



CERTIFICATION

# DASA EXPERIENCE MANAGEMENT FOR HPDO

Establish a holistic approach to experience management with the right mindset, skillset, and toolset.

16 HOURS • PROFESSIONAL LEVEL

DASA CERTIFICATIONS ARE VALUED BY PROFESSIONALS FROM LEADING ORGANIZATIONS





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## MEET DASA

# Where Will the World's Largest DevOps and Agile Industry Body Take You?

DASA is the world's largest DevOps and Agile industry body, fostering creation of practical guidance and talent development solutions towards building high performance IT functions.

DASA manages platforms where experts, leaders, and practitioners from IT functions participate to learn through communities, workshops, and structured talent development solutions.

DASA facilitates continuous talent development and nurturing for several key existing and emerging roles within high performance teams and functions.

With 300+ member and partner organizations in our ecosystem, DASA helps define, inform, and advance the DevOps industry through networking, knowledge sharing, awards, continuous learning, and certifications.



2016

Founded



300+

Organizational Partners



50+

Countries



20k+

Certified Professionals



40K+

Community Members

DASA EXPERIENCE MANAGEMENT FOR HPDO

# Enable Digital Product Teams to Establish a Holistic Approach to XM by Using the Right Mindset, Skillset, and Toolset

This two-day certification aims to equip software development teams to enhance user experience, improve stakeholder engagement, gain a competitive edge, and drive organizational success.

[www.dasa.org](http://www.dasa.org)



## Modules

- 01 Strategic Significance of Experience Management
- 02 Experience Management Principles
- 03 Discerning Your User
- 04 Experience Design and Delivery
- 05 Creating a Seamless Experience
- 06 Culture and Behavior for the Right User Experience
- 07 Practicing Experience Management in Daily Life

## LEARNING OBJECTIVES

# What You Will Be Able to After Completing This Certification

- ✓ Recognize the strategic value of experience management: Understand the importance and strategic value of managing experiences within high-performance digital organizations.
- ✓ Apply the experience management principles effectively to drive sustainable business growth: Learn how to implement experience management principles to foster business growth and sustainability.
- ✓ Analyze user needs and preferences to build the right experience: Develop skills to identify and analyze user needs and preferences to create experiences that resonate with them.
- ✓ Design and deliver experiences that meet user needs and expectations: Gain the ability to design and deliver experiences that align with user expectations and requirements.

- ✓ Establish consistent experience across the organization by breaking the silos: Promote and maintain consistency in user experiences by breaking down organizational silos.
- ✓ Cultivate a mindset and behavior for adopting the right user experience: Foster the right mindset and behaviors necessary for adopting and prioritizing user experience.
- ✓ Integrate experience management principles into daily operations effectively: Learn how to seamlessly incorporate experience management principles into everyday business operations.

## Is This for Me?

This certification is designed for professionals across various roles dedicated to enhancing user experiences and optimizing digital performance.

- Leadership Teams
- Finance
- Agile & DevOps Coaches
- Product Owners/Leaders
- Service Managers
- Product Developers
- CX Professionals
- UX Designers
- IT Professionals

## MODULES

# What Will You Learn

### MODULE 01

#### Strategic Significance of Experience Management

Understand the strategic importance and learn how to drive business growth and competitive advantage by aligning initiatives with organizational goals.

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Understand why experience management is crucial for business success.

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Learn the fundamental concepts and definition of experience management.

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Identify and address common challenges in implementing experience management.

### MODULE 02

#### Experience Management Principles

Master essential concepts and methodologies to create and maintain outstanding user experiences, enhancing satisfaction and business outcomes.

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Assess key value drivers and understand Return on Experience (ROX).

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Learn about the X Alphabet Framework for structuring experience management.

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Explore an integrated approach to managing experiences.

### MODULE 03

#### Discerning Your User

Learn techniques to identify and analyze user behavior, preferences, and expectations to build experiences that truly resonate with your audience.

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Choose the most effective research methods to accurately identify user needs.

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Develop and thoroughly analyze detailed user personas for deeper insights.

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Accurately map and comprehensively analyze customer journeys to enhance user experiences.

### MODULE 04

#### Experience Design and Delivery

Gain skills to design and deliver user-centric experiences, integrating design thinking and agile methodologies for optimal results.

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Understand the core principles of human-centered design to create user-focused solutions.

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Learn and apply the design thinking process to solve complex problems creatively.

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Design and implement experiences that meet and exceed user expectations.

## MODULES

# What Will You Learn

### MODULE 05

#### Creating a Seamless Experience

Discover strategies to ensure cohesive experiences across all user touchpoints by effectively aligning different departments and functions.

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Ensure that business goals are strategically aligned to fully support a seamless user experience.

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Understand the challenges posed by siloed organizational behavior and learn strategies to overcome them.

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Prioritize integration enhancements to improve consistency and cohesion in user experiences.

### MODULE 06

#### Culture and Behavior for the Right User Experience

Understand the cultural and behavioral changes needed to support and enhance user experience initiatives within your organization.

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Cultivate and practice empathy to better understand and meet the needs of users and colleagues.

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Learn strategies to effectively overcome resistance to change within the organization.

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Develop a growth mindset to continuously improve and adapt to new challenges and opportunities.

### MODULE 07

#### Practicing Experience Management in Daily Life

Learn practical ways to embed experience management into your daily operations for continuous improvement and alignment with user expectations.

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Integrate experience management methodologies into daily tasks to continuously enhance experiences.

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Establish an Experience Management Office (XMO) to systematically oversee and improve user experience initiatives.



T·Systems·

“I’ve had great conversations with top experts in Lean, Agile, and DevOps, and it’s been rewarding to share their insights and knowledge with others in the field.”



MARIAN DRAGANOV  
Agile Coach  
T-Systems Iberia

# Validate and Recognize Your Expertise

Achieving certification and earning the digital badge from DASA validates your expertise and proficiency.

Recognized globally, DASA certifications serve as a trusted benchmark of professional competency in the field.

Upon successfully passing the exam, you will be awarded a DASA digital badge and the relevant digital certificate, enhancing your professional profile.

This recognition not only highlights your achievement but also boosts your CV's credibility and gives you a competitive edge in the job market.



## Exam Details

Delivery	Online Proctored
Format	Closed-book
Proctoring	Automated
Duration	40 minutes
Questions	20 Questions
Pass Grade	65%

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