

TECHNOLOGY TRANSFER PRESENTS

JAMES HOBART

**USER EXPERIENCE
STRATEGY**

MAY 7, 2018

**DESIGN SPRINT
WORKSHOP**

MAY 8-9, 2018

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



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ABOUT THIS SEMINAR

User Experience (UX) Strategy is the next step on formalizing and creating long term UX success in your organization. We will discuss how to organize and implement the various activities that make up UX Strategy including user research, content strategy, digital strategy, market research, analytics integration, design standards and patterns, organizational structure and integration with marketing and technology teams.

WHAT YOU WILL LEARN

- Implement long term UX Design Strategy within your organization.
- Learn the business impact of User Experience
- Learn techniques to tie User Experience to overall company objectives
- Integrate UX Strategy with Digital Strategy
- Understand how UX research supports UX Strategy
- Learn how content strategy impacts UX Strategy
- Review different organizational structures to implement UX Strategy
- Learn how to measure and report UX Strategy across your organization

WHO SHOULD ATTEND

- Managers interested in establishing UX teams in their organizations
- Design leaders interested in creating UX Strategy
- Digital product and Content managers
- Technology architects working on digital products in need of a strong UX

OUTLINE

1. UX Strategy Introduction

2. Business Impact of strong UX strategies

3. How UX helps drive overall business strategies

- Impact on innovation
- Improving customer experiences

4. UX vs. Digital Strategy

5. Creating a UX Strategy

- Creating a UX Roadmap
- Integrating UX techniques
- Aligning strategy with technology and business

6. Integrating Content Strategy with UX Strategy

7. Creating a long-term UX organization

- Alignment with marketing
- Alignment with technology
- Creating job ladders

8. Measuring UX with Analytics

- Integrating analytics and reporting
- Creating UX KPI's (Key Performance Indicators)
- Reporting UX impact on the larger organization
- Measuring Omni-channel experiences

9. The future of UX Strategy

- Impact on business in the future
- Methods to ensure success

ABOUT THIS SEMINAR

Design sprints allow your teams to create solutions through a rapid, disciplined, and time-boxed design cycle that achieves stunning results in a week vs months.

Facilitate collaboration across your organization and identify key goals, potential solutions and then validate those solutions with users.

Learn how to incorporate user insights directly into your team's design decisions. Guarantee you will build products your users will truly want.

This technique was initiated at Google ventures to identify best options for funding startups and we have worked with large enterprise clients to adapt it toward success in corporate and government environments.

This workshop will walk participants through an actual design sprint so they can begin implementing this process within their organization.

WHO SHOULD ATTEND

This class is designed for corporate or commercial digital leaders, developers and analysts that are, or plan to be, involved in Web and Mobile projects. Anyone working on agile projects and concerned about delivering high value digital solutions, including individuals that will gather user requirements or end-users themselves, will also benefit from attending.

Project Managers who are responsible for establishing or managing delivering value with digital tools and software

Project Leaders who need to know proven steps for quickly identifying key solutions to solve critical business issues

UX Designers who need to know how and what deliverables to create to support fast moving design sprints
Product Managers who need to deliver products that succeed in the market

Software Developers who want to learn how to effectively work with user experience teams on agile projects and design sprints

Interaction Designers who are responsible for managing and implementing successful designs

Business Analysts responsible for documenting requirements and designing optimal user experiences

WHAT YOU WILL LEARN

This two day class for managers, developers, end-users, interaction designers, and analysts explains how to apply put Design Sprints into action to deliver business solutions in weeks vs. months.

OUTLINE

1. Introduction to Design Sprints

- What is a Design Sprint?
- When and how to initiate
- Who participates?
- Typical outcomes

2. Choosing a project

- Optimal project size
- Gaining executive alignment
- Identifying the problem to solve
- Team exercise

3. Obstacles to success

- Managing scope
- Maintaining focus
- Managing scope
- Creating actionable deliverables

4. Planning a Design Sprint

- Setting the stage
- Ice breaker exercise
- Developing your plan
- Getting user involvement
- Team exercise

5. Setting up room and location

- Setting up for collaboration
- Supplies
- Team exercise

6. Securing management support

- Aligning to business objectives
- External and internal audiences
- Setting expectations
- Setting decision making rules

7. Presenting your Sprint Plan

- Identifying the problem space
- Setting the schedule
- Creating a clear and actionable plan
- Team exercise

8. Aligning the team on key goals and objectives

- Key business opportunity
- Key differentiators
- Setting measurable objectives
- Team exercise

9. Identifying key areas to solve

- Key user goals
- Key tasks
- Key objects / interactions
- Team exercise

10. Defining the problem to solve

- Creating Journey Maps
- Aligning on possible solutions
- Creating rapid design options
- Team exercise

11. Identifying solutions

- Competitor reviews
- Identifying best practice solutions
- Creating affinity diagrams
- Identifying how solution will be built
- Team exercise

12. Choosing a solution

- Presenting solutions
- Facilitating options
- Voting to gain consensus

- Aligning on a solution
- Team exercise

13. Rapid Prototyping

- Goals of the prototype
- Tools for prototyping
- Creating your prototype
- Team exercise

14. Validating your solution

- Testing with users
- Testing low-fidelity prototypes
- Remote user testing
- Capturing user feedback
- Team exercise

15. Presenting your findings

16. Aligning on key observations

- Creating highlight videos
- Aligning key stakeholders
- Creating an actionable plan to move forward
- Team exercise

17. Conclusion

- Moving forward
- Implementing design sprints in your organization

BENEFITS TO YOUR COMPANY

- Deliver digital solutions faster with higher impact
- Guarantee products you build will be what users will truly want
- Dramatically reduce time to go from concept to validated prototype
- Foster improved cross-team communication
- Deliver successful MVP releases
- Improve your ROI (Return on investment) for digital products

ATTENDEES

- Choose a problem suited for a Design sprint
- Master how to conduct a Design Sprint
- How to plan for and setup a Design Sprint
- How to get the right people involved
- How to build user journeys
- Apply structured decision making
- Aligning key stakeholders on a common goal
- Creating fast, simple prototypes
- How to evaluate and measure Design Sprint success

INFORMATION

<p>PARTICIPATION FEE</p> <p>User Experience Strategy € 700</p> <p>Design Sprint Workshop € 1300</p> <p>Special price for the delegates who attend both seminars: € 1900</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p>	<p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p> <p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>within April 23, 2018</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p>GENERAL CONDITIONS</p> <p>DISCOUNT</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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JAMES HOBART

USER EXPERIENCE STRATEGY

Rome May 7, 2018
Residenza di Ripetta - Via di Ripetta, 231
Registration fee: € 700

DESIGN SPRINT WORKSHOP

Rome May 8-9, 2018
Residenza di Ripetta - Via di Ripetta, 231
Registration fee: € 1300

BOTH SEMINARS

Special price for the delegates who attend both seminars: € 1900

If anyone registered is unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

surname

job title

organisation

address

postcode

city

country

telephone

fax

e-mail



Stamp and signature

Send your registration form with the receipt of the payment to:
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SPEAKER

James Hobart is an internationally recognized “*User Interface Design*” consultant based in California, USA. He specializes in the Design and development of large-scale, high-volume Client/Server applications. He is an expert in GUI Design for transaction processing systems and strategies for migration from character-based systems to GUI and Web-based technologies. Mr. Hobart has over 20 years of software development experience and over 10 years of GUI application Design experience. James Hobart is president of Classic System Solutions Inc.