LO 1 - Conceptualize, design and develop interactive media products

Target Audience (definition)
Proficient
I clearly defined the audience in all three major projects. For LOOP Studio, I focused on teachers and professionals; for FWB, I targeted younger party-loving groups; and for the Esso parking project, I tailored the design toward international truck drivers with limited time and patience.

Target Audience (validation)
Proficient
I validated each audience through real interactions. I interviewed stakeholders, asked teachers for feedback on LOOP, ran multiple playtests for FWB, and spoke with Esso employees. It was hands-on, though not academically structured.

Concept (definition)
Proficient
The concepts I developed were realistic and targeted. The FWB app had detailed logic and roles. LOOP and Esso were simpler, but I was clear about their purpose and goals.

Concept (validation)
Beginning
While I adjusted concepts based on feedback, I didn't formally test whether the concepts really worked before moving on to design. I relied on gut feeling and project flow, next to that a lot of concepts where made by group members

Design (Wireframes, lo-fi, hi-fi)
Proficient
I made strong design decisions in FWB using wireframes and visual systems. LOOP had a sleek minimal aesthetic, and even though Esso was lightweight, it had a clean design progression.

Design (validation)
Beginning
I changed design elements based on team and user feedback, but I didn't run structured usability tests or collect measurable UX data.

Proof of Concepts
Proficient
I built early working features for every major project like the ranking logic and lobbies in FWB or dark mode in LOOP. These POCs helped me prove what worked and saved time in later stages.

Interactief product (Itself)
Advanced
The FWB app is a working multiplayer game with full front- and backend logic a rare result at this level. It shows both creativity and technical execution. LOOP and Esso were simpler but fully functional and responsive.

Interactive product (validation)
Proficient
Each product went through testing with users. I observed feedback and made updates, though I didn't always track this formally or measure outcomes.

TOTAAL
Proficient

FEEDBACK
I delivered real, working products that matched the audience and goals. To go from Proficient to Advanced in every area, I need to validate more thoroughly and document my design logic and decision-making in more depth.

LO 2 - Apply technical knowledge and skills

Git-repository
Advanced
I used Git for all projects, from FWB to LOOP and WestGen. I managed commits per feature, pushed regularly, and used private/public repos on GitHub and GitLab. All my code was versioned properly, which allowed for safe changes and collaborative clarity.

ReadMe in Git
Proficient
Each major project included a README. I used AI to help structure them efficiently, describing project purpose, tech stack, and usage. While not full documentation, they made the repos understandable and navigable for others.

Commits and branches
Proficient
I committed frequently and clearly, especially during FWB development. I used branching to test features and prevent conflicts. The structure allowed me to build and refactor in confidence, without losing working states.

Code documentation
Proficient
My code includes clear comments that help others understand the logic and flow, especially in multiplayer syncing, state storage, and dynamic rendering. Beyond code, I documented complex logic (like reconnection, votes, and scoring) directly in my portfolio using code snippets with context, which helps make everything traceable and understandable.

TOTAAL
Advanced

FEEDBACK
I know how to code, and I use tools professionally. I gave myself an advanced for this because the coding and applications I made are really high level.

LO 3 - Iteratively improve based on feedback

Clear starting points
Proficient
I iterated on both the visual and functional level in multiple projects. A good example is the Friends With 'Benefits' app, where I transformed the original plain layout into a chaotic, playful design that matched our pink branding and raccoon mascot. I showed both versions and clearly documented

why I made those changes and how they improved the product. I also iterated on my WestGen site after layout and spacing feedback, which resulted in a much cleaner and more structured design.

Reasons for iteration
Proficient
In Figma, I redesigned the FWB app to fit our tone-of-voice and visual identity. I experimented with layouts, animations, and tone. I also tested interaction patterns like drag & drop instead of static inputs to make gameplay more fluid. For my WestGen site, I made interactive mockups with scrollable sections and header logic that reflected my intended UX before starting development.

Before and after
Proficient
I used feedback from teammates, testers, and teachers to guide my decisions. For example, feedback on the FWB app's style led to me fully redesigning the visuals to feel "more us." On my WestGen site, I asked my parents and a peer to view it from a business perspective and their feedback helped me adjust the tone, spacing, and hierarchy. I didn't just receive feedback but turned it into direct improvements.

Validation of iteration
Proficient
I created and tested multiple versions across different platforms. The FWB app had both a visual and technical iteration. I also improved the FWB Figma prototype and built the WestGen website in steps based on mockups. Our entire board game even changed direction after an early prototype (News?) didn't work well. These weren't just small tweaks but real changes that improved the product each time.

Iterations on multiple areas
Proficient
I actively tested concepts with real people and included their feedback in my choices. For News?, I did early interviews and later got user quotes about chaos cards and replayability. During the FWB app redesign, I tested the drag & drop interaction and validated that it felt better. On my WestGen site, I made sure the visual changes actually made the site feel more trustworthy and professional according to others. These tests were short but effective.

TOTAAL
Proficient

FEEDBACK
I'm really comfortable with working iteratively. I always start with a rough idea, then improve it through testing, feedback, and design changes. I like working in Figma first so I can explore layouts quickly, but I also enjoy translating those changes into code and testing them live. I used both visual and technical iterations in this semester and feel confident saying my process is user-driven, consistent, and creative.

LO 4 - Conduct applied research

Design Challenge / HMW-questions
Proficient
While I didn't formally write out HMW questions, I used the method during the switch from News? to FWB. I defined the problem (low replayability, high reliance on creativity), identified goals (more

energy, replay value), and used these insights to brainstorm a new direction. The process was in line with HMW thinking, even if not labeled as such.

Summary process
Proficient
I documented the full process of our project transformation using the DOT framework and reflection in my portfolio. I showed what changed and why — both visually and in writing — and used this to explain our pivot and the logic behind it.

Advisory report
Proficient
In the Esso and LOOP projects, I shared concrete feedback and improvement suggestions with stakeholders and team members. While I didn't use a formal report format, the core goal of an advisory identifying problems and offering solutions was met. My Esso idea was even approved by a manager and is based on workplace observations.

Ethical considerations
Proficient
I worked on real user problems such as language barriers and accessibility for international drivers, and ensured information was available in multiple languages. While I didn't use TICT formally, the app design considered user safety, inclusivity, and daily communication challenges. These are real ethical aspects addressed practically.

Research questions and methods
Proficient
I gathered user insights through interviews, informal observations, and feedback rounds during showcases and team reviews. These moments were used to adjust our game and design choices. The methods weren't academic but were intentional and effective.

Multiple DOT-framework areas
Proficient
I used the DOT framework during our group pivot from News? to FWB. All phases Discover, Observe, Test, Steer were applied and documented. This helped structure our process and guide team decisions based on real feedback.

Conclusions
Proficient
I drew conclusions based on interviews, tests, and showcase feedback. These conclusions directly influenced the final design and gameplay of FWB, as well as the direction of the Esso project. I described these clearly in my reflections.

Translations to project
Advanced
I applied almost every piece of feedback or insight directly into the projects — from concept changes to design and even copy choices. Especially in FWB and Esso, insights from real users or coworkers were immediately reflected in improved UX, structure, and clarity.

Triangulation
Proficient
While I didn't combine academic sources, I did use multiple real-world perspectives: user interviews,

manager feedback, peer reactions, and my own workplace observations. These were used together to support design and content decisions.

Scrum
Proficient
I worked with Trello, task division, and weekly retrospectives. I contributed to planning, organizing files, and helped structure our teamwork. It wasn't textbook Scrum, but we did apply its principles throughout the project.

TOTAAL
Proficient

FEEDBACK
I approached research practically: through interviews, observation, user testing, and structured team reflection. While not all methods were formal, I consistently used insights to guide decisions, solve real user problems, and support my design and development process. All of this is supported in my portfolio and visible in the outcomes of my projects.

LO 5 - Demonstrate professional leadership

Exploration of self (SWOT)
Proficient
I spent a lot of time reflecting on who I am as a developer and where I want to go. I realized I'm not someone who sees himself working for others long-term. I'm more entrepreneurial something I probably got from my grandfather, who ran his own business. My WestGen project wasn't just a school assignment, it was my first step toward creating my own brand and exploring how I could position myself professionally. I see this as more than a portfolio; it's a foundation for something real in the future.

Exploration of job vacancies
Proficient
I visited the Fontys Career Day and looked at multiple companies to get a clearer view of where I'd fit best. I'm most interested in frontend and mobile-focused roles, which align with what I've been building and studying. I also wrote a motivation letter and compared roles to see what suits me. I could still go deeper by mapping what kinds of teams or company cultures I would thrive in, but I've made solid steps already.

Feedback (asking and applying)
Advanced
I actively collected feedback at showcases, through peer sessions, and from teachers. I didn't just listen I used it. Examples include fixing gameplay bugs in FWB, improving my CSS based on teammate struggles, and rewriting parts of my portfolio for clarity after hearing assessor preferences. My iteration texts clearly show how I handled feedback and acted on it, not just once but across multiple projects.

Attending events
Proficient
I went to the Fontys Career Day, which helped shape my view on internships and development paths. I also took the showcases seriously and treated them like real professional testing sessions. I didn't attend Playgrounds, but I made a conscious decision there I felt it wasn't relevant to my profile as a

developer, and I had family priorities and deadlines. On top of that, I worked on a side project at Esso based on a real-world need, which is also an active engagement outside school.

TOTAAL
Proficient

FEEDBACK
I show leadership in a hands-on, grounded way. I reflect on my path, pursue roles that fit my strengths, and take real action based on feedback and observation. Whether it's presenting during group sessions, leading from the background, or improving through technical challenges, I don't wait I move. I'm not perfect, but I'm consistent, reflective, and clearly taking steps toward professional maturity.