



## SCBS08 – UX (User Experience) Design Thinking

- Be the creators who actively shape the new reality or become irrelevant -

### Description

Global and local enterprises have crumbled because of innovation and disruption – either they were too proud, too stubborn, and too blind to change. Ignoring disruption requires little energy and no courage – it’s the bystanders way out, the easy way out that ends in irrelevance. *Do you want to be bystanders or do you want to be creators who actively shape the new reality?*

The world has changed and so have your clients, needs, wants and expectations. User Experience or Lean UX design is a mindset, a culture and a process that embraces Agile. UX design extends beyond the traditional analysis role of anticipating how users might interact. Instead, it is a comprehensive view of why a feature exists, the functionality required to implement it, and the benefits it delivers. UX ensures immediate feedback (each sprint) to understand if the system will meet the real business objectives. UX represents a user’s perceptions - ease of use, utility, and the effectiveness of the user interface. UX design focuses on a deep understanding of end users. UX is not about what users do but *How users Feel*. UX is about:

- Addressing the psychological aspects of user interaction
- Truly understanding the problem using qualitative tests
- Understanding the mysteries of the human mind
- Analysing behaviour based on quantitative data
- Human centred design based on visuals, constant feedback and effective communication

Learn how to create:

- The Situation Statement, Persona's, Storyboard and a Customer Journey Map
- Ideas using techniques such as Brainstorming, Scamper, Process Flow Diagrams, Remember the Future, Product Box, Give em a Hot Tub
- A User flow diagram and a Capability Table
- A Prototype of the solution
- Tests from a user perspective, a process and a technology perspective
- A compelling Vision of your Solution
- A Value Stream
- A Lean Business Case to facilitate an Executive go / no go decision

### Course Materials

Materials include Manual, templates, handouts and exercises. Materials are based on UX Design and incorporate SAFe’s Lean Start-Up and Innovation Accounting.

### Intended Audience

Sales Reps in an Agile setting, Marketing, Innovation and Product Teams, Scrum Masters, Product Owners / Product Managers, Business Analysts, Project / Program Managers and teams.

Category	PMI® Certifications PDUs						
	PMP®	PgMP®	PfMP®	PMI-PBA®	PMI-ACP®	PMI-RMP®	PMI-SP®
Technical	5	5	4	4	3	3	2
Leadership	7	7	7	7	7	7	7
Business & Strategy	9	9	9	9	9	9	9
<b>Total</b>	<b>21</b>	<b>21</b>	<b>20</b>	<b>20</b>	<b>19</b>	<b>19</b>	<b>18</b>

### Course Duration

3 days.

### Learning Time

This is a three-day training module. The course starts at 08:00 and finishes at 17:00

### Training Medium

Classroom or via GoToTraining & Promote - our Learning Transfer Platform, exercise based.

### Course Topics

- UX (User Experience)
- The facets of UX Design Thinking such as Empathy, Define, Ideate, Prototype and Test
- Innovation techniques
- Business Value
- Epics, Capabilities and Features
- Benefit Hypothesis
- Agile Budgeting
- Lean Business Case

Would you like this training adapted to your needs? Contact us for a proposal.

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