

# Bachelor/Master Thesis Assignment Consumer Content and Service Pain Point Research

<https://www.icdrachten.nl/vacatures/bachelor-master-thesis-assignmentconsumer-content-and-service-pain-point-research/>



**Bedrijf:** Philips

**Locatie:** Drachten

**Opleidingsniveau:** HBO/WO

**Periode:** At least 4 months

**Stage:** Ja

At Philips Oral Healthcare, Research and Development Team, we develop innovative solutions to ensure people can get a healthy mouth and smile outside of the dental clinic just by using our products daily.

Product range from power toothbrushes, water flossers, and whitening products.

In this assignment, you will utilize quantitative and qualitative consumer experience insights, to identify

consumer pain points and drive evidence based services ideation and prototype creation. You will be responsible in producing and interpreting end to end service blueprint visualizations, journey and system maps, and conduct consumer research studies that generate insights to communicate consumer pain points across the organization and deliver improvements that ensure superior consumer satisfaction with our products and services.

We are looking for someone who has knowledge about and/or has affinity with:

- User Experience Research, Design, and/or Strategy
- Psychology, Behavioral Science
- Service and/or Product Design
- Human Computer Interaction Design
- Data Science, Analysis, Informatics, and/or Statistics
- Or similar fields

We expect from you that you:

- Problem-solving skills
- Written and verbal communication skills
- Development, coordination, and execution of project plans
- Self-starter requiring little direct supervision
- Comfortable with ambiguity, including ambiguous data sets and with triangulating data from different sources
- Strategic minded and metric driven
- Experience collaborating with cross functional teams
- Experience in Healthcare preferred but not required
- Global experience working across multiple locations and timezones a plus

Philips Oral Healthcare

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