Strategic UX/UI for Digital Product Management Training Course



02 - 06 Nov 2026

Milan

5900 € (Per Person)

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Course Introduction / Overview:

In the contemporary digital economy, the success of a product is inextricably linked to its user experience (UX) and user interface (UI). This course provides a comprehensive framework for strategically managing UX/UI throughout the entire digital product development lifecycle. It moves beyond basic design principles to address the critical intersection of user needs, business objectives, and technological feasibility. We will explore how to build and lead high-performing design teams, integrate user-centered design into agile workflows, and measure the tangible impact of design decisions on key performance indicators. Drawing upon foundational concepts from thought leaders like Don Norman, author of "The Design of Everyday Things," participants will learn to champion a culture of design thinking within their organizations. This intensive program offered by BIG BEN Training Center is designed to equip leaders and managers with the strategic foresight and practical tools necessary to deliver products that are not only functional and beautiful but also deeply resonant with users, thereby driving customer loyalty and securing a competitive advantage in the market. This training is a holistic journey into mastering product discovery, design systems management, and delivering exceptional user-centered products.

Target Audience / This training course is suitable for:

- Product Managers and Product Owners.
- UX/UI Designers and Leads.
- Project and Program Managers.
- Digital Marketing Managers.
- Business Analysts.
- IT Managers and Team Leaders.
- Software Developers and Engineers.
- Startup Founders and Entrepreneurs.
- Customer Experience (CX) Managers.

Target Sectors and Industries:

- Technology and Software Development.
- E-commerce and Retail.
- Banking, Finance, and FinTech.
- Healthcare and HealthTech.
- Telecommunications and Media.

- Consulting and Professional Services.
- Governmental and Public Sector Agencies.
- Education and EdTech.
- Travel and Hospitality.

Target Organizations Departments:

- Product Development and Management.
- Information Technology (IT).
- Marketing and Digital Strategy.
- Design and User Experience.
- Research and Development (R&D).
- Customer Experience and Support.
- Engineering and Software Development.
- Corporate Strategy and Innovation.

Course Offerings:

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

- Develop a comprehensive UX strategy that aligns with business goals and product roadmaps.
- Lead and manage user research initiatives to uncover deep customer insights.
- Implement design thinking methodologies to foster innovation and solve complex problems.
- Oversee the creation of effective information architecture, wireframes, and interactive prototypes.
- Integrate UX/UI processes seamlessly into Agile and Scrum development environments.
- Establish and manage scalable design systems for product consistency and efficiency.
- Define and track key UX metrics and KPIs to measure design effectiveness and ROI.
- Champion user-centered design principles across cross-functional teams and stakeholders.
- Conduct effective usability testing and synthesize feedback into actionable improvements.
- Articulate the strategic value of design to executive leadership.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and collaborative, ensuring that participants can immediately apply their learning in a professional context. This course moves beyond theoretical lectures to immerse attendees in a dynamic learning environment. A significant portion of the training is dedicated to hands-on workshops, real-world case study analysis, and group-based problem-solving exercises. Participants will work in teams to tackle challenges related to the digital product lifecycle, from initial user research and persona development to prototyping and strategic planning. The facilitator will guide these sessions, providing expert feedback and fostering an environment of shared learning and peer review. Interactive discussions, Q&A sessions, and practical demonstrations of key tools and techniques are central to our approach. This emphasis on applied learning ensures that every participant leaves not just with new knowledge, but with the confidence and skills to implement strategic UX/UI management within their own organization, driving tangible results and fostering a culture of user-centric innovation.

Course Agenda (Course Units):

Unit One: Foundations of Strategic UX/UI Management

- The strategic role of UX/UI in digital product success.
- Core principles of user-centered design and design thinking.
- Distinguishing between UX, UI, and Customer Experience (CX).
- The intersection of business goals, user needs, and technology.
- Introduction to the product development lifecycle and UX's place within it.
- Understanding key terminology and concepts in UX management.
- Case studies of successful and unsuccessful UX/UI strategies.

Unit Two: User Research and Product Discovery

- Planning and scoping user research initiatives.
- Qualitative research methods: interviews, contextual inquiries, and focus groups.
- Quantitative research methods: surveys and analytics analysis.
- Developing user personas and empathy maps.
- Crafting detailed customer journey maps and service blueprints.
- Competitive analysis and heuristic evaluation techniques.
- Synthesizing research data into actionable design insights.

Unit Three: Design, Prototyping, and Validation

- Principles of information architecture and content strategy.
- Techniques for effective wireframing and low-fidelity prototyping.
- Creating interactive high-fidelity prototypes and mockups.
- Fundamentals of visual design, branding, and interaction design.
- Planning and conducting moderated and unmoderated usability testing.
- Analyzing testing feedback and iterating on designs.
- Introduction to accessibility standards (WCAG) and inclusive design.

Unit Four: Integrating UX into Agile and Product Strategy

- The role of the UX manager in an Agile/Scrum environment.
- Integrating discovery and design activities into sprints (Lean UX).
- Collaborating effectively with product managers, engineers, and stakeholders.
- Aligning the UX strategy with the product roadmap and vision.
- Building and maintaining a comprehensive design system.
- Managing design debt and ensuring consistency across platforms.
- Techniques for effective stakeholder communication and design advocacy.

Unit Five: Leadership, Measurement, and Future Trends

- Defining meaningful UX metrics and Key Performance Indicators (KPIs).
- Methods for measuring the Return on Investment (ROI) of design.
- Building, mentoring, and leading a high-performance design team.
- Fostering a culture of design thinking across the organization.
- Ethical considerations in UX/UI design.
- Exploring future trends: AI, voice user interfaces (VUI), and immersive experiences.
- Developing a personal leadership plan for UX management.

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 strategic UX management be adapted to design ethical and inclusive experiences for emerging technologies like AI and the metaverse?

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

This training course distinguishes itself by focusing squarely on the strategic management and leadership aspects of UX/UI, rather than solely on the technical skills of design execution. While many programs teach how to create wireframes or conduct usability tests, this course teaches how to build the systems, strategies, and teams that enable great design to flourish at an organizational level. It is specifically structured for current and aspiring leaders who need to connect design initiatives to core business objectives and demonstrate measurable impact. The curriculum uniquely emphasizes the integration of UX within agile frameworks, the development of scalable design systems, and the financial justification of design through ROI analysis. Participants will engage with complex case studies that challenge them to make high-level decisions, manage stakeholder expectations, and foster a cross-functional culture of user-centricity. The course provides a rare opportunity to move beyond the role of a practitioner and develop the strategic foresight required to lead design functions, influence product roadmaps, and ultimately use UX/UI as a powerful driver of competitive advantage and business growth.