



DESIGN GOAL

“Offer secondary school students a realistic orientational experience that makes them consciously aware of their study choice.”

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Exploring Interactions

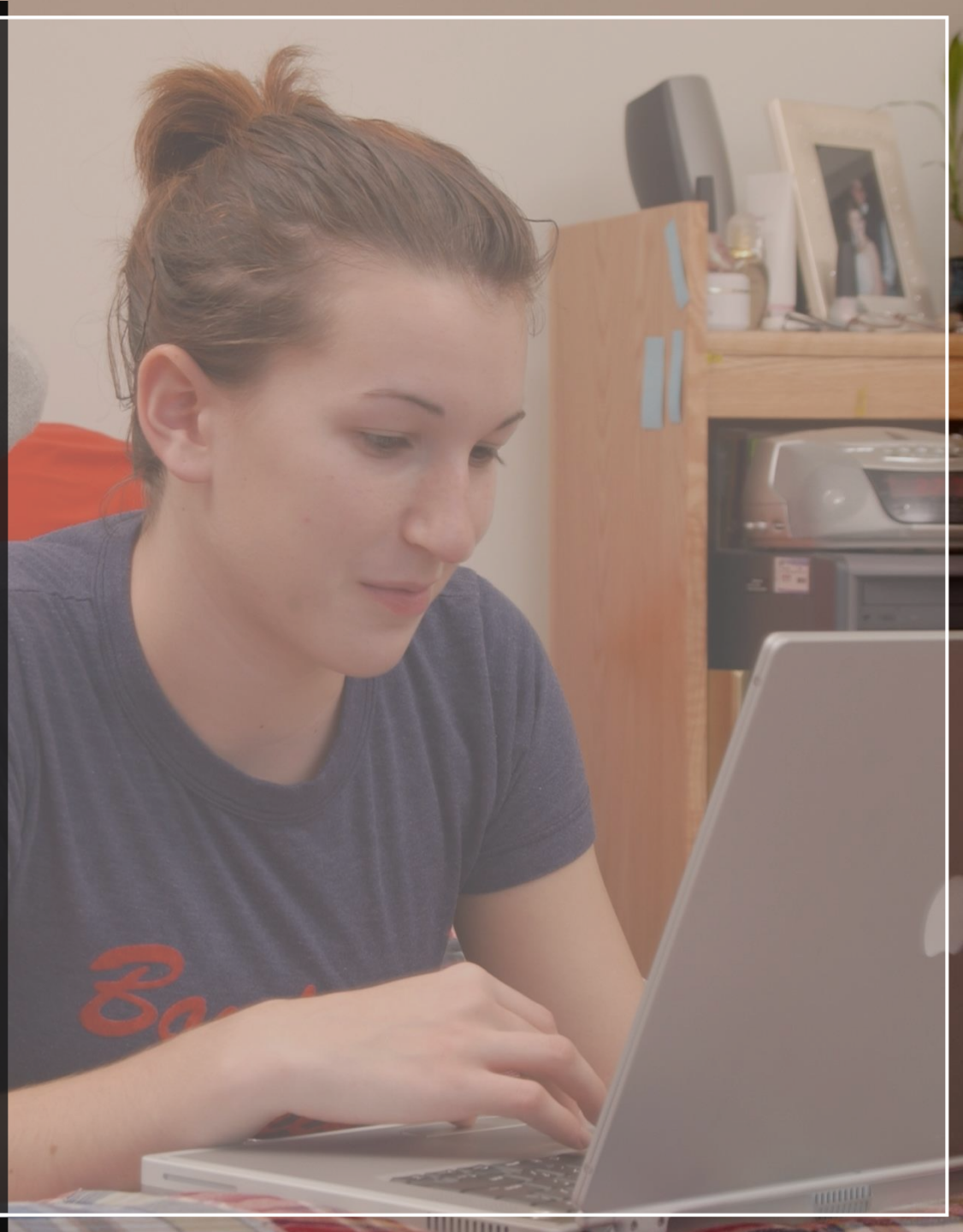
RESEARCH SUMMARY

User research

- Sceptical
- Indecisive
- Overwhelmed
- Reluctant
- Intimidated
- Is interested in all facets

Literature research

- Making student consciously aware of study choice
- Short engagement loops
- Humour takes away tension
- Physical objects feel more precious.





INTERACTION VISION 1

"Being able to travel into your own future."

INTERACTION QUALITIES

*Explorative/Intriguing
Immersive/Enlightening*



INTERACTION VISION 2

"Like playing a game on your smartphone."

INTERACTION QUALITIES

*Enjoyable/Amusing
Undemanding/Voluntary*

OBJECTIVES

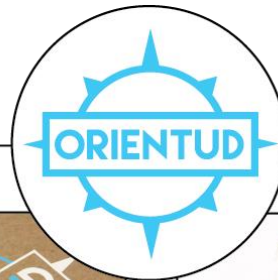
1. Realistic insight into bachelor studies
2. Conscious awareness by orientating actively
3. Make student less insecure about study choice and university less intimidating

PROTOTYPE

Use Industrial Design Engineering as an example study for the interactive prototype.



CONCEPT

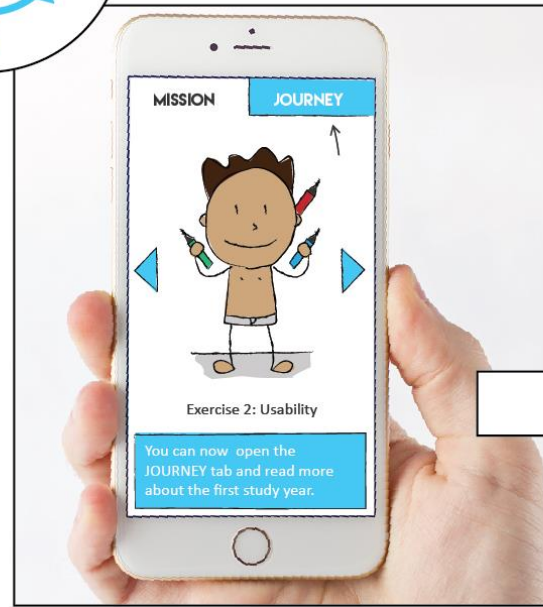


BOOKLET



Exercises get student actively involved with subject matter of study.

APP



Avatar guides and motivates

STUDY CHOICE TESTS

Qualities
> Broad
> Tedious

Affective experience
> **Indecisiveness**
> **Unsatisfied**

OPEN DAY

Qualities
> Interesting
> Enjoyable

Affective experience
> **Scepticism**
> **Overwhelmed**



32 Master programmes

Study

Research

Business

Current

About TU Delft

Industrial Design Engineering

Programme

Master programmes

Application

Study costs

Where do you work after graduation?

Information activities

Study in numbers

Veelgestelde vragen

Contact

[TU Delft](#) > [Study](#) > [Undergraduates \(Bachelors\)](#) > [Undergraduate programmes](#) > [Industrial Design Engineering](#)

Industrial Design Engineering

Een apparaat dat atleten helpt om verwikkingen te voorkomen, een paraplu die de sterkste wind weerstaat, gemeenschappelijke sanitaire centra voor sloppenwijken in India, spelletjes die mensen met dementie helpen: dit zijn slechts een paar van de producten die zijn ontworpen door de industrieel ontwerpers van de TU Delft.

Design for our future

De maatschappij staat voor grote, nieuwe uitdagingen: de wereldbevolking neemt snel toe en de mensen leven langer, grondstoffen worden schaars en de druk op de gezondheidszorg breidt zich exponentieel uit. Industrieel ontwerpers werken in een dynamische en complexe wereld. In 2007 waren er bijvoorbeeld slechts een paar mobiele-internetgebruikers – vandaag gebruikt bijna iedereen een smartphone om 24 uur per dag verbonden te blijven.



De faculteit Industrieel Ontwerpen

Study in Numbers

Do you want to know how Delft University of Technology is doing compared to other Dutch universities? Check the [‘Study in Numbers’](#) for this programme.

Orientud is an orientation test that allows you to try out one of the bachelor studies to see whether it fits you. You can sign up for free and a personal package will be send to you, which will help you to decide your study choice.

ORDER ORIENTUD



SCENARIO

INTRODUCTION

Dear Paul,

For this orientational experience you will need this booklet and an app that you can download using the QR-code below or by visiting this website:

www.tudelft.nl/orientud



You will be doing 2 exercises that will give you an idea of what it would be like studying industrial design engineering.

To start you can download the app and make sure to have this booklet and a pen handy.

Enjoy!



VOUCHER

One free drink
at the industrial
design faculty

COMPLETION

Well done for completing the exercises! Fill in the code in the table on the left, cut it out and bring it to an open day of the industrial design faculty to retrieve your free drink.





BOOKLET

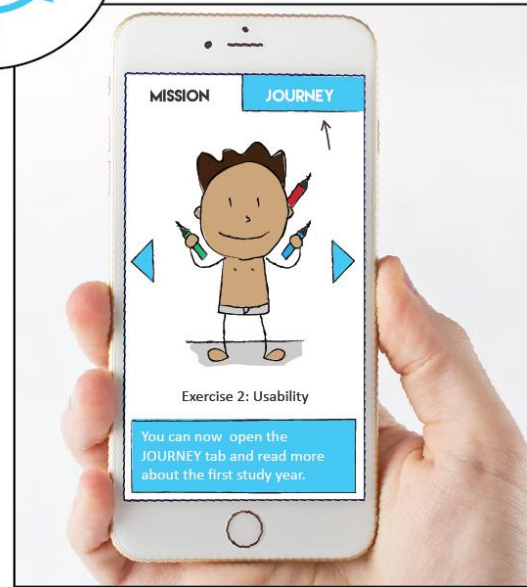


Exercises get student actively involved with subject matter of study.

- Qualities booklet
- > Challenging
 - > Representative

- Affective experience**
- > Immersed
 - > Enlightened
 - > Content

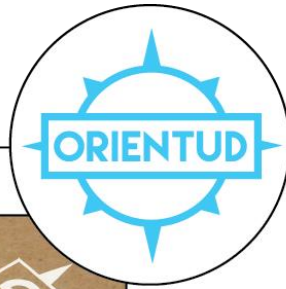
APP



Avatar guides, and evokes curiosity.

- Qualities app
- > Intriguing/humorous
 - > Informative
 - > Helpful/guiding

- Affective experience**
- > Motivated/eager
 - > Enlightened
 - > Curious



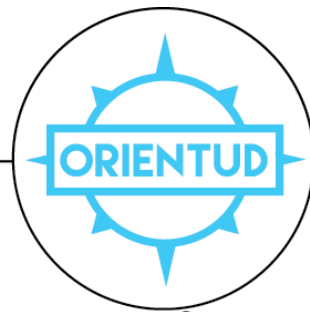
BOOKLET



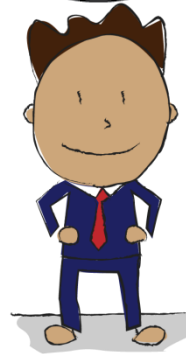
EXERCISES

Five exercises in logical order that represent the study.

1. Brainstorming
2. Usability
3. Calculation
4. Production
5. Marketing



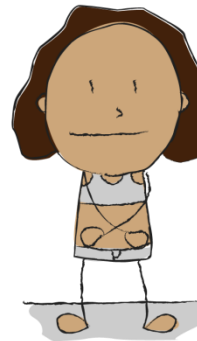
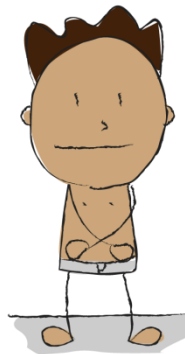
**STUDY
ABROAD**



**JOB
OPPORTUNITIES**



**STUDENT
LIFE**



MALE & FEMALE

- Alternatives versions
- Both sexes

EVALUATION STUDY

Interaction qualities

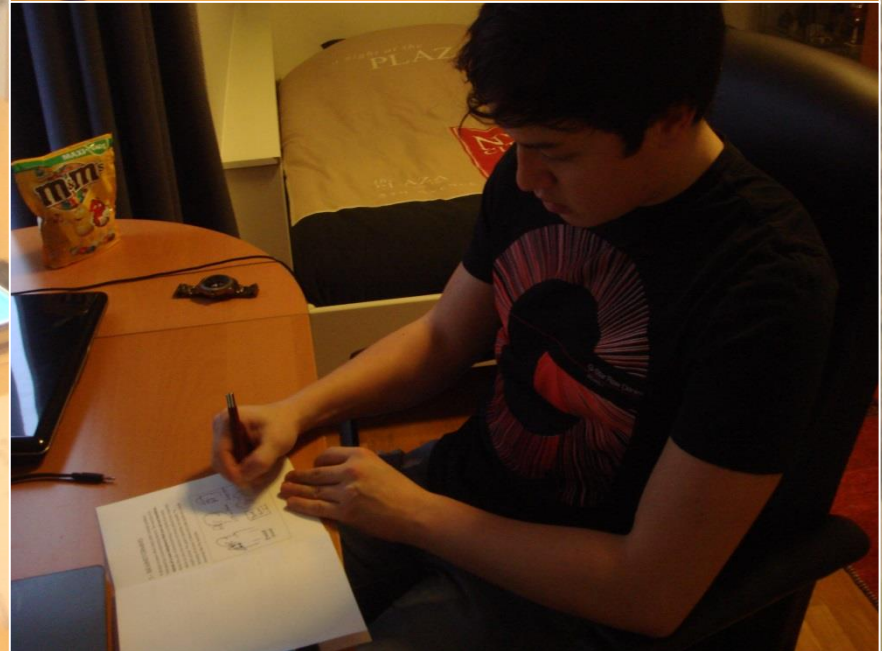
- Enlightening
- Intriguing
- Humorous

Set up

- Laurens & Mette
- Orientating students
- 1 interested

Constraints

- 2 exercises
- Usability imperfect
- Unnatural situation



EVALUATION STUDY

Results

- Mette reluctant
- Intruiging to Laurens
- Enlightening to both
- Humour barely
- Confusing both
- Positive about exercises

Conclusion

- Concept has potential
- 5 exercises: complete project
- Using humour is tricky
- Usability 100%

Recommendation

- More iterations
- Easy/affordable
- Any level of advancement
- Engaging with study is valuable





Thank you.

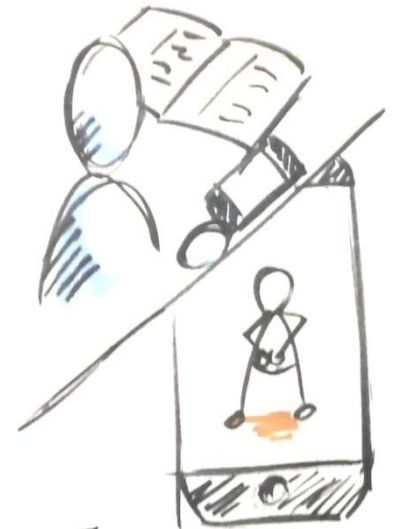
EXPERIENCE DIAGRAM



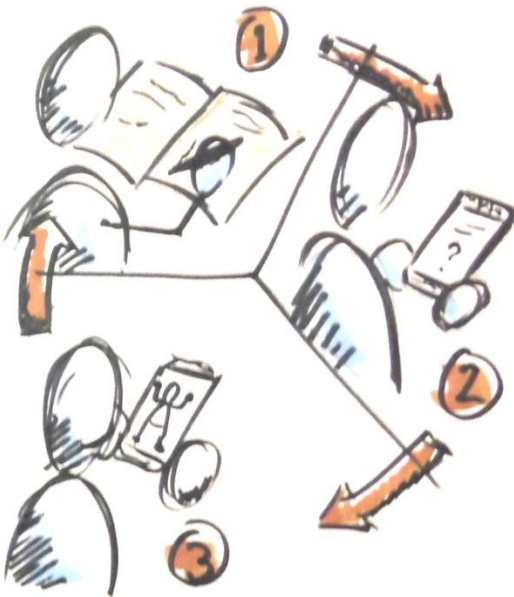
1. ORDERING: **INTRIGUING**



2. PACKAGE: **CURIOS**



3. STARTING: **RELIEF**



4. TEST: **MOTIVATED/CHALLENGING**
PLEASED/CURIOS



5. FINISH: **REWARDING/SATISFIED**



6. OPEN DAY: **AT EASE/CURIOS**