

# SMART INTERNSHIP PLAN



STEPS	DURATION	DESCRIPTION	METHODS	TIMING
<b>START</b>	2 weeks	<ul style="list-style-type: none"> <li>• Team building</li> <li>• Definition of working principles</li> <li>• Sharing the responsibilities</li> <li>• Preparing for the first visit to the organization</li> </ul>	Team building Frame (how might we)	<b>2024</b> <b>March 04 – March 17</b>
<b>EMPHASIZE</b>	2 weeks	<ul style="list-style-type: none"> <li>• Customer interview</li> <li>• Media analysis (media, social networks, organization area)</li> <li>• Analysis of good examples and competitors</li> <li>• Gathering of additional information and data</li> <li>• Preparation for the analysis of the target group</li> </ul>	Interview/ focus group Mind map Business model canvas	<b>2024</b> <b>March 18 – March 31</b>
<b>DEFINE</b>	2 weeks	<ul style="list-style-type: none"> <li>• Definition of a specific problem and coordination of the choice with the organization</li> <li>• Customer analysis (“typical customer” - needs, expectations, motivating factors).</li> <li>• Customer-organization relationship analysis, value definition</li> <li>• Analysis of observations, systemizing of information, articulation of the core issues identified before now and highlighting them, summarizing the problem</li> </ul>	Persona Value proposition canvas Frame	<b>2024</b> <b>April 1 – April 14</b>
<b>IDEATE</b>	1 week	<ul style="list-style-type: none"> <li>• Challenging of any current assumptions made so far and search for alternative ways to solve the highlighted issues</li> <li>• Idea generation session (total - at least 100 ideas)</li> <li>• Analysis, evaluation, coordination, presentation of personal ideas</li> <li>• Evaluation of ideas in a team, selection of one idea</li> </ul>	Story cubes Dixit cards Method kit	<b>2024</b> <b>April 15– April 21</b>

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<p><b>PROTOTYPE</b></p>	<p>2 weeks</p>	<ul style="list-style-type: none"> <li>• Detailed description of selected solution of problem, pros and cons analysis</li> <li>• Development of a visual prototype</li> <li>• A winning prototype (or solution of problem) is tested, presented to client for collecting feedback and finding out possibilities for improvement</li> <li>• Feedback collection, analysis, conclusions</li> <li>• Improving the prototype based on the feedback</li> </ul>	<p>Method kit Miro Canva Mural</p>	<p><b>2024</b> <b>April 22 – May 5</b></p>
<p><b>TEST</b></p>	<p>1 week</p>	<ul style="list-style-type: none"> <li>• Preparation for final presentations - internship supervisor, organization, university (discussion of the concept of presentation, coordination of delivery dates and times, allocation of responsibilities)</li> <li>• Presentations</li> </ul>	<p>Feedback session</p>	<p><b>2024</b> <b>May 6 – May 12</b>  <b>May 14</b></p>