

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 _____
 initials _____
 student number _____
 street & no. _____
 zipcode & city _____
 country _____
 phone _____
 email _____

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

IDE master(s): IPD Dfl SPD

2nd non-IDE master: _____

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 _____ dept. / section: M&O

** mentor _____ dept. / section: PIM

2nd mentor _____

organisation: PostNL - Innovation Studio

city: Amsterdam country: Nederland

comments (optional) Hans background in innovation strategy, creative facilitation and consultancy, Rebeccas background in corporate and service design, and Jeroens background in CX and research should provide the necessary experiences.

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.

Procedural Checks - IDE Master Graduation

APPROVAL PROJECT BRIEF

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

chair Han van der Meer

date

17-02-2020

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

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

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 _____

Designing a profitable reception service for PostNL

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 18 - 02 - 2020

09 - 09 - 2020

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, ...).

PostNL is a Dutch postal company that delivers on average 800.000 packages and 7 million letters throughout the Benelux per day. PostNL has the biggest and most modern logistic postal- and packages network of the Benelux and has made mailing available in the Netherland for 220 years. The company is one of the biggest private employers in the Netherlands with its 38.000 employees. To their customers, PostNL is the indispensable link between senders and receivers, and serves as connector between the physical and digital world.

The most important legal frameworks for the activities of PostNL are set by the Postwet 2009, the Postbesluit 2009 and the Postregulerings 2009. These regulations contain the requirements that are connected to the Universal Postal Service (UPS). In the Netherlands, PostNL is appointed as executor of the UPS. Additionally, PostNL is bound to European and international regulations like the Universal Postal Union policy and the European postal guidelines. This graduation project will focus on package delivery, leaving mail delivery out of scope.

As consumers are becoming increasingly decisive, PostNL wants to focus more on the wishes and demands from their consumers (in this case: their private individuals). Jikkeliën van Marle is the program manager of PostNL's consumer department. Two and a half years ago, her department wrote a consumer strategy. The aim of this strategy is to, next to the sender, focus more on the consumer. The current default mode at PostNL is that they never make the consumer pay for anything. The question is rising whether this should change to create a new source of income for PostNL and enhance consumer satisfaction. New value propositions, services and business models should be designed and tested to see how the maximum value can be created for PostNL and consumers.

To solve business problems, the head office of PostNL in The Hague works together with the PostNL Innovation Studio in Amsterdam. When someone from the head office bumps into a problem, this problem owner contacts an innovator from the Innovation Studio and together they design a solution. This graduation project will be carried out under the supervision of the Innovation Studio for a problem owner from the head office. Jeroen van der Heijden will be my mentor from the Innovation Studio and will guide me along the graduation process. Jikkeliën will be the problem owner from the head office and will focus more on the content.

space available for images / figures on next page

introduction (continued): space for images

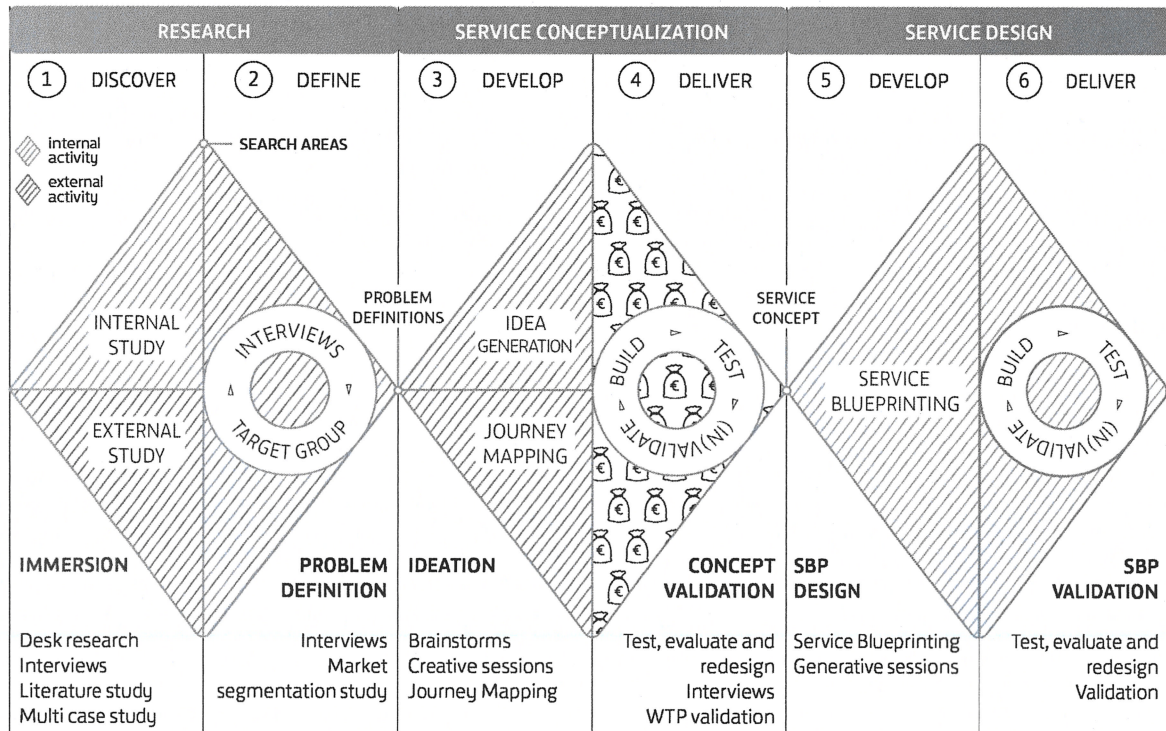


image / figure 1: The Triple Diamond model

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.

PostNL's current default mode is to not make the consumer pay for their services, which has been the standard ever since the postal company was established. The question is rising at PostNL whether this default mode should remain the same, or that PostNL should request money from consumers to tap into new streams of revenue.

Currently, PostNL has a team of seven CX-, UX- and service designers who work on the development of new services to enhance customer satisfaction. However, developing services from the perspective of making the consumer pay for services has not been done before. To gain understanding of the possibilities of offering paid services, PostNL would like me to develop a service that the consumer is willing to pay for.

PostNL's problem is twofold: on the one hand, PostNL doesn't know which service they should offer that people want to pay for. On the other hand, they don't have deep insight in when consumers are willing to pay or not for their services. The problem is that a service needs to be designed from the perspective of a specified target group that PostNL can ask money for and that consumers are willing to pay for. It will be my job to find a solution to this problem.

As depicted in figure 1, would like to approach this project via a Triple Diamond model. The first diamond represents the research phase, the second diamond represents the service conceptualization phase and the third diamond represents the concept design phase.

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.

I am going to design a delivery service from the perspective of a specified target group that PostNL can ask money for. I also need to research the willingness to pay (WTP) for this service.

Following the Triple Diamond model (figure 1), I expect to deliver:

DIAMOND 1 - RESEARCH

- The chosen target group, including thorough understanding of their problems, needs and wishes;
- Well defined problem definitions/search areas as starting point for the ideation phase.

DIAMOND 2 - SERVICE CONCEPTUALIZATION

- Many ideas that are answers to the problem definitions;
- Concept ideas from sessions with the target group;
- Service concepts;
- The (in)validation that the target group wants to pay for one or more concepts.

DIAMOND 3 - SERVICE DESIGN

- A viable service blueprint.

Personal Project Brief - IDE Master Graduation

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 18 - 2 - 2020

9 - 9 - 2020

end date

Month	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP							
Day	17-2 24-2 2-3-1 9-3-1 16-3 23-3 30-3 6-4-1 13-4 20-4 27-4 4-5-1 11-5 18-5 25-5 1-6-1 8-6-1 15-6 22-6 29-6 6-7-1 13-7 20-7 27-7 3-8-1 10-8 17-8 24-8 31-8 7-9-1														
Weeknumber	8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37														
Projectweek	1 2 3 4 5 6 - 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 - - 22 23 24 25 26 27														
# Working Days	3 4 4 4 4 4 4 3 3 4 3 3 0 3 4 3 4 4 4 4 4 4 0 0 4 4 4 4 4 4 3														
MEETINGS & DELIVERABLES															
Kick-off	Official kick-off 18 feb										MT	BREAK	GL	BREAK	Last week
Final pres															
1. RESEARCH															
Desk research															
Literature study															
Multi case study															
Market segmentation study															
Interviews	Plan interviews														
Search areas															
2. SERVICE CONCEPTUALIZATION															
Ideation	Plan creative sessions														
Delivery journey mapping sessions	Plan journey mapping sessions														
Test service concept															
Evaluate service concept															
Redesign service concept															
Midterm															
3. SERVICE DESIGN															
Service blueprint generative sessions	Plan SBP generativ														
Test service blueprint															
Evaluate service blueprint															
Redesign service blueprint															
Green Light															
4. FINALIZATION															
Report															
Poster															
Presentation															
Holidays	Good Friday (04-10); Easter Monday (04-13); King's Day (04-27); Liberation Day (05-05); Ascension Day (05-21); Whit Monday (06-01) = 6 days														

Kick-off: 18th of February
 Midterm: in projectweek 11
 Green light: in projectweek 21
 Final presentation: in week 27

I will work on my graduation for 4 days per week.

Total number of working days: 100.

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.

I set up this project because I wanted to experience the business environment of a corporate that is open to innovation. The symbiosis between the Innovation Studio and PostNL's head office appeared to be a good fit. I want to experience how this corporate develops its new propositions and how these are implemented into the 'big business'. I also want to experience the corporate culture and see if I could see myself working at a corporate in the future.

As passionate SPD student, I want to combine design with business strategy. I believe that designing this delivery service is a chance to do so. The project starts with thorough design- and user research, followed by extensive ideation, (in)validated service concepts and concludes with the actual delivery of a validated service blueprint. Decisions will be made on strategic bases and the outcome might affect PostNL's strategic roadmap for the coming years.

From professional consultancy experiences, I have learned that I work in a determined, persuasive and efficient manner. These properties entail the pitfall of making decisions too quickly without considering the non-obvious options or perspectives. As a personal learning goal, I would like to actively be open to new ideas, other opinions and different perspectives. I don't want to judge too quickly and take all the options into consideration. I want to look for differences between my own and other people's approaches and pick out the best practices.

FINAL COMMENTS

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

