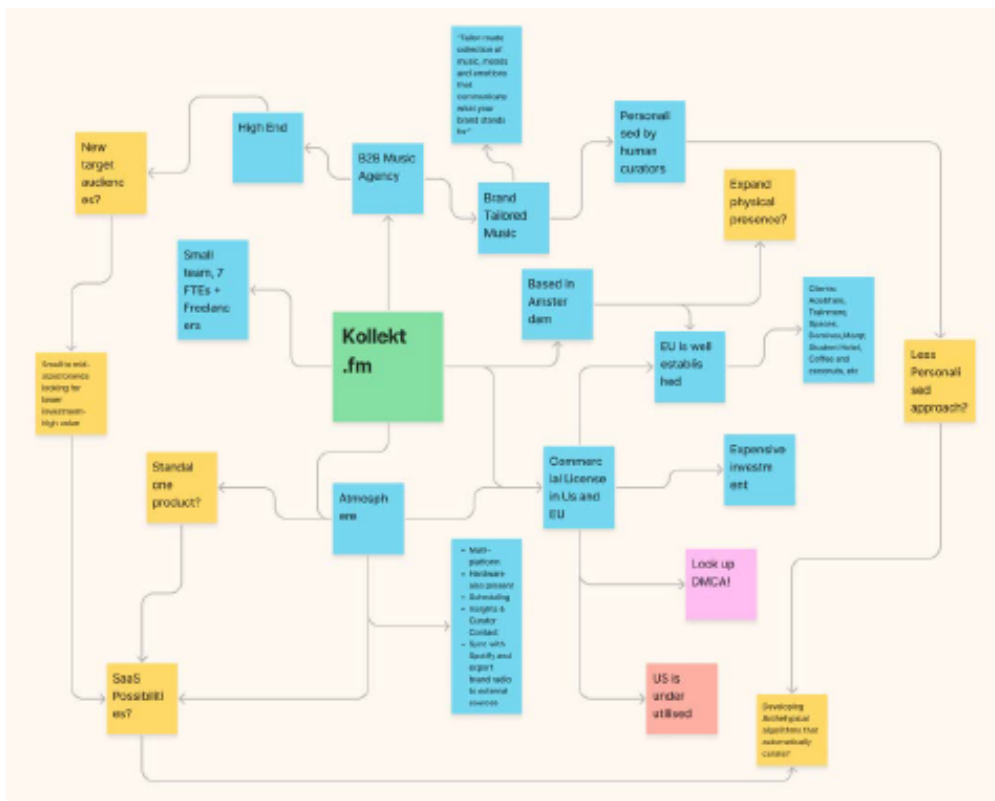


image / figure 1: Initial Mindmap about Kollekt.fm's current propositions and future possibilities

TO PLACE YOUR IMAGE IN THIS AREA:

- SAVE THIS DOCUMENT TO YOUR COMPUTER AND OPEN IT IN ADOBE READER
- CLICK AREA TO PLACE IMAGE / FIGURE

PLEASE NOTE:

- IMAGE WILL SCALE TO FIT AUTOMATICALLY
- NATIVE IMAGE RATIO IS 16:10
- IF YOU EXPERIENCE PROBLEMS IN UPLOADING, CONVERT IMAGE TO PDF AND TRY AGAIN

image / figure 2:

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 mentioned in the introduction, the problem space of the company lies in 3 aspects, namely the lack of:

1. A physical presence,
2. A professional network, and
3. Knowledge about product/market fit.

The first two items form the boundary context of the problem, as the company is not interested in establishing a physical presence and has a lack of professional network especially compared to their competitors operating in that region. Hence, this project aims to actively tackle the third aspect by researching the new target market, exploring opportunities and developing new propositions, testing said propositions, and then developing the ones that work further. Though not a priority, there is also further scope in finding intersections with the current value propositions and embedding the new solution within the company making use of their current capabilities.

Due to the broad scope of the assignment, the nature of the final deliverable is kept flexible, but the solution space needs to provide adequate direction to the company in their quest to scale to the US Market.

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.

The aim of this assignment is to provide Kollekt.fm with adequate direction (regarding new opportunities) towards scaling their operations to the US market in the provided context, with evidence.

The scope of this assignment is three-fold:

1. Research the target market (US) and identify opportune segment(s),
2. Develop and test different propositions, (using lo-fi prototypes, MVPs, or other means),
3. Provide direction(s) to the company towards scaling their operation to the US in the form of strategic propositions.

It would also be desirable for the company to have a solution space that can leverage their current assets. The nature of the final deliverable is flexible, as long as it satisfies the above scope. For example, it can be a new product-service system, an addition to their current product ecosystem, research-driven strategic advice, etc.

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.

start date 21 - 2 - 2023

20 - 7 - 2023

end date



Based on the context and scope of the project, a research-based hypothesis testing methodology has been chosen. The process consists of 3 major phases (Hypothesis Formation, Hypothesis Testing and Development) and is a modified version of the design process aimed to combine theoretical and practice-based methods. This modification has been made for the following reasons:

1. Limited time and resources combined with a broad project scope: A need to carry out research and ideation almost simultaneously, so that there is enough time to test and develop. The chosen methodology follows the principles of Lean UX, which encourages rapid and effective innovation.
2. Prioritizing user testing and iteration: The effectiveness of the final deliverable hinges on the product/market fit of the proposition. As we cannot do a standard P/M fit check due to the project constraints, the next best option identified is to prioritize user testing and co-creation, and develop the proposition accordingly.
3. Combining theoretical and practice-based processes: Personally, the processes I learn in academia and the ones I have followed in the industry are rather different. For this project, I want to combine the positive aspects of both approaches, i.e., the strong research foundation built in academic approaches and the lean, quick development approach used in the industry.

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.

There are several reasons why I set up this project:

1. Experiencing scaling a product: One of the key aspects of Kollekt.fm's current proposition is their current product-service ecosystem called Atmosphere, and I believe scaling their operations would inevitably include (in some way) scaling their product. To me, this is a very interesting area to work in as it gives me the opportunity to experience real-world digital product management and scaling. I am very passionate about product management and see myself pursuing a career path in it, and this could be a promising beginning.
2. Diving into the music industry: I am really passionate about music and have wanted to work in a music-related domain for some time now. I have worked on music/sound-related assignments for multiple courses (SPD Media, C&C, SVD, Introspective Design) and I believe working at the intersection of tech products and the music industry would really fit my professional ambitions and personal values. I also want to experience a work culture with like-minded people who are also passionate about these two things.
3. Designing for a different culture: Being really fascinated by global products and services, I did the Culture-Sensitive design elective with one ambition: How can I design for cultures very different from mine? I believe this project will challenge me in this aspect, as I need to study the US Market without being physically present there, and I believe I will learn a lot from it.
4. Developing remote methodologies: Having graduated from my Bachelor's during Covid lockdown, having spent a big part of my Master also in lockdown, and also having experienced the growing remote working culture in the industry, I am curious on how I can adapt traditional research and testing methods to a remote approach. I believe this to be a vital aspect to my project, which could have also deeper implications in how we approach design processes in general.
5. Managing a big project: I often find myself choosing smaller assignments and doing what I already know how to do. With this project, I believe I will be thrown to the deep end of strategic design and I believe the complexity of the assignment and the broad scope of this project will help me get out of my comfort zone and push me to reach new heights. Hence, one of my most important personal objectives is to develop the discipline and productivity needed to manage and deliver a high value project.

FINAL COMMENTS

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

- I would like to highlight some key challenges I foresee during this project, and would like to put additional emphasis on these, while carrying out the project:
1. Fully Remote Approach: Studying the US market fully remotely, getting hold of experts and potential users from the region, and developing ways to effectively test the propositions;
 2. Blended Methodology: Combining an academic research based approach along with a lean UX model