

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

**WE CREATE DIGITAL PRODUCTS
FOR REAL CLIENTS
IN COLLABORATIVE TEAMS**

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.

PROCES



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 WITH REAL CLIENTS

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.



WHAT DO YOU LEARN?

- to work with real clients (close cooperation as you are a small mini-agency)
- to collaborate in international teams
- to have global collaboration skills so you can work in international companies (or companies with international customers/departments)

INTERNATIONAL TEAM WORK

- You will be matched in a team with students with different educational backgrounds within business, IT, digital media, content production, graphic design, UX, Frontend, software development, and marketing etc..
- The students come from places such like New York, Lisbon, Paris, Amsterdam, Oslo, Helsinki, and of course Copenhagen.

YOU CHOOSE YOUR ROLE

You will be choosing a role that you want in your team – FX:

- UX/Digital design
- Graphic designer
- Content creator
- Communication/marketing
- Frontend development
- Web
- etc.

Based on your role you will be able to specialize in the area you love to work with...

INTERNSHIP, JOB & CAREERS

Digital Product Developer

Video Content creation

Web development

Digital Business

Digital Designer/UX

Digital Content Creator

SoMe Manager/Content creator

Frontend Design

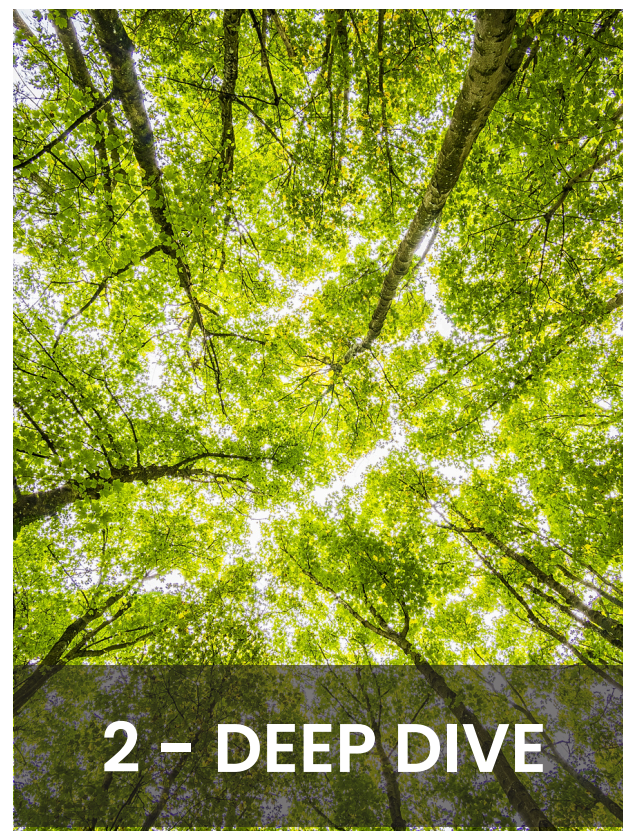
...and much more based on how you choose to specialise your role/profile

YOU LEARN TOOLS AND GAIN SKILLS SUCH AS:

- Methods: Agile development, Design Sprint + Startup way
- Figma/XD
- No code - tools
 - GLIDE / Bubble Apps
 - Webflow + Squarespace etc.
- Digital marketing and communication
 - Meta - social media ads + Google Ads
- Video production - Adobe Premiere pro
- Microsoft Power Apps + Power pages
- Microsoft Co-pilot

***+ the tools you dive
into that
relates to the client
you work with***

OVERVIEW OF THE SEMESTER





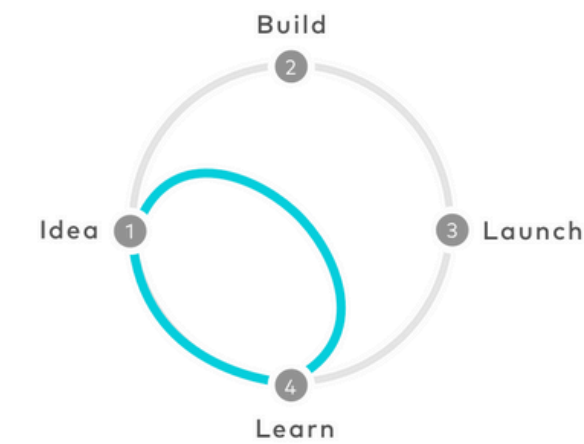
The sprint is a five-day process for answering critical business questions through design, prototyping, and testing ideas with customers.

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

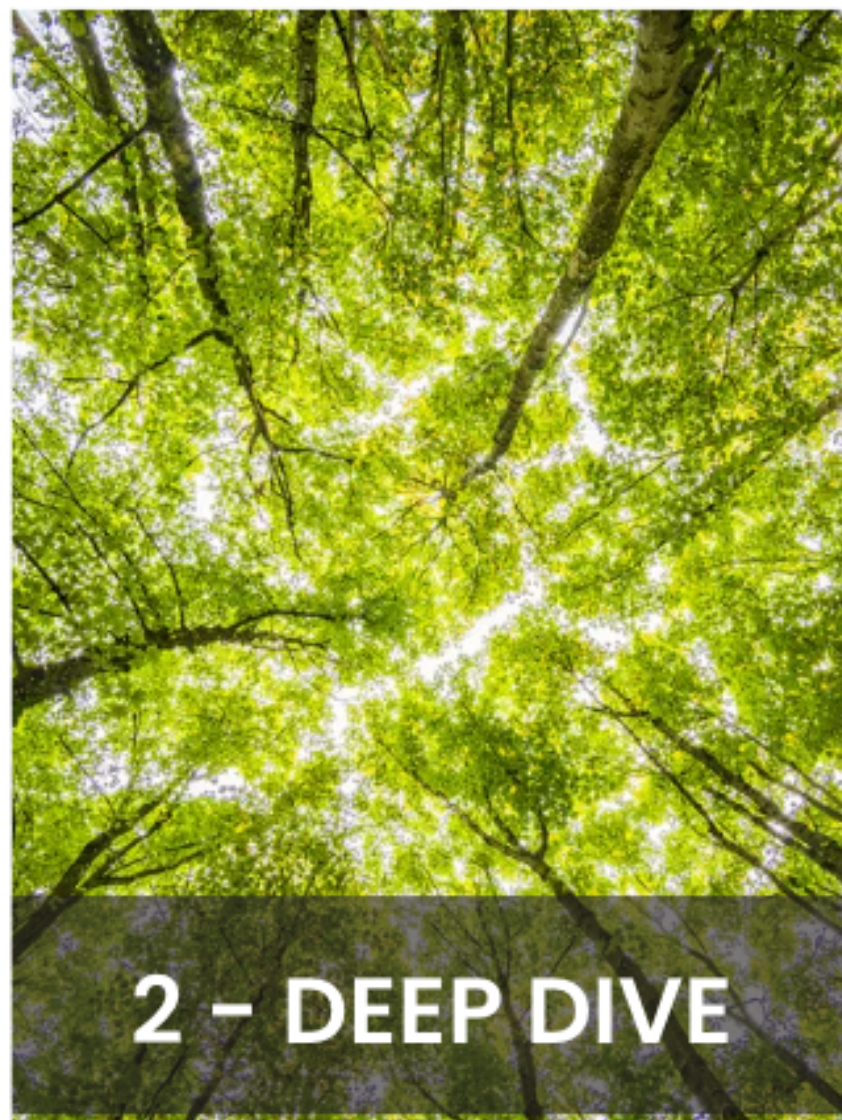
You will be training for very (extremely) short loops of learning with weekly feedback from the client.

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.



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



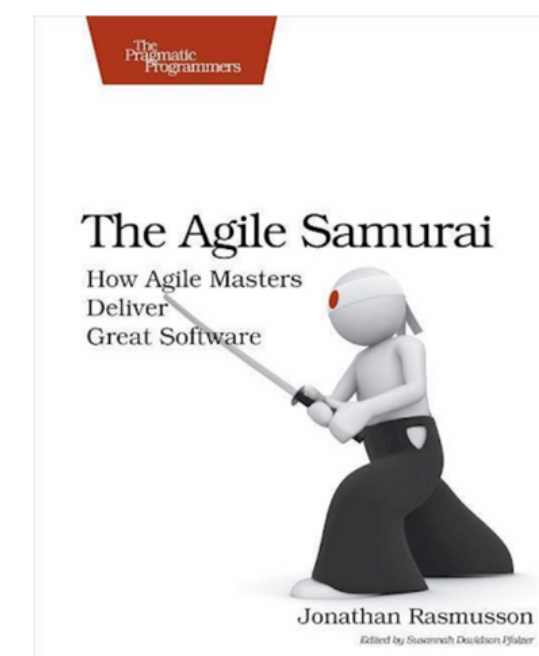


Learn how to kickstart, execute, and deliver your agile projects.

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.

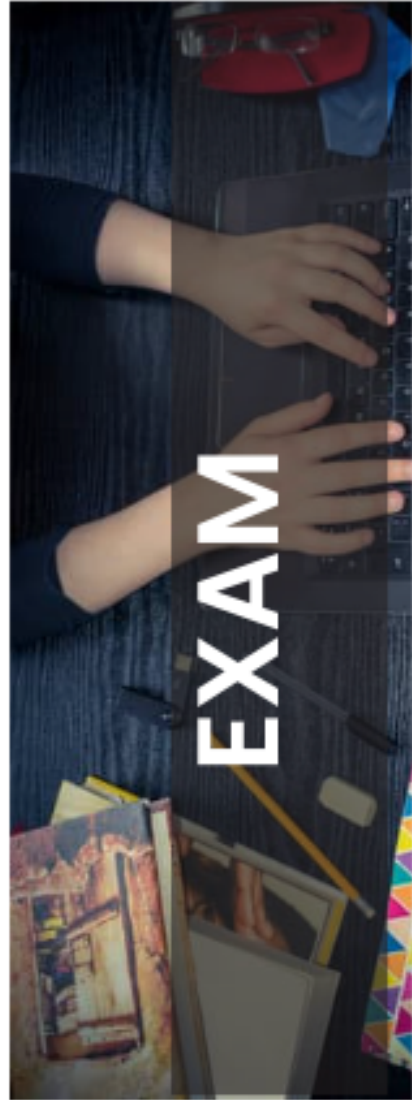
DURATION: 4 weeks





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



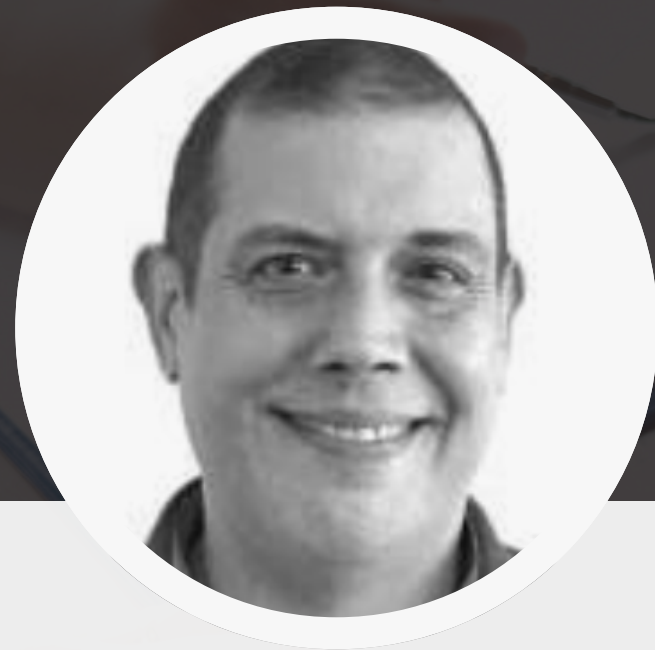
The exam will be an individual oral exam based on your portfolio, work-log and an individual synopsis. The structure of the oral exam is: 5 min presentation + 20 min. exam + 5 min. grading/votation.

EXAM	Portfolio, worklog + synopsis	Individual	Wiseflow: Oral exam
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The lecturers area of expertise consist of skills and experience within design, UX, business, IT, tech, marketing, content + more..



**STINE
RØRBECH**



**JARON
KAHALANI**



**IDA WINBERG
HEMMINGSEN**



**MIKKEL
WESSEL NIELSEN**



EXAMPLES OF COMPANY COLLABORATIONS

*All projects includes client collaboration during the project
and a final pitch in the end of the project.*



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ISTID Organic Nitrogen Ice Cream





Bjørn Borup (He/Him) • 1st
Director, digital transformation at Danish R...
3d • Edited •



Today, the digitalization department at Danish Red Cross ([Danish Red Cross](#)) is hosting students from [KEA - Københavns Erhvervsakademi](#)'s program in Digital Product Development. Over the next five weeks, these students will work in agile digital and international product development teams, tasked with solving digital challenges for us.

The students come from places like New York, Lisbon, Paris, Amsterdam, Oslo, Helsinki, and Copenhagen. They represent a melting pot of talent, expertise, and passion in business, IT, digital media, content production, graphic design, UX, software development, and marketing. As part of their education, KEA's agile product developer ...see more

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Freja Vulff • Following

Technology Specialist @ Microsoft | Power Platform | Dynamic...

2mo • 🌐

Yesterday, I had the pleasure of hosting [#KEA](#)'s international cross-functional Digital Product Development programme. The students will be working with [Microsoft](#) Power Platform developing apps, copilots and other digital solutions as part of a four week design sprint process with [A.P. Moller - Maersk](#) & [ISTID](#).

Only a few days into the project, the students were ready with mock ups and a ton of ideas for their solutions. The ambition level is high - as it should!

Student projects like these are a great way to prepare them for the future of work. Equipped with the Power Platform in their digital toolbox, they can transform manual activities into digital, automated processes.

Looking much forward to see how the final solutions turn out!

[Ida Winberg Hemmingsen](#) [Angélique Espensen](#) [Henrik Bang-Andersen](#)

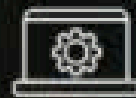
[#powerplatform](#) [#microsoftedu](#) [#citizendevelopment](#)
[#youngprofessionals](#)

Improving life for all by integrating the world

There's a reason we strive to go all the way, every day, to deliver a more connected, agile and sustainable future for global logistics. It is our purpose. See why it gets us up in the morning.



Sustainability



Technology



Our History



Careers

A.P. Moller - Maersk's vision is to
become the Global Integrator



KEA PRESENTS

DIGITAL PRODUCT DEVELOPMENT

La grande finale

FRIDAY 1ST OF MARCH 2024

VENUE: KEA TECH & STORY LAB







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

Want to learn more about the programme?

Contact: Ida Winberg Hemmingsen- idwh@kea.dk

Next programme starts: January 2025