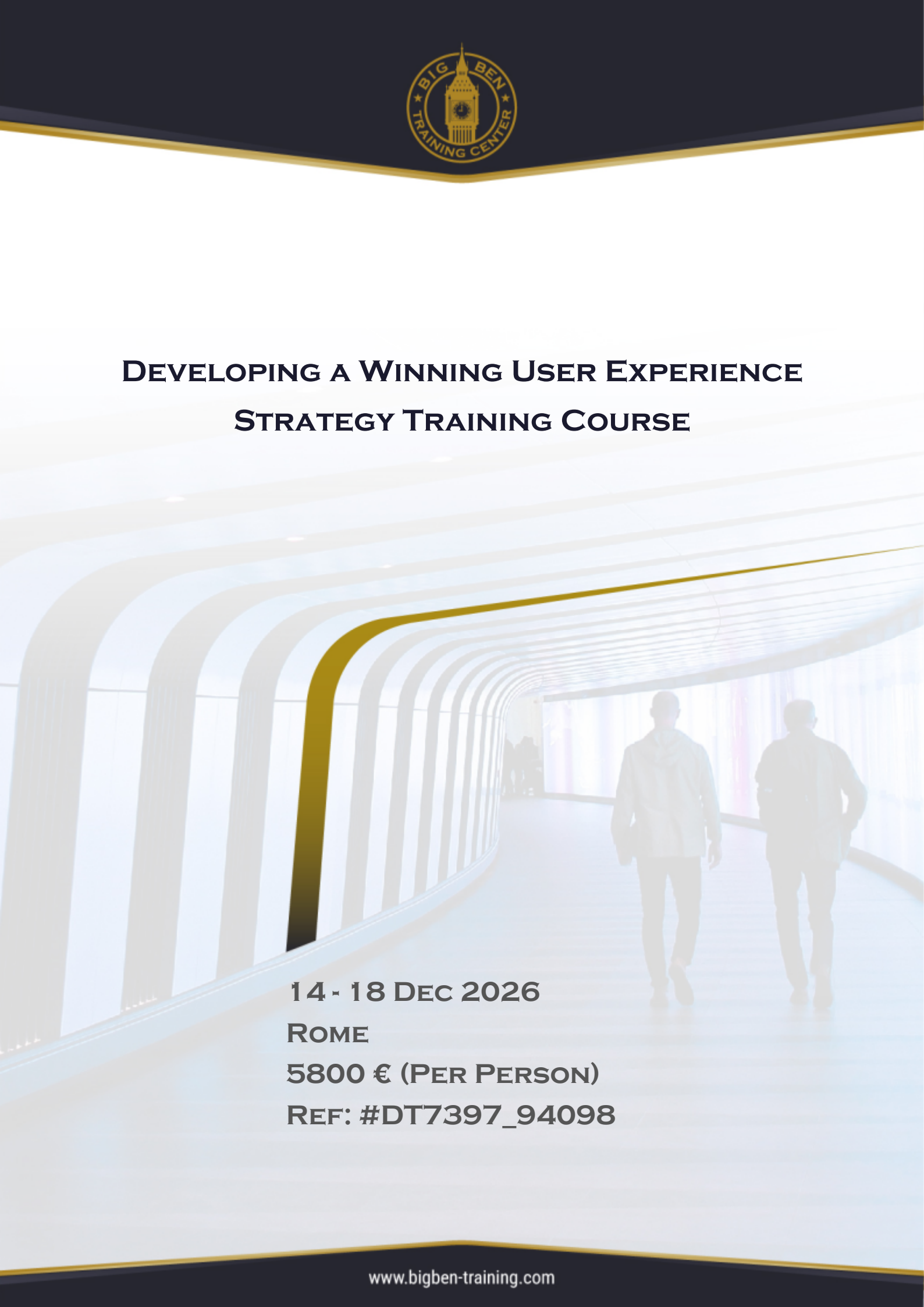
Developing a Winning User Experience Strategy Training Course



14 - 18 Dec 2026

Rome

5800 € (Per Person)

Ref: #DT7397_94098

Course Introduction / Overview:

In the competitive digital landscape, a superior user experience (UX) is no longer a luxury but a critical driver of business success. This course provides a comprehensive framework for developing and implementing a powerful user experience strategy that aligns with organizational goals and delivers measurable results. We move beyond the surface-level aspects of UI design to explore the strategic core of UX, focusing on how to create products that are not only usable and beautiful but also valuable and meaningful to users. Drawing upon foundational concepts from thought leaders like Jesse James Garrett, author of "The Elements of User Experience", this program equips participants with the tools to conduct in-depth user research, define a clear product vision, and create a strategic roadmap. At BIG BEN Training Center, we have designed this training to be intensely practical, ensuring that you can translate strategic insights into actionable plans that enhance customer loyalty, drive engagement, and secure a competitive advantage for your digital products. This is an A-to-Z guide for anyone looking to master the art and science of user experience strategy.

Target Audience / This training course is suitable for:

- Product Managers and Product Owners.
- UX/UI Designers and Researchers.
- Digital Marketing Professionals and Strategists.
- Business Analysts and System Analysts.
- Software Developers and Engineers.
- Startup Founders and Entrepreneurs.
- Project Managers leading digital projects.
- Customer Experience (CX) Managers.

Target Sectors and Industries:

- Information Technology and Software Development.
- E-commerce and Retail.
- Banking, Finance, and FinTech.
- Healthcare and HealthTech.
- Media and Entertainment.
- Telecommunications.
- Governmental and Public Sector Agencies.
- Consulting and Professional Services.

Target Organizations Departments:

- Product Management and Development.
- Design and User Experience (UX/UI).
- Marketing and Digital Strategy.
- Information Technology (IT) and Engineering.
- Research and Development (R&D).
- Customer Success and Support.
- Business Strategy and Corporate Planning.
- Innovation and Digital Transformation Teams.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive user experience strategy from scratch.
- Conduct effective user research and competitive analysis to gather critical insights.
- Create detailed user personas and customer journey maps.
- Define a clear product vision and value proposition.
- Align UX strategy with overarching business objectives and KPIs.
- Create and manage a strategic UX roadmap.
- Implement principles of user-centered design throughout the product lifecycle.
- Measure the success and ROI of UX initiatives using relevant metrics.
- Foster a culture of user-centricity within their organization.
- Validate design concepts through prototyping and usability testing.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that strategic skills are best learned through application. The course combines expert-led instruction with hands-on workshops, real-world case study analysis, and collaborative group exercises. Participants will not just listen to lectures; they will actively engage in activities such as building user personas, mapping customer journeys, and drafting a UX strategy for a sample project. This experiential learning approach is reinforced by peer-to-peer feedback sessions and continuous guidance from our experienced instructors. We create a dynamic learning environment where participants can share challenges, brainstorm solutions, and apply theoretical concepts to practical scenarios they face in their own work. The focus is on building tangible skills and providing a strategic toolkit that can be immediately implemented to drive impactful results within any organization.

Course Agenda (Course Units):

Unit One: Foundations of User Experience Strategy

- Introduction to User Experience (UX) Strategy.
- The Business Case for UX and Calculating ROI.
- Core Components of a Successful UX Strategy.
- Understanding the Intersection of User Needs and Business Goals.
- Key UX Principles and Heuristics.
- Exploring the Four Tenets of UX Strategy.
- Introduction to the User-Centered Design (UCD) Process.

Unit Two: Discovery and Strategic Research

- Conducting Effective Stakeholder Interviews.
- Methods for Qualitative and Quantitative User Research.
- Competitive Analysis and Market Research Techniques.
- Developing User Personas and Empathy Maps.
- Creating Detailed Customer Journey Maps.
- Identifying User Pain Points and Opportunities for Innovation.
- Synthesizing Research Data into Actionable Insights.

Unit Three: Formulating the Strategy

- Defining the Product Vision and Mission.
- Crafting a Compelling Value Proposition.
- Establishing UX Guiding Principles for Your Product.
- Structuring and Prioritizing a UX Roadmap.
- Integrating Lean UX and Agile Methodologies.
- Setting Key Performance Indicators (KPIs) and Success Metrics.
- Communicating the Strategy to Stakeholders and Leadership.

Unit Four: From Strategy to Design and Validation

- Translating Strategy into Information Architecture and Wireframes.
- Principles of Interaction Design and Visual Design.
- Rapid Prototyping and Minimum Viable Product (MVP) Concepts.
- Planning and Conducting Usability Testing Sessions.
- Analyzing Feedback and Iterating on Designs.
- Introduction to Accessibility and Inclusive Design Principles.
- The Role of UX Writing and Content Strategy.

Unit Five: Measurement, Integration, and Advanced Topics

- Measuring UX Success with Analytics and Metrics.
- Integrating UX Strategy into the Broader Organization.
- Building and Leading a User-Centered Culture.
- Advanced Topic: Service Design and Omni-Channel Experiences.
- Advanced Topic: Ethical Design and User Trust.
- The Future of UX: AI, Voice Interfaces, and Emerging Technologies.
- Final Project: Presenting a Complete UX Strategy Document.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the principles of ethical design fundamentally reshape a product's long-term user experience strategy and its ultimate market success?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing squarely on the strategic, business-centric dimension of user experience, moving beyond the typical focus on design tools and software. While many courses teach the "how" of design, we concentrate on the "why" and "what" that must precede any successful design execution. Our curriculum is built around the core belief that a powerful UX strategy is a powerful business strategy. We provide a robust framework for aligning user needs directly with key performance indicators, revenue goals, and long-term market positioning. The methodology is intensely practical, emphasizing the creation of tangible strategic assets like a UX roadmap, value proposition canvases, and research synthesis reports. Participants leave not just with new knowledge, but with a repeatable process and a strategic toolkit for influencing product decisions, securing stakeholder buy-in, and demonstrating the measurable return on investment of user-centered design within their organizations. It is an academic and professional deep dive into making UX a core pillar of corporate strategy.