



disruptive
digital
education

lean ux: iterative experimentation in agile development

workshop

Lisboa

lean ux: iterative experimentation in agile development

In this workshop we will explore what Lean UX is, the impact it might have on your work and the advantages of implementing it. We will explore the creation of small iterative cycles of experimentation, which help us to create the right solutions based on user feedback and real data.

ABOUT THE WORKSHOP

Lean UX is the practice of incorporating a Lean methodology in UX and thus produce results in a more agile form, with less emphasis on deliverables e a stronger focus on the experience being designed.

Detailed design cycles are substituted by short, low fidelity, iterative cycles, with feedback from all the members of the team working on the implementation and users, as soon and as frequently as possible.

TARGET AUDIENCE

Professionals in the area of UX, Design, PM and startup founders that would like to better understand how to implement a UX process that fits within an Agile ou Startup environment.

total duration 16h Theoretical / Practical classes + Project

cost 165€

notes Limited registrations

REQUIREMENTS

Basic knowledge of cycles of software development such as Agile, Scrum and Waterfall.

COURSE PLAN

1. Introduction to Lean UX.

- › What is Lean UX and where does it come from?
- › Lean UX basics
- › Principles
- › Advantages and disadvantages

2. Vision, statement and outcomes.

- › Problem statement
- › Hypothesis
- › Proto-personas

3. Collaborative design.

- › Definition of the problem and identify the existing limitations
- › Individual idea generation
- › Idea presentation
- › Iterate and refine the ideas
- › Group idea generation

4. MVPs and Experimentation.

- › Low-fidelity prototyping
- › Planning the experiment
- › Parameters and metrics of the experiment

5. Feedback and Research.

- › Conduct the experiment
- › Analysis of feedback and insights
- › What to do with the insights obtained

6. Evolving the idea.

MATERIAL

iMac 21"i5 (1 per student); HD
Projector; Documentation in digital
format.

CERTIFICATION

Includes: Total workshop duration, thematic,
DGERT certification, stamped and signed by the
pedagogical coordination of the school in digital
format.

NOTES

In case of cancellation of the workshop by EDIT, the amount paid by the participant in advance will be refunded in its entirety. If the cancellation is made by the student, a fine (penal clause) of 10% (ten percent) of the amount paid will be due. The registration fee will not be refunded after the workshop.

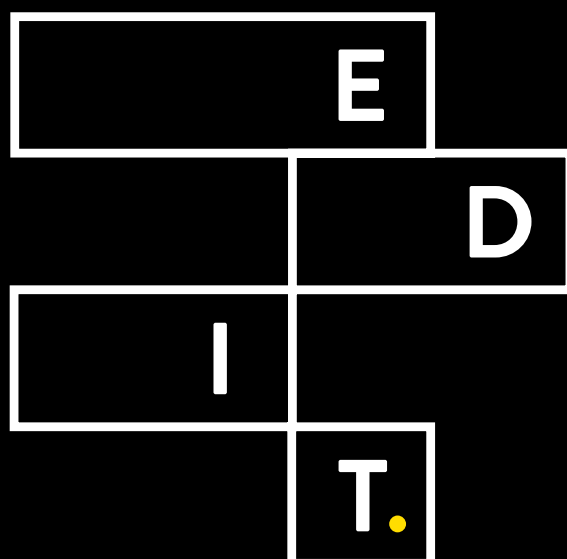
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EDIT. reserves the right to change dates, times, locations or even cancel workshops according to a minimum number of interested parties.

In this case, all registrants will be notified in advance, not later than 24 hours before the start of the workshop.

They shall be at EDIT's discretion. the cancellations of the Workshops for other reasons that were not informed here.

Other amounts spent by the student will not be refundable, such as amounts spent on accommodation, hotel, passage of any kind and travel.



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Horário de funcionamento
segunda a sexta 10h-23h