DASA

DASA Experience Management

Syllabus

Version 1.0.0

SCOPE AND PURPOSE OF THIS DOCUMENT

The purpose of this document is to inform all parties interested in the DASA Experience Management program of the areas covered in the program.

DASA EXPERIENCE MANAGEMENT

The DASA Experience Management certificate program is designed to empower organizations with the essential skills and frameworks needed to excel in today's competitive market, driven by customer loyalty and satisfaction. Delaying implementation of experience management strategies risks losing valuable customers and market share, as frustrated users may churn, impacting overall business performance. This program enables organizations to harness user data and feedback to proactively create experiences that anticipate and meet user needs. By fostering brand loyalty and community engagement, organizations can leverage positive word-of-mouth marketing to outpace competitors.

Moreover, the DASA Experience Management certification program provides a structured approach to overcoming common challenges such as fragmented experiences across different touchpoints, inefficient processes, and organizational resistance to change. By equipping professionals with the right tools, mindset, and skillset, the program enables them to implement cohesive experience management strategies that enhance productivity, satisfaction, and loyalty. This holistic approach improves immediate user experiences and contributes to sustained business growth and stability by fostering innovation, stakeholder value creation, and long-term customer relationships. Ultimately, the program aims to instill a culture of empathy and continuous improvement within organizations, ensuring that they remain agile and responsive to evolving customer needs and market demands.

QUALIFICATION OBJECTIVES

When you have acquired the required knowledge from this program, you will be able to:

- Recognize the strategic value of experience management.
- Apply the experience management principles effectively to drive sustainable business growth.
- Analyze user needs and preferences to build the right experience.
- Design and deliver experiences that meet user needs and expectations.
- Establish consistent experience across the organization by breaking the silos.
- Cultivate a mindset and behavior for adopting the right user experience.
- Integrate experience management principles into daily operations effectively.

TARGET AUDIENCE

- Leaders
- Managers
- Product Leaders
- Product Owners
- Product Architects
- Product Developers
- UI/UX Designers
- Product & Portfolio Management Consultants
- XM Consultants
- DevOps Coaches
- Scrum Masters
- Agile Coaches

DASA EXPERIENCE MANAGEMENT OUTCOMES

SYLLABUS AREAS

The following syllabus areas are identified.

SYLLABUS AREA CODE	SYLLABUS AREA TITLE
SE	Strategic Significance of Experience Management
PE	Principles of Experience Management
DU	Discerning Your User
ED	Experience Design and Delivery
CE	Creating a Seamless Experience
CB	Culture and Behaviors Required For a Better Experience
PE	Practicing Experience Management in Daily Life

SYLLABUS

In the following tables, the key aspects of the DASA Experience Management Syllabus are described.

Strategic Significance of Experience Management

Syllabus Area Code: SE Syllabus Area Title: Strategic Significance of Experience Management	
Topic	**Objectives**
Importance of Experience Management	Identify the importance of experience management
Define Experience Management	Define experience management
Implementation Challenges	List the challenges in implementing experience management

Principles of Experience Management

Syllabus Area Code: PE Syllabus Area Title: Principles of Experience Management	
Topic	**Objectives**
Evaluating Value Drivers and ROX	Evaluate value drivers and ROX
Introducing the X-Alphabet Framework	Define the X-alphabet framework
A Holistic Approach to Experience Management	Implement a holistic approach to experience management

Discerning Your User

Syllabus Area Code: DU Syllabus Area Title: Discerning Your User	
Topic	**Objectives**
Research Method Selection for User Needs	Define the most effective research method to investigate user needs
Creating and Analyzing Personas	Create and analyze user personas
Mapping and Analyzing Customer Journeys	Map and analyze user journeys
Selecting the Right Data Source for Decision-Making	Integrate user data for effective decision-making

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Experience Design and Delivery

Syllabus Area Code: ED Syllabus Area Title: **Experience Design and Delivery**	
Topic	**Objectives**
Principles of Human-Centered Design	Identify the principles of human-centered design to deliver the right experience
Design Thinking	Identify key elements to map User Experience
Design and Deliver Experiences	Demonstrate how to design and deliver the right experience

Creating a Seamless Experience

Syllabus Area Code: CE Syllabus Area Title: **Creating a Seamless Experience**	
Topic	**Objectives**
Aligning Business Goals	Identify common business goals
Challenges of Siloed Behavior	Identify the challenges related to siloed behavior
Getting Correct Customer Insights	Develop a comprehensive data integration plan to address fragmented customer insights
Developing a Plan for Seamless Experience	Devise a mechanism to provide consistent experience insights by measuring and evaluating the impact of integrated experience management
Prioritizing Integration Enhancements	Prioritize improvements for further integration

Culture and Behaviors Required For a Better Experience

Syllabus Area Code: CB Syllabus Area Title: **Culture and Behaviors Required For a Better Experience**	
Topic	**Objectives**
Practicing Empathy	Explain the importance of empathy and how it impacts the right experience(Digital deep empathy)
Overcome Resistance to Change	Overcome the resistance to change
Growth Mindset	Create a growth mindset within an agile organization
Practicing Agility	Practice agility to adapt to the changing landscape of customer behavior, technology and design principles

Practicing Experience Mapping in Daily Life

Syllabus Area Code: PE Syllabus Area Title: Practicing Experience Mapping in Daily Life	
Topic	**Objectives**
Apply XM Methodologies in Routine Tasks	❯ Apply experience management methodologies in routine tasks
Create an XMO	❯ Create an XMO

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