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 this form and include the approved Project Brief in your Graduation Report as Appendix 1.

family name: Li
initials: X
given name: Xiaomin
student number: 4723813
street & no.: 
zipcode & city: 25268N
country: Netherlands
phone: +31616547759
email: xLi-26@student.tudelft.nl

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

- [ ] (give date of approval)

IDE master(s):
- [ ] IPD
- [ ] Dfi
- [ ] SPD

2nd non-IDE master:
- -

individual programme:
- -

honours programme:
- -

specialisation / annotation:
- -

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

** chair: Arnold P.O.S. Vermeeren
dep. / section: HICD

** mentor: René van Egmond
dep. / section: HICD

2nd mentor:

organisation: JORA VISION
city: Leiden
country: 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.
PROCEEDING CHECKS - IDE Master Graduation

APPROVAL PROJECT BRIEF
To be filled in by the chair of the supervisory team.

chair  Arnold P.O.S. Vermeeren  date 6-3-2019

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

name  date  signature

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Initials & Name  X  Li  Student number  4723813
Title of Project  Exploring interactive media for an indoor tourist experience: Sounds of the Netherlands
Exploring interactive media for an indoor tourist experience: Sounds of the Netherlands

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 06 - 03 - 2019
end date 17 - 07 - 2018

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,...).

The graduation assignment offered by JORA VISION aims to explore the interactive media to enhance indoor large capacity tourist experience (sounds in the Netherlands).

In recent years, interactive media has become the preferred format for the uses of many indoor tourist experiences including exhibition and museum and so on. The times when a video wall at the stand was something special are in the past. Today we see virtual reality games, interactive screen, motion sensor lights and other interactive media which bring an immersive and impressive experience to the visitors.

However, many of these tourist experiences with interactive media are of low capacity. For example, the VR game only allows one person per time. Also, the research about those high capacity indoor attraction like the dark ride or flying over theatre shows most of them are an immersive but passive experience. JORA VISION now wants to explore if there is any possibility to create a large capacity tourist experience with interactive media which still bring the immersive experience to people.

What’s more, as we all know, there are many well-known tourist attractions in the Netherlands, such as the Zaanse Schans, sex museum and so on. What about to create a tourist experience about the sounds in the Netherlands? By using the sounds to let people experience the beauty of the Netherlands from another perspective. For example, in the Netherlands, DJ culture is really popular, but is not developed as a tourist attraction. It could be something that will attract younger tourists from all over the world.

In this project, we aim to explore the usage of interactive media for large capacity indoor tourist experience. We will explore this through the case of designing a future tourist experience called the sounds of the Netherlands. JORA VISION experts in the large capacity indoor attraction like the dark ride and building tourist experience, they would offer me access to some related data.
introduction (continued): space for images

image / figure 1: An immersive experience examples from TEAMLAB studio

image / figure 2: Sounds of the Netherlands tourist experience

Exploring interactive media for an indoor tourist experience: Sounds of the Netherlands
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.

How to apply the interactive media to the large capacity indoor tourist experience are the challenges for this assignment. Here are the issues need to be considered:

1. How to enable interactivity for a large group of tourists?
2. How to enable a large variety of tourists to understand how to interact with the tourist experience intuitively?
3. How to control the flow of the large group of tourists while retaining an optimal experience?
4. What is the future application of such a tourist experience? What insight could be generated?

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/those.

Design an interactive tourist experience for large group of international tourist around the topic of the sounds of the Netherlands. To explore the design opportunity for interactive media in large indoor tourist experience.

What to Research
- Target users
- Large capacity tourist attraction case study
- Interactive media application (exhibition like TEAMLAB)
- Famous "sound" in the Netherlands
- Possible interactive technologies

Design solution:
- Case study
- Brainstorming (with JORAVISION and relevant experts)
- Co-creation (with target users)
- Iterative design (Prototyping test along with interactive demos)

Outcome:
- Visual presentation of the Tourist journey: visual flow
- Interactive demo of the elements of the journey for testing interactivity with the users.
- A set of recommendation of interactive medias
- The report
- Demonstration Video
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 6 - 3 - 2019 17 - 7 - 2018 end date

There are four main phases through the project, Research, Exploring possibilities, conceptualization, verification.

1. Research (Case study + Function analysis) (3 weeks)
   - To research the application of interactive media/technologies in the tourist attractions.
   - To research the well-known tourist attractions in the Netherlands and the famous "sound" in the Netherlands.
   - To research the large capacity indoor attraction and figure out what the system behind it and how these attractions can be able to afford such a large capacity (Function analysis)
   - To define target user group

2. Exploring possibilities (Brainstorming + co-creation)
   - To research the relevant technologies, to analysis if there are any possibilities.
   - To Brainstorm with experts in JORAVISION to brainstorming new ideas.
   - Co-creation with users

3. Conceptualization
   - Brainstorming with experts in JORAVISION - Concept details (List of requirements)
   - Prototyping test (Interactive demo)
   - Visualization - embodiment

4. Verification
   - Test design proposal (visual presentation & Interactive demo)
   - Refine the design
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.

After one and a half year learning in TUdelft, I am excited to start my graduation design to apply the knowledge I've gained here.

The graduation is given by the company JORAVISION where I did an internship before. I have appreciated this opportunity to work with a creative company with many experiences in tourist attraction design. The assignment is about to explore the interactive media to enhance indoor large capacity tourism experience. I am happy with this topic since the interactive media is always the thing I would like to explore and study. Moreover, the experience design is something I've learnt from the faculty. The topic challenges me and also give me an opportunity to put theories into practice.

The graduation design would help me to in-depth the knowledge of the application of interactive medias and the experience design. And it is also the process to explore who am I as a designer. Am I qualified to be a UX designer? What do I need to improve? Is the direction would be the future direction for myself? After the graduation project, I wish I could have a clear answer without hesitation.

FINAL COMMENTS

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

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Initials & Name X Li

Student number 4723813

Title of Project Exploring interactive media for an indoor tourist experience: Sounds of the Netherlands