Design for Interaction

Designing solutions for real people

Degree	MSc Design for Interaction
Credits	120 ECTS, 24 months
Starts in	September and February
Language of instruction	English
International students	25%

Over the past decades, the subjective meaning of products and services has steadily gained in importance in design processes. Increasingly, a deeper understanding of users, their lives, and aspirations, has become key for developing successful propositions. As a result, there is a growing need for designers who are expert at 'the user perspective' of products and services, who understand the impact products have on people's lives, their experiences, motivation, and behaviour.

Programme

The Design for Interaction (DfI) master's programme focuses on the ways in which people and products interact: how does a user understand, use, and experience a product? This raises the question of how designers can conceptualise products that are relevant to the user.

The goal of the programme is to educate designers who understand what people do with and expect from the products they use in everyday life, and who are able to design products appropriate to their needs, concerns and abilities.

The programme offers students a multidisciplinary course of study, covering topics ranging from aesthetics and ergonomics to psychology and sociology. Students learn to formulate design visions, create and visualise concepts and develop and test experiential prototypes. The programme delves deep into the processes and principles underlying people's interactions with products: how to involve users in analysing needs and how to apply technologies in the product development process. During the project phase, students apply and integrate what they have learnt.

Not only is a DfI student able to design interaction visions, through technological knowledge he is able to create realistic and working demonstrators. Through this combination DfI prepares you both theoretically and hands on, to become a user experience expert.

TUDelft

Curriculum Design for Interaction

The DfI master's programme can be started either in the autumn or in the spring semester. The starting date determines the order in which courses are taken. In the autumn semester the programme focuses on understanding the user (needs) and on concept generation, while in the spring semester the focus is on prototyping and design evaluation. The second year starts with a semester in which students can create a personal focus. The second year ends with establishing, defining and completing the individual graduation project.

First year 60 EC					
Semester 1	Q1	Q2	Semester 2	Q3	Q4
IDE Academy					4 EC
Manage your Master	1 EC	Design Theory and Methodology 3 EC	Manage your Master	1 EC	Reflection on Designing 3 EC
Exploring Interaction			Visual Communication Design 3 EC		DfI Research Methodology 3 EC
		12 EC	Project Usability and User eXperience Assessment in Design		9 EC
Product Understanding, Use and Experience		6 EC	Interactive Technology Design		9 EC
Context and Conceptualisation		6 EC			
Second year 60 EC					
Semester 3	Q1	Q2	Semester 4	Q3	Q4
Semester for creating personal focus			Graduation Project		
		30 EC			30 EC

Project
Master specific courses
Shared master courses

1 EC = 28 hrs study, according to the European Credit Transfer System (ECTS).
One academic year = 60 EC. Total amount of credits MSc programme = 120 EC.

For more information on all courses: **www.studyguide.tudelft.nl**

Specialisations

Shape your master
In this curriculum, 30 EC is reserved for electives. This provides the students freedom and enables them to shape their personal programme. Students can persue their professional interests and ambitions with a personalised set of different courses.

This elective space enables students to specialise, or broaden their knowledge in specific subjects e.g.: entrepreneurship, marketing, medical design, automotive design, research, visualisation and others.

Students who want to broaden their learning can take master's courses at other faculties and universities, both in the Netherlands and abroad.

For those students who want to increase the depth of their development as an industrial design engineer, IDE offers more than 50 different courses. This includes courses from the other IDE master curricula.

Students specialising in Medisign will receive an annotation on their diploma supplement.

**Student Diantha Boll
The Netherlands**

" I initially chose a master's to become more specialised in certain parts of the design process. The relationship between people and products always had my interest, so the Design for Interaction master's programme was an obvious choice.

Now that I have started, I notice the difference between the 'regular' design process as taught in the bachelor's and a design process with the focus on interaction. Doing research gave me the opportunity to really understand the user as well as the context of both the product and the use. The challenge is not only to discover the existing interactions, but also to define desired experiences. These form the basis for the design phase where the interactions and experiences are translated into a product. Each course in the master's has its own focus and contributes towards developing these design skills. At the end of each project there is a final product test with your prototype and it is so satisfying to see your product actually changing a negative experience into something positive! "

Examples of graduation projects

- Piracy in play: Changing children's mindset through design of a pirate game.
- Better safe than sorry: Design a solution for creating support for local wind-farm projects.
- Design a product that supports psychiatric adolescents in coping with a psychological crisis.
- Design a concept for improving auditory navigation in public buildings for blind and visually impaired people.
- GOLD: a training system for track sprinters.
- Design a product-service that helps families finding their way in the Naturalis museum.
- Develop efficient Oral Health Education within Kenyan vulnerable Communities.
- Design an enriching of physical LEGO play.

Career prospects

The programme prepares graduates for positions as product or interaction designers, R&D specialists, and usability consultants, as well as providing a solid foundation for work in design-centred research. Graduates of the DfI programme have been hired by leading companies like Philips, Vodafone, HP, Microsoft, TomTom, Océ and Unilever, as well as for many smaller firms, and design and market research agencies.

Alumnus Jules Weijdema
Argentina

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After my bachelor's in Industrial Design Engineering, I studied Design for Interaction. For my graduation project I moved to Scotland, and executed a project for BP: 'Improving the use and exchange of data during oil drilling processes'. Directly after graduating I joined a Dutch internet start-up, Offerti.nl, matching supply and demand for business services. First, this involved setting up the national marketing campaign, and then managing the general business including online product development.

The start-up was sold and I joined Capgemini Management Consulting to advise larger companies on digital strategy and customer experience in product and service development.

In 2014 I joined OLX, online classifieds for the emerging markets. OLX is originally an Argentinian company, so I moved there and I live in Buenos Aires now. The past year I worked as a product owner, running many A/B tests and experiments to learn about user behaviour, and developing and implementing new features based on that. Also I have been responsible for a global migration of our desktop website to a new technology. In this role I worked with a wide range of disciplines.

Being a product owner is about aligning user needs, business needs and technical solutions, and continuously finding the right balance and priorities for these. My IDE qualifications have been instrumental in all my work so far. The added value of being a design engineer is knowing how to apply the product development process. It is also about making things work. And that is what I learned in DfI – make it work, test it with users.

Finally, the user focus that was instilled into me from the first year of the programme is still present in every decision I make.

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Admission requirements and application procedures

Dutch university BSc degree

If you hold a BSc degree of Industrial Design Engineering from Delft University of Technology, Eindhoven University of Technology or University of Twente, you will be admitted directly into the programme. If the master's programme does not follow directly on from your undergraduate programme, you will be required to take additional courses in a so-called bridging programme. For more details and to see which master's programmes are open on completion of your BSc degree at a Dutch university, go to:
www.io.tudelft.nl/schakelen-naar-IO.
If your degree is not listed here you will not be admitted.
The deadline for application is 30 November. Students who are accepted can register before 1 February on:
www.tudelft.studielink.nl.

Dutch higher education BSc degree

To start a master's programme with a hbo BSc degree, you will first need to check the relevance of your degree at:
www.io.tudelft.nl/schakelen-naar-IO.
At this website you will also find information about the additional admission requirements, the registration procedures, and the registration deadlines. If your degree is not listed, or if you do not meet the additional admission requirements, your application will not be taken into consideration.
The deadline for application is 30 November. Students who are accepted can register before 1 February on:
www.tudelft.studielink.nl.

For more details consult the brochure:
Van HBO naar Industrieel Ontwerpen
or visit the webpage:
www.io.tudelft.nl/schakelen-naar-IO.

International degree

To be considered for admission to a master's programme, applicants with an international BSc degree must make a formal application for admission.
For the starting moment in September the application period starts in October and closes on 1 April. Please note that your complete application should reach TU Delft before 1 December, should you want to apply for a TU Delft Excellence scholarship. For the starting moment in February the application period starts in August and closes on 1 October.

To start a master application, please complete the online application and pay the (refundable) application fee of € 100. The required application documents need to be uploaded digitally through the upload portal. Please visit the webpage for admission requirements, deadlines, application procedures and contact information: **www.dfi.msc.tudelft.nl**.

For further information
Please visit the website for all details, complete requirements, deadlines and contact information:
www.dfi.msc.tudelft.nl

Further information for Dutch applicants
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Further information for international applicants
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More information on:
Scholarships: www.scholarships.tudelft.nl
Online education:
www.tudelft.nl/online-education
Our campus: campus.tudelft.nl

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