

# 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.
- SSCE&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	<u>Visser</u>	Your master programme (only select the options that apply to you):
initials	<u>AW</u> given name <u>Arwin</u>	IDE master(s): <input checked="" type="radio"/> IPD <input type="radio"/> Dfl <input type="radio"/> SPD
student number	_____	2 <sup>nd</sup> non-IDE master: _____
street & no.	_____	individual programme: _____ (give date of approval)
zipcode & city	_____	honours programme: <input type="radio"/> Honours Programme Master
country	_____	specialisation / annotation: <input type="radio"/> Medisign
phone	_____	<input type="radio"/> Tech. in Sustainable Design
email	_____	<input checked="" type="radio"/> Entrepreneurship

### SUPERVISORY TEAM \*\*

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

** chair	<u>Prof. dr. Jan Schoormans</u>	dept. / section: <u>DOS</u>
** mentor	<u>Ir. Matthijs Buijs</u>	dept. / section: <u>DOS</u>
2 <sup>nd</sup> mentor	_____	
	organisation: _____	
	city: _____	country: _____
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.

chair \_\_\_\_\_ date \_\_\_\_ - \_\_\_\_ - \_\_\_\_ signature \_\_\_\_\_

**CHECK STUDY PROGRESS**

To be filled in by the SSCE&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 1<sup>st</sup> year master courses passed

**NO** missing 1<sup>st</sup> 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 \_\_\_\_\_

Facilitating a more sustainable diet with product design 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 15 - 02 - 2021 04 - 08 - 2021 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, ...).

This graduation will take place within the startup Goodcase ([www.meetgoodcase.nl](http://www.meetgoodcase.nl).) which I, together with 3 fellow master students, founded in the Build Your Startup course in September 2020.

**Goodcase Goal**

The goal of Goodcase is to accelerate the transition towards a more sustainable diet. We want to achieve that by facilitating (small - low barrier) steps in the right direction in a fun and convenient way.

**What we have done**

Until now, we have facilitated small steps with food boxes (not meal boxes) for people to try out new, sustainable food. In a short period of time we have sold 97 Goodcases to 80 unique customers, containing 729 sustainable products in total divided over 3 pilot rounds. We work together with relatively small, innovative food startups in The Netherlands that have beautiful food products, but struggle to find a larger audience until their products can be found in the supermarket. We put different sustainable products in a box for people to eat, try and explore, in addition we tell people more about the product. Why the product is sustainable for example.

**Why?**

The eating habits of a substantial, growing group of Dutch consumers is slowly changing. This doesn't necessarily mean disruptive changes, like switching to a completely new diet, but often small changes. For example less meat and more plant based products. At the same time consumers also want to know more about where their food is coming from and if it supports local businesses. All consumers within that group have their own motive that activates them, these can roughly be categorised (based on the motives to eat less meat, that is overall known to have most impact on the environment \*1) in sustainability, animal well-being and health. The focus of the startup lies, for now, on the first category: sustainability. Within that target group there are consumers that are already eating sustainable, but there is also a large group that wants to eat more sustainable. But they lack the time to research sustainable food, they don't want to compromise on taste and price and because of their busy, hectic lives the convenience factor is also important. With Goodcase we introduce tasty food, that contributes in its own way to a better environment, (see attached image for examples), from Dutch food startups to this target group. The product mix is tailored to their needs and the Goodcase will be delivered at their home, meeting the current convenience standards.

\*1 source: <https://www.natuurenmilieu.nl/nieuwsberichten/onderzoek-67-nederlanders-is-flexitarier/>

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introduction (continued): space for images



image/figure 1: The Goodcase team that continues after the Build Your Startup course.



image / figure 2: The Goodcase from the third pilot round.



**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.

So far, we have provided food boxes to facilitate a more sustainable diet. But, food boxes don't have to be the only way. The goal of this project is to create new products for Goodcase that facilitate a more sustainable diet, tailored to the needs of the target group. So the main problem for this project can be defined as: 'How to achieve the best Customer Fit, creating a product that aligns best with the needs and purchase drivers of the consumers that have sustainability as their main motive to change or wanting to change their diet'?

Customer-Fit consists of:

Problem-Solution fit:

1. Who are the consumers that have sustainability and animal well-being as their main motives for changing or wanting to change their diet?
2. What are their needs, pain points and problems that they encounter when researching, purchasing and eating products that are worth solving? And what are their purchase drivers and factors that influence their decision making?

Product-Market fit:

1. How should the new products be positioned in the market, looking at competition and trends?

**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 will design and develop a new product(-service combination) for Goodcase that will facilitate consumers in the transition towards a more sustainable diet.

The goal is to create new products/services for Goodcase and choose the most promising that can be implemented in the startup.

The results of the first part of the research should be a clear target group for the new product/service. This target group should consist of people that are most willing to change their diet to a more sustainable one. Then, the needs and pain points of this group will be researched and the trends in the market will be researched.

Then, creative brainstorm sessions will be conducted to generate product/service ideas. These ideas will be further developed in products/services. The last step is to find the right market-fit for the designed and developed products/services, looking at the competition and trends in the market.

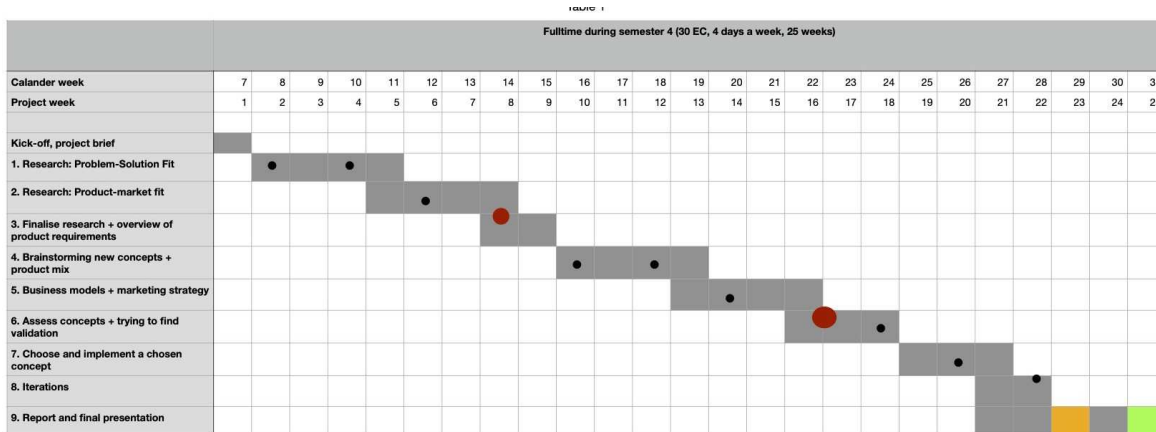
Every concept should contain a clear business model and marketing strategy. This will help to assess which concept will be best to proceed with in the short term and which concepts would work better in a later stage of the startup.

A clear plan and overview of the project will be elaborated in 'planning and approach section'.

### 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 fulltime 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 15- - 2 - 2021 \_\_\_\_\_ end date \_\_\_\_\_



Start at February 15, week 7. Graduation planned in week 31, the first week of August.

Meeting with the supervisory team every two weeks. Midterm evaluation in week 14, green light meeting in week 17.

Handing in report in week 29.

**Plan**

Research: step 1, 2 and 3 from the planning as elaborated in the Problem Definition

Ideation: Step 4 and 5. Creating a clear table of requirements, derived from research, to start the ideation phase. Ideation leads to new concepts. In addition, design different business models and marketing strategies for each concept.

Assessing: Step 6 and 7. Create SMART goals for each concept and create a framework to assess the concepts. Implement, test and validate concepts.

Step 8: Iterations. Feedback and insights gathered from experiments can lead to iterations and tweaks.

## 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 on a specific subject, broadening your competences or experimenting with a specific tool and/or methodology, ..... Stick to no more than five ambitions.

It was only when I returned from an 1,5 year adventure abroad, during my master, when I started to think about what I really wanted to become as a designer. Based on what I had seen abroad, I decided that I want to use my skills to help people and planet. That is why I chose to help design the jerrycan waterfilter (<https://jerrycanfilter.com>) for people in Africa for the AED course. I started more motivated than ever and the project was graded with a 9.5.

After that I decided to join the Build Your Startup course to combine my entrepreneurial mindset and my goal to do something for the planet. The result is Goodcase. I am very passionate about this startup, because I really like the lean, entrepreneurial approach and I fully believe in the mission.

What I don't like is to work on a promising project and throw everything away after the deadline. That is why I want to graduate within the startup and use my graduation in a way that we can use it for the future of Goodcase.

I want to learn more about how designing, as we are taught in Delft, can be connected to the business side of the startup. How insights from research can be translated into design propositions, that after that can be directly implemented in the startup.

Furthermore, I would like to learn more about co-creating products with our existing consumers. How can valuable information be retrieved from customers, using an MPV for example, and be translated into design iterations that take the product to the next level.

## FINAL COMMENTS

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