Digital User Experience Management Training Course

23 – 27 November 2026
Addis Ababa

AGILE LEADERS
Training Center

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Ref: 1697_227643 **Date:** 23 – 27 November 2026 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Digital User Experience Management Training Course is a one-week professional course for product managers, business analysts, digital service owners, UX leads, and transformation teams, who leave with a Digital User Experience Management Pack. It connects digital user experience management, human-centred design, user research, journey mapping, service blueprints, information architecture, interaction principles, usability evaluation, accessibility, UX metrics, prioritization, and improvement. Agile Leaders Training Center presents the course on governing evidence-based digital experiences across products and services.

Who Should Attend

- Teams responsible for digital product and service outcomes
- Functions responsible for user research and experience evidence
- Leaders responsible for journey, content, and interaction decisions
- Teams responsible for accessibility, usability, and service quality
- Functions responsible for experience measures and improvement priorities

The course assumes participants coordinate digital products, services, research, analysis, or transformation and leaves out visual design software, coding, and certification preparation.

Departments and Industries

The course supports experience decisions across digital products and end-to-end services.

- Digital product and service management teams
- User research, UX, and business analysis functions
- Customer experience and digital transformation departments
- Banking and insurance digital services
- Healthcare portals and information services
- Education and professional services platforms

Learning Objectives

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

- Build a human-centred experience operating model
- Analyze user needs, journeys, tasks, and service interactions
- Apply information architecture and interaction principles
- Evaluate usability and accessibility evidence
- Use UX metrics to prioritize experience improvements
- Build an experience roadmap and governance dashboard

Course Agenda

Day 1: Human-Centred Experience Foundations

- Digital Experience Operating Model and RACI Matrix
- ISO 9241-210:2019 Human-Centred Design Lifecycle
- User Group, Need, and Problem Statement Map
- Research Question and Evidence Plan
- Experience Principle and Decision Register

Day 2: Journeys, Services, and Information

- User Journey Map and Pain-Point Analysis
- Service Blueprint and Channel Handoff Map
- Task Flow and Critical Path Model
- Information Architecture and Navigation Map
- Content Clarity and Interaction Pattern Checklist

Day 3: Usability, Accessibility, and Inclusion

- Usability Test Plan and Observation Guide
- Usability Finding Severity Matrix
- WCAG 2.2 Accessibility Review Map
- Inclusive User Group and Access Need Register
- Assisted Digital and Alternative Channel Analysis

Day 4: Metrics, Prioritization, and Governance

- UX Outcome and Success Measure Framework
- Behavior, Feedback, and Support Data Dashboard
- Experience Issue Prioritization Matrix
- Improvement Hypothesis and Experiment Backlog
- Experience Governance and Roadmap Review

Day 5: Digital User Experience Practice

- User Need and Research Evidence Exercise
- Journey, Blueprint, and Architecture Exercise
- Usability and Accessibility Evaluation Exercise
- Metrics, Prioritization, and Governance Exercise
- Digital User Experience Management Pack Capstone Exercise

Practical Exercises

The course uses suggested activities to practice experience decisions without interface production.

- Suggested activity: turn stakeholder assumptions into user groups, needs, research questions, and evidence requirements.
- Suggested activity: map a cross-channel journey, service handoffs, tasks, information, and pain points.
- Suggested activity: classify usability and accessibility findings by evidence, severity, and user impact.
- Suggested activity: build a measures dashboard, prioritization matrix, improvement backlog, and roadmap.

FAQs

Who suits digital user experience management training and what does it assume?

Digital user experience management training suits professionals coordinating products, services, research, analysis, or transformation. It assumes workplace exposure to digital delivery and does not teach visual design software or coding.

How does digital user experience management differ from user interface design training?

Digital user experience management governs research, journeys, usability, accessibility, measures, priorities, and improvement. User interface design training focuses on the visual and interactive production of screens and components.

Why does digital user experience management use journey maps and service blueprints?

Journey maps show user goals, steps, channels, emotions, and pain points. Service blueprints connect that experience to processes, people, systems, evidence, and handoffs.

How does WCAG 2.2 support digital user experience decisions?

WCAG 2.2 provides testable accessibility success criteria and conformance levels for web content. Teams use it alongside user research and usability evidence to identify and prioritize barriers.

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Which UX metrics support experience improvement?

Useful UX metrics connect user success, task completion, errors, time, abandonment, satisfaction, support demand, accessibility barriers, and qualitative findings to defined outcomes and improvement decisions.

Conclusion

Participants take a Digital User Experience Management Pack back to work. It connects user needs, research, journeys, service blueprints, information architecture, usability, accessibility, metrics, priorities, and governance. It changes fragmented feedback into traceable evidence for experience decisions, improvement roadmaps, and service outcomes.