

# The Role of Strategic Design in Shaping Feide's Future



TNC 2025

# About us

## **Hildegunn Vada**

Product Area Manager

Sikt

## **Ann Kristin Forshaug**

Head of Design

Sikt



Hildegunn



Ann Kristin



# Getting Started – Here's What's Ahead



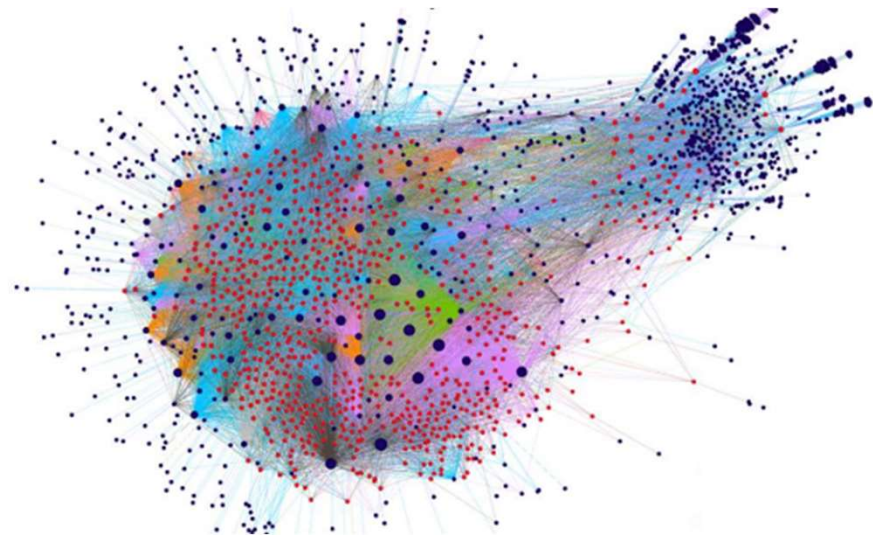
- Why? – The Challenge
- How?
  - Foresight, and future scenarios
  - Back-casting
  - Involvement and co-creation with employees and other stakeholders
  - Product strategy
- Key take aways

# 1 The Challenge



# Feide

Login and data sharing for the education sector



\*1 million daily!



We need a  
clearer  
direction

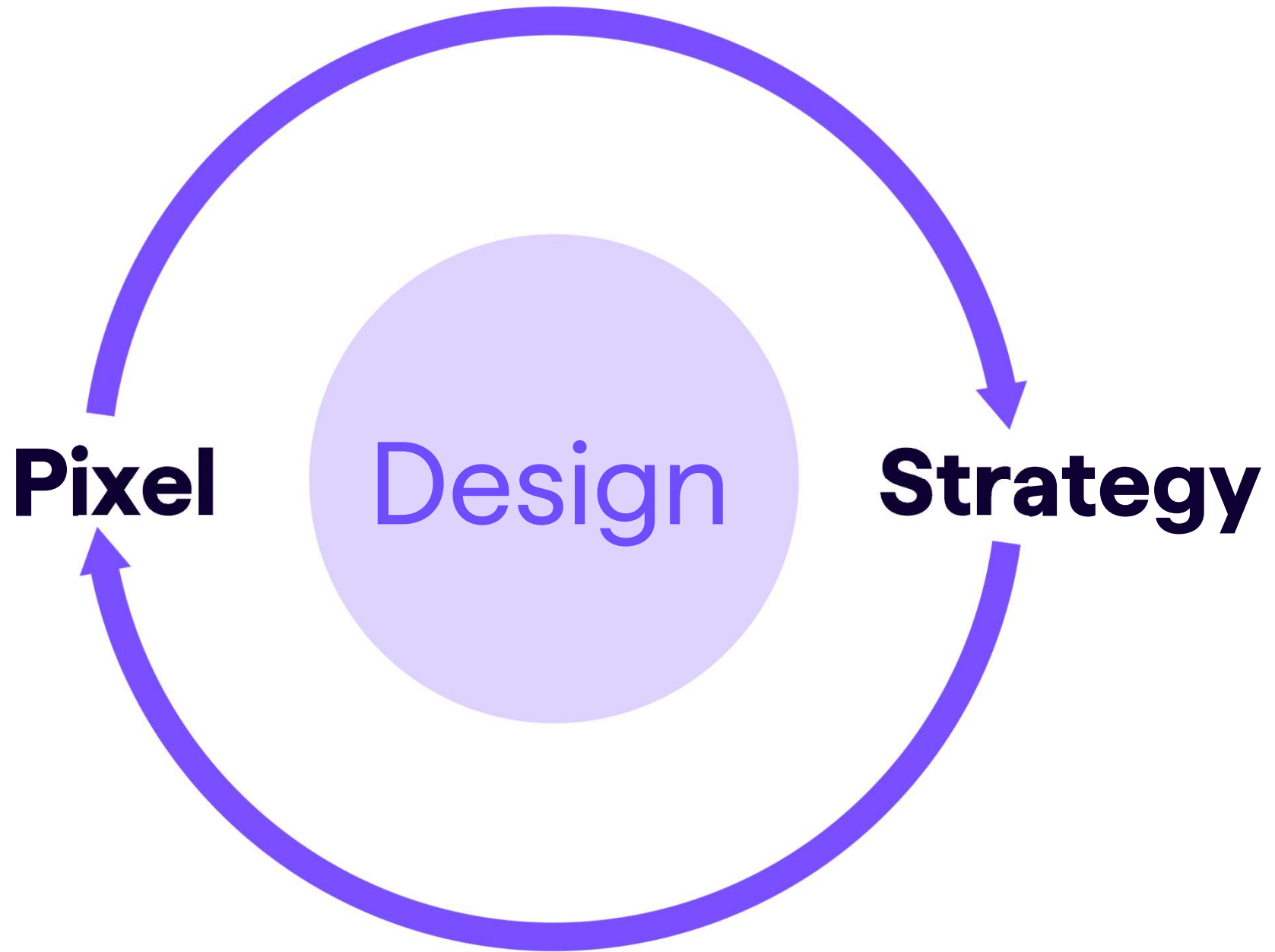
 **Feide**





# Foresight







What value does Feide create today?

2025

2040





**What value does Feide create today?**

**What external factors will have an impact on our product?**

**2025**

**2040**





**What value does Feide create today?**

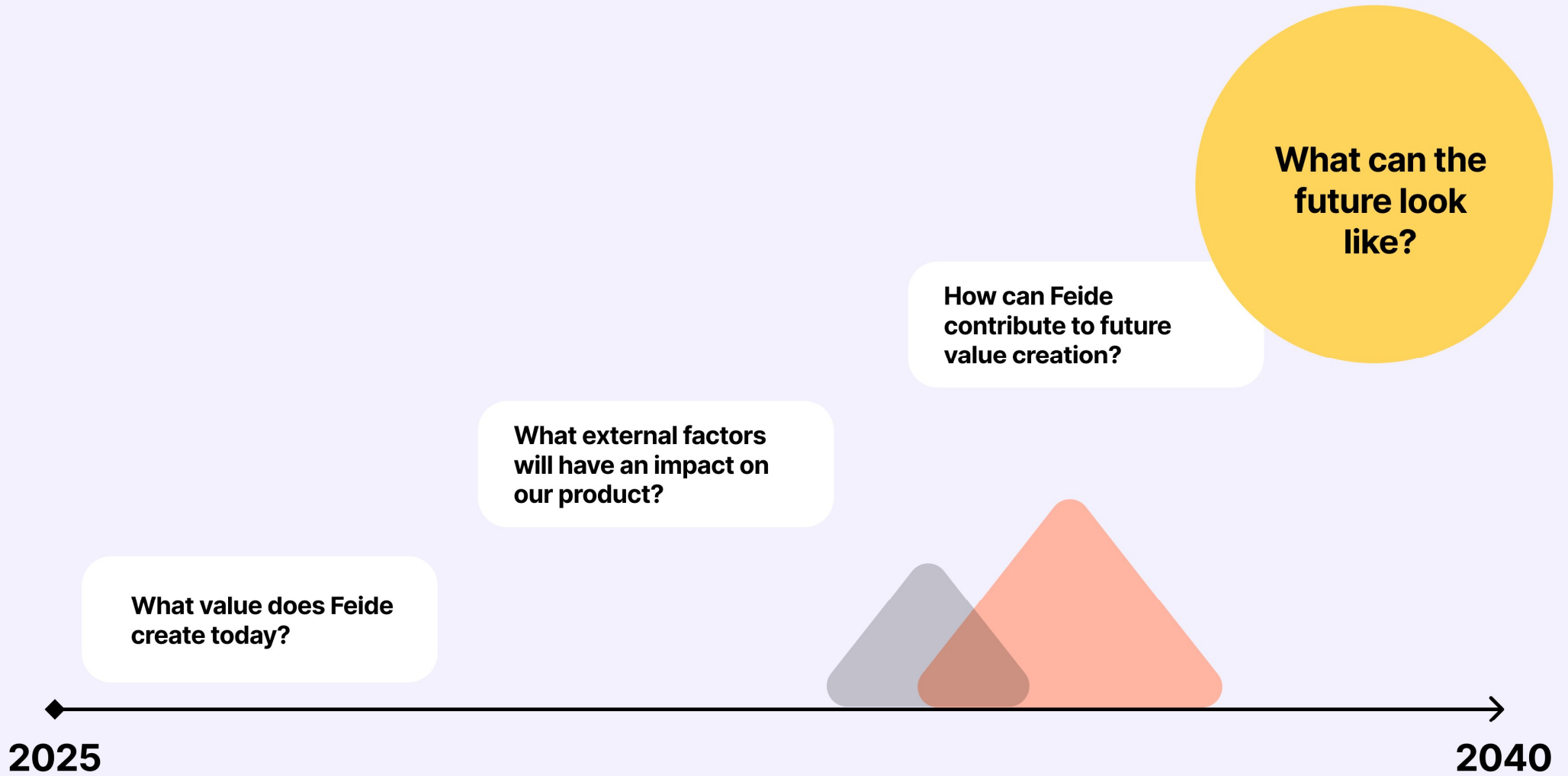
**What external factors will have an impact on our product?**

**How can Feide contribute to future value creation?**

**2025**

**2040**





**Which choices made today  
will best support the future  
scenarios?**

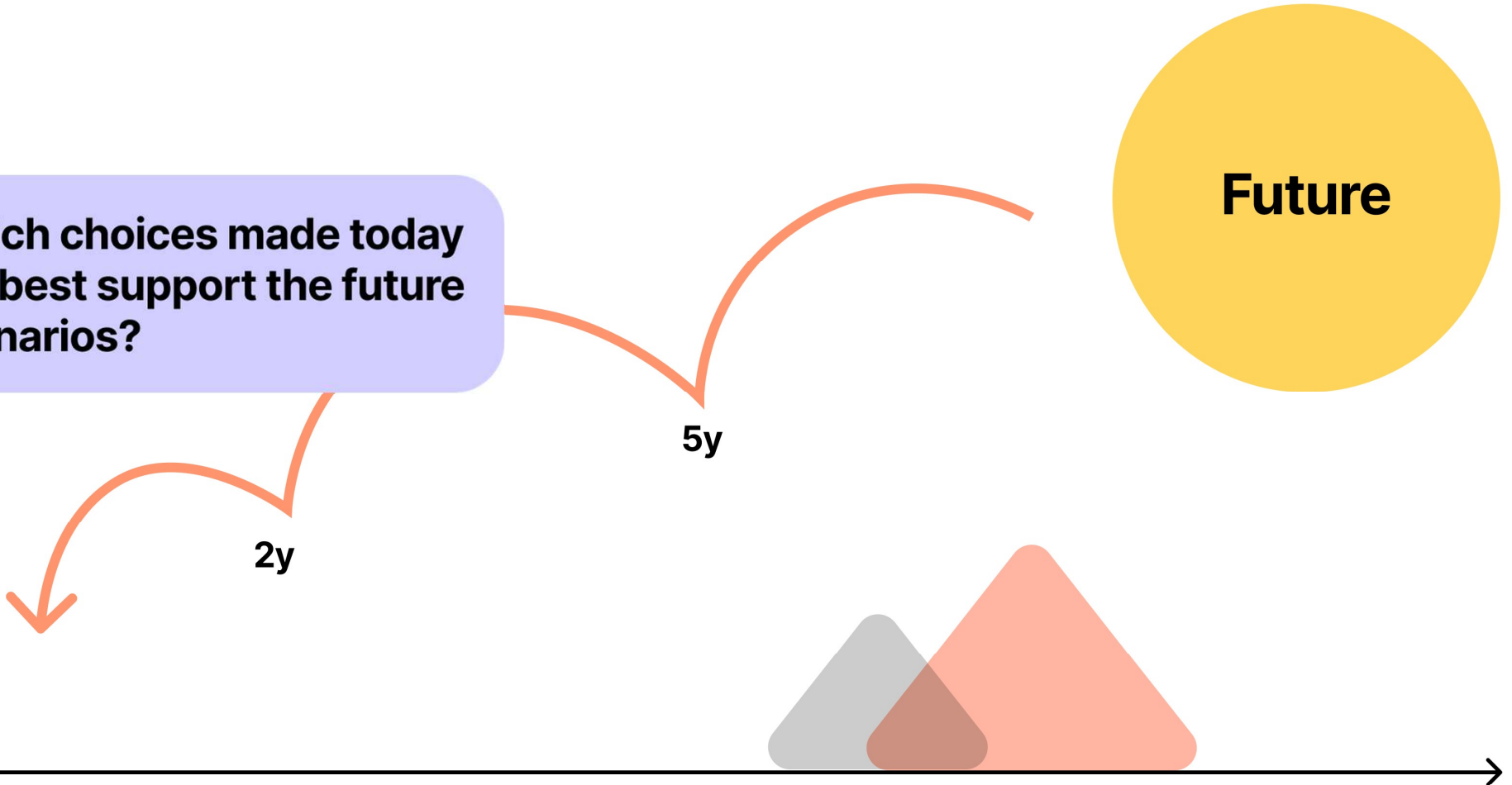
**Future**

5y

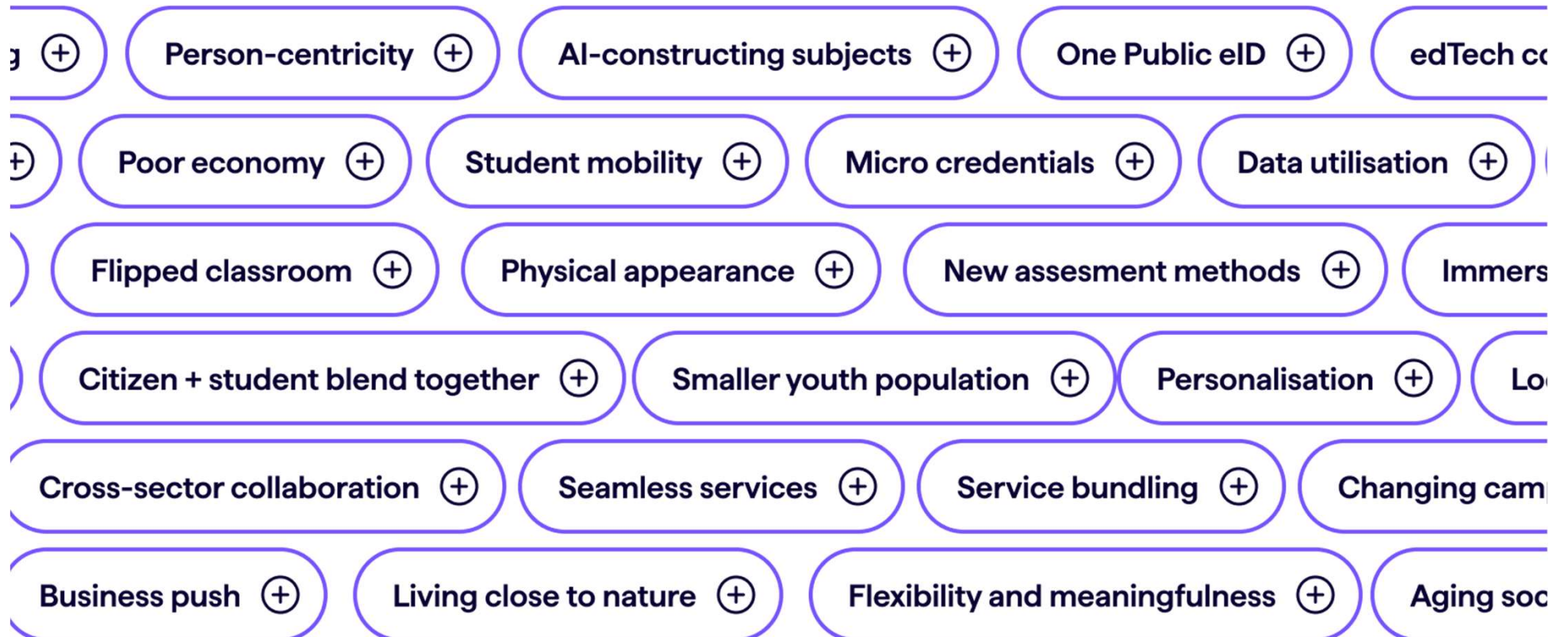
2y

2025

2040

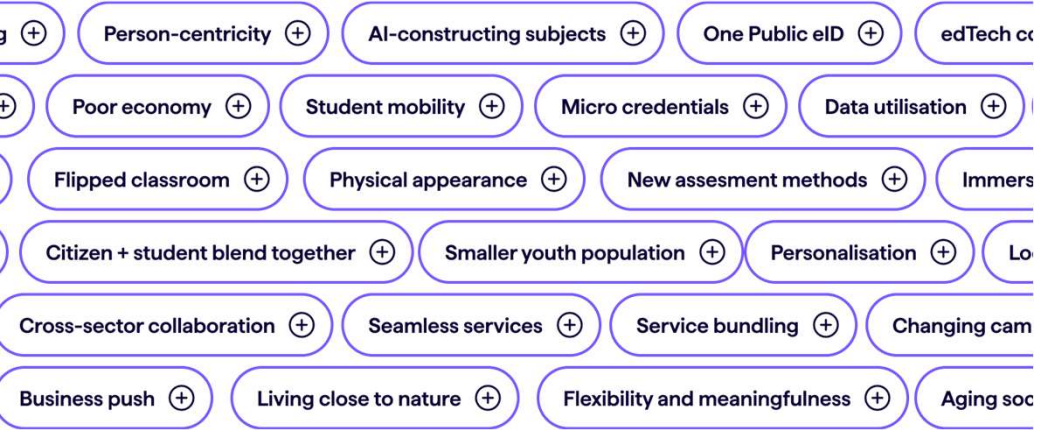


## External factors

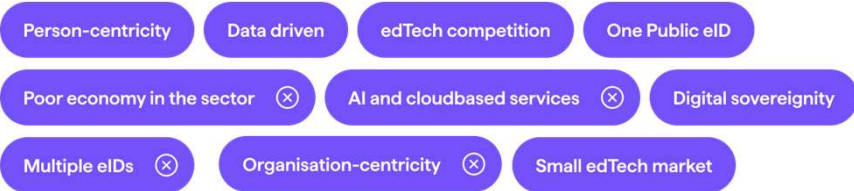


# 2

## Foresight

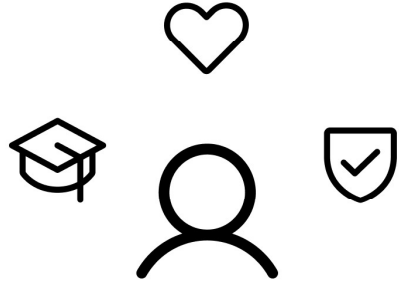


**200 – 300**  
External factors influencing our industry



**10**  
Critical external forces impacting our organisation





**1** Excellent Public Citizen



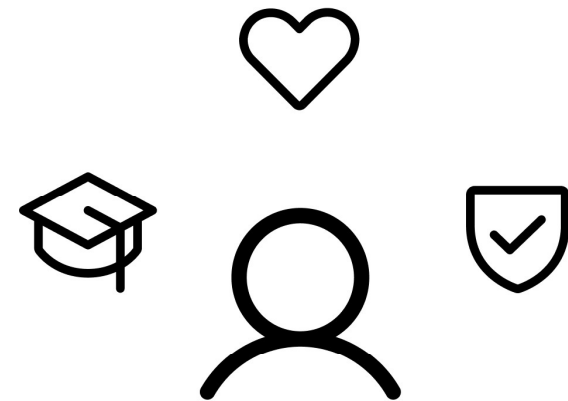
**2** Leading Global Players



**3** Key Future Successes



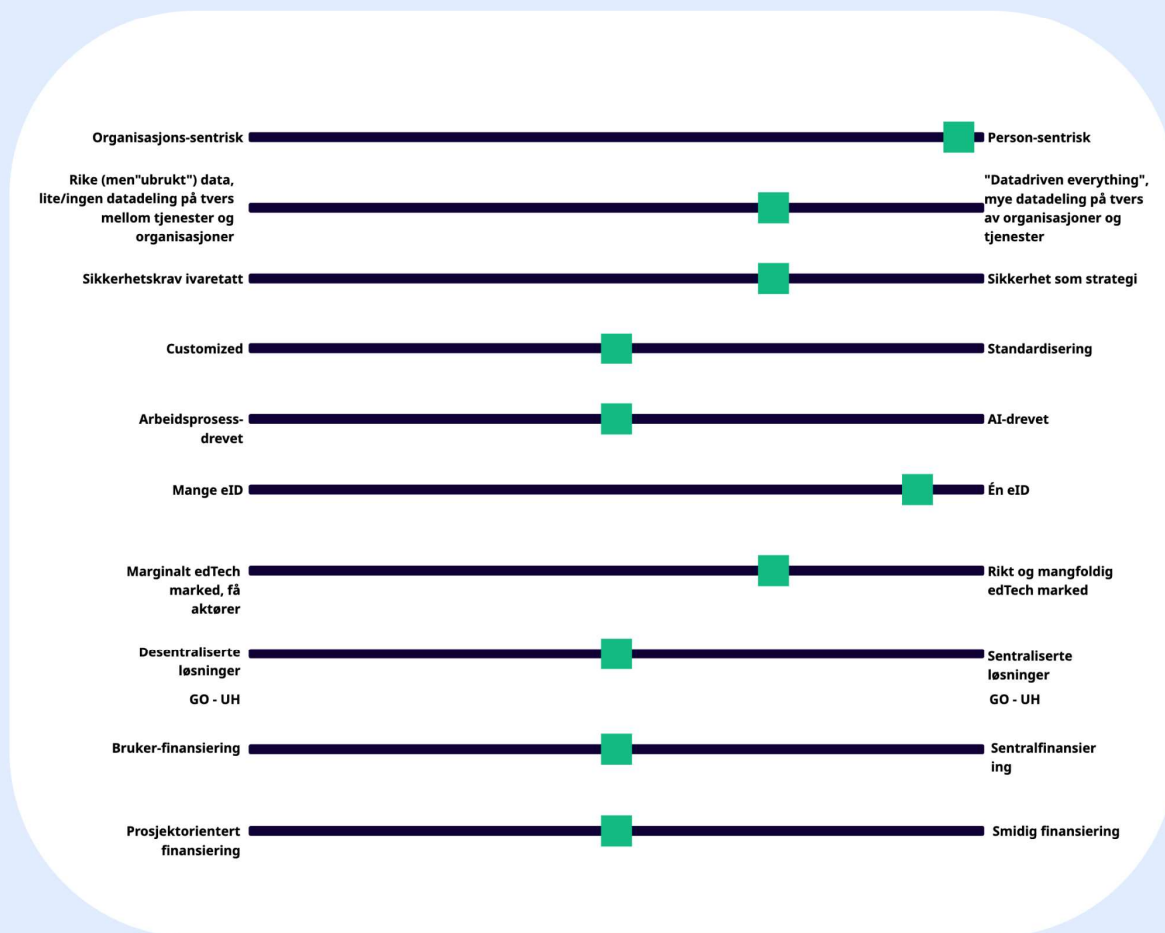
# Scenario 1



Excellent Public  
Citizen



# Scenario 1



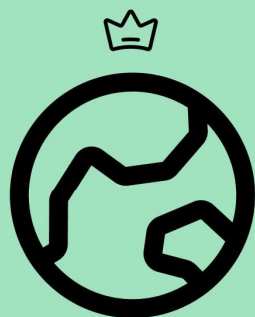
# Scenario 2



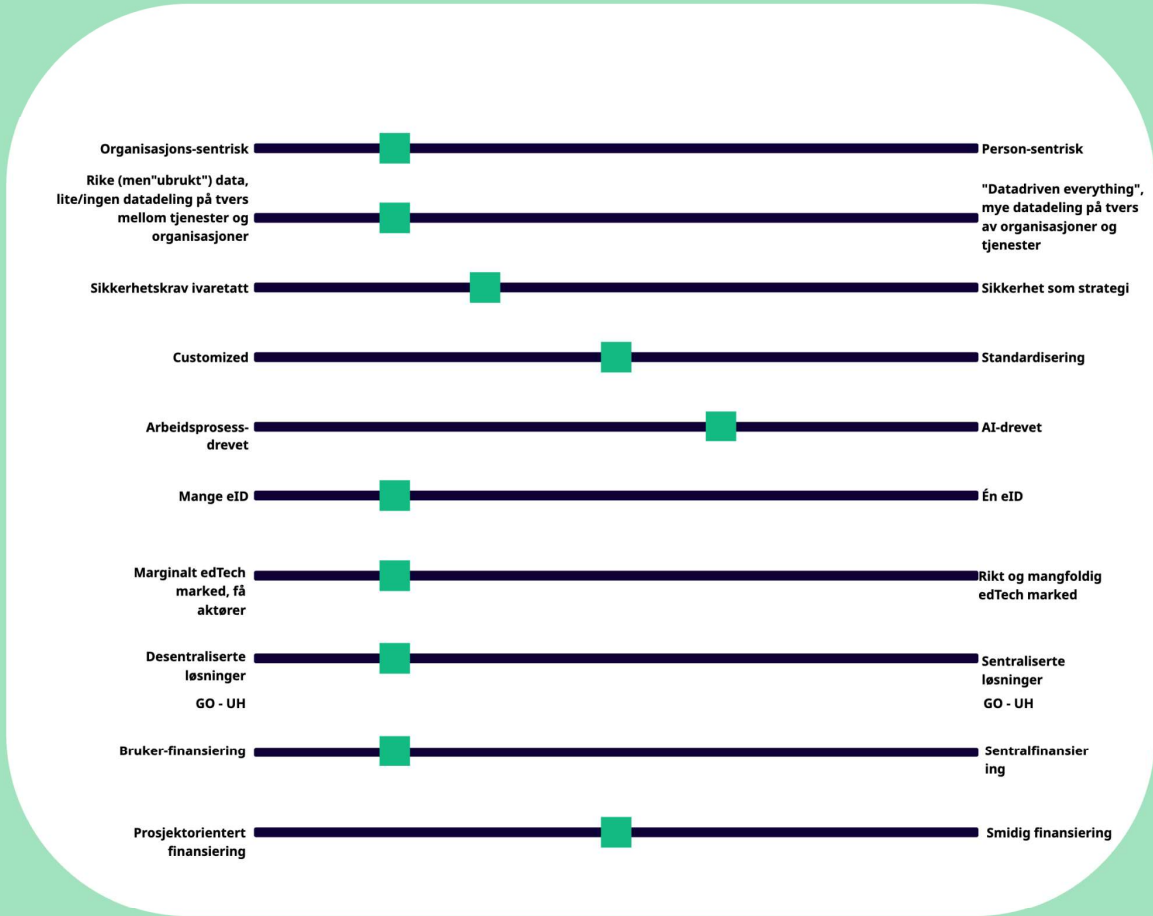
**Leading Global  
players**



# Scenario 2



Leading Global players



# Scenario 3

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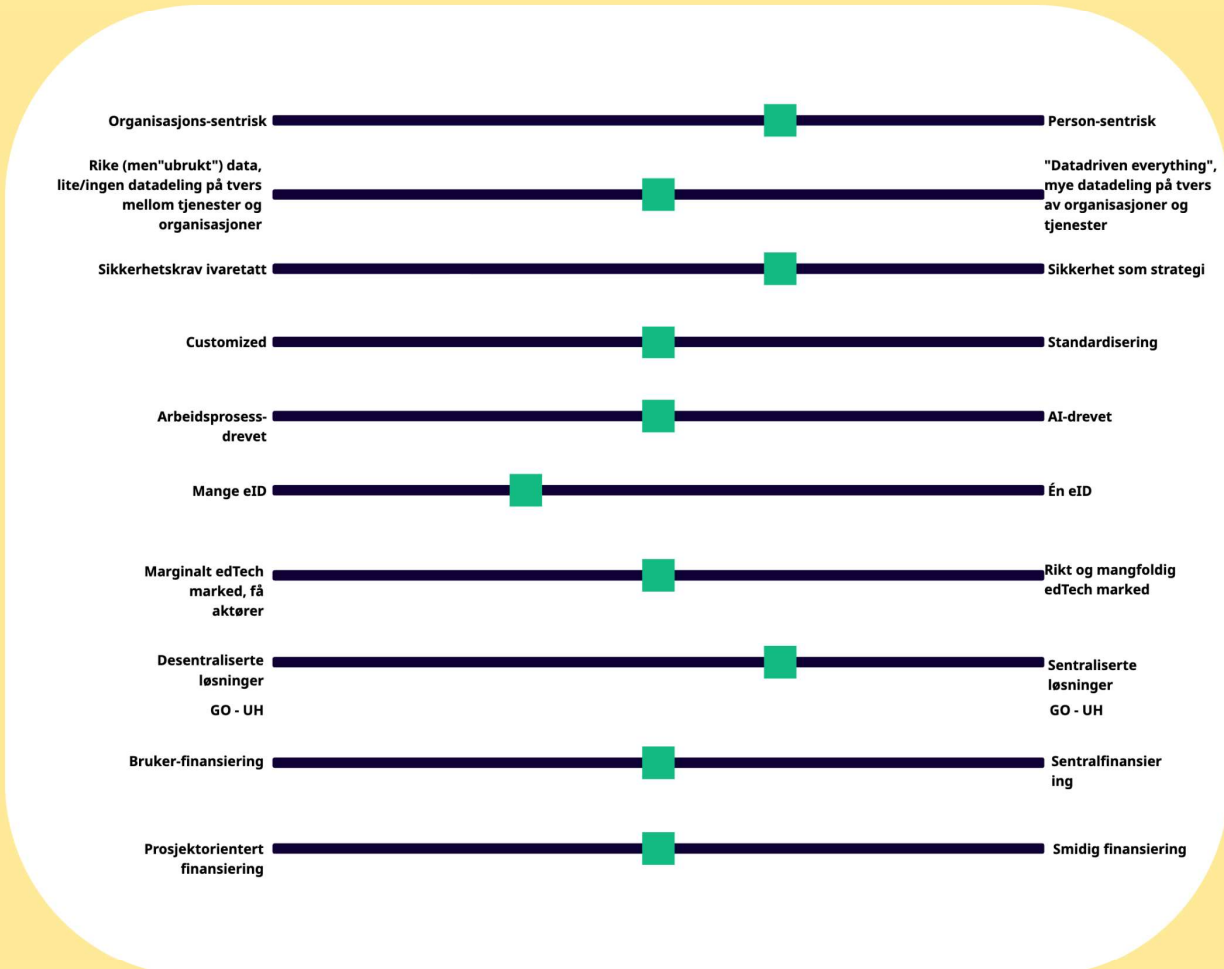
**Key Future  
Successes**



# Scenario 3



Key future successes



# Engaged coworkers

What does a workday in Feide  
look like in the different  
scenarios?



# Board and Leadership Engagement

What strengths does Feide have in the different scenarios?

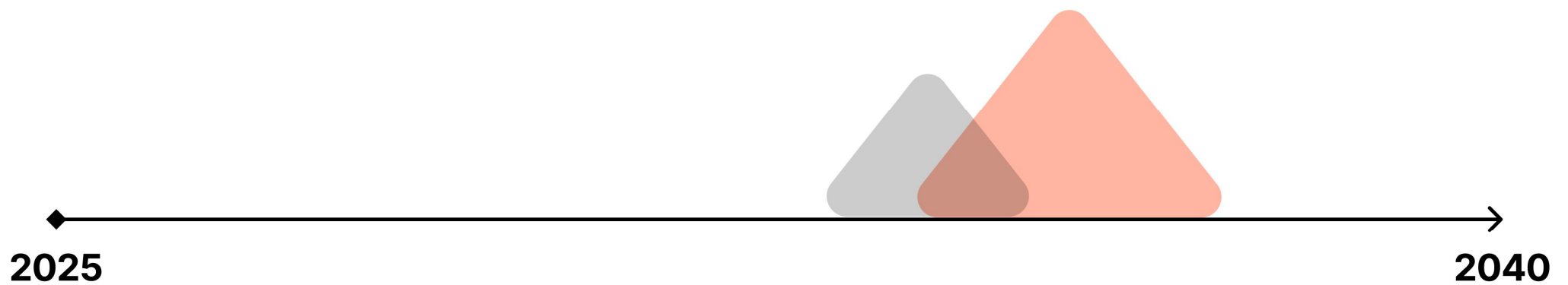
In which position will Feide create the highest value for its users?





Feide ensures a **seamless and secure** adoption of digital services in the knowledge sector.

Backcasting



3

## Back to everyday reality



Bringing strategy to  
life = Smarter  
decisions on a daily  
basis



# PRODUCT STRATEGY

Product strategy: **Feide** 2025

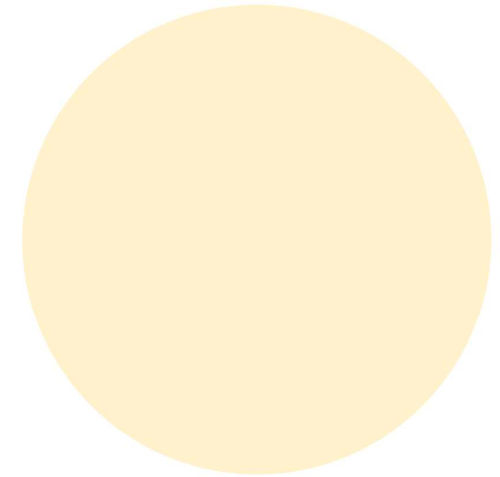
Long term strategy	
<p><b>THE VISION:</b> "Feide ensures a seamless and secure adoption of digital services in the knowledge sector."</p>	<p><b>ABOUT:</b> Feide is the national shared solution for secure and easy login and data sharing in the education sector. The service safeguards privacy while facilitating data-driven innovation.</p>
<p><b>LONG TERM AMBITION:</b> Feide is the hub of the ecosystem that connects Norway's knowledge sector with services, data sources, and eID solutions, enriching these services with valuable and relevant data within the knowledge domain. Feide provides customers and users with control and oversight throughout the entire lifecycle, from the adoption of a service to its phase-out and replacement.</p>	<p><b>TARGET AUDIENCE:</b> The target audience includes everyone involved in education and research, as well as providers of digital services for these sectors. Going forward, we envision more distinct target groups:</p> <ul style="list-style-type: none"> <li>Those responsible for risk and compliance at our customers' organizations</li> <li>End users and guardians</li> <li>Adding more value to higher education and research</li> </ul>
Strategy Description for 2025:	
<p><b>Strategic Actions</b></p> <ul style="list-style-type: none"> <li>Increase focus on service providers and competitors to identify needs and test new solutions.</li> <li>Strengthen our connection to the higher education sector and Sigma2. This will help us gain a better understanding of their needs, enabling us to deliver more value to higher education and research.</li> </ul>	
<p><b>Strategic ambitions 2025 (H1)</b></p> <p>We provide schools with valuable insights into learning resources.</p>	<p>We increase the value of data sharing in Feide.</p> <p>We make logging in easier and more secure.</p>
<p><b>Strategic Deliverables 2025 (H1)</b></p> <ul style="list-style-type: none"> <li>Launch an open and accessible Learning Resource Catalog that provides an overview of approximately 80% of all learning materials and resources for primary and secondary education in Norway.</li> </ul>	<ul style="list-style-type: none"> <li>Improve data quality tools to enhance data quality within Feide organizations.</li> <li>Launch an updated user guide to increase user satisfaction.</li> <li>Pilot a new integration with Entra ID to enable the use of Conditional Access.</li> <li>Launch passwordless login for enthusiasts.</li> </ul>
<p><b>Key results 2025 (H1)</b></p> <p>No key results this semester - we are working on establishing KPIs.</p>	

5y

2y

2025

2040



# Product strategy: Feide

2025

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# WIN's

**Engaged employees** that voluntarily attend strategy workshops – and thereafter follow up on it!

**Involved stakeholders and decision makers** gives a shared understanding of how the future could evolve.

**Product strategy** – a tangible and easy way to keep our ambitions close to every day decisions



Thank you!

