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Internship Report

Algorithmic Perfumery

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'...this company really interested me because it was doing things I never worked with before, AI and perfume.'

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Summary

In this report I will discuss my experiences doing a 4 month internship at Scentronix. A company that makes personal perfume. Before starting the internship I had personal goals why I wanted to do an intern at this company, it was doing something I was not familiar with, it had a deeper layer in its goal and it was working with interactive installations. This connected good to my personal identity and vision. My PDP goals were about AI, interactivity, storytelling and the company environment and I achieved most of them during this internship. Next I discuss the project I was working on, the Scenttable, by first explaining how the interaction works and then reflecting on each part of the table. The most important things I learned were the significance of coding in interaction design, new design skills using a 3D modeling program, dealing with deadlines and finally the importance of a project manager and planning.

Introduction

From 21 August to 20 December I have been doing an internship at Scentronix, an American startup company based in Breda, The Netherlands. They specialize in making unique and personal perfume using complex personality-based algorithms, called Algorithmic Perfumery. The company started as an art project going to expos and festivals such as IDFA, FoST, Phi and Sheffield Doc fest. Here users filled in a reflective questionnaire about their distinct interest and personality. Afterwards the machine would define, calculate, blend and eventually create a unique perfume on site and in real time. The entire experience takes place in the store and they interact, get information and fill in the questionnaire via a web application.

When I started my internship the next step of the company was to make it open to everyone by opening a living lab in Breda with more possibilities and experiences for the users. Here new ideas and interactions could be tested and analyzed. My assignment was to design a new interaction possibility in the store. I worked in the design team with people coming from the Design Academy and also from the master program of Industrial Design. However, when prototyping I had a lot of help from people with other backgrounds such as computer science, electrical engineering and mechatronics.

I will first talk about my goals I set up at the beginning of the internship. Then I will talk about and reflect on my main project the Scenttable. After that I will reflect on my goals and future plans.

Because of a problem concerning the NDA I can only describe and show what is open to the public and my own experiences.

Goals

I had four main goals in my PDP which I set up before my internship. However I had more smaller goals why I chose this particular internship. First I will describe my smaller goals and reasons why I picked this internship, next I will describe my PDP goals during the internship.

Why this internship?

As described in my identity I am very curious about many subjects, and this company really interested me because it was doing things I never worked with before, AI and perfume. Also this company is a very young startup where I could really have impact on the company and not do a tiny project for a very large company for example. The assignment I got was to design a interaction possibility in the store. This came with a good amount of responsibility and pressure and I decided to put myself to the test. The company itself was also known for a hard working environment and I wanted to see how I could handle this.

I discovered in my career at Industrial Design that I am always looking for a deeper layer in design. It can be the story that is being told, it can be the feeling people get or it can be a change of behavior that can be emerged. This company wants to let people evaluate themselves with the personal questionnaire. The deeper layer here is to let people stop for a moment in their busy daily lives and reflect on themselves. Also using scent to capture that specific moment in the user's life I find special. Also the user can keep the perfume safe, smell it 10 years later and because of the strong ability of scent to recall memories can go back in time and relive that moment or personal state of mind. This is to me an example of going deeper with designing a simple interaction, system or service and that is what I want to do as a designer.

Also my interest in big interactive and immersive installations got me excited for this internship. The machine called Algo38 will be placed in the store. It is a fully automatic machine that receives the information from the AI, drops the bottle on a conveyor belt, fills it with the chosen ingredients, drops a cap and prints a label. The users can experience this in real time right in front of their eyes.

PDP Goals

AI
The company works with AI to develop the perfume and a goal is to learn more about this subject because this becomes more popular in the design world. Also I find this subject very interesting and I can use this technology in future projects and in my professional life. At the end of my intern I plan to have basic knowledge about AI so that I can apply this myself in the future.

Interactivity
In this intern my task will be to work on the interactivity in the perfume store, for this I need to work in a team to design a immersive storytelling experience that will be remembered by the users or customers. My goal will be to design a professional, high level user experience and deliver this to my company coach. This because I believe I will focus my design career on interactivity and user experience.

Storytelling
Telling a story with a design does interest me and I want to learn more how I can apply this in interaction design or in design on its own. The internship company aims to develop a new way of storytelling and I always felt I should do more with my designs besides make something nice or convenient. My goal is to learn how to tell a good story in in teraction or/and user experience. I will apply this in my project or task of the intern.

Company environment
Now when I miss a deadline there are not huge consequences (mostly only affect my own grade) but when working for a company and I would miss a deadline the consequences are much bigger. A goal for me is to learn to deal with the pressure of working for a company where missing deadlines is totally not done.

Project Scenttable

The main project I was working on during my internship at Scentronix was the Scenttable. I will describe this project by first explaining the customer flow of the interaction with an explanation of the general design of the table and then I will be reflecting on different parts of the Scenttable.

Flow of interaction and explanation of design

The user begins the experience with filling in a reflective questionnaire on their phones using a web application. When the user is done the machine produces the first 3 perfumes in separate bottles. The user will link a tray to their personal account by scanning a QR-code or filling in the name, both visible on the tray. The tray is used to help carry up to 13 bottles around and there is place to put down your phone as well. Now the user will walk with their tray consisting of the first three bottles to the Scenttable.

The tray is made to keep a phone and up to 13 bottles in one place. The base is from wood where the phone holder and bottle holder are both attached to. The phone holder is a flat piece of rubber to keep it from sliding off with a part carved out of it where the QR-code and the unique name is visible. The bottle holder is a levitated piece of wood with 9 holes where the user can place the bottles. It is also possible to put 4 more bottles in between the original 9 bottles.

The tray with 5 sample bottles.

The table consist of a grid of 38 Scentdomes. The Scentdome is a homemade object from gypsum with at the base of the shape a dome where the user can smell the scent of the ingredient. Gypsum is a very porous material so it can hold the perfume for a long time. At the top of the Scentdome is a wooden disk with an icon engraved at the top. Under every Scentdome there is a custom glass test tube that contains one of the 38 ingredients of the machine. Underneath the Scentdomes there are 2 separate dotted lines of light. When no one is interacting at the table the lights will display a nice animation with fading and changing of color.

The frame of the table is made from aluminum profiles. The top plate of the table is made from acrylic material to hide the technology but let dots of light go through. The test tubes rise a little bit from the acrylic plate so that the Scentdomes can't shift around. At the bottom right side of the table are two little corners that define the placement of the tray on the table. Above that is a tablet in a frame that shows the plan of the table. The plan displayed on the big screen helps to navigate the user. The plan is a grid of icons with the name of the ingredients. The icons on the screen corresponds with the icons on the Scendomes so the user knows which ingredient they are picking up. Inside the table is all the technology with a bottom plate underneath it.


Top view of the table containing the tray, Scentdomes and bigger screen.

When the user puts the tray on the designated spot on the table it will be linked to the user.

The light animation will stop and the user will be welcomed on the bigger screen. Now on the web application the user arrives at their personal dashboard. Here the user can select one of the three generated perfumes. When selected, the user sees information on the web application about the composition of the perfume. All of the ingredients that are in the perfume with the amounts are displayed. Similarly the bigger screen also shows the amount per ingredient on the plan.
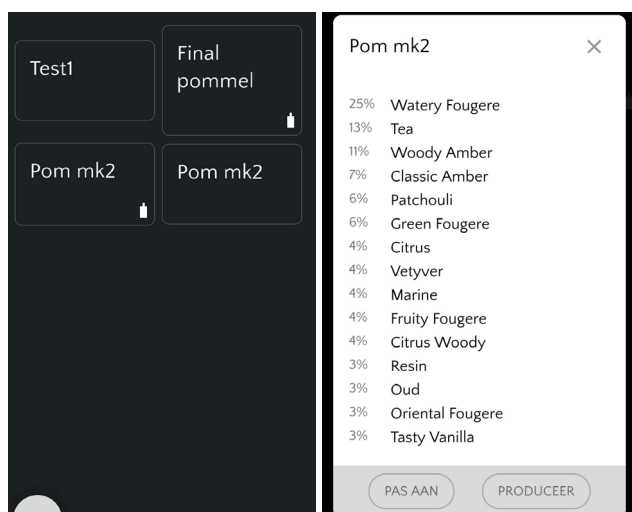
Sceenshots of the dashboard and perfume ingredients.
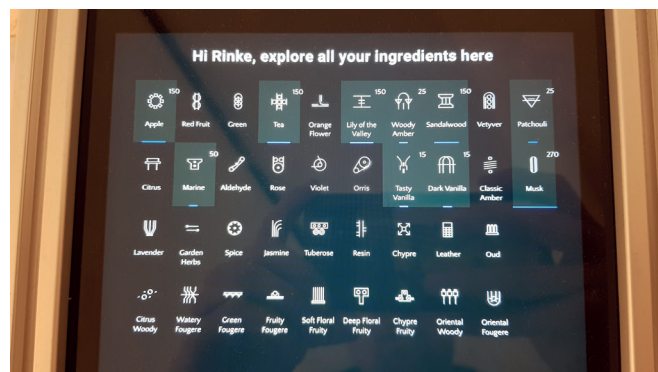
*Picture of the bigger screen of the table when a perfume is selected.*

Not only on the screens but also the table will visually display what ingredients and the amounts are in the perfume using one of the dotted lines of light. More visible dots corresponds to a high amount of that particular ingredient. So if a lot of dots appear at ingredient A, the amount of ingredient A in the perfume is high. Or it is possible that ingredient B has no

dots, that means there is nothing of that ingredient present in the perfume. So on and so forth. The user can select the other generated perfumes and the tables will change to the composition of the other perfumes. Here the user has a clear and visual overview of the composition of their perfumes.

Example of a visualization of the composition of a perfume.

The user is free to pick up any Scentdomes and smell the ingredient. When the user picks up a Scentdome a description of the ingredient appears on the screen. Simultaneously, the second dotted line of light will illuminate to give feedback that a dome is picked up. This light will stay on until the Scentdome is placed back on its place. To ensure that every Scentdome is placed correctly to avoid contamination this light will turn red if the Scentdome is placed on the wrong place. At the same time the light at the correct spot will start to blink to communicate that the Scentdome has to be placed there.
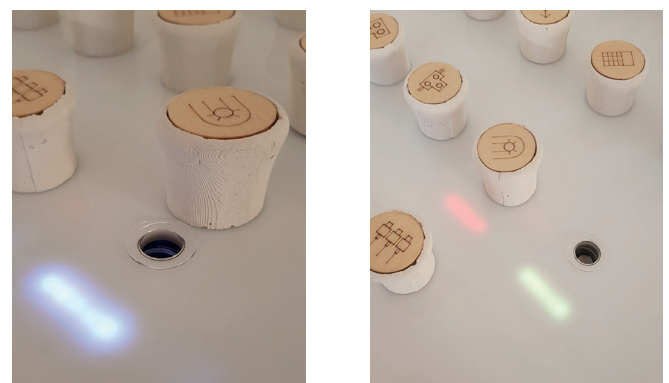
The image on the left shows the visual feedback when a Scentdome is picked up. The image on the right shows the system that ensures the Scentdomes are placed on the right spot.

The next part of the experience is that the user can now tweak their own formulas to their own liking. The experience will provide them with a maximum of 5 perfume samples so the user can generate 2 more samples. The user can pick one of the perfumes on the web application and tweak it by changing different parameters. While the user is tweaking, the table will respond to this by visually showing for each ingredient if it decreases or increases the amount. The dotted line of light will show red or green at the end which translates to an increase or decrease of the ingredient in the composition of the perfume. During this part of the experience the user can still pick up and smell all the Scentdomes to judge if they want that decrease or increase. When the user is content with the new formula they can produce their fourth perfume sample. Finally they can tweak their last perfume and the user can even tweak the tweaked formula again. If the user is still not happy they can order extra bottles to tweak as much as they want.

Screenshot of the tweaking panel with the different parameters.

Reflection

I worked on almost all of the aspects of designing and realizing working prototypes of the table and helped deliver three of them which are now operational in the store. I worked on some parts more than others but I learned a lot from all the people who I worked together with. I am not allowed to go in depth so I will reflect on several parts of the table and what I learned from working on those parts. Next I will reflect on the overall process and other activities. Unfortunately I cannot show pictures of the process, only of the final design.

Coding

At the start I worked a lot on the technology side of the table. We needed a proof of concept before we could go further in making a bigger prototype. Here I got help from another intern who studied computer science and a colleague who was specialized in electro engineering. At this part I learned a lot about the importance of coding. I found out that my knowledge of coding was way too small to be able to make a nice interactive experience and I really valued his help with writing and testing the code. I tried to have as much knowledge about the code as possible and we often sat together and he explained to me how he would approach the things we were working on. I learned about the use of classes, states, pointers and a lot more. It was a very complicated system so eventually I could not keep up but I learned to value the importance of coding. I want to be able to do more with code in the future, or at least be able to understand the global idea of how the code works. I learned that code is very important in making an interactive installation with feedback and feedforward.

Electronics

The electronics that we used were new to me so I learned also a lot about how these electronics worked and how to set them up using different cables and connectors. I did a lot of soldering of the different parts for in the table and learned to do that nice and clean. Also I became very

careful when wiring the electronics after burning some parts. Because of that wiring problem I learned that when you work with parts that can easily break and often need replacement it is smart not to solder them directly but to always use headers. Try to make maintenance as easy as possible for yourself, this will save you time in the future. Also you can never expect technology to work straight away and the entire time. Testing is essential if you plan to build a system that is designed to work for long periods of time. When something does not work as you want I learned to structurally search for the problem. Make a list of where the problem can come from, such as code, hardware or cabling, and check them one by one until you find a problem. Important is here that you also have to write down what you checked and what the outcome was.

Trays

The design of the tray was my first real designing challenge of the internship and I found it was quite difficult. This was the first time I was designing an object that needed to look good rather than designing a concept or interaction. In my previous projects I was always designing a bigger object that was interactive and the interactivity had priority. I was never really focused on form giving and materials. After much iteration I learned that I was designing an object without focusing on the user and its functionality. I then changed the strategy by doing user centered design which after user testing gave me a lot of insights on how to design the tray. Here I learned again that when you are designing something for a user, testing is crucial to find opportunities or weaknesses in a design.

Scentdomes

In this process I learnt that if an tangible piece of interaction is being designed you should start making things. Conceptualizing about it without the ability to hold it in your hands is not the best way to do it. In the future when designing something the user is going interact with in a tangible way I will explore and ideate by making

things. When doing this I will get a better idea on how it feels.

In the ideation process of the Scentdomes I have made a lot of 3D drawings and models using Fusion 360. I had no experience with 3D modeling and I think it is one of the most useful skills to have when designing. I learned with the help of the internet and my colleagues how to make basic shapes and how to print them using a 3D printer. This skill helped me throughout my internship and will help me with future projects a lot.

In this process I also learned to put some sort of story behind a shape. In my career at Industrial Design I did not really do a lot of research in designing a shape of such a small thing, like I said with designing the tray. My first and second projects were big interactive installations where I did not do a lot of small form giving or thought about the aesthetics. But in this process I really learned that it is important and also fun to put a story behind every part of a design.

In the production process of the Scentdomes I learned a lot about material and production. We experimented with different materials and ways to produce them in the most cost and time efficient way. This was the first time for me working with these materials and setting up a production of a lot of products, we had to make around 120 of these domes in a short amount of time.

With help from a UX designer and a graphic designer I designed the icons on top of the Scentdomes. The icons represent shapes from the machine and it was fun to make them because suddenly I was doing graphic design. It also taught me to look very minimalistic at shapes and look for lines and patterns. Realizing this on the computer I learned a lot of new skills and tricks in illustrator which are very useful for future projects.

Table

I increased my 3D modeling skills during the design of the table. In Fusion 360 I have made the entire design in 3D with all the parts including the electronics. This was really helpful when defining the spacing and checking if all the electronics fitted. When everything was drawn on the computer and fitted we could produce it and assemble it.

In producing the tables I learned about planning the production of parts by external businesses. Timing is very important and that is what I learned here. Internal work and external work can go parallel, that seems very straight forward but I struggled with the planning. Because we had a close deadline it was very important to calculate the delivery and production time of external work in the planning. I learned to be very proactive in contacting businesses and also try to just call more to businesses to ask for advice or help instead of looking it up on the internet or sending them an email.

Also my building skills have increased a lot. Building the frame of the tables and assembling the electronics have increased my knowledge about different tools, materials and machines I can use for building future designs.

Interactivity

A thing I learned here is to design for people that make mistakes. Always keep in mind that people will not understand something or do everything right straight away. Users need intuitive feedback and feedforward to make a design easy to use and to make less mistakes. However, people always can make a mistake so that is why we designed the placement system for the Scentdomes using the lights.

A second thing I learned that it is important to define where you want the attention of the user to be. At our system we have 3 places where the user can interact, their phone, the screen and the table. I learned to critically think about what

you want to show on each screen and on the table and why you want to show it there if you choose to have multiple screens.

I helped the UX designer a little bit with brainstorming about a wireframe for the web application when the user was interacting with the table. I also ideated and helped prototyping an UI for in the bigger screen of the table. I learned here that user interfaces can easily become very complicated with too many options and buttons. When designing such interface it is helpful to get a good overview of the flow of the user by making a roadmap of all the different routes the user can take in the interface. I also learned to really know the different user groups that are going to interact with the application and that you even can design multiple user interfaces that fits with different user groups.

When ideating for the animations for the table it was too hard for me to actually code it in the table to see how it looked, however I wanted to see the animations I came up with to iterate on them and show it to my colleagues. Learning to use After Effects I could fake this by animating on top of a picture and then the coders could realize this on the table.

Overall process and experiences

During the process of designing and realizing the Scenttable I had help from more and more people with different specializations. At the start I worked mostly with one or two other colleagues but when the design got more complicated more people started working on it. There was not really a project manager that planned meetings and was keeping up with all the different aspects of the table so we lacked structure and planning. It felt sometimes that we were all working separately on the same project instead of working together on it. I had a lot of production tasks and did not have time to also manage the entire project. I learned that it is very important to have somebody on the team that has a good overview on what is happening on every different department. A design man-

ager that plans in meetings and sets deadlines for the graphic, UX and UI designers, producers and coders so everyone is keeping up with the process and is also involved with the process of colleagues.

When the project became more complicated at the end I had to think about many different parts of the design. This led to me sometimes getting lost in tasks I had to do. Planning and having good overview of your tasks is very helpful. At the end of the internship I learned about a new planning system called the Scrum method which helped break up the bigger project into smaller daily tasks. It was very visible in the workplace using colored post-its and there was an overview of what everyone was doing. This helped getting more structure in the process which I liked a lot.

In a startup company investors are very important for the sake of keeping the business alive. Unlike an existing and fully operational design company that is self-sustainable, startups need to find investors that are interested in the project or company. This can give a lot of pressure to the deadlines of prototypes and can even define the deadline.

A more personal thing I learned during this internship was dealing with the stress and responsibility I had working for a company. Also with dealing with the pressure for delivering a deadline. I worked very hard during my internship, making over hours and working through a weekend to make a deadline. In the final 2 weeks of the internship there was a lot of pressure on the delivery of another deadline and I was both managing and designing. Due to wrong planning on my side I had a lot of tasks to do which gave me a lot of stress and I simply could not cope with it. I became ill in the last week of the internship. This taught me to ask for help on time, because I could not both manage the tasks that had to be done and do my own tasks at the same time. If I had let my coach know that there was too much to do for the deadline and I needed help it might have gone differently.

PDP goals

AI
I learned that working with AI on the level of the company was out of my league and I was very busy working on my own project. This results in me not achieving this goal because I have not worked with it. However, I have grown interest in AI and learned about generative design which I like a lot and is much more accessible, this also uses AI to generate the aesthetics of design and I like to learn more about this. Also I decided to choose an elective in my last semester called Intelligent Interactive Products where I will be making a self-learning algorithm to learn more about AI.

Interactivity
This goal I did achieve by delivering three working prototypes of interactive Scenttables to my company coach. As described before I had a lot of help and I discovered the importance of coding when designing this interactive experience. I learned I would like to train myself to have knowledge about as much of the aspects of an interactive system so I decided to follow an elective called Creative Apps where I will learn how to build a working user interface. This will be very helpful for my goal in becoming an interaction designer.

Storytelling
Finding stories behind shapes and graphics was very fun and excited to do. I applied this with the design of the Scentdome and the design of the icons so I can say I have achieved this goal. I think it makes a design more interesting and gives it meaning. With a story behind a design I learned that you can also ground the decisions that eventually shaped the design. For example the functionality of the icons on the Scentdomes and the story behind them that they are derived from shapes of the machine makes them fit in the scene. Mixing the story and functionality makes it in my opinion a solid piece of design.

Company environment
I can say I have achieved this goal because I have learned how to deal with it in the future as I already described this in the section overall process and experiences.

Acknowledgements

Appendices

See the next pages.

Internship

Student	Pomme Cornelis Ezra Smit	**Date** 02/07/2019
Teacher coach	Joep Frens	
Period activity	☒ September - December	☐ February - June

Personal Development Plan for formal approval	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?	Yes Student has interest in interactivity and the intern/project/task focusses in interactivity.
	Does the learning activity contribute to the development of the student?	Yes Student learns to deliver for company, works in a creative environment and has a fitting project/task.
	Does the chosen learning activity contribute to a balanced development in the Bachelor program of Industrial Design?	Okay The company fits in the five competencies, the student can develop these from this intern.
	Are the goals well formulated?	Yes [Additional feedback.]

Complete the aspects only for the <u>chosen</u> learning activity:

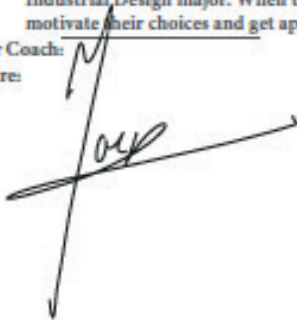|		
Internship (worth 25 ECTS) (requisites: P1, P2, P3)	Does the company profile align with the <u>requirements for internships</u>?	Okay The company shows excellence in all of the five competencies. C&A: Very creative company which started as an art project. T&R: Company builds large perfume installations/machines. U&S: The company creates an unique perfume for every user. B&E: Like mentioned before, the company started as an art project but they now started a business M,D&C: The installation uses AI to generate the personalised perfume.
	❖ *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.* ❖ *The company must support development in several expertise areas.*	
	Does the company coach align with the <u>guidelines for internships</u>?	Okay Was a teacher at Avans CMD in Breda and has more than 10 years of experience as a professional designer.
	❖ *The company coach must hold a MSc. degree in (Industrial) Design or has at least 10 years of professional experience as a designer.*	
	Can the student work on a clearly framed design project or tasks?	Needs improvement Student needs to speak to his company coach about this, the rough area was designing a new way of interacting in the retail store.
	Personal Development Goals (minimum 1 - to include on Assessment form as well)*:	
	❖ Design an interactive experience	[Learning goal.]
	❖ AI	[Learning goal.]
	❖ Storytelling	[Learning goal.]
	Discuss goals and positive and negative points in the coach meeting to guide how the student can develop expertise areas that might not be covered within the internship. The same goals will be included in the assessment form at the end of the internship.	
Exchange (worth 25 ECTS) (requisites: 100 ECTS when the student leaves on exchange)	Name Exchange University and Department	[Name exchange university and department]

More information:
This form needs to be completed and signed by the teacher coach. In case of an internship as activity, the student has to add their personal development plan plus this form signed by the teacher coach to the appendix of their internship report. In case of an exchange, the student needs to deliver (a copy of) this form to the International Office at the Department of ID.

Minor (worth 25 ECTS) (requisites: BoE approval for free minor)	Minor at Department of Industrial Design at University of Twente; or at the Department Industrial Design Engineering at Delft University of Technology. (No other departments at these Universities or other Universities in the Netherlands are allowed without permission of the BoE.)	[Name University and Department where Minor is done.] [Elective], [Elective], [Elective], [Elective], [Elective]
	Minor at a University elsewhere in the Netherlands	[Name University and Department where Minor is done] [Elective], [Elective], [Elective], [Elective], [Elective]
Electives (worth 25 ECTS)	What are the chosen electives? *In case a student chooses to do more than 15 ECTS worth of electives outside of the Department of Industrial Design, the student needs, next to the formal approval of the coach, to file a request to the Board of Examiners.*	[Elective], [Elective], [Elective], [Elective], [Elective] [Generations before 2015-2016 choose 6 electives, later generations choose 5 electives]

Approval	The personal development plan and chosen learning activity are approved by the coach**: **Provided the request is granted/supported by the BoE.*	[Select answer] [When the answer above is no, please explain why.]

Please note:

- For exchange and activities that take places abroad it is strongly advised to consult the exchange coordinator for arranging insurance and because there might be opportunities for receiving a scholarship. Please be aware that exchange students need to be nominated by the exchange coordinator.
- For an internships it is strongly advised to contact Annaluisa Franco (Internship Coordinator) for arranging your internship details.
- For all B3.1 options: In total students are allowed to choose a maximum of 45 ECTS of courses outside the Industrial Design Department next to the Industrial Design major. When they would like to choose more than 15 ECTS of electives outside the Industrial Design department, they have to motivate their choices and get approval of the Board of Examiners (next to the formal approval of the coach per this formal approval form).

Teacher Coach:
Signature:

More information:
This form needs to be completed and signed by the teacher coach. In case of an internship as activity, the student has to add their personal development plan plus this form signed by the teacher coach to the appendix of their internship report. In case of an exchange, the student needs to deliver (a copy of) this form to the International Office at the Department of ID.

TU/e Technische Universiteit Eindhoven University of Technology

Personal Development Plan

Pom Smit
1258982

Identity

I consider myself as a mind person, or a thinker, I analyze a lot before doing something and I want to have knowledge about a lot of subjects going from history to nature to space engineering which makes me very eager to learn, curious and an explorer.

I am open to different ideas and opinions than my own and I like to listen to people, observe them and learn from their ideas and insights which I did a lot while traveling through Australia. There I had a lot of conversations and experiences with a lot of different people which taught and inspired me a lot.

Because of these skills I think I am good at informing myself about a problem and finding many possible solutions to solve this particular problem. This makes me good at ideating and brainstorming, but I can also apply these characteristics throughout the design process when changes have to be made after the validating and testing part of the design iterations.

All in all, I never want to stop learning. New subjects always interest me and I spend a lot of time and energy researching and analyzing these subjects.

Vision

I think design and technology can be used to teach new things and ideas to people. I never want to stop learning and I want to keep people curious, like me, about new ideas and opinions using my designs.

Interactivity in a design or installation can immerse the users and transport their minds to a different place. Using this immersion and interactivity the user can fully focus on the goal, the story, or the underlying meaning of the design.

This immersion and interactivity can be done with all the senses the body has to offer, not only using a screen with words but rather using tangible displays. Here the users can hear, see and feel feedback which is to me more valuable and helps people to focus and learn.

At the same time I also think design can be used with the goal to change the behavior of the users. It can not only inform people about a subject but also activate people to do something after experiencing the design.

Goals

Design an interactive experience
In this intern my task will be to work on the interactivity in the perfume store, for this I need to work in a team to design a immersive storytelling experience that will be remembered by the users or customers. My goal will be to design a professional, high level user experience and deliver this to my company coach. This because I believe I will focus my design career on interactivity and user experience.

AI
The company works with AI to develop the perfume and I would like to learn more about this subject because this becomes more popular in the design world. Also I find this subject very interesting and I can use this technology in future projects and in my professional life. At the end of my intern I want to have basic knowledge about AI so that I can apply this myself in the future on a small scale.

Storytelling
Telling a story with a design does interest me and I want to learn more how I can apply this in interaction design or in design on its own. The internship company aims to develop a new way of storytelling and I always felt I should do more with my designs besides make something nice or convenient, such as telling a story. My goal is to learn how to tell a good story in interaction or/and user experience. I will apply this in my project or task of the intern.

Work for a company
Now when I miss a deadline there are not huge consequences (mostly only affect my own grade) but when working for a company and I would miss a deadline the consequences are much bigger. A goal for me is to learn with the pressure of working for a company where missing deadlines is totally not done.

References

All images are made by myself.