



Welcome to the NordSecMob Winter School at [DTU](#) main campus in Lyngby 7.-10. January 2014. Most participants will fly in Monday, and will join in an evening walk in Copenhagen before dinner at 6pm at the hotel. Classes start daily at 8am in Building 306 Auditorium 32. Saturday is departure day.

The theme of the winter school is Innovation. The winter school is organized in several tracks:

- Main track “User Experience (UX) Engineering - building functional smartphone prototypes”. Organized by assoc.professor Michael Kai Petersen

For the UX track you will participate in the [DTU course in user experience engineering](#) focusing on applying lean methods to validate smartphone app concepts using high-level prototyping tools like [POP](#) and [InVision](#) to build functional prototypes. The track will be based on [Laura Klein's book “UX for Lean Startups”](#) and each student will receive a copy of the book once at DTU. Taking a data-driven approach to formulate user need as hypotheses, which are validated in an iterative agile design process, Lean UX provides a methodological framework for rapid prototyping of MVP, minimum viable products, centered on incorporating only the most essential features, while reducing time to market based on reuse of design patterns.

○ Project: Integrating social media data describing user behavior

The UX track is organized as group work on integrating engagement metrics and metadata describing user behavior based on [Facebook OpenGraph API](#) into a functional smartphone app concept. There will be daily student presentations / lectures followed by group work. Morning sessions will include discussions of a subset of the uploaded student presentations, focused on demonstrating the topics introduced the previous day, ended by a short lecture introducing the concepts behind the assignments to be prepared for the following day.

- Lecture Wednesday at 4:30 pm on “From Arguments to Ideas: Edward de Bono’s Six Thinking Hats”, Professor Flemming Nielson.

There is nothing more sad and wasteful than a roomful of intelligent and highly paid people waiting for a chance to attack something the speaker has said. With the Six Hats method the fullest use is made of everyone’s intelligence, experience and information. The Six Hats also removes all ‘ego’ from the discussion process.

- Lecture Thursday at 4pm on “The Business Model Canvas (BMC) methodology”, Post.doc. Michael Reibel Boesen.

Finally, we will walk through the Business Model Canvas (BMC) methodology, which is a simple and visual way of creating and validating a business model for your projects. One thing is for an engineer to understand the technology he/she is developing, but it is an entirely different thing to understand how the technology relates to the business that is commercializing the technology. This is what BMC is all about.

The evening schedule is

- Monday at 6pm: Evening walk into Christianshavn
- Tuesday at 5:15pm: Departure for Louisiana, dinner scheduled at 7pm
- Wednesday at 6:15pm: Departure for Ballerup “details will follow, warm and practical clothing”
- Thursday at 6:30pm: Alumni evening at DTU
- Friday at 1pm: Sightseeing in Copenhagen “details will follow”

Yours, [Christian W. Probst](#) and [Flemming Stassen](#)