Intro to the Professional Scrum with User Experience (PSU) Training Course
Quick Guidelines

• Your microphones will be muted throughout
• Please ask questions!
  • Type questions into the webinar questions box:
  • Type comments into the webinar comments box:
Who Is Scrum.org?

Training

Certification

Founded by Ken Schwaber Co-creator of Scrum
Meet Our Panelists

Josh Seiden
Co-Author – Lean UX

Jeff Gothelf
Co-Author – Lean UX

Gary Pedretti
Professional Scrum Trainer
Introducing PSU

- 2 day in-person class
- Bridging the gaps between Scrum, UX and Design practices
# Professional Scrum with UX Course

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<tr>
<th>PURPOSE</th>
<th>AUDIENCE</th>
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<tr>
<td>Experience how UX and Scrum align and integrate to:</td>
<td><strong>Scrum practitioners</strong> struggling to integrate UX and continuous product discovery</td>
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<td>• Connect more closely with end users and customers</td>
<td><strong>UX practitioners</strong> struggling to work inside the Scrum framework, especially working within Sprints</td>
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<td>• Create cross-functional teams</td>
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<td>• Work effectively within a Sprint</td>
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<td>• Balance both discovery and delivery work</td>
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### Scrum and UX Share a Common Foundation

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<th><strong>SCRUM</strong></th>
<th><strong>UX</strong></th>
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<td>• Uses empiricism to reduce risk, no longer have to predict</td>
<td>• Evidence-based decisions based on customer data</td>
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<td>• Value-driven</td>
<td>• Customer-driven</td>
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<td>• Cross-functional Teams</td>
<td>• Cross-functional Collaboration</td>
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<td>• Transparency</td>
<td>• Shared Understanding</td>
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<td>• Definition of Done</td>
<td>• Great Design</td>
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<td>• Inspect -&gt; Adapt</td>
<td>• Sense -&gt; Respond</td>
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Yet, Sometimes the Implementations or Mechanics Don’t Match?
PSU Course Topics

• Continuous learning
• Framing the work as problems to solve
• Outcomes over outputs
• Managing UX work in Scrum
• Users, personas and the customer
• Building experiments
Let’s Talk About Some Challenges

Some examples of challenges we “dive deep” on in the PSU:

• Getting rid of staggered Sprints
• Definition of “Done”
• Dedicated Designers
• Balancing learning and doing
Learn More, Dive Deeper

- Continuous learning
- Framing the work as problems to solve
- Outcomes over outputs
- Managing UX work in Scrum
- Users, personas and the customer
- Building experiments
Continue Your Learning – Learning Paths

• Scrum.org now has learning paths on our website for Scrum Master, Product Owner, Leadership and Development Team Members

• Provide structured guides to help you understand the roles of the Scrum Master/Product Owner with a way to continue learning on your journey

https://www.scrum.org/pathway/scrum-master
https://www.scrum.org/pathway/product-owner-learning-path
https://www.scrum.org/pathway/team-member-learning-path
https://www.scrum.org/pathway/agile-leader-learning-path
Thank you!