



# Personal Development Plan

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## Vision

I believe that being a designer comes with responsibilities. My work needs to add value to society or the user. Only then I can be satisfied. I want to make people enjoy the little everyday moments in life. Not only distract them from problems they are having, but also solving real problems. For example, enable old people to move more. Maybe even connect people in the neighborhood, making them less lonely. Making a product or service that contributes to solving this problem would help a lot of people living a better life.

My previous education is Industrial Product Design at The Hague University of applied sciences (hbo). I learned about design using the Delft-designmethod. This is the more traditional view on designing. The next few years I would like to learn more about Technology in products, because this topic was almost not included in my previous study and is becoming more important in Design. I don't need to become a programmer, but at least understand what it means to integrate technology in products. The reason why this topic is important for me personally, is because I love intelligence in products.

Especially autonomous systems and products that are operating by themselves and have grown beyond human control. Products that are smart enough to operate autonomously and adapt to their environment can make a contribution to society that was not possible before.

For example a mobility system that makes use of autonomous cars in the neighborhood to transport people over short distances. Since cars are not used for something like 90 percent of the day, it makes sense to put them to use. It helps connecting less mobile people, perhaps making them less lonely and live a better life.

## Identity

My weakness is talking/writing. I find it hard to turn my thoughts into words. Writing this PDP for instance is taking me probably 1,5 or 2 times as much time as other students. My strength is seeing the bigger picture. During my graduation project my coach called it helicopter view. I believe designers need to be interested in what is going on in the world. I'm interested in systems behind a product or service and how different elements of such a system work together.

The way of learning at Industrial Design is very different from my previous education. Self directed learning is completely new for me. During this pre-master I will get more used to this way of learning. The main reason for me to come to TU/e is the more future focussed view on designing. I find this important, because the designers standing up today will have to design for the future. I don't want to design for tomorrow with the mindset of the past, because your work will be old-fashioned before it is finished.

My development until now

My previous study four years bachelor.

Red meaning: little or no development

Green meaning: development

Dark green meaning: great development

	1st year	2nd year	3rd year	4th year
Ideas and Concepts	■	■	■	■
Integrating Technology	■	■	■	■
User Focus and Perspective	■	■	■	■
Socio-cultural Awareness	■	■	■	■
Designing Business Processes	■	■	■	■
Form and Senses	■	■	■	■
Descriptive and Mathematical Modeling	■	■	■	■

Ideas and Concepts: During the bachelor you're constantly improving brainstorming, generating ideas and sketching. Especially the first year has been important to develop these creative skills.

Integrating Technology: The third year I did a project focussed on electronics. This was useful to get acquainted with the basics of how electronics work.

User Focus and Perspective: The first year is more theoretical. During the third year I did a project which was focussed on the user.

Socio-cultural Awareness: The second year of the bachelor I did a project focussed on this topic. Also during my graduation project I did a lot of research about Socio-cultural Awareness.

Designing Business Processes: During the second year I did a project focussed on this topic.

Form and Senses: The first three years I had a subject on Form and Senses. I used this knowledge during my graduation project.

Descriptive and Mathematical Modeling: I developed this topic during the first year. Following a lot of lectures.

I was less in development during the fourth year of my bachelor. That's precisely how I felt. Like the study was gradually slowing down.

## Goals semester

Designing Visual Information Will help me develop form and senses. During this assignment I will be learning how to use different tools to visualize and communicate my ideas. I will use the skills I acquire to communicate my project. Every time I have to present I get feedback. I will use this feedback to strengthen my communication skills, so I will gradually improve. My visual communication is extra important, because my verbal communication is not that strong. With good visuals I can support my verbal explanation.

Creative Programming and Intelligent Products are two assignments I follow the second quartile. These assignments will help me develop Integrating Technology. I want to learn how to implement technology in products and how the way of designing changes when technology is involved. The way I design now is based on assumptions. I need to know what happens when technology gets involved.

Next to these assignments I will practice with Arduino. I bought the starters-kit. I'm going to do all the examples. I will spread this activity over the first quartile of the semester. After doing these examples I will have enough knowledge to do a bigger project. I will do this during the RSDL-week.

## Goals Longterm

My weakness is turning my thoughts into words. I want to improve by practicing. In the first two weeks I learned how to process feedback and turn it in useful notes. Writing this plan is a good way to improve my writing skill, because I receive feedback which I can use to learn from my mistakes. This is a repeating process which is good for learning. Next to this I will look into workshops STU is giving on this topic.

During my masters I want to develop two areas of expertise.

I want to develop my expertise within the area of autonomous systems or products with a certain behavior. Why is it that autonomous systems behave the way they do? What influences this behavior? These are all questions that intrigue me. That's why I will investigate this topic during my project this semester.

How people experience interaction with a product is another area of interest. I want to develop my user experience expertise. What makes a product a nice experience to the user? Probably it is a combination of things.

