

SMART INTERNSHIP PLAN



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STEPS	DURATION	DESCRIPTION	METHODS	TIMING
STUDENT REGISTRATION, SELECTION, TRAINING	3 weeks	<ul style="list-style-type: none"> Student registration, selection, team formation and training 	Student registration form Student training sessions	September 1–14, 2025 – Student registration September 15–18, 2025 – Student selection September 19, 2025 – Student team training
START	3 weeks	<ul style="list-style-type: none"> Preparation and signing of internship documents Team building Definition of working principles Sharing the responsibilities Preparing for the first visit to the organization 	Team building Frame (how might we)	2025 September 22 – October 12
EMPHASIZE	2 weeks	<ul style="list-style-type: none"> Customer interview Media analysis (media, social networks, organization area) Analysis of good examples and competitors Gathering of additional information and data Preparation for the analysis of the target group 	Interview/ focus group Mind map Business model canvas	2025 October 13–26
DEFINE	2 weeks	<ul style="list-style-type: none"> Definition of a specific problem and coordination of the choice with the organization Customer analysis (“typical customer” - needs, expectations, motivating factors). Customer-organization relationship analysis, value definition Analysis of observations, systemizing of information, articulation of the core issues identified before now and highlighting them, summarizing the problem 	Persona Value proposition canvas Frame	2025 October 27– November 9
IDEATE	1 week	<ul style="list-style-type: none"> Challenging of any current assumptions made so far and search for alternative ways to solve the highlighted issues Idea generation session (total - at least 100 ideas) Analysis, evaluation, coordination, presentation of personal ideas Evaluation of ideas in a team, selection of one idea 	Story cubes Dixit cards Method kit	2025 November 10–16

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PROTOTYPE	2 weeks	<ul style="list-style-type: none"> Detailed description of selected solution of problem, pros and cons analysis Development of a visual prototype A winning prototype (or solution of problem) is tested, presented to client for collecting feedback and finding out possibilities for improvement 	Method kit Miro Canva Mural	2025 November 17–30
TEST	1 week	<ul style="list-style-type: none"> Feedback collection, analysis, conclusions Improving the prototype based on the feedback Preparation for final presentations - internship supervisor, organization, university (discussion of the concept of presentation, coordination of delivery dates and times, allocation of responsibilities) 	Miro Canva Mural	2025 December 1–7
FINAL EVENT		<ul style="list-style-type: none"> Presentations 	Feedback session	2025 December 9