

WELCOME TO MY
READING GUIDE

JUSTIN VEENHUIS

VERSION CONTROL

VERSION 1.0 - 28-9-2024

FIRST DRAFT

VERSION 2.0 - 7-11-2024

ADDED: HOW TO USE, FAST FASHION PROJECT, REFLECTION

VERSION 3.0 - 22-12-2024

ADDED: PASSION PROJECT, UPDATED REFLECTION, FAST

VERSION 4.0 - 7-1-2025

CREATED FROM FIGMA TO ADOBE ILLUSTRATOR

VERSION 4.1 - 17-1-2025

FINISHING TOUCHES PASSION PROJECT + LINKS

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INTRODUCTION



**HELLO I'M
JUSTIN VEENHUIS
HBO-ICT MEDIA SEMESTER 3 STUDENT**

ABOUT ME

Hello, I'm Justin, 19 years old and after this semester I will have completed my second year at Fontys.. I am a motivated, hardworking and social student. Current goal is improving my abilities so that I can make better media products and become a better webdesigner/developer.

STRENGTHS & WEAKNESSES

I feel like my strengths lie on the things that I enjoy doing such as webdesigning in figma and developing them with HTML and CSS. I am trying my best at improving my JS skills for the semester and I have been trying and testing. My biggest weakness is procrastinating since I tend to start a bit too late on my work and I get in a time crunch as a result.

BIGGEST GOAL CURRENTLY

My biggest goal right now is improving my webdesign and development so that I can keep up with my internship company and later be able to be on the same level in terms of skills as them.

HOW TO USE

THIS GUIDE, WEBSITE AND GITWIKI

READING GUIDE

Firstly, this reading guide is a short document that will warm you up for my portfolio website. It contains a short description of what I did, with the focus on the group project and later the passion project. At the end there are links to the website and the gitwiki's where I go more in depth on the Learning outcomes

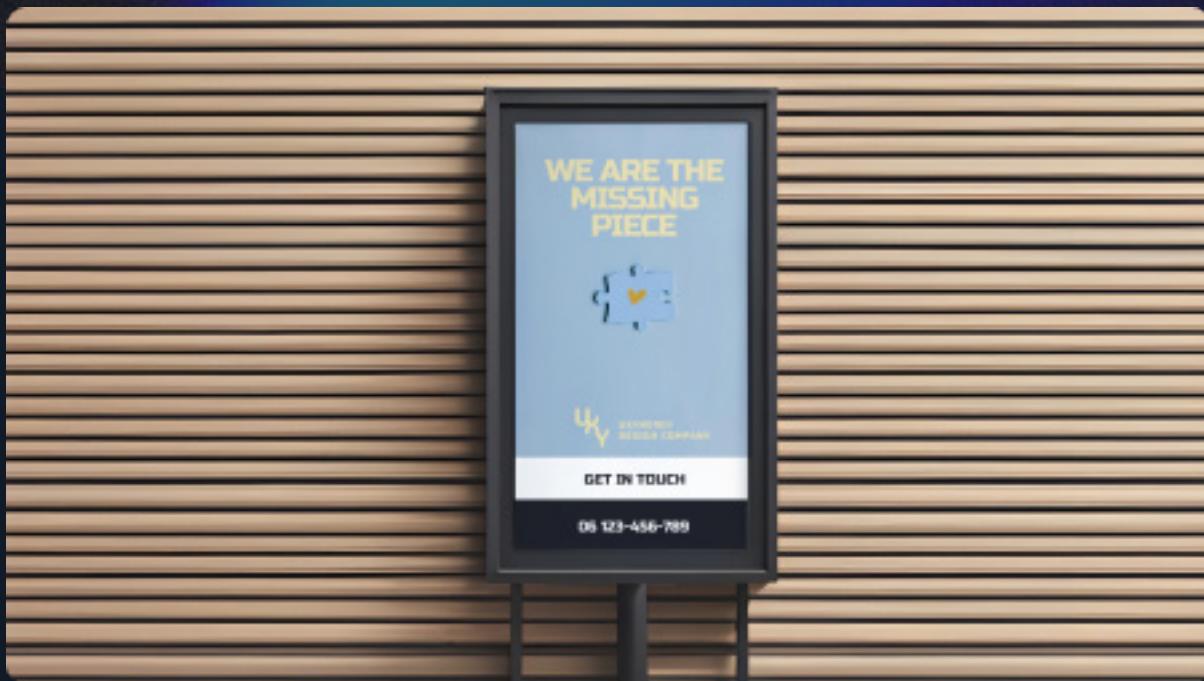
WEBSITE

The website is one step bigger than this reading guide. It contains a medium-sized description of what I did, with links to necessary documents and to the detailed information inside the gitwiki.

GITWIKI

The website is one step bigger than this reading guide. It contains a medium-sized description of what I did, with links to necessary documents and to the detailed information inside the gitwiki.

UXYNERGY



Before choosing our client, we had to create a brand identity for our studio. We went with UXY, short for UXYNERGY. This is our { [brand document](#) } which we worked on as a team.

- ⚡ Me and Minh worked together on the brand guidelines. Inside the { [brand guidelines](#) } you can find our studio colors, typography, our icons and way of using our logo as well as mockups to
- ⚡ Me and Minh also worked on our { [pitch \(video\)](#) } ← open link then view raw and the download starts. [This link is for share-point](#), might not work. in which we presented ourselves to the client. visualize our brand in the real world.

FAST FASHION

NIGHT OF THE NERDS

We have had companies come to R10 to pitch their company and project. I love the amount of variety that we get between projects.

INTRODUCTION

We got a chance to work together with Night of the Nerds and received the challenge to make Fast Fashion less attractive amongst teenagers aged 15 - 17 years old.

PLAN OF ACTION

Whatsapp is our main form of online communication together with Teams to keep all of the documents. To keep track of our sprints and progress we use Trello, have stand-up meetings regularly and hold a retrospective at the end of each sprint.

DOUBLE DIAMOND

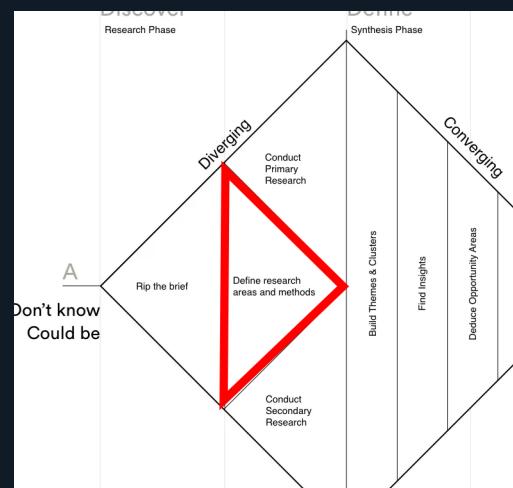
DISCOVER PHASE

We started by defining what the problem was. We prepared interview questions for our client and had a meeting with her. We brainstormed by doing brainwriting and a lotus blossom.

FAST FASHION

NIGHT OF THE NERDS

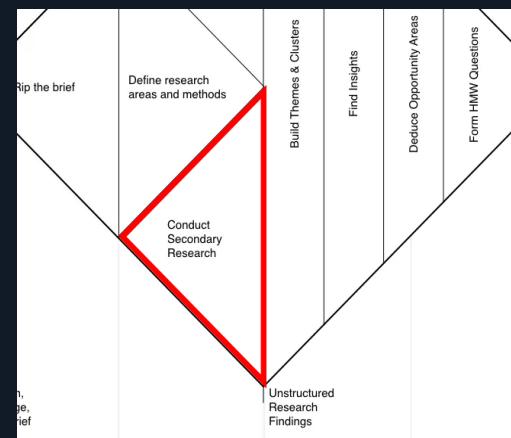
⚡ I defined a general guideline of which research methods and areas that we will be doing. In the { [re-search plan](#) } you can find which research areas and methods we will cover in each phase of the Double Diamond.



After brainstorming we split up the group in two groups of two and one of three people and each group conducted research and created a concept of their idea.

Me, Minh and Sander worked on the idea of a fun, yet educational game about fast fashion.

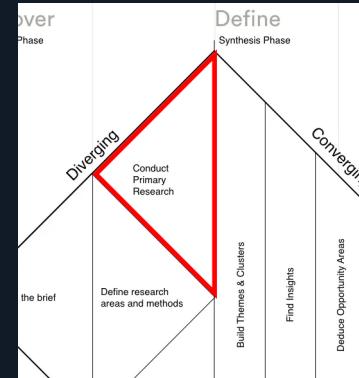
⚡ I did secondary research on gamification and analysing Duolingo. Inside the { [Competitive Analysis](#) } you can find my findings.



FAST FASHION

NIGHT OF THE NERDS

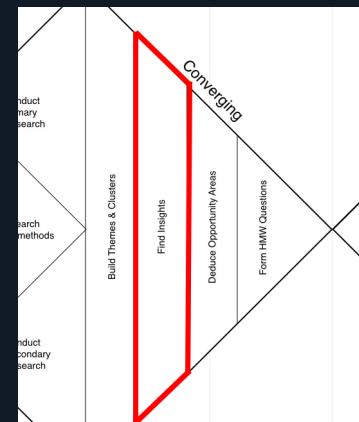
- ⚡ Sander came up with a base for the { [survey](#) } but I made sure to get feedback on it twice, changed the questions, created a google form and created a poster with a QR and hanged it around the building.



DEFINE PHASE

In this phase our team worked on the { [concept document](#) ← also on website!} since our client gave us her opinion on which concepts would work.

- ⚡ I wrote information about the Target Group, Defined the research question and put a summary of the survey findings.



DEVELOPMENT PHASE

We ideated and evaluated the first ideas, we made a moodboard together and chose a style. We split up the task of designing characters, backgrounds, tools etc.

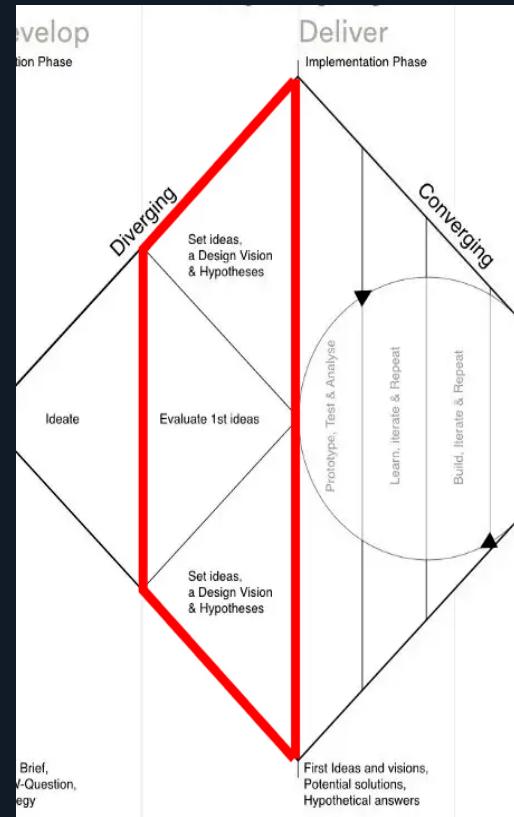
FAST FASHION

NIGHT OF THE NERDS

⚡ I created the { [logo](#) } that would be used as our mascot of the game and will be the face of our game while the team worked on the { [prototype](#) }.

⚡ I coded the { [station page of level 1](#) } and this page would be reused 2 more times for level 2 and 3 with slightly different imgs and some elements have a

⚡ I created the { [Readme](#) } for the project.



DELIVER PHASE

We had an { [end presentation](#) } for Jan, Josh, Metaxis and our Client.

⚡ Me, Sander and Briahna made the { [advice report](#) }

PASSION PROJECT

INTRODUCTION

This project will be a website for Mobile screens. I ran into a problem and when I asked around at my local gym I found that more people run into this issue. There isn't a well made app which contains all of the following: a calorie tracker, a weight tracker, a workout tracker, a dashboard for all of these and this with engaging gamification elements.

DISCOVER PHASE

I started this project off by doing some research about if I should make it for mobile screens or for web displays. I also found out popular ways to design all of these features. And I did research about what things my target group wants to see in my app and additional features.

- ⚡ I had { [two interviews](#) } with my stakeholder and another gym goer that matches the target audience.

DEFINE PHASE

In this phase I tried to figure out in which ways I should display everything.

- ⚡ I made a { [moodboard](#) } filled with inspiration
- ⚡ Narrowed down my ideas inside of a { [sketch and after feedback](#)
[made a simple wireframe and lastly the prototype.](#) }

PASSION PROJECT

- ⚡ I got feedback to add gamification elements to which I later on added. { [Figma prototype](#). }

DEVELOP PHASE

After iterating and getting approval from my stakeholder I started with the development, keeping version control and documentation in mind.

- ⚡ I created a { [github repository](#) } with clear and regular commit messages, { [here I explain my motivation](#) } on why I used github for this.
- ⚡ I created a { [readme](#) } file explaining the app and how the user can get it working on their device.
- ⚡ I made sure to have clear { [comments](#) } that explain both structure and are helpful in cases of styling, positioning and functionality and pushing regularly with { [clear commit messages](#) .}

DELIVER PHASE

When the time has come where I have made it responsive, I want to pitch it to the stakeholder. I would also like it to have some people from my locale gym to use it and gain more feedback for possible future features.

REFLECTION

REFLECTION ASSESSMENT 1 → 2

Looking back to these weeks I think I have made huge improvements regarding my website, reading guide and gitwiki. My website has had positive iterations. The gitwiki now has a clear structure where I first explain the Context, then my Approach & Process, after that an Explanation and lastly a Reflection with feedback. My reading guide is now more clear because of the feedback that I got on it. I have also been asking for more feedback and documenting them all in feedpulse.

REFLECTION ASSESSMENT 2 → 3

I feel like I have made a lot of improvements on my reading guide in this period. I have also made a lot of improvements for LO's 1-3. I find it also professional of me to still work on LO's 4-5 even though I have proficient on these. For LO1 I made sure to create more concept, testing and validating them to see if they are engaging enough. This while showing my inspirations and moodboards and explaining visual design techniques and ucd principles. For LO2 I focussed on improving my readme's for my portfolio and group project, getting feedback on what a readme should contain and making iterations. For LO3 I made sure to document all the feedback that I got, showed a side by side and explained why it is an improvement.

REFLECTION ASSESSMENT 3 → 4

I feel like I have made an improvement regarding LO's 1-3. I could've made more iterations based on code. So for the fourth submission I will make sure to document more of the iterations. I could've probably focussed a bit more on research for the passion project so I will make sure to document this aswell before the fourth submission. I am sure that I have been doing a good job with LO2, putting the right things in the README's, clear comments, regular commits. After feedback I also made sure to add something for all of the LO's and Reading Guide.

BURDEN OF PROOF

LO1 - SELF ASSESSMENT: PROFICIENT

LO2 - SELF ASSESSMENT: PROFICIENT

LO3 - SELF ASSESSMENT: PROFICIENT

LO4 - SELF ASSESSMENT: PROFICIENT

LO5 - SELF ASSESSMENT: PROFICIENT

PORTFOLIO WEBSITE