Professional Scrum with User Experience (PSU) Training

Duration: **2 Day**

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Professional Scrum with User Experience™ (PSU) is a hands-on, activity based course where students experience how Scrum and User Experience (UX) align and integrate to create cross-functional teams that connect more closely with end users and customers, ultimately delivering more value and improving outcomes. By working together in a dual-track agile process, members of the Scrum Team can work more effectively to balance discovery work and delivery work.

The course also includes a free attempt at the globally recognized **Professional Scrum with User Experience I certification** assessment (PSU I).

Prerequisites

- Familiarity with Agile principles and practices, as described in the Scrum Guide, is recommended.

Target audience

- Scrum Team members who will learn how to integrate the UX specialty with what they already know about the power of self-organizing cross-functional teams. This will enable them to help Developers to learn about the customer, plan learning/discovery/design work, and still deliver a 'Done' increment each Sprint.
- In addition, Scrum Masters will learn how to incorporate product discovery techniques into Sprints and how to balance the product discovery work with the product delivery work while Product Owners will learn product discovery techniques that User Experience Designers use to better understand the needs of the user.
- UX Professionals struggling to integrate on a Scrum Team will learn how to work more effectively inside Scrum, managing work in Sprints and visualizing it in the Product Backlog.

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What You Will Learn

- Gain a common understanding of what is meant by Professional Scrum
- Dispel many myths about User Experience and its relationship to Agile and Scrum
- Experience how the UX mindset and the Scrum framework compliment, align, and integrate
- Learn the advantages of thinking of work as problems to solve, and the Business Problem Statement's role in this
- Understand how the Scrum Team can connect more closely with end users and customers
- Understand how "easily" and "quickly" we can do product development and include UX
- Learn the advantages of thinking of work as problems to solve, and how Business Problem Statements can frame the discussion
- Learn common patterns for employing UX practices within a Sprint and within a cross-functional team that includes UX Professionals
- Learn how to plan and balance both discovery and delivery work
- Leave with some UX techniques that can be accomplished within the Scrum Team
- Understand how anyone on the Scrum Team can support UX practices in support of the product
- Focus on outcomes and impacts over outputs
- Embrace the need to release and use measurements to validate outcomes
- Realize the importance of incorporating UX work as part of the Product Backlog
- Learn the value of testing hypotheses with experiments
- Understand how to design experiments to be as low-cost, low-risk as possible, and how to make them "ride the Truth Curve" as you increase investment