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.

** 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 de Rijcke
initials R. given name Rik
student number 4300785
street & no. Balthasar van der Polweg 1078
city: The Netherlands
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** SUPERVISORY TEAM **

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

** chair David Keyson dept. / section: ID/DCC
** mentor Tomasz Jaskiewicz dept. / section: ID/DCC
2nd mentor
organisation: 
city: country: 

comments (optional) Prof. Keyson is an expert in office data management and communication. Dr. Ir. Jaskiewicz has experience in guiding projects which involve multiple interactive prototypes.

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.
Appendix

IDE Master Graduation Project team, Procedural checks and personal Project brief

IDE TU Delft - E&SA Department /// Graduation project brief & study overview /// 2018-01 v30

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Initials & Name: R. de Rijcke
Student number: 4300785
Title of Project: Public office navigation: finding the fittest working environment
Public office navigation: finding the fittest working environment

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
07 - 03 - 2019

end date
25 - 07 - 2019

INTRODUCTION **

The nature of work is changing. People used to work in the same office, at the same location with the same people for extended periods of time. In the recent years however, more tasks are being performed by self-employed workers. Being self-employed makes someone more autonomous. It also facilitates a greater choice in work, which allows him/her to do what fits with his/her competences. According to Self-Determination Theory (Ryan & Deci 2000), being able to experience autonomy and competence are two of the three factors that motivate people. Motivated workers enjoy better performance, persistence and creativity. Furthermore, a lack of motivation will negatively impact the workers wellness. The third factor of SDT is relatedness, which expresses itself in relations with other people. This includes relationships with partners, friends and co-workers. Self-employed workers, however, can experience a lack of social interaction to enjoy the feeling of relatedness. Therefore, self-employed workers can choose to work at public clean-desk offices to experience this factor of SDT. Further research also indicates that these workplaces give the workers a greater satisfaction and sense of well-being (Vartianen, et al., 2010).

Working at a public clean-desk office can provide other benefits to self-employed workers. Giving access to services like printers, high-speed internet and cafeteria are examples of these services. These services can traditionally be found in regular offices. The Living Office Design Lab is interested in discovering the differences between regular offices and public clean-desk offices and wants to provide solutions based on the problems found. A collaboration of Advanced Metropolitan Solutions (AMS) and the minor Interactive Environments investigated these clean desk environments. They identified some problems within these environments and produced several prototypes to combat these issues. The findings of that collaboration were the inspiration for this assignment. One of the identified problems was the lack of familiarity. Several prototypes were proposed to combat a specific element of this problem. In this assignment, further investigation into this problem will be held to develop a tool that combats the main issue with a lack of familiarity. The created prototypes from the minor will be a starting point, and through testing, evaluating and iterating a new prototype will be created. After each prototype, I will evaluate the results and design a new prototype based on research.


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Working at a public clean-desk office can provide other benefits to self-employed workers. Giving access to services like printers, high-speed internet and cafeteria are examples of these services. These services can traditionally be found in regular offices. The Living Office Design Lab is interested in discovering the differences between regular offices and public clean-desk offices and wants to provide solutions based on the problems found. A collaboration of Advanced Metropolitan Solutions (AMS) and the minor Interactive Environments investigated these clean desk environments. They identified some problems within these environments and produced several prototypes to combat these issues. The findings of that collaboration were the inspiration for this assignment. One of the identified problems was the lack of familiarity. Several prototypes were proposed to combat a specific element of this problem. In this assignment, further investigation into this problem will be held to develop a tool that combats the main issue with a lack of familiarity. The created prototypes from the minor will be a starting point, and through testing, evaluating and iterating a new prototype will be created. After each prototype, I will evaluate the results and design a new prototype based on research.


Bosch-Sijtsema et al. (2010) found evidence that working at non-assigned desks decrease perceived efficiency and productivity compared to assigned desks. Workers with non-assigned desks found it harder to find an appropriate space to interact with others, causing workers to spend time walking around the office to find an appropriate space. Due to the varied nature of self-employed workers’ jobs, this could happen multiple times a day. Changing location within the office can also make it hard to keep track of colleagues and available workplaces. Workers looking for colleagues to collaborate with might find an empty office and think that there is no one available, whilst it could be that people moved to a closed off meeting room. The clean desk policy forces people to leave desks without leaving any mark of their presence within the office, causing a lack of information compared to assigned desk offices. Another problem found was that non-assigned desk areas did not facilitate private conversations. Due to the open nature of such areas, there was little privacy. At the same time, the situation of this specific study’s area, indicates that the environment was designed for interaction with one another. This design choice caused the area to become relatively noisy. Workers commented that this noise made it harder for them to concentrate. This problem shows another dilemma in designing a public clean desk office, where a balance must be found between facilitating social interaction and silent workspaces. All earlier mentioned problems can be assigned to the fact that the public clean-desk office is an ever changing environment. The public clean-desk office primarily facilitates space for self-employed workers. Since self-employed workers cover a wide range of different jobs, each self-employed worker has different needs and preferences, which can change over the course of the day. These needs and preferences can clash between workers, causing lowered productivity and efficiency. Next to the physical attributes of an office, social attributes change when working in a public office. Office culture is based on a set of (non-spoken) social rules which are build up over time in between workers. Since public offices have no set occupation, this dynamic will also evolve differently. Groups within the office can form their own office culture if they visit regularly. By doing so, other workers within the office might be unaware of the social norms of that specific group, which causes difficulty when working in the same space.

The problem can be solved by communicating the different needs to each other within the office. If it is clear to workers who enter the office which preferences everybody has, the worker can make a decision what location in the office would be best suited for him/her at that time. Once selected, the worker should be able to easily indicate what his/her preferences are and proceed to the desired location. Knowledge of the office flow will also help to determine the right location. This means that the main goal of the product is to communicate information within the office that helps navigating the workers to the right location. A design research study should be performed to identify which information is required for workers to make an adequate decision where they can find their preferred working environment. Simultaneously, design research should also be performed to identify what method is best suited to communicate this information. The communication of this information should keep both the arriving worker (who receives the information) and the already present workers (who send the information) into account, making sure that the newly found solution isn’t decreasing productivity and/or efficiency. Both design research areas shouldn’t be viewed as being separate parts, but should be intertwine and explored at the same time. Furthermore, the design research will be design driven, with frequent user testing and prototype iteration. These prototype and user tests will be documented and combined into a report which will elaborate on design decisions. This report will be handed in at the end of the project alongside the final presentation.

Create a tool which can be used by workers to navigate to their preferred working environment in a public clean-desk office. This tool will allow workers within the office to communicate their preferred working environment. Workers entering the office will be able to see this information and make a decision where they want to work and be navigated to this location.
Instead of the more traditional “waterfall” flow, this assignment will take place in several design cycles. These design cycles are made possible by the availability of prototypes and the testing environment at AMS. The goal of this workflow is to have a closer connection between designing and researching. Each cycle consists of one or two weeks, in which a prototype is being tested, evaluated and iterated upon. These cycles will take place in the first 14 weeks, meaning that there will be 7-14 prototypes before the final prototype will be developed. This also means that during one of the cycles, the mid-term evaluation will take place to verify if this workflow is achieving its goal. After week 14, an evaluation will take place which takes all previous evaluations into account. The goal of this larger evaluation is to come up with a foundation for the final prototype. A final prototype will be created and thoroughly tested using in-depth user testing theory. The results of this test will be available at week 18. The results and the preliminary conclusions will be discussed at the green light meeting. Evaluations, iterations and testing results will be continuously documented, so that after the green light meeting a collection can be made into a report. It also provides the material for the final presentation in week 20.
During this project I want to prove myself as an independent user experience/user interaction designer. Over the course of my master I tried several design methods to identify what the most important aspects of design are for me. Some of which I find myself confident in, some of which I would like to gain more experience with during my graduation. One key element in design I want to expend my experience in is design doing. Instead of discussing every element of design thoroughly, go out there and test your assumptions. Being more active in design is something I want to be more comfortable with when completing my master. However, doing so does require the right method of evaluating my work. Therefore, a good understanding of user testing is required. During this project, I want to prove myself to be good in user testing. Both in setting up user tests and obtaining valid and usable data. Another requirement of being an active designer is being able to create prototypes. This requires skills with both traditional tools and advanced tools. Currently, I am more comfortable in my advanced prototyping techniques than with my traditional tool usage. I hope during this project to expend my skill with traditional tools and enhancing my prototypes with my advanced prototyping knowledge I gained during my master.

Finally, this project suits my interest in an “ownershipless economy” (Rau, Wiering, 2015). The idea proposed by Rau is based on producers providing services rather than products. This means that all costs (production, power consumption, maintenance, etc.) of a product is paid for by the producer, whilst the consumer only pays for a specific service (e.g. a consumer buys several lumen of light in a room, rather than buying lamps). This gives the producer an incentive to create as efficient and as maintainable products as possible, maximizing their profits per unit. This project could be an introduction for this topic since the public office does something similar. Instead of selling desks and chairs, the goal of this project is to provide a user with a fit working environment. It is not exactly the same as proposed by Rau, but it is a step towards an ownershipless economy. Since the proposed changed by Rau is radical, steps in between economies can help consumers accept changes over time.


Source problem definition