# DESIGN FOR OUT 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		Your master programme (only select the options that apply to you):						
initials	given name	IDE master(s):	() IPD)	Dfl	SPD			
student number		2 <sup>nd</sup> non-IDE master:						
street & no.		individual programme:		(give da	te of approval)			
zipcode & city		honours programme:						
country		specialisation / annotation:						
phone		-						
email								

# SUPERVISORY TEAM \*\*

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

** chair ** mentor		dept. / section:	Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v
2 <sup>nd</sup> mentor	organisation: city:	country:	Second mentor only applies in case the assignment is hosted by an external organisation.
comments (optional)		•	Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

Chair should request the IDE

**ŤU**Delft

## **APPROVAL PROJECT BRIEF**

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

chair date	, <u> </u>	signature	Jez
<b>CHECK STUDY PROGRESS</b> To be filled in by the SSC E&SA (Shared Service Center, E The study progress will be checked for a 2nd time just be			roject brief by the Chair.
Master electives no. of EC accumulated in total: Of which, taking the conditional requirements into account, can be part of the exam programme List of electives obtained before the third semester without approval of the BoE			r master courses passed year master courses are:
name date		signature	
To be filled in by the Board of Examiners of IDE TU Delft. I Next, please assess, (dis)approve and sign this Project Br			arts of the brief marked **.
<ul> <li>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)?</li> <li>Is the level of the project challenging enough for a MSc IDE graduating student?</li> <li>Is the project expected to be doable within 100 working days/20 weeks ?</li> <li>Does the composition of the supervisory team comply with the regulations and fit the assignment ?</li> </ul>	Content: Procedure:	APPROVED APPROVED	NOT APPROVED NOT APPROVED

\_\_\_\_\_ date \_\_\_\_\_ signature \_\_\_\_\_ name \_ IDE TU Delft - E&SA Department /// Graduation project brief & study overview /// 2018-01 v30 Page 2 of 7 Initials & Name \_\_\_\_\_\_ Student number \_\_\_\_\_\_ Title of Project



	 project title
Please state the title of your graduation project (above) and the start date and end date (below) Do not use abbreviations. The remainder of this document allows you to define and clarify your	 d simple.
start date	 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, ...).

space available for images / figures on next page

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Title of Project

Student number \_\_\_\_\_

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# Personal Project Brief - IDE Master Graduation

introduction (continued): space for images



Title of Project

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### **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.

### 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.

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### 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					_	-	-			end	date
		Zoom In	Zoom Out			Тос	iay 🕶	← Past	Future →		Show critical p
GANTT. project		2020 Kick-Of	2021		Midtern				Greenlight		Graduation
project Name	Begin date End date	December	January		February	 March		April		May	
Kick-Off	02/12/2020 02/12/2020	•			▲ 11/02/2021						
	02/12/2020 02/12/2020	-			11/02/2021	_	_				_
Literature study	02/12/2020 11/12/2020			_		_	_			_	
<ul> <li>Analysis of TOC (Brand, capabilities)</li> </ul>	07/12/2020 18/12/2020			_			_			_	
<ul> <li>Technology and plastic analysis</li> </ul>	07/12/2020 18/12/2020					_	_			_	
<ul> <li>Analysis of current consumers and competitors</li> </ul>	04/01/2021 15/01/2021					_	_		_		_
Ideation on possible business ideas	04/01/2021 29/01/2021						_			_	_
Define	18/01/2021 12/02/2021						_			_	
<ul> <li>Finding boundaries &amp; demands</li> </ul>	18/01/2021 29/01/2021	_					_	_		_	_
<ul> <li>Criteria which are important to TOC</li> </ul>	18/01/2021 08/02/2021						_		_	_	
<ul> <li>Picking directions based on criteria and boundaries</li> </ul>	25/01/2021 12/02/2021					_	_		_	_	_
Midterm	16/02/2021 16/02/2021				•		_		_	_	
Pevelop	16/02/2021 26/03/2021					_	_			_	_
<ul> <li>Elaborate directions</li> </ul>	16/02/2021 26/03/2021									_	_
Consumer research	16/02/2021 26/03/2021										_
Competition analysis	16/02/2021 26/03/2021						_		_	_	
<ul> <li>Deliver</li> </ul>	29/03/2021 30/04/2021	_						_	_		_
<ul> <li>Assassment of directions</li> </ul>	29/03/2021 02/04/2021					_	_		_		_
<ul> <li>Further elaboration best concepts</li> </ul>	05/04/2021 30/04/2021	_				_	_				_
Market Entry Strategy	14/04/2021 30/04/2021	_				_	_				
Greenlight	13/04/2021 13/04/2021	_							•		
<ul> <li>Finishing &amp; Next steps &amp; Recommendations</li> </ul>	03/05/2021 10/05/2021	_				_	_		_		
Graduation	11/05/2021 11/05/2021										•

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### 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.

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

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