

Term 2.3 Theorie

Thinking about hacking systems I started thinking about how as an entrepreneur it's quite difficult to do an acquisition. It can also be challenging to apply for a study or a job. So I thought why is that and what system could we hack to make this easier. At first, I thought about the challenges I'm experiencing.

I never had too much trouble getting an internship or a job, however, getting clients with my graphic design business is much more challenging.

So I was wondering why is that. I went to the business station with this question and they answered as follows.

You need a good company identity, you need to treat the acquisition process as building friendships or relationships and you have to have a good company purpose and a unique selling point. Passion is not enough and quality isn't either.

At this point I looked at some of the material in teams, the text Thinking in Systems was most relevant for us.

Especially the ending of the text gave me some inspiration to come up with my ideas. "We can't control systems, but we can dance with them!"

I love that quote.

So this got me thinking, why are there so many necessities to get going and why can it take years to real in a couple of clients. I think this should be easier. So I was thinking about how you can gain trust with your authentic self, but it doesn't quite work that way.

So I presented my ideas and problems to my group and they had some ideas of their own as follows.

They thought why not help people with their applications and portfolios. Just by improving their work and adding more to their portfolio.

So we came up with making a ai website that will render two artworks into a whole new artwork, and perhaps you could even pick them to make it more personal.

Sem and we were then experimenting with rendering ai, Sem, programmed this himself.

Then I thought of making a mystery box, like *master-chef, but for creatives. In this mystery box you don't get food but instead perhaps, a topic, A art tool, a set of colors, and a link to an existing piece of art.

After we came up with this concept I started working in Adobe XD to realize a

prototype, and along the way,

I thought why not apply this product to more sectors than just the creative field.

This also fits nicely in my bachelor's programma Transformation design because creating this tool will transform the way we look at Applying for a job or studies.

So now we have two tools/products, A rendering tool that is functional but also argues the meaning of originality.

And a application kit for broadening your portfolio.

I really liked working with this group, Andrea and Vivi had some good research on originality and functionality,

Sem knew how to code and I was able to make a UI design.

Our research: https://miro.com/app/board/uXjVO9AqeOM=?share_link_id=718932942541

*Masterchef being a source of influence