FLOWSPHERE ACADEMY

Applied Lean-Agile UX

Hands-on application of modern UX approaches to discover, prototype, test, deliver and measure delightful user experiences.

Understand the essential elements of good UX and how to systematically approach the development of delightful experiences with state-of-the-art tools and methods.

This two-day hands-on workshop-like course is a practical extension to the standard SAFe courses. It focuses on enabling entire Agile Teams and ARTs.

Developers, product owners, product managers, designers, and others learn how to participate and collaborate in creating delightful experiences together.

Attendees of different levels of knowledge about UX get valuable insights and practical trainings in order to discover, prototype, test, launch and measure the user experience of their products. Ready to be applied directly in different organization, teams and ART contexts.

Lean-Agile UX
SAFe®
+

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Who will benefit?

This course is a practical extension for all SAFe roles and valuable for any level of knowledge about UX. It is recommended as company specific workshop for complete teams and ARTs.

The following individuals will benefit from this course:
- Product Management teams
- Agile Teams
- Product marketing managers, project managers, Product Owners
- VP of Product Management, Business Owners, Business Analysts
- User Experience/Customer Experience professionals, UX Designer
- Product leaders collaborating with Product Management, architects, subject matter experts, and business line managers

What you'll learn?

After completing this course you are able to:
- Explain the importance of Utility, Usability and Pleasure for delivering delightful experiences
- Advocate for the importance of User Experience in your organization
- Understand the phases of User Experience design and know which method will help best in which phase
- Apply modern methods and state-of-the-art tools to infuse User Experience Design in your daily work
- Gain and consolidate insights about user needs and user behavior to develop valuable, user-friendly products
- Asses the UX quality of developed and delivered products
- Measure the impact of UX design on user behavior and attitude

Topics covered

- Planning and conducting UX Research with User Interviews and Usability Testing
- Using Personas and User Journey Maps as essential working material for different phases of UX Design
- Creating data-based hypotheses and prioritized features
- Prepare and conduct quantitative testings
- Creating static and interactive prototypes using a common Design System
- Assessing the UX quality of products
- Measuring user behavior and user attitude

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Prerequisites

- All are welcome to attend this course.
- Whether you are experienced or completely new to the topic of User Experience Design.
- You will achieve the best effects in your team and ART if you take part as a team or with the entire ART.
- It is beneficial to be familiar with the Agile principles and practices and if you have attended at least one SAFe course prior to attending.

UX is teamwork

- User Experience Design is teamwork.
- Each role has an important part and contributes with special focus areas. From discovering value features to delivering user-friendly products.
- The Agile Teams and ARTs that engage in UX Design together thrive together.

> *This hands-on course helped me to become confident about the application of UX methods in my daily work. Now we do frequent usability tests before and after releasing new features and are able to prove the improvements and invested efforts with our continuous measurement.*

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