Master of Digital Product Management

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Master of Digital Product Management Class of 2023 Practicum Project Descriptions

**Cineplex Digital Media:** Using CDMs Digital Signage Solutions, deliver a meaningful and consistent shopping experience for clients of multi-brand Retailers, allowing them to seamlessly transition from digital to physical stores.

**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 enrolling patients in Future Health’s remote monitoring program, but they are not making effective use of patient information on a day-to-day basis as the Future Health system does not integrate with the paramedic’s ‘everyday’ electronic medical record (EMR) system called Prehos. As such, Future Health is hoping to explore how to integrate the two systems in a way that allows paramedics to make more effective use of data and information being generated by the RPM system.

**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:** Digitalize the company’s client on-board process to find the best way for clients to 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. Help the company think through a user experience that is seamless for the customer but also gets into enough details and granularity somehow (likely with a need to save progress and invite collaborators) pertaining to their sponsorship asset inventory, agreements, payments, etc.

**Markel:** Create a portal to better service the end client 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.