



IT University Travel Report

Study Programme at IT University: Digital design and communication

Activity Abroad: Testing an application for the master thesis

Exchange Period: semester (autumn/spring) **Spring** year **2019**

Your stay abroad

Please describe your stay abroad:

I went to Kenya as part of my master thesis to test an application on the actual intended users of the application for one week. The application was made for helping the people to book appointments at the doctor and keep track of their records etc.

The stay in Kenya was a great experience. I learned a lot and got some good insights out of it.

What was your initial motivation for going abroad and did your stay meet your expectations?

The initial motivation was to test the application and to learn about the culture. The challenge was to design an application for users in another country and with a different culture. With the insights gained during the stay in Kenya, it was much easier to understand the user. I had a lot of expectations of the culture in Kenya. However, I got surprised about some insights I got.

Please describe what you got out of your stay, both personally and academically, and how do you expect it to contribute to your further studies?

From the stay I learned how hard it can be to design to users you don't really know. I also learned how difficult it can be to test on people who are not really talking your language. I also learned, that facts we take for granted in Denmark, may turn out to be a lot different in other countries.

The trip made me think about how many things that are designed, that are not really tested on the right users. It also made me realize how much culture means when having opinions on a design and how the experience of a design is.

Personally, I have learned to be more open to the fact, that other users with different background may have a different view on a product than I would have expected. This is a valuable insight for my future work.

Arranging your stay

Please give a short description of the process involved in arranging your stay:

In the master thesis I worked with a company, and they helped setting up a connection in Kenya at their office down there. They also helped by guiding where to stay and which areas where not good to stay in. They also helped by guiding when applying for visa etc.

What resources did you find helpful in planning your stay and which people did you use (if any)?

I booked flight tickets and hotel online.

Expenses and Financing

Please comment on expenses connected to your stay abroad

It wasn't cheap to travel to Kenya, and the hotel wasn't that bad, but wasn't cheap either. The actual stay was cheap because everything is cheap in Kenya, so I didn't spend a lot of money on food.

Recommendations for other students:

I will recommend everyone, who are doing a design project to test on the actual user, even if the user isn't in Denmark. It will give a lot of insights, maybe some of them will be a bit surprising, but you will learn a lot. It can seem a bit overwhelming to arrange a trip abroad, but that shouldn't stop you, because the gain you will get out of it, will be all worth it.