



**MIDDLE BRABANT  
LIBRARY**



Since the very beginning of language itself, sayings such as “the early bird catches the worm” have been around. Staying ahead is a basic biological instinct and essential to evolution. Facing the fact that things change and there’s no stopping the future has been a challenge that every living species has been presented with, forcing them to either adapt or die out.

Throughout history, the most forward thinking minds, have risen up to this challenge to break through the borders of habit and push mankind further. While some people may have been ahead of their time and weren’t always appreciated for their efforts, we owe many things we take for granted to them.

At 8:55AM, we as young professionals stand at the very beginning of our professional lives in a world that has never been as fast and ever changing as it is today. What we know today will become history in a blink of an eye. We realise that there is no stopping the future and choose to embrace it and stay ahead of our time.

Written in the fabric of our being is our slogan “You Snooze, You lose”. There’s no time to lose, and no time for familiar or conventional. We see trends as opportunities, not threats, and welcome them with open arms.

<b>THE CLIENT</b>	<b>4</b>
MISSION	7
COREVALUES	8
VISION	9
AMBITION	12
GOAL	13
SPOORZONE	16
<b>ASSIGNMENT ANALYSIS</b>	<b>17</b>
<b>THE APPROACH</b>	<b>20</b>
<b>PLANNING</b>	<b>24</b>
<b>GROUP AGREEMENTS</b>	<b>26</b>



**TOM SEINSTRA**  
PROJECT OWNER

# THE CLIENT

## INTRODUCTION

The Midden-Brabant Library is the largest public library of the province of North Brabant, serving over 335.000 people in the area of Tilburg and surrounding municipalities through 16 libraries spread throughout the region.

Currently their libraries offer a variety of services such as the borrowing and discovering of books, music, films and games, but also courses and recreational facilities. Aside from the libraries the Midden-Brabant Library also consists of several back office departments such as Product & Account, Marketing & Communication, Human Resources, Facility Affairs, Collection and Innovation.





# THE CLIENT

## MISSION

Knowledge and stories make life more enjoyable and provide you with baggage for the future. The library provides its users with baggage and stimulates them to 'go further by looking further'. The library also continues to look further. We broaden and renew our role to strengthen our connection with society. We strive to make creating and gaining knowledge even more enjoyable.

WE MAKE PEOPLE'S **WORLDS**  
BIGGER

”

THE **MISSION**

All Middle Brabanders deserve a chance to develop their talents and should participate in society to their fullest potential. In order to do so, they need knowledge and the power of imagination. We stimulate and organise the creation, sharing and accessibility of knowledge and stories. We challenge people to look further and help them to go further

# THE CLIENT

## CORE VALUES

“Collecting and sharing local knowledge by connecting people, communities and organisations. Offering a physical and digital platform for connections. Making and keeping created knowledge accessible. This is the Knowledge Cloud that stands before us.”

The library seeks to continually renew themselves and maintain a pillar of knowledge and development within society. They focus on the local population and seek to provide the tools they need to reach their full potential in society and make self development enjoyable. They have a strong belief that knowledge and stories/storytelling are essential for broadening people’s minds and preparing them for the future.

In their new location, they will include a space/platform for people with ideas and startups to meet experts and people with specific skills to help each other grow and benefit from each other.

Another facility they provide is a maker space

# THE CLIENT

## VISION

“A strong Middle-Brabant  
We strive for a information society, in which people are literate and know their way in order to enhance their knowledge and use their creativity and power to innovate to their fullest potential. A powerful society for a strong Middle-Brabant.”

**WE STRIVE FOR A INFORMATION SOCIETY  
IN WHICH PEOPLE ARE LITERATE AND KNOW  
THEIR WAY**

”

**THE VISION**

Their vision is one in which the local population has learnt how to teach itself and use its full potential. Between their mission and vision it becomes apparent that the Middle-Brabant Library sees itself as a guide to that future by stimulating people to develop themselves and offering knowledge and stories to do so.



**Van mok tot Bucketlist**  
Op zoek naar een bijzondere kadeel?  
Heeft u een idee in het winkelgebied?

**DAE en BBL** bieden voor VGG  
meerwaarde diensten: **Standaard**

E71

DE PERSONEN  
INSTRUMENTEN

# THE CLIENT

## AMBITION

### New Style of Library

“Within a changing society, our role as library changes too. We are strengthening our role in society and focus on connection, co-creation and the New Style of Library within a local context.”

The Middle-Brabant is aware that the changes in society require them to change too in order to have a role in society. Their ambition and focus is to become a place of connection and collaboration within the region providing services to and for the local population.

# THE CLIENT

## GOAL

Stimulating people of all ages to read: it will always be one our core tasks. Reading is something you will continue to do throughout your entire life. It offers knowledge and inspiration and is a part of the very essence of your existence.

Furthermore, literacy is essential for you to find a place in society

The library takes a central place in society and illustrates this in various manners.

We participate in the cultural and societal infrastructure and want to reinforce it.

We contribute to a enjoyable living and working environment, both with our physical locations and other entities.

This will be achieved by the following means

### STAGE

With the stage we offer room for talent development, presentations, debating and local initiatives. Although the library can program and direct, it mostly wants to stimulate and facilitate. The inhabitant is in charge. The story of one person serves as a source of knowledge and inspiration for the other, that is the essence of reading, listening and watching. But also meeting and discussing. The library acts as a stage where we learn from each other through interaction. You will always leave feeling enriched.

# THE CLIENT

## GOAL

### WORKPLACE: A STEPPING STONE TOWARDS INNOVATION

The workspace offers study and work environments for everyone. Depending on the local need and situation, there are various facilities that offer courses, workshops and meetings. With the collection and media rich environment always being present as a source of information and inspiration. Within the workplace you'll meet your fellow colleagues, peers and comrades. It's a place where people can interchange knowledge with one another, can help each other, or help you sharpen your skills, or collaborate on a project of experiment. With interaction being the binding factor, aside from the content.





# THE CLIENT

## SPOORZONE

Connecting people

A special area in development. In collaboration with partners the library collected knowledge and stories about the spoorzone and showcases these on a website, touchscreens within the city as well as a digital walking route. Through a varying program on diverse stages, the library managed to acquaintance several groups of Tilburgers with the past, present and future of this part of the city. And tempt them to gather their own knowledge and stories as so to add these to the spoorzone collection.

# ASSIGNMENT ANALYSIS

## INTRODUCTION

HOW CAN THE LIBRARY **CONNECT**  
TILBURGERS WITH ONE ANOTHER IN ORDER  
TO **SHARE** KNOWLEDGE AND REINFORCE  
THE IMPORTANCE OF ITS ROLE  
IN SOCIETY?

”

**MAIN QUESTION**



# ASSIGNMENT ANALYSIS

## INTRODUCTION

The goal of this assignment is to connect Tilburgers with one another, through the library, in order to exchange knowledge. By doing so the people of Tilburg will be culturally enriched and will form a personal connection with their fellow Tilburgers, forming a tight knit community.

A second goal is to provide Tilburgers with the knowledge and skills they need to function independently in society. Ideally in a community based manner where individuals teach one another and both parties have something to gain from it.

Yet another goal is for the library to reinvent itself against the trend of libraries as a dying institution and continue to be a relevant platform of knowledge in society.

## FURTHER ANALYSIS

As of current the Tilburg library provides a diverse range of activities to stimulate Tilburgers to exchange their knowledge and connect with one another. These include activities such as courses, educational programs, meetings and readings about various subjects and offer work space for those who need it.

However in their opinion these activities do not stimulate the people to interact with one another, to the degree the library wants them to. Because of this, there is a lack of community building. In order to change this they want us to find a solution to connect Tilburgers with one another in order to share knowledge.

# THE APPROACH

## INTRODUCTION

We plan to use the scrum method for this project. Every morning at 9 o'clock we will have a stand-up with the core group. Everyone will say what he/she has done the previous day, what he/she is going to do today and with what he/she needs help and/or feedback on. We have got a physical scrum board which will be updated throughout the day when tasks are completed. Every day we will make a picture of the scrum board to capture the progress of the project.

At the beginning of the project, we would mainly focus on research into the target group and research into the library. This means that we would mainly use research for searching on the internet, field research because we want to conduct a number of interviews. Later, we will mainly be busy with lab research because we are mainly making a lot of physical prototypes and test this with the users. After the investigation and if there is enough time left, the complete product will be made. This is not necessary. It is therefore very important for us and the company that we first do extensive research and make physical prototypes.

# ASSIGNMENT ANALYSIS

## INTRODUCTION

The goal of this assignment is to connect Tilburgers with one another, through the library, in order to exchange knowledge. By doing so the people of Tilburg will be culturally enriched and will form a personal connection with their fellow Tilburgers, forming a tight knit community.

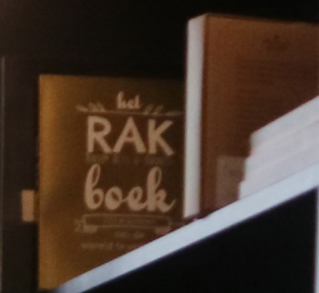
A second goal is to provide Tilburgers with the knowledge and skills they need to function independently in society. Ideally in a community based manner where individuals teach one another and both parties have something to gain from it.

Yet another goal is for the library to reinvent itself against the trend of libraries as a dying institution and continue to be a relevant platform of knowledge in society.

## FURTHER ANALYSIS

As of current the Tilburg library provides a diverse range of activities to stimulate Tilburgers to exchange their knowledge and connect with one another. These include activities such as courses, educational programs, meetings and readings about various subjects and offer work space for those who need it.

However in their opinion these activities do not stimulate the people to interact with one another, to the degree the library wants them to. Because of this, there is a lack of community building. In order to change this they want us to find a solution to connect Tilburgers with one another in order to share knowledge.



KOP  
De or...  
e...  
...  
...



# PLANNING / AGENDA

## INTRODUCTION

WEEK	SPRINT & WORK		
1		14 (21-05)	Begin sprint 4
2		15 (28-05)	
3 (26-02)	End sprint 0, all preparations finished Define concepts	16 (04-06)	End sprint 4
4 (05-03)	Begin sprint 1 Visualise concepts Create pitch presentation 08-03 Pitch concepts at Tilburg Library	17 (11-06)	Extra time (probably presentations and stuff)
5 (12-03)	Use feedback to select a concept and elaborate and come up with plan of approach.	18 (18-06)	Assessments
6 (19-03)	End Sprint 1 (concepts ready & presented to client)		
7 (26-03)	Begin Sprint 2		
8 (02-04)			
9 (09-04)	End sprint 2		
10 (16-04)	Begin sprint 3		
11 (23-04)			
	MAY HOLIDAY (27-04 ~ 06-05)		
12 (07-05)			
13 (14-05)	End sprint 3		

# GROUP AGREEMENTS

## INTRODUCTION

<b>TOM SEINSTR</b> (PO)	tom.s0905@gmail.com tomseinstra@hotmail.com
<b>LAURA VAN BEEK</b>	lsvanbeek@gmail.com
<b>DOMINIQUE SIJBERS</b>	d.sijbers@student.fontys.nl
<b>FRANS VERMEULEN</b>	f.vermeulen@student.fontys.nl fransvermeulen1995@gmail.com
<b>RILEY VAN DER WIEL</b>	r.vandewiel@student.fontys.nl rwh.wiel@gmail.com

### PRESENCE

- Start at 09:00 am every day, unless otherwise agreed.
- If a group member is late due to a certain cause, he/she will notify the other members by Whatsapp.
- If a group member is absent due to a valid reason, the same rule applies.
- If a group member is working from home, he/she shall let the other members know by Whatsapp and also put it on the Google Calendar.

### QUALITY ASSURANCE

- To include international students, all internal documentation shall be in English
- All of the appointments with any type of expert must be recorded if possible and otherwise transcribed.
- If you are unable to perform a certain task, let the other group members know in time.
- Files are shared in a shared Google Drive folder so that everyone (including the rest of the company) has access at all times, understands what everyone has created and can provide feedback and collaborate on other files.
- All documentation and other contributions shall be reviewed by the group before being added to the project

# GROUP AGREEMENTS

## INTRODUCTION

### COMMITMENT AND MOTIVATION

- Everyone must work in a motivated manner during the project days, show initiative, put in effort.
- Everyone should have an active attitude during meetings and discussions.
- Positive input and share your opinions.
- Everyone is obligated to fulfill any group agreements that have been made

### PROJECT OWNER

- The project owner will have contact with The Middle Brabant Library and Mark de Graaf
- The project owner is the first point of contact for the project.
- The project owner also upholds the mail contact between the company and 08:55 am.
- The project owner is responsible for the quality of the deliverables and shall take appropriate measures to maintain the desired level of quality.
- The project owner will ensure that all group members contribute to the project in an acceptable manner, and will take appropriate measures if necessary.

### APPROPRIATE MEASURES

- Individual conversation
- Warning
- Reporting slacking to the CEO
- Reporting slacking to the teachers

### WORST CASE SCENARIO

- Expulsion from the group/company

