

DIGITAL PRODUCT DEVELOPMENT

A full-semester elective accepting students from interdisciplinary programmes to design, develop and deliver a digital product

PROCES



DESIGN
SPRINT

DEEP
DIVE

STARTUP
WAY

AGILE
DEV

PURPOSE

The world is changing rapidly.

We want you to learn how to use technology to create innovative sustainable digital products in collaborative teams for real clients.

For today. For the future.



DEVELOP YOUR MIND & SKILLSET



The world is changing. Technology is becoming more and more important.



Business needs innovative and creative drive who contribute to interdisciplinary solutions to the challenges of the future.



Our world is in the middle of a transformation towards a sustainable and regenerative future.

WHAT WILL HAPPEN?

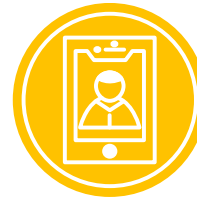
TEAM WORK

In a mixed team with students with different educational backgrounds from international universities including danish students from KEA.



TAKE CHARGE AS A TEAM

You will create a plan, agreements, appointments and plan where and how you will work together in a self managed team.



WORK ON A REAL PROBLEM

You will be creating a solution to a real problem, where you will be collaborating with both users and a client from the business industry.



FEEDBACK & COACHING

You will get feedback and coaching from your lecturers and your client in order to optimize your product and learning.

WHO ARE THE LECTURERS?



STINE RØRBECH

KEA DIGITAL



LARS KRUSE

KEA DIGITAL



**IDA WINBERG
HEMMINGSSEN**

KEA DIGITAL



**MIKKEL WESSEL
NIELSEN**

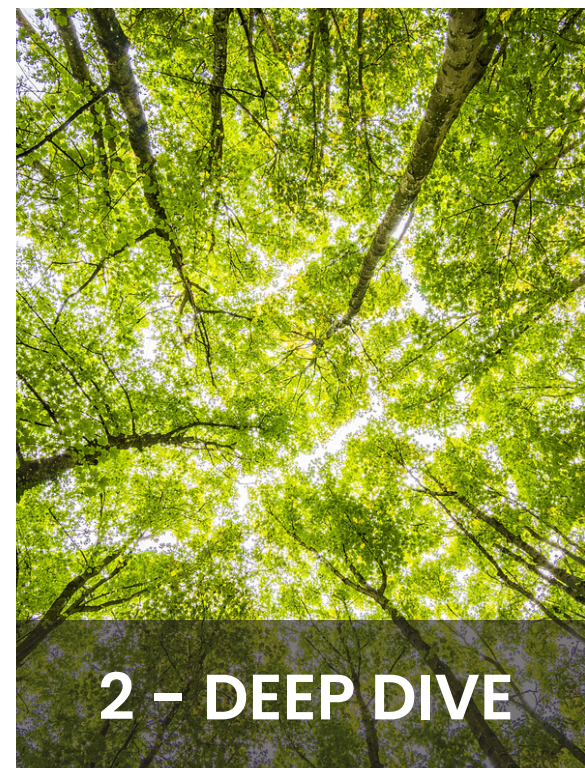
KEA DIGITAL





**OVERVIEW OF
THE SEMESTER +
EXAM INFO**

OVERVIEW OF THE SEMESTER





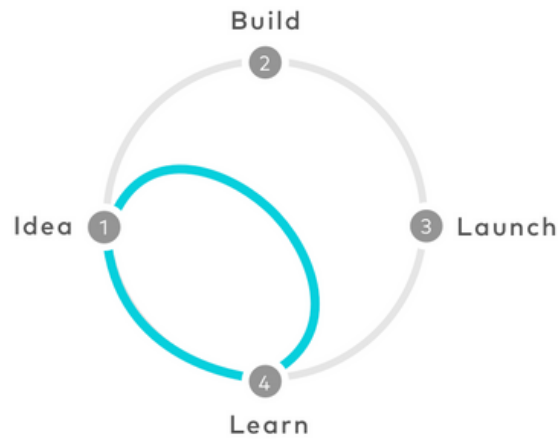
The sprint is a five-day process for answering critical business questions through design, prototyping, and testing ideas with customers.

Your team will get started on prototyping a digital product for an external client.

You will be training for very (extremely) short loops of learning with weekly feedback from the client.





You will finalize your digital product and present the final solution in the end.

DURATION: 4 WEEKS




The sprint gives teams a shortcut to learning without building and launching.


EXAMPLE OF CLIENTS FOR THE FIRST MODULE






Erdem Ovacik · 1st
Founder and Board Member
Talks about #cycling, #mobility, #democracy, #governance, and #publicpolicy
Copenhagen, Capital Region, Denmark · [Contact info](#)
<https://medium.com/@erdemnino>
4,082 followers · 500+ connections




Donkey Republic




University of California, Berkeley




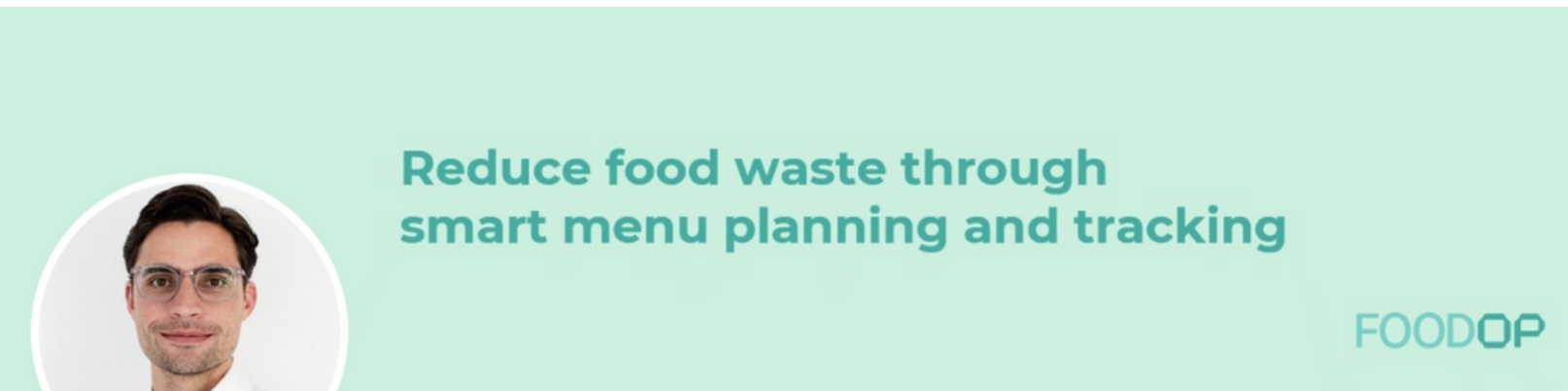

Justina Ramonaitytė · 1st
Multimedia Designer Fighting Climate Crisis at FoodOp and Regeneration 2030
Talks about #circulareconomy, #climatecommunication, and #sustainablesolutions
Copenhagen Metropolitan Area · [Contact info](#)




FoodOp




KEA - Københavns Erhvervsakademi






Nichlas Saul · 1st
Co-founder & CEO at FoodOp
Copenhagen, Capital Region, Denmark · [Contact info](#)
500+ connections




FoodOp




Copenhagen Business School



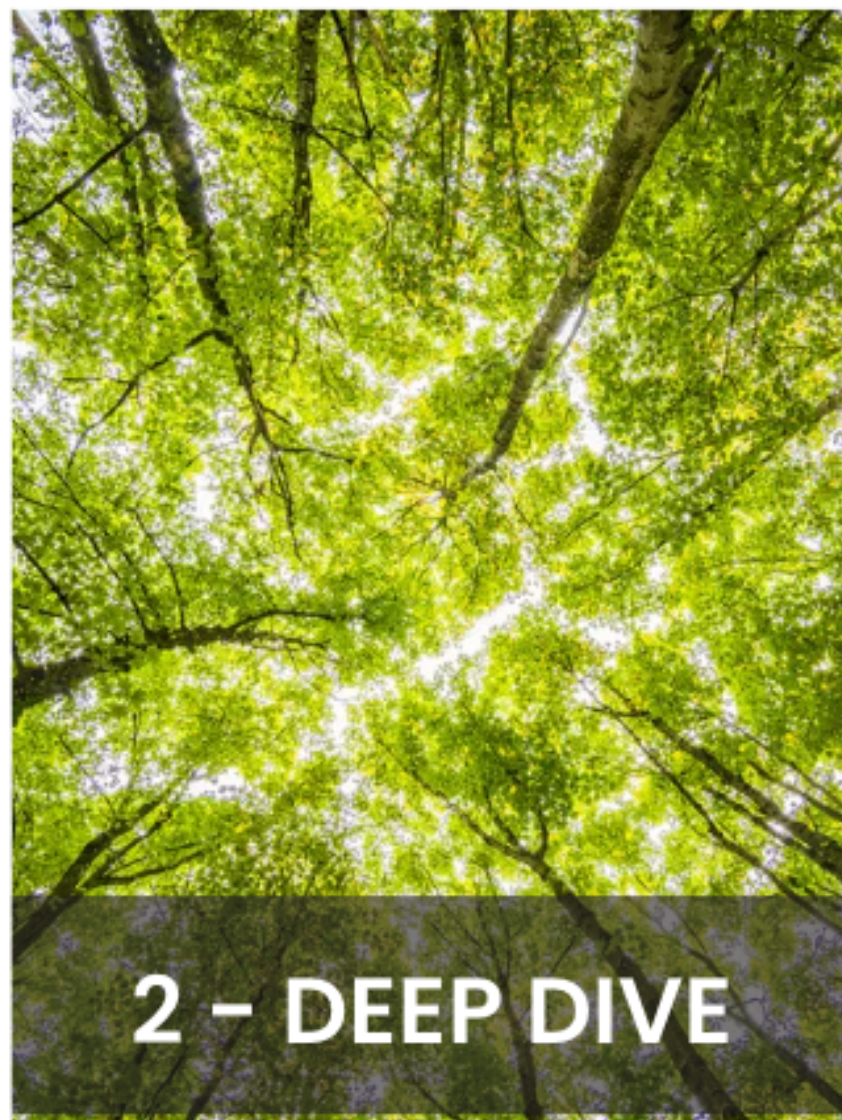
Mauritius Duarte Pereira (He/Him) · 1st
Kvartier (Urban Design with quality of living)
Talks about #housing, #property, #realestate, #urbandesign, and #architecture
Copenhagen, Capital Region, Denmark · [Contact info](#)



Kvartier Design



UFRJ - Universidade Federal do Rio de Janeiro



It's time for you to dive deep and create your individual learning goals and develop the skills you need.

You will create your own learning path and be inspired by workshops of the week to dive deep to develop your skills.

You will get inspiration to challenge yourself and learn methods to focus and concentrate in order to learn new skills.

DURATION: 1 WEEK



Taking off-set in the lean startup approach.

During this theme you will be launching a new enterprise—whether it's a tech start-up, a small business, or an initiative within a large corporation this is what you are going to do with your team. You might also want to continue to work on your client from the first module.

The Lean Startup is a new approach being adopted across the globe, changing the way companies are built and new products are launched.

DURATION: 5 weeks



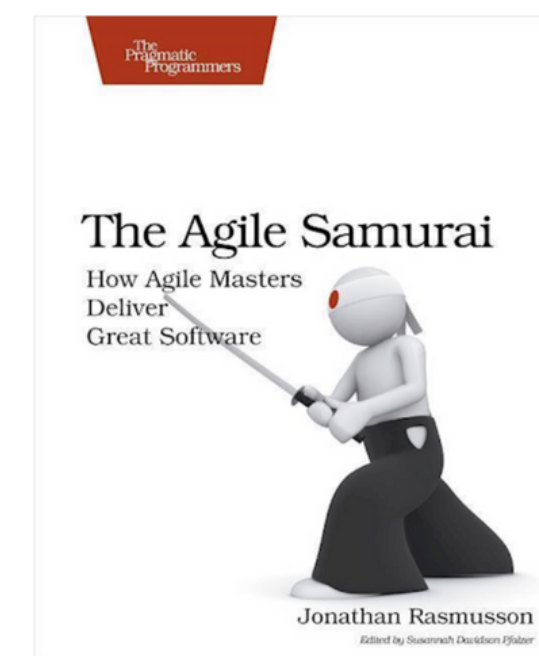


Learn how to kickstart, execute, and deliver your agile projects.

You will be learning combining cutting-edge tools with classic agile practices.

You will learn everything you need to deliver something of value every week and develop products in iterations.

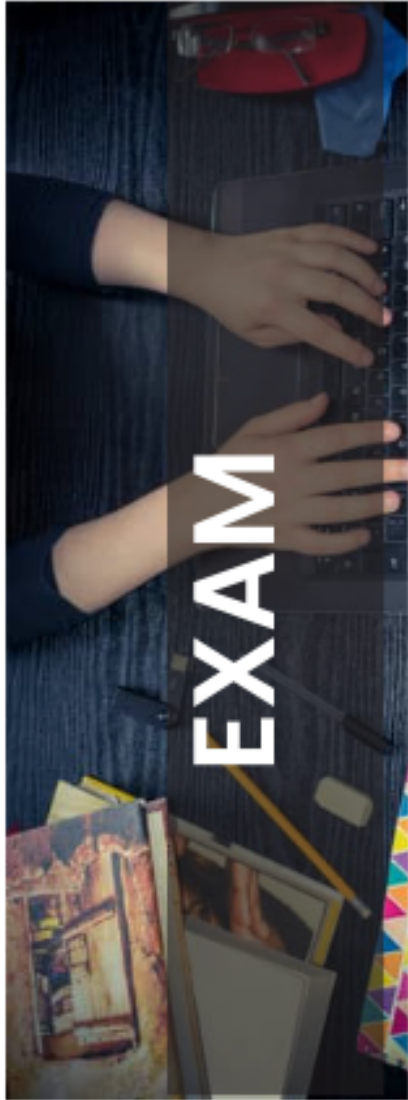
DURATION: 4 weeks





There are 4 mandatory assignments during the semester. The date of the hand-in will be visible on Fronter and the hand-in will take place in the KEA exam system WiseFlow.

Type	Title	Individual/Team	Feedback
1	Design Sprint	Team	Wiseflow: approved/Not Approved
2	Deep Dive	Individual	Wiseflow: approved/Not Approved
3	The Startup Way	Team	Wiseflow: Approved/Not Approved
4	Agile Development	Team	Wiseflow: Approved/Not Approved



The exam will be an individual oral exam based on your portfolio, work-log and an individual synopsis. The structure of the oral exam is: 5 min presentation + 20 min. exam + 5 min. grading/votation.

EXAM	Portfolio, worklog + synopsis	Individual	Wiseflow: Oral exam
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WHAT WILL YOU LEARN?

You will be learning from the field of expertise in the industry in an educational context.

You will learn to:

- ◆ Collaborate in an interdisciplinary team
- ◆ Research practical issues using a methodical approach
- ◆ Design and deliver digital products
- ◆ Explore and learn different methods and tools to create digital products





LEARNING METHODS & LEARNING MATERIALS

The teaching methods and work processes of this theme are based on a combination between workshops, team work, instruction/hands on, online tutorials and collaborative and blended learning methods. Project and teamwork are important part of the theme including feedback and coaching in order to optimize and upgrade your competences.

During the theme you will be working on a relevant digital challenge from the industry, and you will get feedback from the client to ensure that the learning process of developing competences and skills that are highly demanded in the workplace is fulfilled.

The learning material will mainly be literature in the form of online resources and video tutorials such as LinkedIn Learning and tutorials made by the teachers. There will be literature related to all modules.

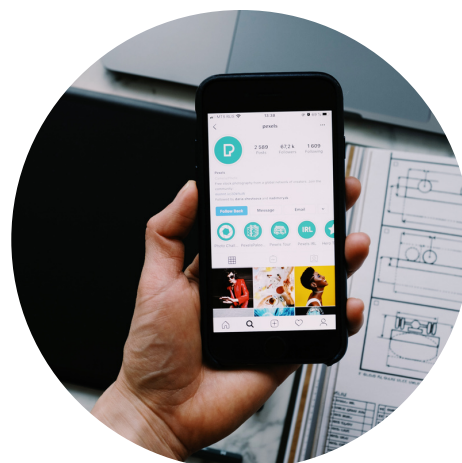




ARE YOU
READY TO
DEVELOP YOUR
SKILLS AND
CREATE
INNOVATIVE
DIGITAL
PRODUCTS?



TEAM WORK



DIGITAL
PRODUCT
DEVELOPMENT



Want to learn more about the programme?

Contact: Ida Winberg Hemmingsen- idwh@kea.dk

Next programme starts: February 2024