

Yacht design for the nomad generation

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 22 - 02 - 2022

08 - 07 - 2022 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, ...).

As Bob Dylan sang in 1964; “The times they are changing”. A lyric as relevant then as it is now. Our world has entered a digital era in which the platform economy is employing more and more people. This flexible and versatile way of making a living allows the nomads of next generation to explore the world while staying financially stable.

In this master thesis I am going to research the needs and wants of the next generation yacht owners. Whilst using the strengths of Contest Yachts, the client of this project. Their current client base can change due to the above named phenomena. However it is unlikely that the entire vision on yachts shifts in the coming two decades. Balancing out the possible change to the status quo should lead to a believable but disruptive end result. This project can lead to valuable insights and a long term plan for the client.

Having an experienced company involved in the process will lift the outcomes of this research to a higher level. They also offered me to come in contact with their partners on general ship design and interior design. A great opportunity to gain insights and elevate the project.

I have become rather enthusiastic about this cooperation. However I am aware of the possible difficulties that come with working with a commercial company. It is in their best interest to create USP's and competitive advantage. Doing a futuristic project like this, the commercial success can be unclear at first. Having to convince Contest can be difficult, but I see it as part of my project.

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Personal Project Brief - IDE Master Graduation

introduction (continued): space for images



image / figure 1: Current interior of the Contest 42 CS.



image / figure 2: Vloggers living on their yacht while travelling the world.

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.

The yachting industry can be considered traditional with regards to innovation. Although new technologies find their ways in yachts all the time, innovating can be a costly matter. International regulations and fulfilling the tests that come with these certificates, make minor changes to a ship or its interior unprofitable in the short term. Having a long term vision helps to justify certain innovations and developments.

With this project I will provide a vision that contains certain aspects to develop. The focus of the foreseen end result is an interior layout, deck plan & technology package. Defining the future use and designing for it. By this providing a handle for Contest to follow. Also after the research phase I aim to discuss which aspects or features they see fruitful to further develop.

This project can be seen as a market exploration for Contest. As mentioned, the yachting industry can be difficult to innovate in. It should make them realize the countless possibilities the company has considering the future and how certain events can be used in their advantage. I consider this project a success if it starts a conversation within the ranks of the company. There main question should be 'how' to innovate rather than 'if' to innovate.

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.

I am going to do research considering the needs and wants of the next generation yacht buyers and owners. The end result will be a visualized idea or vision that can help Contest Yachts develop future interiors.

By using the ViP method, I will formulate a future worldview about the use of yachts in 2040. In this worldview the behavior of the target group is predicted. By using the needs that fit the behavior, a list of requirements can be made. A final design proposal that fits these requirements would contain an interior layout and proposed use. There is a probability that some requirements may contradict one another. The goal is to find a solution which suits most needs. In that case I would be open for discussion with my client about their opinion and what would suit them as a company best.

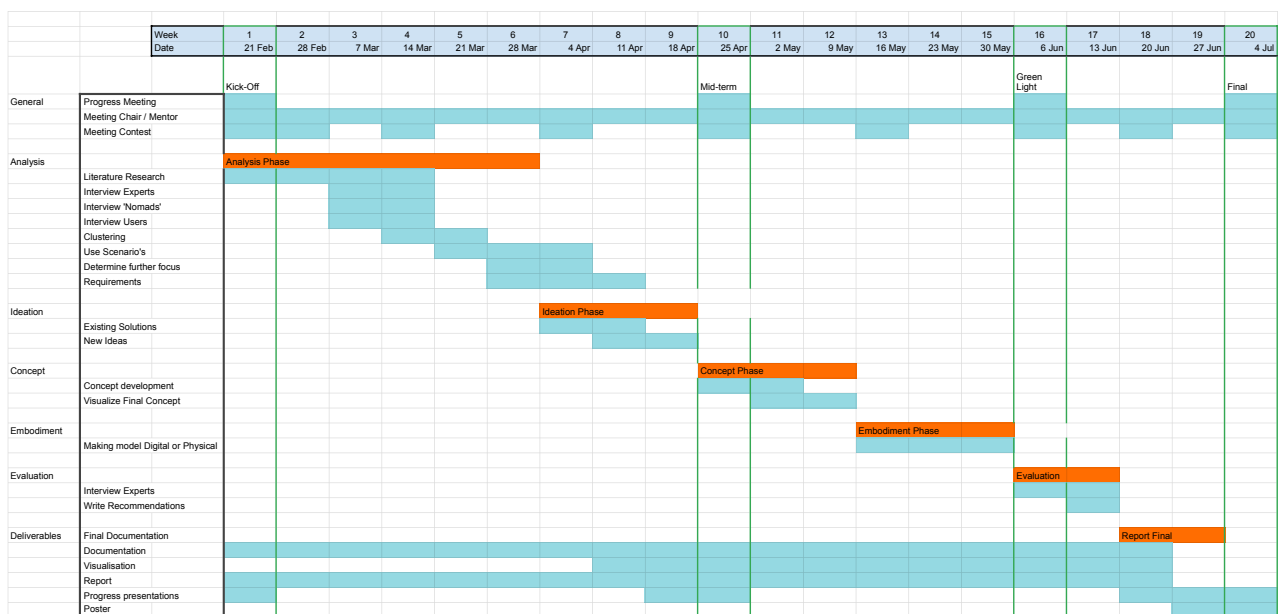
The end result contains a well substantiated visualized vision of future use.

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 22 - 2 - 2022

8 - 7 - 2022 end date



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.

I tailored this project in such a manner that I feel I can show my learnings throughout my time at the university. It is a combination of the things I found most educational, hard and exciting. This project should be an opportunity to explore and challenge myself at the same time.

The specific project, I chose because sailing is a sincere interest of mine. My parents forced me and my sister to learn how to sail. It has since been an activity that I have enjoyed countless times. Having a project that resonates with me, helps me to motivate myself. According to friends who have been graduated, this aspect is a welcome one further in the process. As graduation can be long-winding and daunting.

To remind myself why I am doing this project and create focus in my mental state, I set myself the following personal challenges;

- Complete the project properly within the given planning.
- Keep the involved parties up to date with relevant information.
- Be realistic to myself and the client by proper expectation management.
- Be pragmatic.
- Having fun throughout the project.

FINAL COMMENTS

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