Select one or more of the listed categories that match with the intern position:
☑ 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
☐ Other, respectively, [Enter other category here]

Category

Location of the internship
Eindhoven

Internship period
Februari 2018 (earlier start possible)

Application deadline
December 2017

DETAILS

In 2016, STORM Eindhoven travelled around the world in 80 days on a self developed motorcycle (www.storm-eindhoven.com). This great adventure was the reason for some of the team members to start a new project: IVY mobility!

The average daily commute is just 12 km, ideal for a bike. Why then, is 77% of these trips made by car? (E-) Bikes simply lack the comfort: seating position and impact from rain and wind. That is why we are developing a new type of vehicle: the IVY. The ultimate comfortable two wheeler that brings fast, sustainable and healthy transportation in all weather conditions. In the rooftop-covered IVY, the rider's pedeling is supported by an electric motor to make sure he arrives at work without being sweaty.

Untill we go public at the offical project launch in Januari 2018, we only share our initial designs in person. Next October, we aim to have a prototype IVY ready to ride. Although our team of technicians is already exploring the construction and powertrain, we believe the relation of a customer with the vehicle is key in the commercialization of this project. How can the IVY convince users of its design? What seating position is comfortable? What is our brand appearance? In short: we need your input!

To give an impression, we have defined some topics already. The student is free to redefine these.

Design thinking:
- User acceptation and requirements: which design elements seduce potential buyers? What selling points should IVY focus on?
- Customer involvement in early stage: how to involve clients? Pre-sales? Customer involvement in the design process?

Product design:
- Design the exterior of the IVY: protective against rain and wind, while supporting the design and enabling user pedeling.
- Design a new innovative seating for the IVY, with ergonomical positioning while considering production methods
- Create a new type of 'steering wheel' for the vehicle, integrating the smartphone as dashboard
- Design a vehicle 'shelter' or charging station.

Interaction design:
- Design the dashboard for the vehicle: consider user interactions and a way for IVY to keep in touch with the user. App designing, programming and prototype implementation.
- Create an identity for IVY: from a business plan to promotional material

Student's responsibilities

- Work together with our team
- Deliver your work in a practically useful way

The company is offering

- Close collaboration with technical students (EE, ME, AT)

Internship vacancy form
Department of Industrial Design

Send this form to: M.M.L.H. Nelissen-Heuvelings // ID.internshipcoordinator@tue.nl
- Coaching from a professional designer: Peter van der Veer. His bureau has been working on Gazelle bikes and many other products over the last 30 years.
- Freedom to define an internship topic yourself
- A workspot on the campus

Qualification / Skills

Working with interdisciplinary teams
Experience related to the project options

CONTACT

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How to apply
Get in touch in any way you like! The earlier, the better.

Opportunities after the internship
(when applicable)

Stay in our team? Become part of the startup? We are open to explore continuation after the internship.