

Appendices

Graduation report

Public



Simone Hollander
Msc Strategic Product Design
February 2025

Graduation brief





IDE Master Graduation Project

Project team, procedural checks and Personal Project Brief

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

- Student defines the team, what the student is going to do/deliver and how that will come about
- Chair of the supervisory team signs, to formally approve the project's setup / Project brief
- SSC E&SA (Shared Service Centre, Education & Student Affairs) report on the student's registration and study progress
- IDE's Board of Examiners confirms the proposed supervisory team on their eligibility, and whether the student is allowed to start the Graduation Project

STUDENT DATA & MASTER PROGRAMME

Complete all fields and indicate which master(s) you are in

Family name	<input type="text" value="Hollander"/>	<input type="text" value="7363"/>	IDE master(s)	<input type="checkbox"/> IPD	<input type="checkbox"/> Dfi	<input checked="" type="checkbox"/> SPD
Initials	<input type="text" value="S.G.I."/>		2 nd non-IDE master	<input type="text"/>		
Given name	<input type="text" value="Simone"/>		Individual programme (date of approval)	<input type="text"/>		
Student number	<input type="text" value="4647912"/>		Medisign	<input type="checkbox"/>		
			HPM	<input type="checkbox"/>		

SUPERVISORY TEAM

Fill in the required information of supervisory team members. If applicable, company mentor is added as 2nd mentor

Chair	<input type="text" value="Erik Jan Hultink"/>	dept./section	<input type="text" value="DOS"/>	<p>! Ensure a heterogeneous team. In case you wish to include team members from the same section, explain why.</p> <p>! Chair should request the IDE Board of Examiners for approval when a non-IDE mentor is proposed. Include CV and motivation letter.</p> <p>! 2nd mentor only applies when a client is involved.</p>
mentor	<input type="text" value="Emily van Vught"/>	dept./section	<input type="text" value="DOS"/>	
2 nd mentor	<input type="text" value="Sabine Hartog"/>			
client:	<input type="text" value="Royal Talens"/>			
city:	<input type="text" value="Apeldoorn"/>	country:	<input type="text" value="Nederland"/>	
optional comments	<input type="text" value="The expertise in product launches, branding, marketing and product innovation is essential. Erik Jan is more academic, Emily has two companies herself and is focuses therefore more on practice. This ensures both in-depth academic insights and practical, market-oriented strategies."/>			

APPROVAL OF CHAIR on PROJECT PROPOSAL / PROJECT BRIEF -> to be filled in by the Chair of the supervisory team

Sign for approval (Chair)

Name

Date

Signature 

CHECK ON STUDY PROGRESS

To be filled in by **SSC E&SA** (Shared Service Centre, 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 conditional requirements into account, can be part of the exam programme EC

<input checked="" type="checkbox"/>	YES	all 1 st year master courses passed
<input type="checkbox"/>	NO	missing 1 st year courses

Comments:

Sign for approval (SSC E&SA)

Robin den
Braber

Digitaal ondertekend
door Robin den Braber
Datum: 2024.10.02
09:24:08 +02'00'

Name

Date

Signature

APPROVAL OF BOARD OF EXAMINERS IDE on SUPERVISORY TEAM -> to be checked and filled in by IDE's Board of Examiners

Does the composition of the Supervisory Team
comply with regulations?

YES	<input checked="" type="checkbox"/>	Supervisory Team approved
NO	<input type="checkbox"/>	Supervisory Team not approved

Comments:

Based on study progress, students is ...

<input checked="" type="checkbox"/>	ALLOWED to start the graduation project
<input type="checkbox"/>	NOT allowed to start the graduation project

Comments:

Sign for approval (BoEx)

Monique
von Morgen

Digitally signed by
Monique von Morgen
Date: 2024.10.02
10:31:50 +02'00'

Name

Date

Signature

Personal Project Brief – IDE Master Graduation Project

Name student **Simone Hollander**

Student number **4,647,912**

PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT

Complete all fields, keep information clear, specific and concise

Project title Strategic launch plan and execution for Royal Talens: Expanding the Amsterdam All Acrylics brand with wall paint

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

Introduction

Describe the context of your project here; What is the domain in which your project takes place? Who are the main stakeholders and what interests are at stake? Describe the opportunities (and limitations) in this domain to better serve the stakeholder interests. (max 250 words)

Royal Talens (RT) is a Dutch company that specializes in the production and sale of high-quality art supplies. They offer a wide range of products within several brands, including paints, inks, pastels, and accessories for both amateur and professional artists. This assignment will focus on the brand Amsterdam All Acrylics. They offer a very wide range of colors—102 in total—that meet high-quality standards, which is Amsterdam's strength. A recognizable feature is the transparent packaging their paint comes in, allowing the color to speak for itself. They want to expand their product line and add (waterborne) wall paint to it. The waterborne wall paint market is growing due to consumer awareness and regulations from various health organizations and governmental authorities regarding volatile organic compounds (VOCs), which are limited, making it necessary to implement low-VOC alternatives, typically solvent-free formulations like waterborne paint (Verified Market Research, 2024). This market is also growing because of rapid urbanization, which creates the need for new buildings and homes in cities, resulting in higher demand for wall paint (DHR, 2024). Starting with the internal stakeholders, including the different departments: marketing, sales, lab, production, management, etc. Followed by their customers: Amsterdam All Acrylics is for anyone who wants to be creative, ranging from the spontaneous hobbyist to the professional artist. Another stakeholder group consists of the sales channels, such as retailers. There is quite some variety in which retailers Amsterdam can be found, including art supply stores and construction materials markets. The production of paint is bound by regulations from government bodies, for example concerning raw materials, making public authorities the fourth stakeholder. Suppliers for raw materials and packaging are also involved, as your performance depends on their performance. Lastly, there is the competition. They form the external environment in which RT operates, influencing strategic choices. The main opportunity for RT with this project is to join a market that is growing. Additionally, they can attract new customers and offer their current customers a wider product range. Furthermore, they can expand their cross-selling. A limitation is the question of whether the Netherlands is representative of other countries in terms of consumer behavior regarding wall paint. Another disadvantage is that Amsterdam wall paint cannot be mixed with a mixing machine to create any color a customer desires, which is possible with major wall paint brands. Lastly, wall paint is a diversification for RT, which brings high risk, but there is not much money available to support the wall paint launch.

→ space available for images / figures on next page

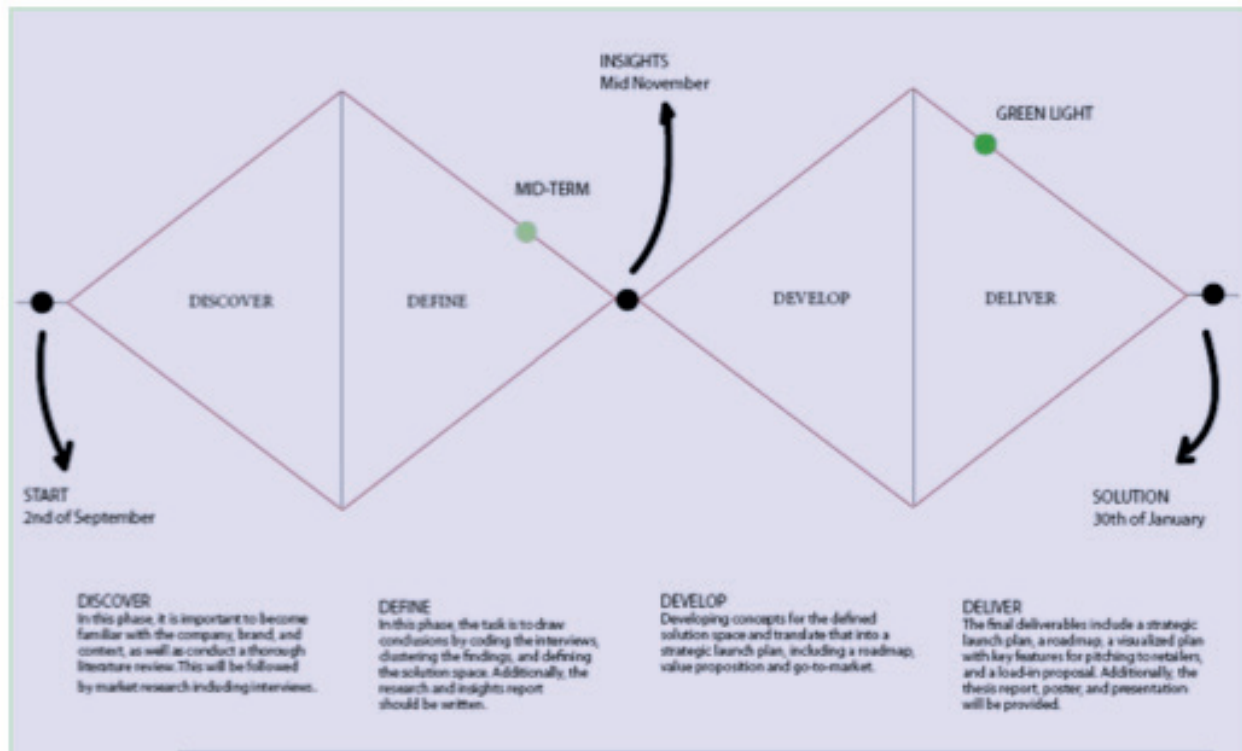


Image / figure 1 Double diamond design thinking for structure of the project

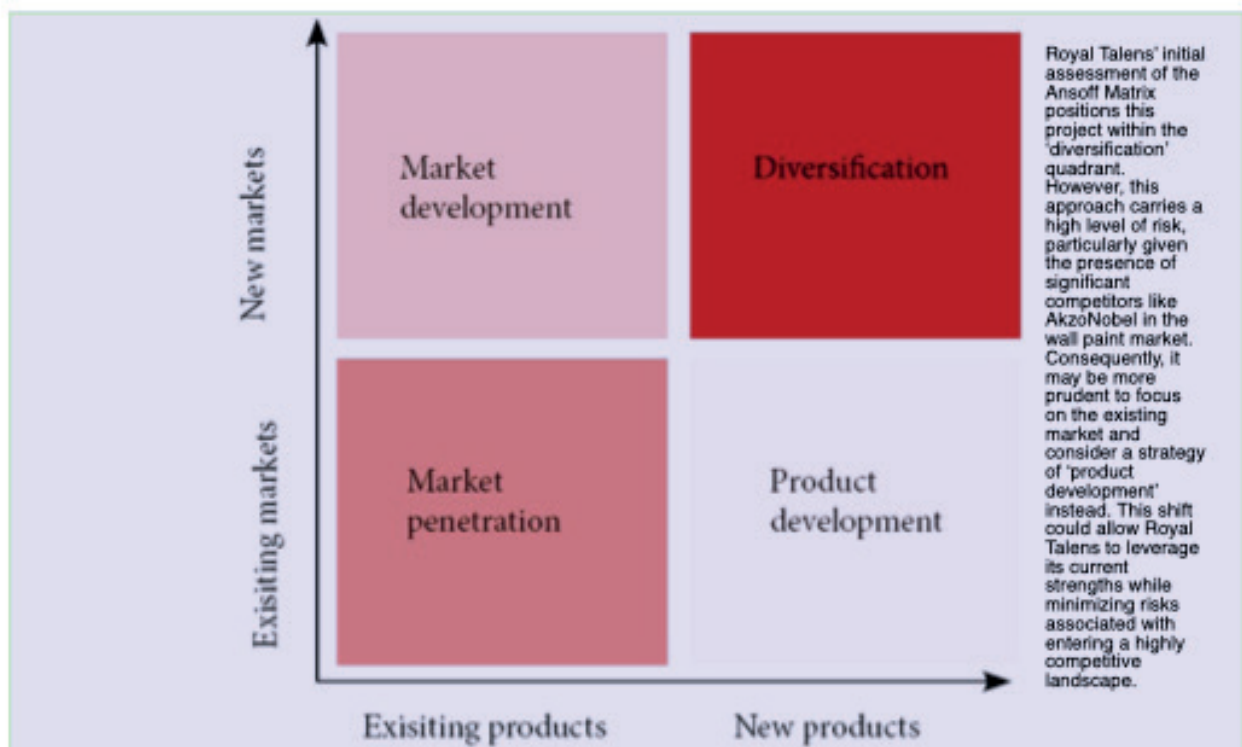


Image / figure 2 Ansoff matrix

Personal Project Brief – IDE Master Graduation Project

Problem Definition

*What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? (= Master Graduation Project of 30 EC). What opportunities do you see to create added value for the described stakeholders? Substantiate your choice.
(max 200 words)*

Royal Talens aims to launch a wall paint line under the Amsterdam All Acrylics brand, driven by both internal ambition and external demand. However, they currently lack knowledge about the market, consumer behavior, and other key factors. Research is needed to determine the best approach.

If RT launches wall paint under the Amsterdam brand, how should they launch it to ensure success?

For Amsterdam users, the added value lies in the enhanced ability to combine existing products, such as acrylics, markers, and sprays, with the newly introduced high-coverage wall paint. This creates more creative possibilities and strengthens the brand's ecosystem. This also presents significant added value for RT, as it increases opportunities for cross-selling.

Retailers benefit from the superior quality of RT's paints, which are produced in the Netherlands. The waterborne, sustainable nature of the paint aligns with regulatory standards, offering an additional value proposition that appeals to environmentally conscious consumers.

Assignment

This is the most important part of the project brief because it will give a clear direction of what you are heading for. Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project. (1 sentence) As you graduate as an industrial design engineer, your assignment will start with a verb (Design/Investigate/Validate/Create), and you may use the green text format:

Design/Investigate/Validate/Create) a (what will be the deliverable -> prototype/ roadmap/process/ intervention/approach/ guideline/strategy/...) to (what should it do -> create/ understand/evaluate/validate/improve/execute/analyse/...) (the objective -> experience/ value/process/product/...) for (whom -> target group/ client/...) in (what context).

Then explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution (max 150 words)

Investigate and create a strategy and roadmap to analyse and validate if and how Royal Talens must launch, a new product, wall paint for their brand Amsterdam for artists, hobby painters, creative people, in a new or existing market (both B2B and B2C).

My approach begins with exploratory research through an online survey to identify the current customer base of Amsterdam, their behaviors related to wall paint, and gauge their interest in a potential new product. This data will shape customer personas and define key needs. Following this, I will develop initial concepts and perform a SWOT analysis and competitor analysis to identify market strategies. With this knowledge, I will conduct in-depth interviews and create a customer panel of target users to test and provide feedback on the product through user testing and brainstorming sessions. With the final concept, I will also gather feedback from retailers to assess potential distribution channels. To ensure European scalability, I will create a market rollout blueprint. The final solution will be delivered as a launch campaign with an actionable roadmap and value proposition recommendations. Making the final result something RT can directly implement, due to its clear visualization and tangibility.

Project planning and key moments

To make visible how you plan to spend your time, you must make a planning for the full project. You are advised to use a Gantt chart format to show the different phases of your project, deliverables you have in mind, meetings and in-between deadlines. Keep in mind that all activities should fit within the given run time of 100 working days. Your planning should include a **kick-off meeting**, **mid-term evaluation meeting**, **green light meeting** and **graduation ceremony**. 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 course activities).

Make sure to attach the full plan to this project brief.
The four key moment dates must be filled in below

Kick off meeting	26 Sep 2024
Mid-term evaluation	25 Oct 2024
Green light meeting	20 Dec 2024
Graduation ceremony	30 Jan 2025

In exceptional cases (part of) the Graduation Project may need to be scheduled part-time. Indicate here if such applies to your project

Part of project scheduled part-time	
For how many project weeks	22
Number of project days per week	5,0

Comments:

Motivation and personal ambitions

Explain why you wish to start this project, what competencies you want to prove or develop (e.g. competencies acquired in your MSc programme, electives, extra-curricular activities or other).

Optionally, describe whether you have some personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself. You might think of e.g. acquiring in depth knowledge on a specific subject, broadening your competencies or experimenting with a specific tool or methodology. Personal learning ambitions are limited to a maximum number of five.

(200 words max)

Worldwide, people now spend on average 44% of their daily time on screens (Binns & Dyson, 2023). This has all kinds of unhealthy consequences, such as chronic neck and back pain, as well as mental problems such as depression (Valleywise Health, 2023). Painting is an activity that requires someone to swap the device for a paintbrush and thus go offline. Research has shown that doing something creative is good for your mental health (Jensen & Bonde, 2018). Expanding the possibilities of painting with wall paint could in turn inspire more people to put away their devices and pick up the paintbrush. I myself enjoy painting, so I find it interesting to delve more into this world on an analytical, strategic and executive level.

With this project I expect to challenge myself in several aspects. First of all, project management. Since finishing my Bachelor thesis this is again the first time a project is completely my responsibility. Which means that it is important I plan well, keep communicating and not getting overwhelmed by the amount of work but getting the job done day-by-day. Next to this lays the challenge for me to be assertive in guiding the project. Including working independently, taking charge in the meetings and asking for feedback and advise when needed. In this aspect also lays my ambition to level-up my presenting skills. Doing it more confidently, with good articulation and talking not too fast. Lastly, writing at academic level in English. I tend to write how I talk.