

SMART INTERNSHIP PLAN



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STEPS	DURATION	DESCRIPTION	METHODS	TIMING ¹
ORGANIZATION REGISTRATION, SELECTION AND CHALLENGE FORMULATION	-	<ul style="list-style-type: none"> Selection of organizations Formulation of challenges and their descriptions Organization of project presentations for participating organizational staff, if needed Coordination of the tripartite internship agreement (including internship period, supervisors, and organization details) 	Organization registration form Internship agreement form	Till 2026 February 6
PARTICIPANT REGISTRATION, SELECTION, TRAINING	3 weeks	<ul style="list-style-type: none"> Student outreach: the challenge description and formulation are published on the VU website, as well as on Instagram and Facebook pages, in the VU student newsletter Student selection, team formation and training 	Student registration form Student training sessions	2026 February 9-26, student registration, selection February 27, student team training
START	3 weeks	<ul style="list-style-type: none"> Team formation task and definition of areas of responsibility First meeting with the VU internship supervisor and clarification of working principles Preparation for the first visit to the organization Visit to the organization and familiarization with the challenge context Challenge formulation (which may differ from the initial version provided by the organization) 	Team building Frame (how might we)	2026 March 2-22
EMPHASIZE	2 weeks	<ul style="list-style-type: none"> Analysis of identified best practices, competitors or stakeholders (definition of competitors and/or best practices, preparation, analysis through meetings, interviews or collection of publicly available information) Media analysis (mass media, social networks – analysis focuses on the organization, field or topic) Preparation of the target group research plan (method selection, criteria definition) Target group analysis and summary of results/conclusions Analysis and evaluation of the all collected data 	Interview/ focus group Mind map Business model canvas	2026 March 23- April 5

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DEFINE	2 weeks	<ul style="list-style-type: none"> Refinement of the target group (may change) Target group analysis (“typical client” – needs, expectations, motivating factors) Analysis of the relationship between the target group and the organization, definition of value, pains and gains Challenge reformulation 	Persona Value proposition canvas HMW frame	2026 April 6 - April 19
IDEATE	1 week	<ul style="list-style-type: none"> 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	2026 April 20 - April 26
PROTOTYPE	2 weeks	<ul style="list-style-type: none"> Detailed description of selected solution of problem, pros and cons analysis Development of a visual prototype The prototype (or solution of problem) is tested, presented to client for collecting feedback and finding out possibilities for improvement 	Method kit Miro Canva Mural	2026 April 27- May 10
TEST	1 week	<ul style="list-style-type: none"> 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	2026 May 11 - May 15
FINAL EVENT	-	<ul style="list-style-type: none"> Presentations 	Feedback session	2026 May 15

¹ The timeline allocates 1–2 calendar weeks for each stage, without accounting for weekends or public holidays. Actual durations may vary. It is recommended to discuss expectations and potential risks related to timing for each stage and to consider the working pace of the student team completing the internship.