Internship vacancy form
Department of Industrial Design

Send this form to: M.M.L.H. Nelissen-Heuvelings // ID.internshipcoordinator@tue.nl

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**Category**
Select one or more of the listed categories that match with the intern position:
- [x] Design Thinking — Strategic Design — Design Innovation — Participatory Design
- [ ] Product Design — Industrial Design Engineering — Manufacturing — Computer Science
- [ ] Interaction Design — Collaborative Design — Human-Computer Interaction — Information Design — System Design
- [x] Other, respectively, User Research

**Location of the internship**
Amsterdam, the Netherlands

**Internship period**
6 months, starting date as soon as possible

**Application deadline**
november 2017

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**DETAILS**

Marktplaats is always working on getting closer to its customers and improving the platform. To know where we can improve our platforms user & market insights are gathered. Gathering these insights happens in different ways (surveys, interviews, observations studies, etc) and also on different levels varying from high level insight (like personas, consumer trends, user satisfaction scores) to more detailed level (like deep dives in specific parts of the platform, analyzing certain features).

**Description of the internship**
Apart from the collecting insights, we also monitor the performance of our platform. With the CX (customer experience) dashboard we keep track of the user satisfaction during their whole journey, in our case a buying and a selling journey.

CMI (Consumer & Market Insights) function’s mission is to drive Marktplaats success by being the voice of the customer to empower the teams with inspiring and challenging insights and performance evaluation.

As a working student you will be required to support the Consumer & Market Insights team, by:

1) Supporting the CX dashboard project, where you:
   - Collect & analyze the data to analyze our CX performance
   - Inventoryse the occurrences on our platform / marketing & PR moments of the last month that supports the findings of the dashboard
   - Report & review our performances based on existing reporting facilities
   - Connect the dots to other metrics

2) Supporting the journey teams answering ad hoc questions, so you will get to see the varied activities of a CMI job.

**The company is offering**
- We offer you a dynamic environment in which people with energy, creativity and passion work together.
- An opportunity to gain experience in Consumer & Market Insights and thus improve your skills, and to learn how a big business is run and how you can contribute to this.
- Allowance of 1200 euros per month.
- You are in the finalizing phase of your study, preferably doing a master in market research, economical psychology, marketing or behavioral economics;
- You have experience with market research during your studies, have set-up questionnaires and analyzed the data by using Excel;

**Qualification / Skills**
- Interested in classifieds with preferably a lot of experience on Marktplaats or another classifieds website.
- You are creative, enthusiastic and have good communication skills;
- You are available for a practical internship for a period of 6 months minimum 4 days a week with a start date as soon as possible.
Contact

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How to apply

t.b.d.

Opportunities after the internship
(when applicable)