SMART INTERNSHIP PLAN

STEPS	DURATION	DESCRIPTION	METHODS	TIMING
STUDENT REGISTRATION, SELECTION, TRAINING	2 weeks	• Student registration, selection, team formation and training	Student registration form Student training sessions	**February 17 – February 28, 2025 –Student registration, selection** **March 1, 2025 – Student team training**
START	2 weeks	• 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 March 3 -16**
EMPHASIZE	2 weeks	• 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 March 17 -30**
DEFINE	2 weeks	• 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 March 31 – April 13**
IDEATE	1 week	• 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 April 14 – April 20**

PROTOTYPE	2 weeks	- 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 April 21 – May 4**
TEST	1 week	- 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 May 5 – May 11**
FINAL EVENT		Presentations	Feedback session	**2025 May 13**