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COURSE BROCHURE

Design Thinking and User Experience Training Course for Product Teams

25 – 29 October 2027
Milan

Design Thinking and User Experience Training Course for Product Teams

Ref: 2136_78765 **Date:** 25 – 29 October 2027 **Location:** Milan **Fees:** 6200 GBP

Design Thinking and User Experience for product teams is a 1-week training course for product owners, managers and service designers who shape what customers touch, and it ends with a Usability Evidence Roadmap for one live product. Customers compare every screen with the easiest one they know, so weak journeys cost loyalty fast. Jupiter Prime Training runs this Design Thinking and User Experience course for teams who decide what gets built next.

Why Design Thinking and User Experience Matters Now

Three forces push user experience onto the leadership agenda. Digital channels let customers abandon a journey in seconds. Product teams release smaller increments more often, which rewards those who test assumptions early instead of defending finished features. Accessibility expectations widen who a product must serve, from confident users to people with varied abilities. An organisation that listens well cuts rework, support calls and failed launches. The course rests on the human-centred design cycle of empathise, define, ideate, prototype and test, described in plain practice rather than any proprietary method.

Who Gains Most from Design Thinking and User Experience

- Those who own a product backlog and decide which user problems are solved first
- Those who manage digital or service channels and answer for completion and drop-off
- Those who design forms, screens, counters or call scripts that customers move through
- Those who lead customer insight and turn complaints and interviews into evidence
- Those who sponsor change and must judge whether a concept is ready to scale

A cross-functional product squad gains most when its owner, designer and channel lead attend together and share one view of the user.

Design Thinking and User Experience Capabilities

Participants learn to let observed behaviour, not opinion, settle product arguments.

- Plan empathy interviews and contextual observation sessions — the product owner choosing which problem to tackle
- Build evidence-based personas and jobs-to-be-done statements — designers and analysts aligning on one user
- Map current-state customer journeys with pain points and moments of truth — channel leads prioritising fixes
- Design low-fidelity prototypes and clickable wireframes — sponsors weighing concepts before funding build
- Test concepts through moderated usability sessions and task metrics — teams deciding to iterate, pivot or ship
- Communicate findings as a roadmap of experiments — leadership approving the next release scope

Key Design Thinking and User Experience Terms

- Empathy Interview — an open conversation with a real user that explores goals, frustrations and workarounds.
- Persona — a research-based profile of a user group describing goals, context and behaviour.
- Customer Journey Map — a visual timeline of every step, channel and emotion a user experiences.
- Low-Fidelity Prototype — a rough sketch, paper screen or simple mock-up used to test an idea cheaply.
- Usability Testing — watching representative users attempt realistic tasks with a product.
- Information Architecture — the structure, labelling and navigation of content.

Design Thinking and User Experience Day by Day

Day 1: Seeing the Product Through the User's Eyes

- Human-Centred Design Cycle — Where Product Decisions Usually Skip the User
- UX Principles of Usefulness, Usability and Desirability — Setting Quality Bars
- Experience Gap Audit — Locating Friction Across Digital and Service Channels
- Stakeholder and User Ecosystem Map — Who Shapes and Who Feels Choices
- Problem Framing Canvas — Choosing One User Problem Worth Solving

Day 2: Empathy Research and Personas

- Empathy Interview Guide — Asking About Behaviour Instead of Opinions
- Contextual Observation and Shadowing — Capturing Real Workarounds in Context
- Affinity Clustering of Research Notes — Turning Quotes Into Patterns
- Evidence-Based Persona Building — Agreeing Which User the Product Serves
- Jobs-to-Be-Done Statements — Linking User Goals to Backlog Priorities

Day 3: Journeys, Ideation and Information Architecture

- Current-State Customer Journey Map — Spotting Pain Points and Moments of Truth
- How-Might-We Questions — Reframing Pain Points as Design Opportunities
- Timed Divergent Sketching Rounds — Generating Many Options Quickly
- Card Sorting and Navigation Design — Structuring Content Users Can Find
- Impact and Effort Matrix — Selecting Concepts to Prototype First

Day 4: Prototyping and Usability Testing

- Paper Prototypes and Clickable Wireframes — Matching Fidelity to the Question
- Usability Test Script and Task Scenarios — Setting Fair Realistic Tasks
- Moderated Test Sessions and Think-Aloud — Observing Hesitation and Error
- Task Success, Time and Satisfaction Scores — Judging Whether a Concept Works
- Accessibility and Inclusive Design Checks — Serving Users With Varied Abilities

Day 5: Practising the Usability Evidence Roadmap

- Persona and Journey Refresh From Test Findings — Updating the User Picture
- Iteration Planning From User Feedback — Deciding to Refine, Pivot or Ship
- Experiment Backlog and Hypothesis Cards — Sequencing the Next Learning Cycles
- Design Critique and Findings Storytelling — Winning Sponsor Support for Changes
- Usability Evidence Roadmap — Committing the Product's Next Three Experiments

Applying Design Thinking and User Experience After the Course

- Run five empathy interviews and rebuild one persona and journey map from the patterns
- Test one paper or clickable prototype of a planned feature with five representative users before the build is approved

Design Thinking and User Experience Questions FAQ

What is Design Thinking and User Experience and why does it matter now?

Design Thinking and User Experience is building products from observed user behaviour rather than assumptions. It matters now because customers switch quickly after poor journeys and short release cycles reward early testing.

Which roles gain most from Design Thinking and User Experience training?

Product owners, digital and service channel managers, designers and customer insight leads gain most. They decide what gets built and how users move through it.

How does Design Thinking and User Experience for product teams differ from a service innovation course?

Design Thinking and User Experience for product teams focuses on screens, flows and features tested with users. A service innovation course looks at redesigning whole service models and operations.

What do you bring back from Design Thinking and User Experience training?

You bring back a roadmap of user experiments for one live product. It holds refreshed personas, journey maps, prototype findings and the next three experiments.

Design Thinking and User Experience: The Way Forward

The Usability Evidence Roadmap gives a product squad its first agreed decision: which user problem the next release tackles and how it will be tested. Product owners use it to shape the backlog, designers to plan sessions and sponsors to fund evidence rather than opinion. Revisit it after the first tests, when findings show which user assumptions still hold.