



Professional Scrum with User Experience

Created by Ken SCHWABER, Scrum.org and the Professional Scrum Trainer Community along with Jeff GOTHELF and Josh SEIDEN (authors of the book “Lean UX”)

Course Fee: HK\$9,360

Participants will leave the class understanding how to reconcile user experience (UX) work with Scrum essentials like the Definition of “Done”, Backlog prioritisation and delivering “Done” Increments in every Sprint.

This course will let you know how to handle design work that may extend beyond a single Sprint, continuing to deliver value in each and every Sprint using Scrum.

Programme code	10014372
Duration and time	2 days 9:00-17:00
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Language	English
Course fee	HK\$9,360
Certification	Participants completing this course will receive a password to attempt the Professional Scrum with User Experience I (PSU I) assessment. Class participants who attempt the PSU I assessment within 14 days of receiving their free password and do not score at least 85% will be granted a 2 nd attempt at no additional cost.

Course Description

In this 2-day hands-on course, participants with some Scrum experience will learn how to integrate modern UX practices, (UX is more than UI) into the way they are working in Scrum and how to work effectively within Scrum Teams. Design work can sometimes feel slow, and not well suited to quick agile cadences and Scrum events, but that isn't the case. Learn UX techniques that fit beautifully into Scrum, and practise these techniques with cross-functional teams in class.

Participants will learn UX techniques that work most effectively with Scrum Teams. In addition, they will learn practical tools and practices to best work with customers in order to provide feedback delivering higher value in the customer's eyes with Scrum Teams without changing Scrum.

Learn how to use the Scrum framework and UX techniques to align your team, focus on value, and foster collaboration.

Course Outline

Content (highlights)

- Scrum with UX enhances continuous learning
- Framing work as problems to solve
- Outcomes over outputs
- Managing UX work in Scrum
- Focus on users
- Experimentation

Who Should Attend?

Scrum Masters, Product Owners and anyone involved in the delivering the product (engineers, product managers, etc) as technology teams work better when they're collaborating across disciplines and specialties. People who know UX will learn how to work more effectively inside Scrum, managing work in Sprints and visualizing it in the Product Backlog.

Upcoming Course Offerings on Scrum

- Professional Scrum Master
- Professional Scrum Master II
- Professional Scrum Product Owner



Trainer Information

Lorenz CHEUNG is the first Professional Scrum Trainer (PST) in Hong Kong, and is one of the 305 PSTs in the world Scrum Master. With experience working in Fortune top 500 companies in London and Hong Kong and technical / software engineering background, he has the practical experience on how to bring agility to Enterprise and help them to adopt and scale Scrum. Besides Scrum, he is also a practitioner of Kanban, Lean, Innovation, Design Thinking. He just led the team for Best Mobile App at Hong Kong ICT award 2016.

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) to HKPC Academy, Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr Desmond CHAN). Please indicate the course name and course code on the envelope.



[Enrolment Link](#)

Supporting Organisations (In arbitrary order)



Inquiry

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