

Digital Product Lab

During Digital Product Lab you are going to work in multidisciplinary teams to develop and market a digital / ICT related product. You will work in a team and based on the agile principles of product development.

During this programme you will be supported by your coach and there will be given additional workshops on ICT and Communication and Multimedia Design related topics. The second component that you will get to know is the business component. Questions like 'what is your market?' and 'who is your target group?' will be answered during workshops and coaching.

Some examples of recent digital products that students have developed:

- A user friendly customer platform for farmers to monitor crop growth. Students made a UI/UX plan including customer journey and wireframe representation of the digital platform. The project combined creative visual concepting, product development and customer research.
- An attractive app (a virtual coach) with exercises and advice that contribute to developing and strengthening the emotion regulation skills of emotional eaters.
- An interactive cybersecurity awareness tool which makes users, employees, and students aware of the risks of cyber attacks and how to increase cybersecurity.
- A measurement application / platform that measures the occupancy of buildings via infrared and AI in order to heat buildings in a smarter more efficient and sustainable way resulting in energy savings.

Language of instruction

English

Offered

Semester 1

Duration

One semester (30 ECTS).

Capacity

There are a limited number of places reserved in this programme for exchange students.

Contact

For more information please contact programme coordinator Corné Kox.

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Courses

Product - Prototype

During this course you are going to work in multidisciplinary teams to develop a digital / ICT related product. You will work in a team based on the agile principles of product development. You will be working on innovative solutions for real-life problems and opportunities based on new technologies. You can choose from a range of existing projects or bring your own project (criteria will apply). The goal of this course is to develop a prototype product according to production specifications determined, and lays the foundation for the minimal viable product the you will develop in the second half of the minor. During this course you will practice to:

- Perform a requirements analyses based on stakeholder interviews and deskresearch
- Develop a prototype product so it can be tested with the end user.
- Validate if the prototype solves the problem or seizes the opportunity.

Credits

10

Business

This course is designed to provide you with understanding of identifying and creating business opportunities in complex environments under conditions of uncertainty and apply this knowledge based on a self-chosen case in the form of a startup team. In this course you will develop your entrepreneurial attitude, increase your business knowledge and skills, learn to work in multidisciplinary teams and develop relations external stakeholders.

Credits

5

Deepening

During this course you are going to work in a multidisciplinary team. Within this team each member has his/ her specific role. In this course you'll develop yourself to fulfill this role to the best of your abilities. In order to do this, you'll specialize yourself based on research. You'll write a thorough method of approach and execute this to the best of your abilities. At the end you'll reflect on your progress and the process. The goal of this course is to develop your personal skill for a specific role within a multidisciplinary team (e.g. developer, designer, project manager). During this course you will practice to:

- Conduct research into the specific role
- Write a method of approach
- Define your added value within a multidisciplinary team
- Reflect on your progress and the process.

Credits

5

Product - Minimum Viable Product

During this course you are going to work in multidisciplinary teams to develop and market a digital / ICT related product. You will work in a team based on the agile principles of product development. You will take the prototype you've developed in the first half of the minor to the next level by developing a Minimum Viable Product (MVP) that actually works and is created with suitable technologies. As a professional individual you will provide your team the needed hours and effort to complete the development of the MVP. This means in most cases you will put in lots of hours to develop the needed assets and code. The goal of this course is to develop a MVP that is ready to be tested by the market. In order to achieve this it is important to evaluate the MVP multiple times during the development process. In a final demonstration you will showcase the actual working product, but also an insight on your production process. During this course you will:

- Develop a Minimum Viable Product (MVP) that is ready to be tested by the market
- Evaluate the MVP with the market

Credits

10