

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 de Haan
 initials M.M.J. given name Martine
 student number 4350057
 street & no. _____
 zipcode & city _____
 country the Netherlands
 phone _____
 email _____

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

IDE master(s): IPD Dfl SPD

2nd non-IDE master: _____

individual programme: - - (give date of approval)

honours programme: Honours Programme Master

specialisation / annotation: Medisign

Tech. in Sustainable Design

Entrepreneurship

SUPERVISORY TEAM **

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

** chair S.C. Mooij dept. / section: DOS, MCR
 ** mentor R.G.H. Bluemink dept. / section: DOS, DTM
 2nd mentor Emma van der Veen
 organisation: Philips Avent
 city: Amsterdam country: the 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.

APPROVAL PROJECT BRIEF

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

Digitally signed by smoooy
Date: 2020.05.14 12:14:24 +02'00'

chair S.C. Mooij date 10 - 05 - 2020

signature _____

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: 30 EC

YES all 1st year master courses passed

Of which, taking the conditional requirements into account, can be part of the exam programme 30 EC

NO missing 1st year master courses are:

List of electives obtained before the third semester without approval of the BoE

Digitally signed by J. J. de Bruin
Date: 2020.05.14 14:00:58 +02'00'

name J. J. de Bruin, SPA-IO date 14 - 05 - 2020

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

comments

name Monique von Morgen date 26 - 05 - 2020

signature _____

A value proposition for the new generation parents

project title

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 - 05 - 202002 - 10 - 2020

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, ...).

The project will be done for Philips Avent, part of Philips, a Dutch global leading electronics company. As Philips Avent, producing baby bottles, breast pumps and other baby food and health accessories, has a global presence in the baby care domain, competition is fierce from well-established brands as well as new entrants, varying from startups to larger companies. In order to stay relevant in the market it is important to keep innovating and meeting the needs of their target group.

Important stakeholders internally are the following departments in Philips Avent: Consumer Marketing, Venture and Solutions, Professional Market team, Strategy Department and most important the department Product Management containing: Product Development, Design, Product Research, Consumer Research, Marketing Intelligence and Analytics.

Since Philips is slowly focusing more on the health care market, professionals such as midwives and gynaecologists play an important role in the early parenthood and may be important to take into account as well.

Philips Avent focuses on the parents from their pregnancy up until the baby is 1-2 years old.

The current generation of parents mainly consists of millennials (born between 1980-1994). The new future generation of parents, generation Z consisting of people born from 1995 to 2010 (Francis & Hoefel, 2018), comes with their own needs, values, attitudes and beliefs when it comes to parenthood. As connectivity increases in the world, generational shifts may play a more important role. The younger generation has an impact on people of all ages and incomes, as well as on how they consume and relate to brands. (Francis & Hoefel, 2018)

Research shows that Generation Z is now the largest generation in US history and is estimated to become the US's largest consumer population in six years. (Toplin, 2019)

As Philips Avent stated in their assignment, they should become relevant to their future target group in the way they offer their product and service portfolio.

The challenge here is to investigate what generation Z will consider important during their parenthood and how they look for information and products while they are not yet parents themselves. The opportunities lie in looking for values, needs and behavior of this generation that can be linked to the parenting process. Important will be the difference between the current generation, Millennials and Gen Z during their parenthood.

This assignment is part of Philips mission to design future products or services that correspond with what this generation desires in the future.

In addition, it is important to look at current trends and developments in the field of technology and services and how this generation deals with this in their lives now and to be able to link that to their future behavior.

Although the world connectivity increases, parenthood is not the same for every country. Philips Avent is present in different countries all over the world which lead to different needs for different countries as well, this should be taken into account.

space available for images / figures on next page

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.

In order to stay the most relevant player in the baby technology field, Philips Avent's mission is to develop a product strategy for their future target group, generation Z, who lives all over the world. This strategy may contain a change in the way they offer their current portfolio, but most importantly a new value proposition that will result in a product, service or partnership that will meet the needs, values and behavior of the new future generation of parents, generation Z. The challenge that will have to be taken in to account is that this generations is not parents themselves yet.

This leads to the question: How to create a new value proposition for Philips Avent that corresponds to the needs, values and behavior of the future generation parents, generation z, while they are not parents themselves yet?

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.

To design a new product-service solution for Philips Avent that will support Generation Z during their first years of _____ parenthood. To achieve this design, the future generation parents, generation Z, and the current product and business strategy of Philips Avent will be researched. _____

Research will be conducted into what Philips needs to apply in their current product portfolio to meet the needs of this new target group. By doing this research, it will create insights on what the target group will look for in baby technology products in the future and how this can be influenced by Philips Avent. These insights will give a foundation for the new product-service solution.

Along with this solution I will design a roadmap for the coming years that makes sure that the value proposition will be integrated into the company by involving all relevant stakeholders. Research will be done inside the company, involving the internal stakeholders but also outside the company with the new target group.

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 - 5 - 2020

2 - 10 - 2020

end date

Planning Graduation Martine de Haan	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	2
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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.

Involving internal stakeholders

At Philips Avent, many different departments are involved in designing the products. These stakeholders are described in the introduction of this project brief. During this project I would like to learn how I involve these stakeholders in the project but also how I ensure that the outcome of the project is implemented by these stakeholders. There is also a lot of information available in these departments about parenting and the current way of involving the consumer. I would like to learn how I can efficiently get enough information from the stakeholders to fulfill my project.

Evolving the skill to facilitate creative sessions

One of the electives I have taken is creative facilitation. I have learned to facilitate creative sessions in order to generate concepts and ideas for certain problems. I would like to get better at this and use this skill to involve stakeholders and use their insights in coming up with new, out of the box concepts. I would like to involve not only the internal stakeholders in this session, but also the target group, in order to come up with complete concepts that take all perspectives into account.

Designing for a target group that is not in the stage of using the designed product/service yet

An important challenge in this project is that a big part of the target group, generation Z, is not a parent yet. Therefore, it is more difficult to research what this particular generation would find important during their parenthood. During this project I would like to learn how to design something that is attractive and relevant in the future for a target group that at this moment is not in this stage of their lives yet.

Working for a big, global company

During my bachelor I did an internship at a startup. I had a lot of responsibility and learned a lot from different aspects of starting a new business. The biggest challenge for this company was to enter a (new) market. During this project I would like to learn what it is like to work within a large, global company. Philips already has a large market share, but it is important to remain innovative and to ensure that they maintain this position. I would like to learn from this challenge to stay innovative, but also what it is like to work in the environment of a professional company. I am curious about the obstacles I encounter, but also the things that may go easier within a large company than expected. Through this experience, I hope to be able to make a choice for the future as to what kind of company I think suits me best.

FINAL COMMENTS

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