

**Class of 2023
Practicum Project
Descriptions**

Master of Digital Product Management

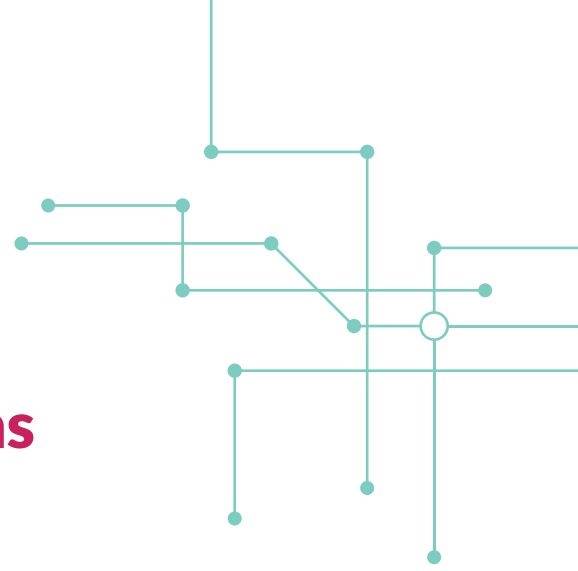
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Cineplex Digital Media: Using CDMs Digital Signage Solutions to deliver a meaningful and consistent shopping experience for customers of multi-brand Retailers by allowing them to transition seamlessly from the digital space to physical in-store.

ShelterBox: The goal of this project is to create improved support for onboarding new ShelterBox volunteers. This one-stop-shop should support training and building the volunteers engagement capacity (taking them through the "ladder of engagement" over the course of three months). The Volunteer Portal would exist on ShelterBox' existing WordPress website and would only be visible/accessible to volunteers.

Future Health: Paramedics are inundated with compliance alerts when patients on Future Health's remote monitoring program fail to take readings consistently. The result is an increase in administrative efforts requiring paramedics to remind patients to take readings using RPM devices. Team Cobol's approach is to engage a different stakeholder, circle of care members (family, personal support workers etc.) to mitigate the alert fatigue problem paramedics face, allowing paramedics focus on care. This will be achieved by revamping the existing FHS client care portal, to help keep the process visible to circle of care members and allow patients get the most out of the program.

Sobeys: Reimagine the shopping list on the Sobeys.com website and mobile app. This would be more than a way to browse recipes or view the weekly flyer, instead acting as a digital tool that provides value for shoppers. The tool should allow customers to browse recipes that are relevant to their preferences, provide recommendations on products to purchase / add, highlight products offers in the weekly flyer to demonstrate value, and enable customers to add items instantly to their baskets. The shopping list could be used in store on their weekly shop, or to check out seamlessly through a Voila.ca plug-in, either choosing in-store pick-up or delivery.

PandoPartner: Digitally transform the company's client onboarding process to streamline the way clients input key data pertaining to their sponsorship agreements, the programs (events, campaigns, venues etc.) for which they sell partnerships, and the assets they include in their deals with corporate sponsors. Helping the organization think about creating a seamless user experience for customers that focuses on the details while shortening the time-to-value.

Markel: Create a D2C portal to better service the end client (Small to Medium enterprises) in a seamless and easy way to help accommodate the growing appetite for customers wanting to buy specialty insurance and sureties online or digitally. This portal does not need to be limited to a website and can be embedded in the user flow of another by-product via partnerships. The solution will likely involve a digital platform that crosses web, mobile, marketplaces and brokers.