DESIGN FOR our future

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	Clé
initials	K. given name Kirsten
student number	
street & no.	
zipcode & city	
country	
phone	
email	

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

IDE master(s): ★ IPD   ◯ DfI   ◯ SPD

2nd non-IDE master:

individual programme: - - (give date of approval)

honours programme: ◯ Honours Programme Master

specialisation / annotation: ◯ Medisign

◯ Tech. in Sustainable Design

◯ Entrepeneurship

SUPERVISORY TEAM
Fill in the required data, check the instructions on the right !

** chair	Lise Magnier	dept. / section:	DOS/MCR
** mentor	Alev Sönmez	dept. / section:	HCD/DA
2nd mentor	Jacqueline Texidor		
	organisation: CLS Healthcare		
	city: The Hague	country:	The Netherlands

comments (optional)

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.

Digitally
signed by
Lise Magnier
Date:
2022.09.08
14:39:26
+02'00'

chair   Lise Magnier   date   08 - 09 - 2022   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: ___22___ EC

Of which, taking the conditional requirements
into account, can be part of the exam programme ___22___ EC

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

note: i.v.m homologatie 24 EC
electives space i.p.v. 30

(X) **YES**   all 1st year master courses passed

( ) **NO**   missing 1st year master courses are:

name   K. Veldman   date   13 - 9 - 2022   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: (V) **APPROVED**   ( ) **NOT APPROVED**

Procedure: (V) **APPROVED**   ( ) **NOT APPROVED**

comments

name   Monique von Morgen   date   20/9/2022   signature   MvM

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Initials & Name   K.   Clé

Title of Project   Designing a game that facilitates the discovery of each other's intimacy.

Student number   5161932

Designing a game that facilitates the discovery of each other's intimacy.   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   05 - 09 - 2022   16 - 03 - 2022   end date

Sex is a fundamental process in relationships, yet it is seldom discussed in relationships and society. This is remarkable since research shows that those who communicate more openly about sex tend to be more sexually satisfied (Mark & Jozkowski, 2013) and sexual satisfaction itself is associated with general relationship satisfaction. (Byers, 2005) Why is this topic often approached with shame and fear? Is there any way to make this taboo more open to discussion?

Many people are afraid or embarrassed to explore this topic. They make comments like "Our relationship is not so bad that we have to look at intimacy products" and "Those products are only for sex addicts" even though this does not have to be the case at all. Intimacy products can be an addition to a relationship, it can make the relationship closer and ultimately make it even better. A relationship does not have to be bad first to then be saved with an intimacy product.

CLS Healthcare is a leading e-commerce company that wants to break the taboo around intimacy and sexuality. The company believes that topics such as sexuality and intimacy should be openly discussed with respect for each individual and their own personal desires. With this vision in mind, they try to provide consumers with products and services that meets the consumers' needs around intimacy. They have several web shops and lifestyle platforms aimed at the European market. In addition to these internet activities, CLS also has a wholesale division, which sells and develops business-to-business products such as condoms, self-tests, intimate products, gels and lingerie. CLS Healthcare is also an expert in private label solutions. The mission of the company is to contribute to the health and mental wellbeing of the consumer by providing products and services in domains related to intimacy, sexuality and eroticism. It is the mother company of Condoomfabriek.nl, the condom brand "Safe", Condoomfabriek-condooms, Condooms.nl, Willie.nl, Shespot.nl and Zimbralingerie. Figure 1 shows the moonshake massager that is designed in collaboration with Lisa Kleisen (TU Delft, DFI student) and CLS Healthcare. This moonshake massager is a magic wand vibrator sold on the website Willie.nl. Figure 2 shows the intimacy game "Ultiem verlangen, classic edition" which is also sold on the website Willie.nl.

What if there was a game that would support people to talk about intimacy and sexuality? The product should convey a message that intimacy products are suitable for everyone and not just for those trying to save their relationship or for those who are addicted to sex.

References:
Mark, K. P., & Jozkowski, K. N. (2013). The Mediating Role of Sexual and Nonsexual Communication Between Relationship and Sexual Satisfaction in a Sample of College-Age Heterosexual Couples. Journal of Sex & Marital Therapy, 39(5), 410–427. https://doi.org/10.1080/0092623x.2011.644652

Byers, E. S. (2005). Relationship satisfaction and sexual satisfaction: A longitudinal study of individuals in long-term relationships. The Journal of Sex Research, 42(2), 113–118. https://doi.org/10.1080/00224490509552264

CLS Healthcare - Toonaangevend op gebied van e-commerce en lifestyle. (n.d.). CLS Healthcare. Retrieved June 26, 2022, from https://www.clshealthcare.nl/index.html

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Initials & Name   K.   Clé   Student number 5161932

Title of Project   Designing a game that facilitates the discovery of each other's intimacy.
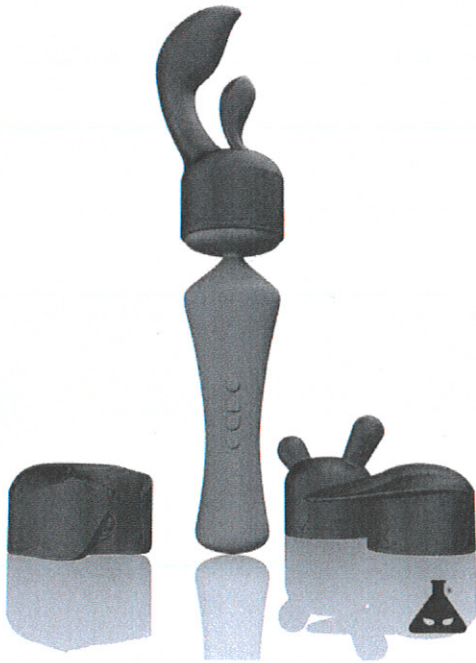
Introduction (continued): space for images

image / figure 1:   Moonshake massager that is designed in collaboration with Lisa Kleisen (TU Delft, DFI student)

image / figure 2:   An example of an intimacy game called "Ultiem verlangen, classic edition"

IDE TU Delft - E&SA Department /// Graduation project brief & study overview /// 2018-01 v30   Page 4 of 7

Initials & Name   K.   Clé   Student number 5161932

Title of Project   Designing a game that facilitates the discovery of each other's intimacy.

Although intimacy is a huge topic that is seldom discussed there are many intimacy products on the market. The sexual wellness market size is expected to grow with a CAGR of 4,62% from 2021 to 2027. This growing market share is due to a rise in acceptance of the LGBT community (such as legalizing gay marriages) and due to growth in online sales distribution channels (Kamble & Deshmukh, 2020). However still many people feel judged when buying intimacy products. This is reflected in hiding their intimacy products and lying about having them. Some people follow the mainstream or what is being seen as normal because they are too afraid to talk about it or to stand up for their own desires. Others do not dare to use intimacy products because they think it is their task to provide sexual satisfaction and if they use e.g. toys, it means they are not good enough or replaceable.

Talking about intimacy is hard, yet very important. Research shows that talking more openly about sex results in people being more sexually satisfied (Mark & Jozkowski, 2013). Some people would like to discover each other more but are afraid to bring it up. According to research that Paired conducted, 24% of 4000 Americans and Britons in every kind of relationship feel too embarrassed and self-conscious to talk about sex in a relationship. Other reasons why this topic is avoided are for example not knowing the right words, feeling ashamed and feeling like the other partner does not want to talk about it. (Paired, 2021)

During the graduation project, the focus will be on the first stages of a design process namely research, ideation, developing concepts, validating these concepts trough rapid prototyping and tests with the target group. The target group will be defined depending on the outcome of the analysis.

Reference: Kamble, A., & Deshmukh, R. (2020, June). Sexual Wellness Market by Product (Sex Toys, Male Condoms, Female Contraceptives, Lubricants & Sprays, and Others), End User (Men, Women, and LGBT community), and Distribution Channel (Specialty Stores, Drug Stores, Hypermarkets & Supermarkets, and Online Stores): Global Opportunity Analysis and Industry Forecast, 2021–2027. Allied Market Research.

I will design a game in order to support people to discover each other in terms of intimacy to eventually increase their sexual pleasure.

To help people discover each other in terms of intimacy, I will create an interactive game that makes it easier for people to talk about their intimacy in an open, non-judgmental and playful way. Eventually, by playing this threshold lowering and accessible game, people's sexual pleasure will increase. This game can be a physical game, but it can also be an app or a combination of both.

To get to that point, I will first do research to identify the target group. After this, I will research why people find it hard to talk about their intimacy. This research includes literature and user research on the taboo of talking about intimacy, research on the current intimacy products (with a focus on intimacy games) and working for the customer service of CLS Healthcare to find out the target's thoughts and needs on existing intimacy products. I will conduct interviews with the target group and perhaps use the context mapping method to learn more about the consumer's experience about intimacy products. From this knowledge, I will generate ideas and eventually develop a concept. Next, this concept will be reviewed by the target group and an improved concept will be made based on the comments. Lastly, rapid prototyping will be used to test the improved concept with the target group.
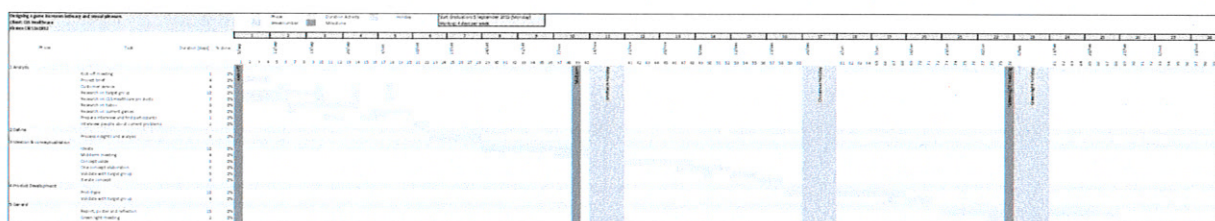
start date   5   - 9   - 2022   16 - 3 - 2022   end date

The project will consist out of 5 phases. First, I start with the analysis phase which consists in identifying the target group and researching why people find it hard to talk about intimacy. This analysis phase includes working 2 days for the CLS Healthcare customer service, doing literature and user research on the taboo of talking about intimacy and research on current intimacy products (focusing on games). Around October 11, the analysis phase will be finished. This analysis phase lasts about 6 weeks and mainly exists out of desk research.

Secondly, I will process the results of the analysis phase which makes me ready to start with the ideation and conceptualization phase.

During the ideation and conceptualization phase (which takes me about 7 weeks), I will ideate and come up with a concept. This concept will be validated by the target group and an iteration will be made based on the comments of the target group. During this ideation and conceptualization phase, there will be a midterm presentation the 9th of November.

In the 4th phase (which takes me about 3 weeks), I will make a prototype of the concept and this will be validated by the target group. Lastly, the report, poster, reflection and presentation will be made.
The start of the project is the 5th of September 2022. I will work 4 days per week on the project which results in a graduation ceremony around mid-March 2023.

Initials & Name K.   Clé   Student number 5161932

Title of Project   Designing a game that facilitates the discovery of each other's intimacy.

During the elective space opportunity, I chose the elective "Lifestyle research and design". My group and I decided to do research about people with dreadlocks. We learned that there are many misassumptions and stigmas about people with dreadlocks. Some people with dreadlocks feel unheard and are annoyed that there are so many misassumptions. Secondly, there was a taboo around the topic of dreadlocks because there were a lot of conflicts about who is allowed to wear dreadlocks because of ethnic backgrounds.

Personally, I was very motivated in this project because I loved educating others about the dreadlocks. I loved making them feel heard and try to come up with a solution that has a big impact on someone. I was very interested in this taboo topic since there was not so much known about it and since there are so many different perspectives on the topic.

This made me realize that for my graduation topic I did not only want to focus on designing a product but also wanted to dive into the whole social aspect around the topic. I discovered that in my friend group I am usually the one trying to break the taboos. People feel comfortable talking about delicate topics to me because they feel heard and unjudged. It would give me a lot of satisfaction if I could make an impact in someone's life because of this game design rather than just developing an improved product.

While searching for a graduation assignment, I was in contact with some professors who were searching for graduation students that wanted to work on graduation assignments related to their field of interest. I was interested in these graduation assignments, but with no assignment did I feel like I would make a big impact on the social aspect of someone's life. In my free time I often dove into the topic of intimacy and sometimes feel like an ambassador of intimacy when I'm with my friends. When my student organization organized a vibrator party with the Willie company, the ambassador of the company showed us a magic wand vibrator that was designed by a TU Delft industrial design student. During this event, I felt the tension of some people with questions and the relief when they found out it is not strange to talk about this topic. That evening I realized that this is the topic I want to do my graduation about and that is how I got into contact with the Willie/ CLS healthcare company.

During my thesis I hope to learn more about how to do qualitative research about a taboo/delicate topic. During the past years the focus was mainly on researching the interaction between a person and a product. Now I think it will be very important to understand the consumer before even researching the interaction with a product. I think it will be a challenge to do a good qualitative study that focuses on people's opinions and experiences while at the same time people don't like to talk about this topic. For example, how can I find out their honest opinion without making them feel uncomfortable and so that they can tell everything that comes to mind without feeling embarrassed? I need to get to the core of what they think without offending them or without making them feel uncomfortable. For this, I will submit a proposal to the Human Research Ethics Committee before interviewing people and perhaps think about making a pleasant and safe environment to talk about the topic.

References problem definition page 5:
- Mark, K. P., & Jozkowski, K. N. (2013). The Mediating Role of Sexual and Nonsexual Communication Between Relationship and Sexual Satisfaction in a Sample of College-Age Heterosexual Couples. Journal of Sex & Marital Therapy
- Why We Don't Talk About Sex in Relationships. (2021, June). Paired. Retrieved September 1, 2022, from https://www.paired.com/research/news/why-were-not-talking-about-sex

Initials & Name   K.   Clé   Student number   5161932

Title of Project   Designing a game that facilitates the discovery of each other's intimacy.