



# Psychology & Technology\*

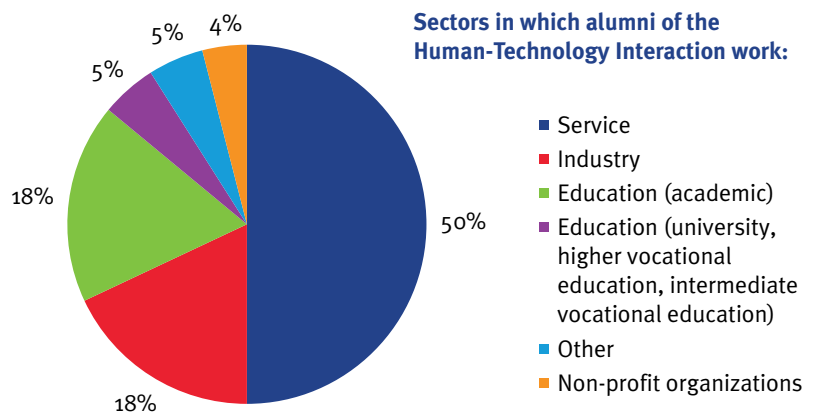
\* This major is formally part of the Bachelor's program in Innovation Sciences

## What alumni say

The major in Psychology & Technology lets you proceed directly to the TU/e Master's program in Human-Technology Interaction. Depending on the elective courses you choose, you can continue to other TU/e Master's programs and Master's programs outside TU/e.

After completing the Master's program in Human-Technology Interaction, you'll have an understanding of technology, but also of the human aspects. For example you could find a position in industry, in

research, in government and in consultancies in many different fields, or you could start your own enterprise. Typical functions include Researcher, User Experience Designer, Project Manager, Web Analyst, Quality Manager, R&D Coordinator, Interaction Designer or Human Factors & Safety Engineer. In this brochure, alumni of the Master's program in Human-Technology Interaction talk about what their positions involve.



## **Imke Schouten**

**Equipment Engineer at ASML**

“After graduating I started work as Equipment Engineer at ASML. As an Equipment Engineer I’m the link between the ASML Service Engineers at our customers worldwide and my development colleagues in Veldhoven.

My working days are very varied. I work together with different departments, both national and international. One example of the projects I work on is improving the diagnostics in a complex parts of our machines. So if there’s a problem, the service engineer must be able to find and solve it in the shortest possible time. I’ve investigated the problems that come up and how often they arise. Based on the findings, we’ve defined work packages to tackle the biggest problems. In general, the work packages consist of making new diagnostic test software by developing and producing the required documentation by my department. Together with the Service Engineers and my colleagues in development, the next step is to prepare a document for each work package defining the requirements for the diagnostic test software to be developed. An important factor in this work is that it has to be technically feasible for the Service Engineer. For example the Service Engineer must be trained in how to use the diagnostic test software. That’s what I’m responsible for. This is where the knowledge that I gained while I was studying is very useful: you have to be able to put yourself in the user’s position, and to see a project from different points of view.

In my present position I have an overview of my projects, and how we can get the best out of a project for all those involved in it. That’s why I’d like to progress to a position as project leader in the future.”



## **Anne-mie Sponselee**

**Doctoral candidate ‘Domotics and Ageing’ at Fontys University of Applied Sciences and Operational Management Venlo**

“What I’m working on in my PhD research at Fontys University of Applied Sciences is how technology can be used in the care process to support the independence of older people. Using home automation, or domotics, in the home care arises out of a number of societal developments. On the one hand the numbers of people aged 65 and over are increasing rapidly, and there are fewer young people all the time who can provide the required care. And on the other hand the care process itself is changing because people want to continue living at home for as long as possible, and have to make their own arrangements for care. By using technology we want to reduce the pressure on care and to support people in independent living.

For my research I’ve aimed to put these issues in a societal context, which I’ve clearly learned to do during my education. This focuses on all the players involved in these developments. For example care organizations, clients and installers, as well as developers like Philips, healthcare insurance companies and government, all of whom need to consider the changes in the remuneration structure. During my studies I was particularly interested in the role of end-users – in my current work these are the older care ‘customers’.

During my studies I’ve learned a lot about the roles of behavior, observations and psychology in the development and introduction of new technologies. That means I can now advise care providers and technicians on the right technical choices and how they can make the best possible use of them.”



## Marco van Boven

User & Application Researcher at Philips

“After my studies I started work as User & Application Researcher at Philips amBX. That means I work on the market introduction of this ambitious technology. It’s important that the products meet the demands and wishes of the end-users.

I’ve done research into many different aspects of our products, such as the preferences for the set-up of amBX peripherals. These are electronic units that create an ‘ambient experience’, for example by means of light, wind and vibration. The great thing is that you can see that your results have a direct influence on how the technology develops further.

I travel an average of once every two weeks to the UK for a working visit to the amBX team. As well as that I have a lot of contacts with other Philips departments, which are where the knowledge of both the technology and the users is based. The first amBX PC gaming peripherals are now on the market. The use of light, wind and vibration makes PC gaming into an even more intense user experience.

I’ve been able to make a lot of use of the research methods that I learned in my studies. Of course I need to use my knowledge of technology, but in my case this absolutely takes second place to the way I’ve learned to set up and carry out research. In my view, completing this study program is a great way to open up a lot of employment opportunities.”



## Inge Brandt

Market Researcher & Analyst at KPN

“I’m responsible for analysis in the telecom market. KPN is a major player in this market, which means I need to keep up with the market developments. Every two weeks I make a report of the latest developments.

As well as that I analyze what’s happening in the field of Social Media: how positively or negatively people in the market view KPN. I also take part in a number of project groups. For example I contribute to sampling how representing our information is, and how we can analyze it. In my position I spend half of my time on analysis, and the rest on research into the consumer market for fixed-line telephony, internet, TV and optical fiber. Through research we know for example what kind of people visit our shop, which website they visit and why they choose specific products. That enables us to optimally match our shop and our website to what our visitors want to see.

I found the Master’s program in Human-Technology Interaction was the ideal combination of people and technology. I was particularly interested in the research in that field – I see the interactions between the human aspects and how they can be translated into practical applications in my work every day. The psychology courses and projects gave me a good basis for doing research into the human aspects of marketing, and translating them into concrete recommendations.”



## Mark Graus

**Web Analytics Consultant at Adversitement and PhD student at TU/e**

“I work as Web Analytics Consultant at Adversitement, a strong European player in the field of online analytics and optimization. I advise and support companies in measuring the behavior of visitors to their websites. All of course using the newest technology, and in accordance with the latest legislative requirements. This is what I work on for four days a week. As well as that, I spend one day a week on my PhD research at TU/e. I find the combination of working and research is valuable and inspiring, because I know from my experience in industry what questions are relevant for companies. And at the same time my work at TU/e keeps me up-to-date with the latest developments and new opportunities for industry.



At Adversitement I work for a number of different customers. The activities range from testing if web analytics work properly to thinking about which parts of the website need to be updated and optimized. Adversitement has locations in the UK, France, Germany, Turkey and the Netherlands, which means I work with a team of international colleagues.

Before I started at Adversitement, I had already gained working experiences during my graduation thesis. This was about recommendation systems for movies: systems that can predict which movies you’ll most probably like, based on films you’ve watched earlier. This subject was part of a European project, in which the BBC and Microsoft were also involved. I helped in that project while I was graduating, through which gained some valuable practical experience.”

## Martijn Roosen

**Test Lead Engineer Cabs / Coordinator Cabinebeproeving at DAF Trucks N.V.**

“I was interested in more than just technology alone, which is why I chose the Master’s in Human-Technology Interaction. While I was studying I learned to think critically and to work together with colleagues in a team. That’s very useful in my current work.

I’m currently Test Lead Engineer Cabs / Coordinator Cabin Testing at DAF Trucks N.V., and I’m responsible for all the tests on and in truck cabs. This means I allocate the work, coordinate it and supervise it and assess it for a group of 4 test engineers. We check whether a system meets the specified requirements, and whether the vehicle meets the user’s demands in areas like ergonomics, cab climatization and user interfaces. My knowledge of technology and psychology are both very useful in those tasks. As well as that I also carry out tests myself, and I’m the contact person within the product development organization.

I work in an international environment: reports and presentations are often in English. My work is very varied and challenging. It’s a great feeling to see DAF trucks on the highway, and to know that I’ve contributed to supplying the components.

I’d like in the near future to get more experience in coaching and managing people. In the longer term I see myself in the role of departmental manager.”



## Sophie Pauwels

Deputy Director Início

“In Human-Technology Interaction, the experience of people’s behavior in the built environment is one of the most important aspects. For the City of Eindhoven I developed a tool with measures and design suggestions to make plans with a high level of social safety for building new urban areas. This is a good example of the kind of projects that I’m involved with in my current work.

Shortly after graduating I found a job at Início, a consulting firm for integrated urban development. Many of our clients are housing corporations and municipalities. We have a lot of experience in making and implementing plans for cities, local areas and complexes. These involve people from different disciplines working together on projects in teams. Our projects are characterized by a total approach, combining physical, social and economic aspects. As far as I’m concerned that’s the perfect link between my education and the work I do now.

What I like about my work is the variation and diversity of what I do. One day I might be in a city talking to the mayor about writing a safety plan, and the next day I’m somewhere else talking about the wishlist of residents who need to move because of renovation or demolition plans. That’s an essential part of this study program, in which you learn to look more broadly than one discipline alone. You quickly learn that people from different disciplines have different points of view, and how you can communicate with them. But the most important thing in this program is that you get a thorough grounding in how to set up a research study, and you learn to analyze how you can reach the right solution.”



## Yvonne van Laarhoven

Conversion Manager at HEMA

“After graduating I started work as Usability and Optimization Specialist in an internal consultancy. In that role I helped companies to improve their websites in terms of usability, and carried out tests among visitors to the websites to analyze the behavior of visitors and enable improvements to be made.

I’m now Conversion Manager for the HEMA retail chain, and my work involves analysis of the behavior of visitors to websites. Based on the findings I make suggestions for improvements. My analyses help the Online Marketeers at HEMA to understand visitor behavior, and the resulting data enables them to take decisions on the marketing strategy.

In my present position I still benefit from what I learned while I was studying. To allow us to understand and improve the interaction between a website and the visitors, we need to know a lot of things about how consumers behave: how do people observe, and how do they think? This multidisciplinary working approach that I learned while I was studying is also a big asset. I found working in a team to be very instructive. I learned a lot because I was able to share knowledge with other people.”





**For more information about Psychology & Technology**

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[www.tue.nl/psychologyandtechnology](http://www.tue.nl/psychologyandtechnology)

**For more information about TU/e**

Education and Student Service Centrum (STU)  
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e-mail: [studeren@tue.nl](mailto:studeren@tue.nl)  
[www.tue.nl/bachelorcollege](http://www.tue.nl/bachelorcollege)

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**Major**

- Psychology & Technology

**Program duration**

- 3 years

**Language**

- English

**Admission requirements**

- WiB in the examination subjects.  
For admission with a diploma from before 2010,  
please contact the Education and Student Service  
Center (STU).