



More details  
and sign-up

An aerial, black and white photograph of a rowing team in a long, narrow boat on a body of water. The team consists of five rowers, each with their own oar, and a coxswain at the stern. The boat is white and contrasts sharply with the dark water. The rowers are in a synchronized rowing motion, creating a rhythmic pattern of splashes and oar dips.

# Strategic UX Design & Design Leadership

*3-day Master Class*

# Realise the Full Business Value of Strategic User Experience Design



*“As a design team lead, you must bridge the professional diversity of design teams and align them with business needs to succeed.”*

RUNE NØRAGER  
UX CAMPUS INSTRUCTOR

To successfully lead design teams, you need to master essential design strategy tools.

This master class is aimed at decision-maker profiles like *product owners, project managers, marketing, UX design leads* and *C-level profiles*.

You will learn to confidently navigate the different phases of a design process from a strategic design perspective to help your team to realise the full value potential of design.

The six modules will teach you how to unite different design team roles with a strong business mindset.

You will also learn how to push a design-driven agenda in the organisation and anchor it across different stakeholders from R&D to marketing.



See video introduction  
to the master class



UX  
CAMPUS

**Master Classes in UX Design**

[www.uxcampus.thinkific.com](http://www.uxcampus.thinkific.com)

[www.uxcampus.dk](http://www.uxcampus.dk)

# Learn To Use Six Compasses To Navigate and Steer Design Processes

## Day 1

### 1. Design process frameworks

- Get a robust overview of design process frameworks commonly used. Understand how they differ, overlap - and how to integrate them.
- Learn the dynamic five prototypical projects.
- ➔ Mapping of your current design processes to design process frameworks.

### 2. Market differentiation with design

- Learn how design can be a market differentiator and how to identify design-driven selling points and UX claims.
- Learn about usability claims in tenders.
- ➔ Mapping of design-driven claim opportunities related to your product and business area.

## Day 2

### 3. Use, user and market segmentation techniques

- Learn the pros. and cons of segmentation tools to help you make better design strategic choices.
- Learn to spot false segmentations based on shallow stratification drivers.
- ➔ Mapping & profiling of your customers with different segmentation tools.

### 4. Design-driven value propositions

- Learn how to make strategic design prioritisation using different design feature analysis models.
- Learn to communicate the business value of design in a persuasive manner.
- ➔ Design feature analysis and of your products and mapping of design opportunities.

## Day 3

### 5. Data-driven design

- Learn how improve design activities to meet business standards.
- Learn how to specify requirements for user experience design qualities and how to ground design development in data.
- ➔ Mapping your product design data-drivers.

### 6. UX business maturity & design leadership

- Learn to profile the UX maturity of businesses.
- Learn to anchor the business value of design with different stakeholders.
- Learn about cross-functional design team roles.
- ➔ UX business Maturity mapping of your organisation and analysis of how to mature.



# Terminologies You Will Master

Compared to engineering “Design” is a messy field with few standards.

Therefore, we will give you an overview to a range of key terminologies and concepts in a *simple, integrated and consolidated* way.

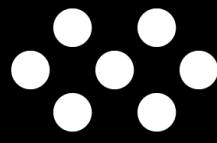
You will learn to confidently navigate and consolidate the diverse logics and terminologies used in design teams.

- ☹ Design frameworks: *Design thinking, User & Human Centred Design, Contextual Design, Double Diamond.*
- ☹ Customer, Employee & User Experience, Usability, Utility, Accessibility, Ergonomy.
- ☹ User research, insights, and testing.
- ☹ Primary and secondary research data.
- ☹ Qualitative and quantitative data. Thin and thick data.
- ☹ Personas, user profiles and segments.
- ☹ Design probes.
- ☹ *KANO* model and design attributes.
- ☹ *Value Proposition Canvas*: Job to be done, Pains and Gains.
- ☹ *UX-ValuEQ*: Core technology & features. User features & interface. Assisting user interface.
- ☹ Project types: *Me To / MVP / Disruptive.*
- ☹ Return on investment (ROI). Total cost of ownership.
- ☹ User experience & usability requirement specification.
- ☹ Performance metrics: effectiveness and efficiency.
- ☹ Usability testing: Diagnostic, formative and summative.
- ☹ Design verification and validation.
- ☹ Heuristic expert design reviews.
- ☹ Usability claims and unique selling points.
- ☹ UX DNA, Design drivers, guidelines and stylesheets.
- ☹ Competence profiling of design team practitioners.
- ☹ Insourcing and outsourcing of design competencies.





# UX CAMPUS



# DESIGN PSYCHOLOGY

Master Classes in  
UX Design

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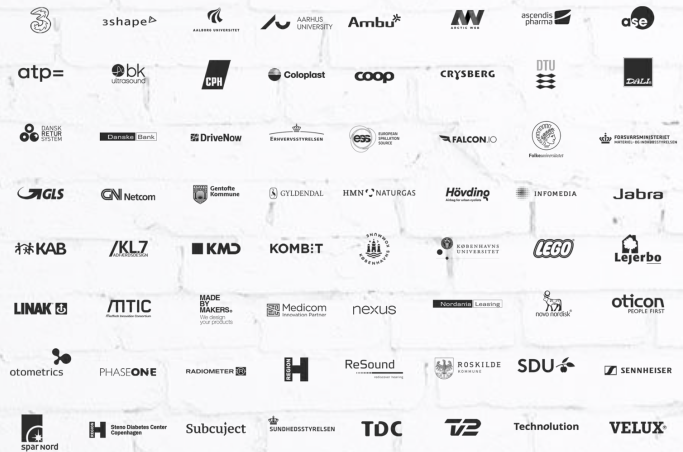
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## At UX Campus *We Practice What We Teach*

All our class instructors are part of the Design Psychology team.

We deliver master class training and high-performance design analytical services to a broad range of companies across a diverse set of industries.



## Three Ways To Learn

*Learn With UX-Campus the Way That Suits You*

**1.** Online  
self-paced

Start learning now:

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**2.** Immersive  
three-day

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**3.** In-house  
custom fitted

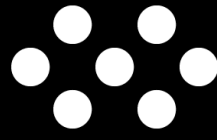
Tell us what you need:

*Reach out to our  
lead instructor*





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# Our Master Class Portfolio

The full range of design master classes cover the needs required to do superior design-driven innovation.



**Custom Fitted Master Class**  
**Mix Content From our Portfolio**