

# **JOSEFINE FUNNEKOTTER**

EINDHOVEN

**8 JUNE 2018**

# **INTERNSHIP REPORT**

# SUMMARY

For sixteen weeks, I did an internship at OWOW - the Omnipresent World of Wizkids, in Eindhoven. Throughout this internship, I focused on developing the competencies Business & Entrepreneurship, User & Society and Creativity & Aesthetics. Another main goal was to improve my professional skills and to gain work experience in the field of design and business.

OWOW makes its own music devices (Products) and is a creative agency for other companies (Projects). I was part of both teams - I took care of the Products logistics and communications, and was a creative brain for design and lead of communications in several projects. This enabled me to develop all three competencies; I combined marketing strategies, graphic design and user behaviour analysis. Collaborating with big clients improved my professional attitude.

By working in a company, I found what position I have in a team. I also learned how to work more efficiently and I know that I would like to set up a company in which I combine marketing, business and psychological knowledge.





# INTRODUCTION

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In this report, I will cover my development as a designer throughout my internship at OWOW - the Omnipresent World of Wizkids. They develop their own music instruments (Products) and are a creative agency for other companies (Projects). Their expertise lies in brand development, product development, graphic design and marketing.

I wanted to gain experience in a “real” job, collaborate with clients and find out what kind of field I would like to work in. I chose to do my internship at OWOW, as it is a young and motivated team, with an inspiring environment to work in. I felt that I was able to get most out of my internship in a small startup, that offers interns a lot of responsible tasks and opportunities to grow.

During my internship, I was mainly responsible for social media, communication and being a creative brain for content, for OWOW and its clients. The report will cover my activities for all different companies and brands, and my development in professional skills, Business & Entrepreneurship, User & Society and Creativity & Aesthetics.

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# ABOUT OWOW

OWOW started in 2012, with Pieter-Jan Pieters' "Sound on Intuition"-project. When he was not admitted to music education, because he was not able to read sheet music, he wanted to create innovative instruments, that would focus on intuitiveness of making music. Pieters' idea was picked up by a variety of music- and design media.

As OWOW became more successful, Pieters teamed up with Robin Dohmen at the end of 2014. OWOW was divided into OWOW Products BV and OWOW Projects BV.

# PROJECTS

Besides creating the music products, OWOW is a creative agency, that does projects for other brands, from small startups to big corporates. They focus on brand- and product development: branding, design and app- and platform development, and marketing (mainly online and growth hacking). The clients are very different, but have one thing in common: they focus on innovation. This is what OWOW stands for and has its strength.

Graduation project  
Pieter-Jan Pieters

2012

2013

Indaba South Africa  
TEDx Eindhoven

Partnering up  
with Robin Dohmen:  
OWOW Products &  
OWOW Projects

2014

2015

The very first  
Kickstarter  
Campaign

Launching MIDIS 2.0  
Kickstarter  
Campaign  
Wiggle Kit

2017



# PRODUCTS

In 2015, the first MIDIS were brought to the market, with a Kickstarter campaign. The MIDIS line, gesture based controllers for digital music, consisted of five instruments: wob, wiggle, drum, scan and pads. They were all influencing or creating music in a different way. The Kickstarter campaign was a big success; within 30 days, almost 500 backers worldwide were supporting the products and OWOW raised a lot of money through this crowdfunding platform.

The MIDIS 2.0 were introduced - a renewed line of the instruments, consisting of only wob, wiggle, scan and drum. There were two different versions: devices and cards. The cards are just the electronics, without the housing of the devices. OWOW offers 3D print templates, to print your own housing. In 2017, the second Kickstarter campaign took place, presenting the Wiggle Kit: a tool for singers, to affect their voice with the wiggle device. Again, the campaign was a success worldwide.

# INTERNSHIP GOALS



## **Marketing, communication and business** BUSINESS & ENTREPRENEURSHIP

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### **Learning how a business is set up and constructed**

I want to get to know how a business is started, what the steps are in setting up a business and how to approach these steps. I want to learn this by analysing and documenting the processes at OWOW and by being involved in steps that are made by clients, such as retargeting or choosing a branding strategy.

### **Learning marketing and communication tricks**

Because I believe that experience is very important in marketing, I want to gain practical experience in having the right attitude in meetings with clients, setting up documents and branding strategies. At OWOW, I will be involved in these things.



## **User Experience Design** USER & SOCIETY, CREATIVITY & AESTHETICS & REALIZATION

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### **Analysing user behaviour and doing research**

OWOW is doing a lot of web- and app design, and therefore, I want to learn how to analyse user behaviour on these platforms. Also, I would like to gain more theoretical knowledge about user behaviour.

### **Making a (re)design, focusing on user experience**

In extension to analysing user behaviour, I want to use these learnings in practice, by making at least one (re)design, for OWOW or a client.





## Acquiring professional skills

### PROFESSIONAL SKILLS

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#### Being able to work and communicate efficiently in a team

One of my main goals, is to become more efficient and to communicate my work fast. In a company this is even more important than at university, as there is more at stake. I will compare the amount of tasks I am getting done within the same amount of time, at the beginning and the end of my internship.

#### Being able to communicate professionally and efficiently with companies and clients

Another important goal, is becoming more professional towards clients, in every way of communication. I will train these professional skills by attending meetings, making phone calls, writing emails.

#### Improving my critical eye

I want to become more aware of errors and improvement points, mainly in graphic design, text, and user interfaces. I will do this, by testing apps, collaborating with colleagues that have more expertise in those areas and documenting my learnings.

## Graphic design

### CREATIVITY & AESTHETICS

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#### Creating graphic designs that are used in practice

I have been practicing my graphic design skills a little bit, throughout my study at TU/e, but I want to create designs (posters, visuals for social media, web design) that are used in practice, for OWOW and their clients.

#### Improving digital 2D- and 3D modelling skills

In order to prepare for future products, it will be useful to train my skills in digital 2D- and 3D modelling. I will be using Adobe programs and 3D-modelling tools to practice.

# ACTIVITIES

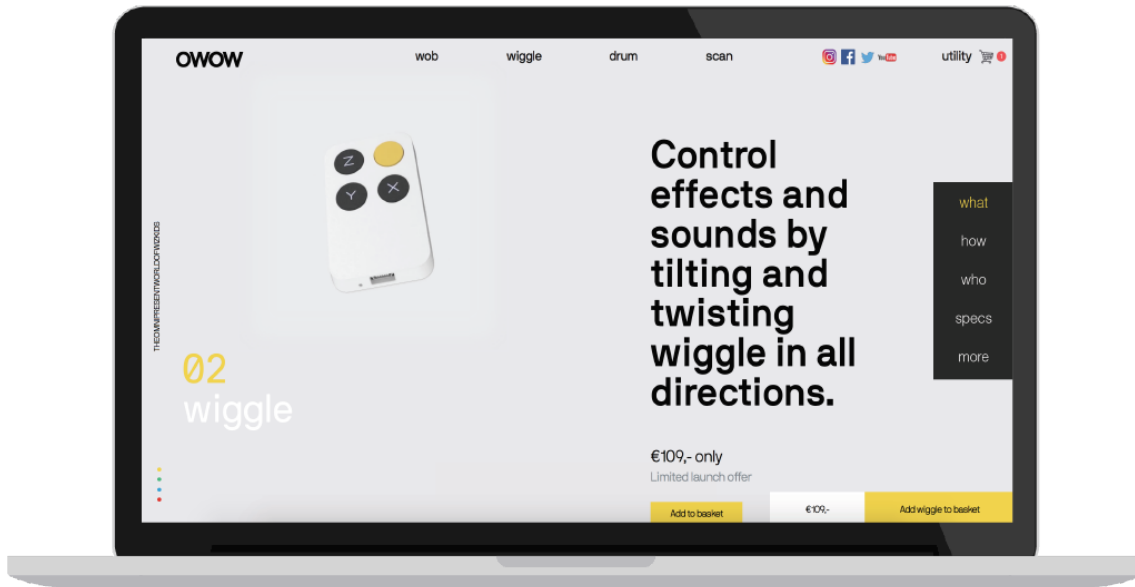
## OWOW Products

### <Website design>

The first project of my internship, was making a redesign for OWOW's website. The main goal was to make the pages about the MIDIS more understandable to users. In this project, many aspects were combined. The target group needed to be defined, heatmaps of the website had to be analysed and I needed to get familiar with OWOW's style and used software.

### PROCESS

- Define the target group  
Important, yet quick, as OWOW had already defined a target group: mainly (young) musicians, professionals and amateurs, that are slightly different, innovative, experimenting.
- Get inspiration from other (similar) websites  
Analysing websites with similar products and very successful companies is useful to find out what works and what not.
- Ask input from UX-designers and other people who were not familiar with the website
- Visualise the concept, in order to reflect on it and get feedback.



After having made the designs, based on what I researched and found, I made some suggestions for the OWOW Products website, on the visual, textual and UX-aspect.

## Personalize your controller

[Download 2.0](#)

Instruments should feel as an extension of you, not the other way around. Therefore we created the utility where you can modify, personalise and re-write all the code on the controllers.

[Explore Utility](#)

## Friendly to your wallet and the environment

[Find out how](#)

## More midis

- drum**  
Midi airdrum stick
- scan**  
Drawing to midi scanner
- wob**  
Vertical-wave midi-controller

## OWOW Products

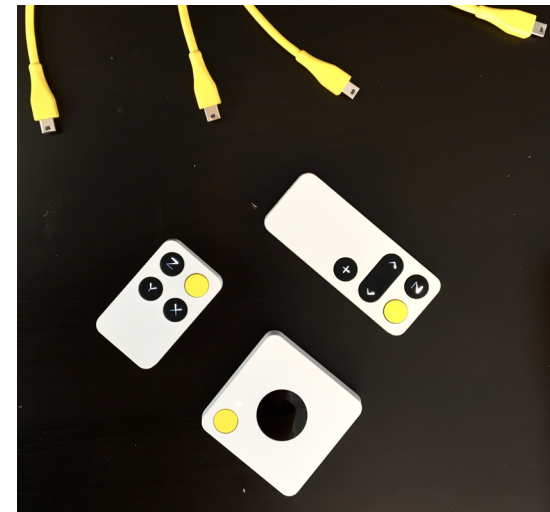
### <Logistics of MIDIS>

One of my tasks at OWOW was to take care of the logistics of de MIDIS. This contained the following:

- Keeping track of orders.
- Testing devices.
- Preparing orders and shipping them.
- Communications with customers.

### <Marketing strategy and social media>

OWOW is expanding worldwide, and is working on a marketing strategy for this. Being completely new to the products, I helped collecting ideas to make OWOW more visible on the map. This was mainly focusing on social media. It is the most important way to communicate with customers nowadays, to become visible in the market and to present yourself as a brand. I got to take care of all aspects of OWOW's social media (monitored by my boss), from taking photos and writing captions to planning/ scheduling and approaching potential partners.



### <Investor Deck and Retailers>

Completely focusing on the business aspect, I got to start setting up a new investor deck for OWOW, including the new Kickstarter campaign. Again, I looked into previous investor decks and used the information given by my boss/coach Robin Dohmen - about the company and about business strategies. With this knowledge, I redesigned the deck, both textually and visually.

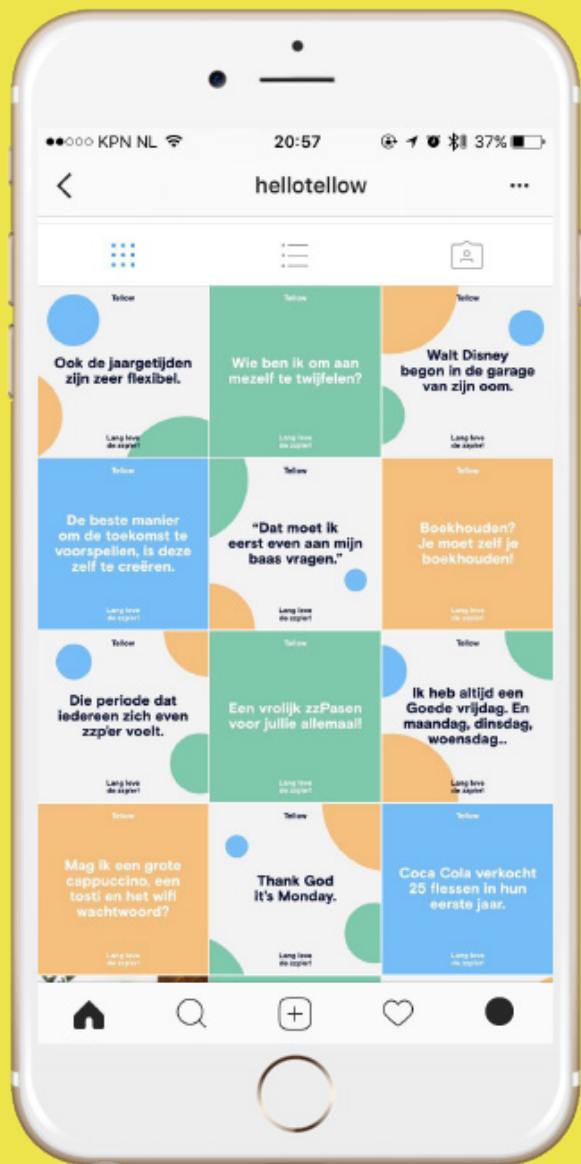
### <App testing>

OWOW created two apps for the MIDIS: the MIDIS app and the Wiggle Kit app. Both are in development and need to be tested continuously. I tested the apps, focusing on the user experience, spelling errors, aesthetic improvements and functionality.



### <Assembly>

The music devices are assembled at the office. Every once in a while, a new stock is made, to have ready for shipping. Along with two colleagues, I went through the process of replacing compartments, assembling the devices, testing them and assembling the packaging. This is a structured process, that involves precision, knowledge and patience.



## TELOW

The first client I got to collaborate with, was Tellow, part of Rabobank. They created a bookkeeping tool for freelancers and bookkeepers. The company is also ran by freelancers. OWOW is Tellows creative office, for web design, UX, marketing, branding and web development. As for OWOW, I worked on a marketing strategy for Tellow, mainly focusing on social media. Because Tellow has a completely different target group than OWOW, it was a new challenge. It was also my first experience with working for a big client.

I made a planning for their social media channels, came up with content for all channels, created a template for Instagram and took care of posting and interacting with people on social media.



## BELGIAN KNOCKOUT

The biggest project within my internship was the Belgian Knockout. The Belgian Knockout is the renewed Belgian Open - part of the European Tour (most important in European golf), which had been absent in Belgium for 18 years. This golf tournament was organised by the family business of my boss, Pieter-Jan Pieters. His brother (Thomas Pieters) is one of the best golf players in Belgium and was the ambassador of this event.

Because it was the first European Tour event in 18 years and they had changed the format to a new, unique one, it was very important to present its image well. It needed to get a lot of (social) media attention, a clear brand identity and it was to change the image of golf.

## BELGIAN KNOCKOUT

The preparations for the Belgian Knockout had been going on for over a year, before my internship started, but I stepped in at the busiest time. Right when I started, I was given the lead of the communications. My tasks were the following:

- The planning of social media, advertising (online and offline) and all other communications
- Creating content for social media and advertisements (photos, videos, graphics, texts, etc.) or outsourcing these tasks, giving clear instructions (managing)
- Communication with partners, media and the organisation
- Creating and conducting interviews



### <Writing press reports & newsletters>

Posting the content on social media and interacting with followers.

It was a very versatile and busy job, that required a lot of responsibility. The tasks mentioned above, were all in preparation of the event. At the event itself, I took care of the social media and helped in any way I could to make the tournament proceed as smoothly as possible. After the event, I wrote newsletters, updated the social media and processed the feedback given by visitors and volunteers.





**we are  
match  
play**

## **WAMP app testing**

OWOW was developing the “WAMP - We Are Matchplay”- app; an application for golfers, to keep track of their scores and being able to share this with others. I was involved in testing the app, throughout my whole internship - after every update and bug fixing.

## **3D modelling MAONO**

At the start of my internship, I also got the task to start redesigning a microphone for Maono - in 2D and 3D. Some examples had already been made and I was to make adjustments; to learn how to do this in Illustrator and Autodesk and to have some fresh, creative, new input for the company.



# LEARNINGS

## <Marketing and business>

One of the most important things I learned in this field, is how to make your product interesting and appealing to your target audience. The choice of words, good photos and exaggerating/highlighting certain aspects, are key elements of the approach. This goes for social media - which is a really important factor, that I will discuss further on.

The same elements are key in setting up investor decks. I made the setup for OWOW's new investor deck, and I was taught the phases in setting up a business and how to structure an investor deck. I did the same thing for a deck that was aimed at possible retailers for OWOW's instruments.

## <Professional attitude>

I am a very honest person, who usually says what she thinks and believes everybody is equal. Working with clients required thinking more strategically about what I said and did. Sometimes, I needed to put aside my need for equality and think of the client's wishes being the most important, despite the fact that I thought they should do things differently. I learned how to position myself; modest, yet powerful and confident. I got this professional attitude in face to face meetings, phone calls, emails and other ways of communication. In addition, I approached experts outside of the company, who could help me give feedback on my work. The motivation to get the most out of my work, has grown and become more professional, too.

## <Communicative skills>

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Although I have always been social, open and able to communicate well, I found it difficult to show unfinished work, or ask for help. I always wanted to show something that I was certain about; I did not want to “fail”. Now, at OWOW, I needed to show the tasks I was doing for the first time and were not at the level I wanted them to be. This made me feel insecure at the beginning, but more powerful throughout my internship. I learned making mistakes can make you grow fast, when you ask for feedback constantly.

Not only did it teach me to let go of my insecurities, I also learned to ask for help and attention more often. I never want to be a burden to anyone, so I tried figuring out most tasks myself. I grew to be more confident in this, because I found that it is very beneficial for the team and for myself - in terms of the productivity, creativity and ambience.

The ability to present myself better, accepting mistakes and coming forward more confident, also showed in my communication towards clients. I felt more confident about what I did, and accepted possible flaws as challenges to learn from.

## <Social media>

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I think social media has a certain image of people being obsessed with photos, likes and comments; of wasting your time and losing yourself on the internet. It does not sound like serious work. Therefore, it felt a little odd to me to say that I was doing a lot of social media at OWOW, for the company itself and for clients.

Though, I found out that social media really is a business on its own. You need to be constantly updated and post relevant content in a way to get as much involvement as possible, to be visible as a brand. Presenting your image, positioning yourself in the market, making sure different types of content are reaching the right people; social media has a huge impact on all of this, nowadays. With paid advertising, targeting and tools, it has become much more influential and complicated.

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## <Social media>

I learned how to manage all the different channels, dividing and planning the content. I also analysed statistics and tested how to get the most involvement.

I found that it has a lot to do with design. You need to be creative to stay interesting and you need to have a feeling for what works, both visually and textually. Also, knowledge of people in your target group is essential (having experience and psychological knowledge, but also being able to analyse users'/followers' behaviour). I was glad to have a coordinating role in this at OWOW; I came up with ideas and let people with more experience in certain fields help me to make the graphics right, improve the idea or adjust the text. The collaboration in these tasks went smoothly and we lifted each other up.

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## <Connecting and managing>

As an industrial designer, you often find yourself in the position of the connector. You usually know a bit about every aspect of a design process (i.a. conceptualising, research, programming, marketing), and are usually more experienced in one or a few fields. Not only is it a good thing to be able to do these things yourself, it is also useful to know what needs to be done and connect the right people for it.

Especially in the Belgian Knockout project, I practised this a lot. Many stakeholders were involved in advertising, and I was the connective factor in the process. I wrote content, implemented the stakeholders' input or requirements, came up with ideas for visuals and let experienced graphic designer colleagues make these. They knew better what worked and therefore, the outcome was better (and the process went faster), while I was learning more about graphic design.

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## <Text writing>

Being responsible for the communication in a variety of projects, text writing was one of my main tasks on a daily basis. I have always loved writing, but my skills became more professional during my internship. This means that I am able to write in a more professional way, but also that I can easily adapt to my target audience and change to a suitable style of writing.

## <Working in Company>

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I needed to find my spot at the beginning of my internship; a new team, mostly male, wondering what my job would be like. I think this phase is really important, because you bump into things you did not expect or that you find difficult. Working in this team has brought me a lot.

I find it less hard to ask for help and get feedback on unfinished work. As I mentioned earlier, at OWOW, I have learned to show unfinished work, that I was not sure of, and ask for help if needed. It helped me to trust that it is good to make mistakes and that by getting feedback, it can only be improved. I have become more confident about myself as a person and a coworker. Throughout my whole internship, I have gotten the feedback that I fit in the company and that my coworkers enjoy my presence and positivity. Also, I was told that they could see a lot of progress in my internship, that I was helpful and valuable. I have become more confident about my work.

At a company, you have to deal with deadlines and commissions for clients, and you need to earn money to keep existing. The consequences of what you (do not) do are “real”, they are bigger than when you are doing an assignment alone at university. You are forced to do your tasks, to practise a lot.

I work faster and more efficiently. Getting more experience in what I was doing, I was able to increase my working speed. Tasks that look me an hour at the beginning, now take me around 20 or 30 minutes. Therefore, I am getting done more in less time.

I know what I do and do not like; what direction I would like to go in. The field in which OWOW is operating, might not be the exact field I want to work in. Though, my position in the team (being the “glue”) suits me and I will probably have that position in future work environments.

I had the chance of attending meetings and events with big clients. I was involved in meetings with clients like Tellow, could attend at an event the size of the Belgian Knockout, and was part of its organisation.

I have built a network. Not only have I learned a lot from my colleagues at OWOW, I could also take a lot from their partners. Because OWOW is working with and for clients, their network is expanding continuously. By working in the field of communication, I was able to expand my own network as well. Especially for the Belgian Knockout, I contacted and met many people in all kinds of (big) businesses, who inspired me and could connect me to other people and jobs in the future.

# INTERNSHIP ~~GROWTH~~



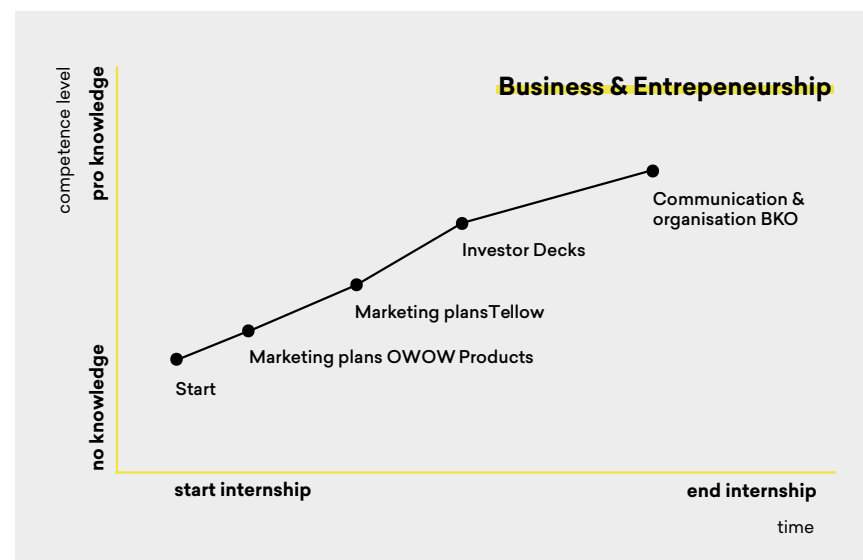
**Marketing, communication  
and business**  
BUSINESS & ENTREPRENEURSHIP

## Learning how a business is set up and constructed

Working in a company and making investor decks, I was explained what steps were taken and needed to be taken, when setting up a company. It also taught me how to approach these steps. For example, approaching retailers, by doing research on matching retailers, having a strong investor deck and pitch about your product.

## Learning marketing and communication tricks

In meetings with clients, creating social media posts and creating investor decks, I learned how position yourself and your brand strategically. Especially how to have a confident attitude, choose the right words and making visually appealing content.





## User Experience Design

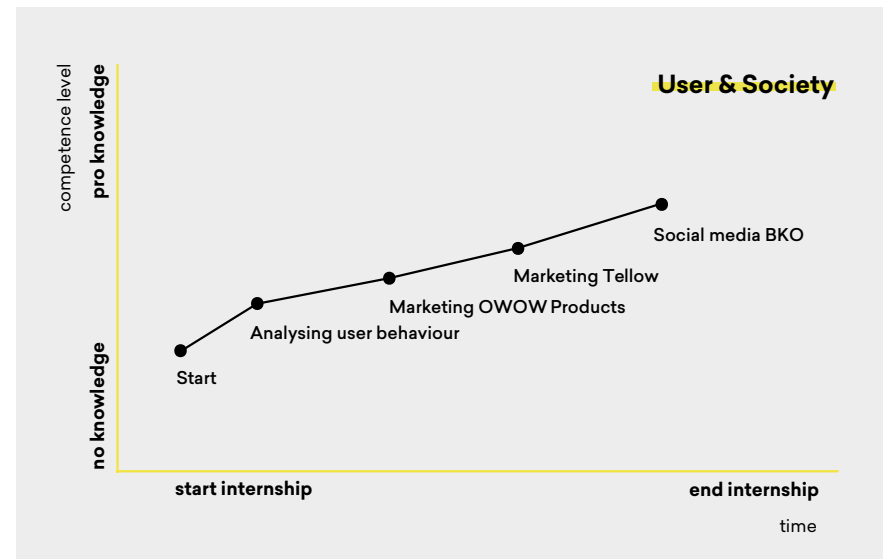
USER & SOCIETY, CREATIVITY & AESTHETICS & REALIZATION

### Analysing user behaviour and doing research

For the web- and app development projects that I was part of, I was able to use analytics software, that provided information about users' behaviour. I have also gained practical experience in testing user interfaces, for big clients.

### Make a (re)design, focusing on user experience

I have not been part of the development team, but supported them in making suggestions for their interfaces. Also, at the beginning of my internship, I made a suggestions for a redesign of OWOW's website.





## Acquiring professional skills

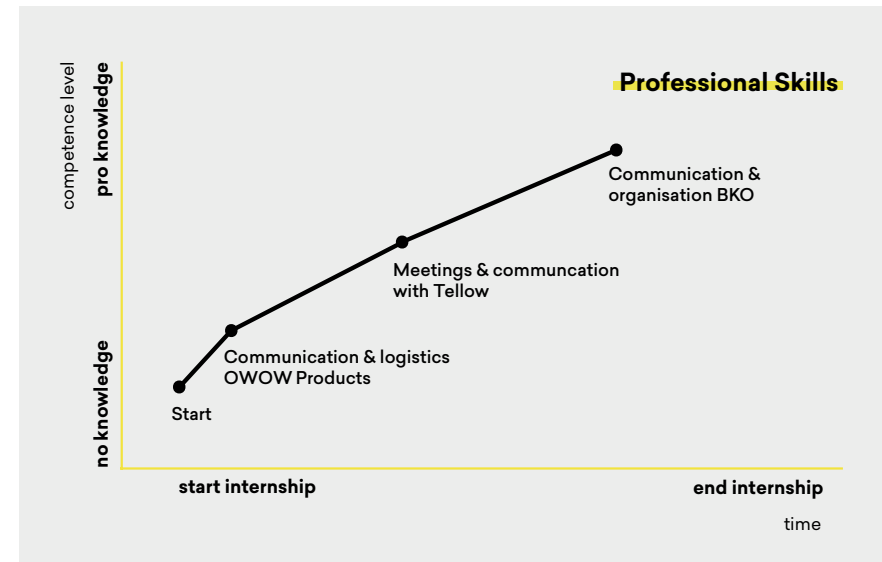
### PROFESSIONAL SKILLS

#### Being able to work and communicate efficiently in a team

The most important factor for my growth in this area, was practical experience. Having to do with deadlines for clients, I was forced to exchange feedback continuously and improve my efficiency. I am getting a lot more tasks done in a shorter amount of time, than at the beginning of my internship. This was also confirmed by my company coach.

#### Being able to communicate professionally and efficiently with companies and clients

I had many face to face meetings, phone calls and wrote many emails to clients. My way of communicating has become much more professional, and as I was growing, it became easier - which made me work faster. I have also become more confident towards (big) clients.



#### Improve my critical eye

Having a critical eye is very broad; you can have a critical eye in any kind of context. For me, the most important aspects were: graphic design, user interfaces and text. Also, by taking care of the logistics and assembly of the MIDIS, I needed to work with precision. This made me work more carefully and critically, too.

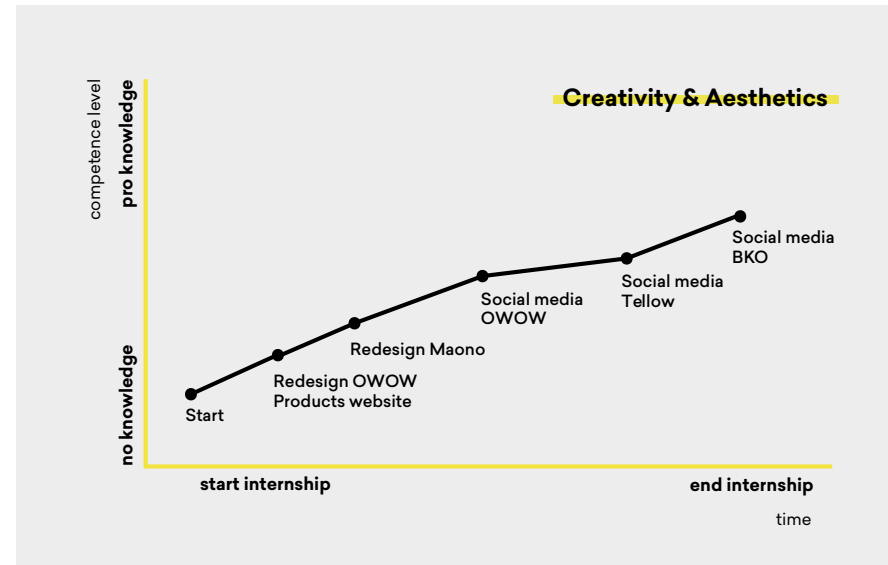




## Graphic design CREATIVITY & AESTHETICS

### Creating graphic designs that are used in practice and improving digital 2D- and 3D modelling skills

I made suggestions for the OWOW website, did 2D- and 3D modelling for Maono, co-designed the visuals for the Belgian Knockout and created visual content for various social media channels. Graphic design was not one of my main tasks, but I was involved in creating graphics. Also making this report, was a good opportunity to learn about graphic design.



# CORPORATE CULTURE

I would describe the corporate culture at OWOW as young, enthusiastic and motivated. Everyone is treated equally, many colleagues are also friends with other colleagues and there's a lot of joking going on between working. The environment (the office) helps create this friendly ambience. We have lunch together every day, which is a nice break from work for everyone. Also, hard work and fun can exist simultaneously. The team consists of mainly men – all between the age of 18 and 33. Almost all team members have the same kind of humour, style, taste in music and other interests.

At OWOW, everybody respects each other, on every level. Everybody is treating each other as equals and expresses appreciation - a very important thing to do in any business. You should definitely give feedback to your colleagues when something is not right or not good enough yet, so they can learn from it, but telling each other you did something well, is just as important. It is a very supportive environment to work in and my bosses do not treat interns any different than they treat each other or any colleague.

The ambience in the team makes it easy to ask each other for help, in smaller and bigger tasks. Although that is a beautiful property of the team, it is a pitfall too. It can make tasks a little chaotic and this causes a decrease in efficiency. Therefore, OWOW does individual feedback sessions about what is going well and what needs to be improved. As an employer, showing trust in your employees, by asking them for feedback, is often beneficial for the workflow and ambience - so this is a very positive property of this company.

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**OWOW // HQ**



# ACKNOWLEDGEMENTS

I would like to thank Pieter-Jan Pieters and Robin Dohmen for giving me the opportunity to be part of their team and for trusting me in responsible positions.

I would also like to thank the rest of the OWOW team, for the support, the feedback and the good times.

A special thanks to Elvina Yuliana, for helping me designing the layout for this report.

Furthermore, I am expressing my gratitude to Bart Hengeveld, for the helpful meetings, and everyone else at university, who supported and advised me throughout my internship.

# APPENDIXES



**NOTE: the goals for my internship have changed, and are therefore slightly different from the goals mentioned below.**

## **Internship Plan PDP - Josefine Funnekotter - 0949863 | s159332**

### **Professional Identity**

A social all-rounder, that is how I would describe myself. I am able to do a little bit of everything and I pick up skills quite easily. Though, my biggest quality is communication. It is what I find interesting and what I am confident about. It goes for foreign cultures and languages as well as in my daily life in The Netherlands. Because I am a “people’s person”, my design is usually user centered.

I am a perfectionist and I want to do my work well. When I have in mind that I want to achieve something, I will do everything to make it happen. Also, I am not afraid to take a risk or two. Teamwork often works for me; exchanging feedback and reflecting on this takes the process to the next level for me.

What I enjoy most about design is the idea that anything is possible and you can make a difference in society. Creative brainstorm sessions, making communicative prototypes (high- and low-fidelity). Although I have experience with programming and data analyzation, I prefer practical prototyping, ideation and interaction with the user. People who know me and work with me describe me as an open, social, sensitive and hard-working person. They say I have some qualities in a lot of different areas and that my people skills are strong.

### **Vision**

In the past few years at Industrial Design, my vision has changed many times and it probably will again. At the moment, I feel comfortable and motivated when I am working in the marketing side of design. I can see myself setting up my own business in the future - I have always dreamt of that.

My goal as a designer is making products that ease the life of human beings, without losing touch with the ‘real world’. I want to create interactive products and systems, in which, if included, technology is not noticeable. People and their needs are always central points of my processes.

I always say that technology is supportive in my designs and that it is not the main focus of what I am creating. Technology should improve my design, instead of being there just because everything is being digitized nowadays. At first, I wanted to make more in the area of healthcare, where technology can play an essential (and life-saving) role. I am still interested in this area, but I realized that technology does not always have to be serious. It can also be integrated in products that are just fun, to make it easier to use them. I want to design for a better physical and mental health, where I find mental health slightly more interesting. Though, they are strongly connected. Fun and mental health are connected as well, so I would like to experiment with designing systems that make people happier and healthier.

### **Motivation internship**

OWOW is a company with a young and enthusiastic spirit. I can relate to their vision and mission - enabling people to make music in a fun and easy way. Apart from creating their music products, they are a creative agency that helps companies innovate and grow. Because music is a really big part of my life, I will be able to use my design skills and I want to learn more about business and marketing, I feel like this is the right place for me.

## Goals for internship

As I stated before, I want to learn more about business and marketing. I have learned some in this area at Industrial Design, but I would like to expand my knowledge and apply it in practice. This means that I want to learn about what marketing tricks to use when approaching a company or promoting products, business models, timing, media etc.

A really important motivation for me to do an internship is that I want to improve my professional skills. The approach you use in emails that you send to clients, giving presentations and how you present yourself as a brand/company/individual; these are things that I will always need in a future career and where I feel like I need to improve. For me, it also includes finding out what my role is in team work; what suits me and where I feel most confident.

In the company, product design is not really present. Interface design is what they do most. Therefore, I want to become better at giving form digitally. This includes designing interfaces, using computer programs, being able to use Photoshop, Illustrator, Premiere Pro, Sketch and such like a natural.

I also want to learn to work fast, efficiently and communicate my work too. I would like to be able to be creative, while not being stuck in one idea for a long time. I think by working in an experienced team, I will become more efficient in my work.

As well as communicating and thinking fast, I want my critical eye to be stronger. I want to be more critical towards my own work and towards others. Working in a team where I will have to give and receive feedback continuously will help me improving it.

## Competencies

In general, the internship will focus on User & Society, Business & Entrepreneurship and Creativity & Aesthetics. Technology & Realization and Math, Data & Computing will not be a big part of my daily activities at OWOW. Therefore, I chose to take a programming course (Intelligent Interactive Products) in the past quartile, so I would still have these competencies at a level high enough for my Final Bachelor Project.

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# Formal approval INTERNSHIP



**Student**

Josefine Funnekotter

**Date** 02/02/2018

**Teacher coach**

Bart Hengeveld

**Period activity**

September / December

February / June

<b>Personal Development Plan for formal approval</b>	<p>Does the choice of the learning activity align with the Professional Identity and Vision development of the student and are his/her choices well-argued?</p> <p>Yes At first glance the internship at OWOW seems to mostly suit your desire to experience an entrepreneurial environment. Try to find ways to use your Internship semester to cover more aspects of your intended Professional Identity.</p> <p>Does the learning activity contribute to the development of the student?</p> <p>Yes [Additional feedback.]</p> <p>Does the chosen learning activity contribute to a balanced development in the bachelor program of industrial design?</p> <p>Okay See earlier remark.</p> <p>Are the goals well formulated?</p> <p>Yes You clearly describe what you expect to learn, but could/should be more clear about why it is relevant to learn these things, preferably in relation to your desired professional identity.</p>
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## Complete the aspects for the chosen learning activity:

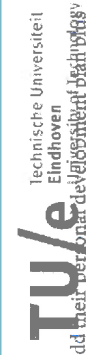
<b>Internship</b>	<p>Does the company profile aligns with the <u>requirements for internships of ID</u>?</p> <p>Okay We have multiple prior experiences with OWOW.</p> <ul style="list-style-type: none"> <li>❖ <i>Doing an internship at one-man businesses is not allowed; unless the company owner is currently teaching at the Department of Industrial Design, Eindhoven University of Technology.</i></li> <li>❖ <i>The company must support development in expertise areas.</i></li> </ul> <p>Does the company coach aligns with the <u>guidelines for internships of ID</u>?</p> <p>Okay See remark above.</p> <ul style="list-style-type: none"> <li>❖ <i>The company coach must hold a MSc. degree in (Industrial) Design or has at least 10 years of professional experience as a designer.</i></li> </ul>
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<b>Exchange</b>	<p>Can the student work on a clearly framed design project or tasks?</p> <p>Okay Not apparent from PDP, but more apparent from personal conversation and prior experiences with OWOW</p> <p>Positive aspects company*:</p> <ul style="list-style-type: none"> <li>❖ Exciting enterprise that touches on different expertise areas</li> <li>❖ Prior experience with ID students and interns</li> <li>❖ Small, dynamic and versatile</li> </ul> <p><i>*Discuss these positive and negative points in the teacher coach meeting and how the student can develop expertise areas that are not covered within the internship.</i></p>
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<b>Exchange</b>	[Description of the program.]
<b>Minor</b>	[Description of the minor.]

<b>Electives</b>	<p>Minor elsewhere in the Netherlands</p> <p>The student needs file a <u>request to the Board of Examiners</u>.</p> <p>What are the chosen electives?</p> <p>[Elective], [Elective], [Elective], [Elective], [Elective] [Generations before 2015-2016 choose 6 electives, later generations choose 5 electives]</p>
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More information: ID.internshipcoordinator@tue.nl /M.M.L.H. Heuvelings MSc



This form needs to be completed and send to the student. In case of an internship as B3 phase one activity, the student has to add their personal development plan (PDP)



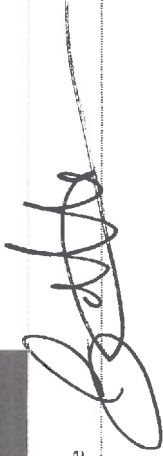
**Approval**

The personal development and chosen learning activity are approved:

Okay

[\*If no, explain why.]

**Signature**



# REFERENCES & CREDITS

Information about OWOW:  
[www.owow.io](http://www.owow.io)

## Credits:

Base web design, WAMP logo and Maono model by OWOW  
Photos of the office by Max de Bever  
Photo of me at BKO by Elvina Yuliana  
Background photo BKO by Pascale Vandewalle

## Icons

**Business:** Gregor Cresnar

**User & Society:** Freepik

**Creativity & Aesthetics:** Freepik

**Professional Skills:** Freepik

Other visuals and photos are created and taken by myself.

