



## **We.Are.XDi**

Shape the future and learn to develop products, services and businesses successfully.

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# We.Are.XDi

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## WeAreXDi

We offer further education, coaching and consulting for companies and their employees, self-employed and freelancers as well as newcomers and professionals.

We support and accompany people from different disciplines and industries to become more innovative, creative and agile. Our trainings help to further qualify, to do a better job and to have better chances on the job market.

We teach people-centered, solution-oriented and design-focused thinking and acting and make them fit for the design, development and marketing of products, services and business models.

## Concept

We rely on modern teaching and educational concepts that are based on the latest research findings (leading research institutes/scientific institutions) and have been tested in numerous innovation hubs around the world and successfully applied in internationally operating start-ups.

## The 3 Pillars

The offers of XDi are based on 3 pillars - training, coaching and consulting. In our trainings we impart practical knowledge in a compact form. With our coaching we accompany you in the application of methods and techniques in your daily work. We support both with consulting services for all aspects of digital transformation.

Tied up in our XDi'360° package, you can use training, coaching and consulting to create a „Continuous Improvement Programme“ for the continuous further development of your employees and a sustainable increase in competence in your company.

# Methodology - With heart, brain & hand

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Our training model is based on eight levels - theory, practice, visualization, presentation, feedback, reflection, exploration and introspection. In our trainings we impart theoretical knowledge, apply it in a team, communicate the work results, give and receive feedback and reflect the results alone and together.

## The Theory - Knowledge makes you smart

The transfer of knowledge about methods, techniques and tools of the digital world is the basis of all skills. Therefore we provide the theoretical foundation in short input units and then apply the presented methods and tools in practice.

## The Practice - Learning by doing

Our credo is „Learning by Doing“ - the participants of our seminars learn the application of relevant methods and techniques by means of practical exercises in a co-creative team process. The results of the practical work are then presented.

## The Exploration - Playful learning

Learning is fun. Play and fun, trying out and making mistakes play an important role in learning. Only what triggers emotions can have an effect. We support you playfully to reach your goal.

## The Visualisation - Put into picture

Visualization is an important and powerful tool to make ideas and concepts understandable. We animate our participants to think visually and encourage them to draw their thoughts.

## **The Presentation - Show me**

The results of the individual and group work are presented to the team or to all participants. Everyone is asked to communicate their work verbally, visually and argumentatively and put it into the right light.

## **The Feedback - Saying what's going on**

All participants are invited to criticize - positive as well as negative. It is important to communicate what likes and dislikes and to give suggestions for improvements. In the dialogue with others and the open exchange of arguments, we make it possible to better reflect on the effect of one's own actions and to broaden one's own horizon.

## **The Reflexion - Pass in review**

All thematic blocks will be concluded with a retrospective. The experiences made are reflected in individual and group work. We create an instance of conscious perception and mentally repeat the experiences in order to better integrate them.

## **The Introspection – Going inside**

The power lies in the peace and quiet. Everyone is invited to explore themselves, to consciously perceive experiences and to let experiences work. We create moments of peace and look together into the inner self to manifest the acquired knowledge.

# Seminars

Open Seminars & In-House Seminars



## UX360° – Certified UX & Usability Expert

User Experience Design, User Centered Design and Usability  
for Web, Tablet and Smartphone

On Campus & Live Online

### Brief description

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This seminar will enable you to successfully design websites, apps and software. You will learn to design content, structures and functionalities of interactive products. You will learn the entire spectrum of user experience design methods and their practical application - from analysis, strategy and requirements to design, prototyping and testing of the developed solutions.

### Contents

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#### User Experience & Usability Basics

From the workings of the human brain through digital ecosystems to definitions, disciplines, phases and methods in UX design.

#### Product requirements & Scope

Requirements for features and content along with user stories and content strategy

#### User Interface Design & Styleguide

Starting with the definition of a new visual style guide, to the design of individual screens, to animations, transitions and fadings.

#### User Research & Usability Testing

Get to know the personas of your users and test the developed products.

#### Information Architecture & Navigation

Development of information architecture, the definition of navigation structure and technique and defining user flows.

#### Business & Product Strategy

Develop a product vision and goals in a team, define KPIs and establish the ROI.

#### Interaction Design & Prototyping

Interaction design with sketches, wireframes and interactive prototypes.

### Target audience

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Designer and Design Manager, Project and Product Manager, Web and Software Developer, Speaker and Editor, Copywriter and Concept Developer, Marketing and Content Manager, Media and Information Officer, Information and Interaction Manager, Social Media Consultant and Manager, Usability Engineer, Scrum Master and Product Owner.

### Information

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Duration: 5 Days | 35 hours

Language: English

Price: On Campus: 2750,00 € Early bird rate | 2990,00 € Standard rate - Live Online 2250 € | 2490,00 €

Discounts: 5% discount for 2 employee | 10% discount for 3 employee | 15% discount for 4+ employees | Individual discounts on request

Participant: Minimal 3 | Maximum 12

Web: [https://xd-i.com/en/seminar/certified-ux-usability-expert\\_online](https://xd-i.com/en/seminar/certified-ux-usability-expert_online)



## Certified UX & Usability Specialist

UX Design & Interaction Design for Web, Tablet & Smartphone

On Campus & Live Online

### Brief description

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In this seminar you will learn how to successfully develop websites, mobile apps and browser-based software that satisfy your users and customers and give them pleasure. You will receive a compact overview of the methods of the user experience design process.

### Contents

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#### User Experience & Usability Basic

From basics and backgrounds to the disciplines, concepts and principles of user experience design.

#### User Research & Task Analysis

Get to know your users and their needs with personas and user scenarios.

#### Product requirements & Scope

Requirements for features and content including user stories and content strategy.

#### Information Architecture & Navigation

Developing information architecture and navigation design.

#### Interaction Design & Information Design

Interaction and information design with sketches, wireframes and interactive prototypes

#### User Interface Design & Styleguide

From the definition of a visual style guide, to the design of individual screens, to animations, transitions and fadings..

### Target audience

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Designer and Design Manager, Project- and Product Manager, Web and Software Developer, Speaker and Editor, Copywriter and Concept Developer, Marketing and Content Manager, Media and Information Officer, Information and Interaction Manager, Social Media Consultant and Manager, Usability Engineer, Scrum Master and Product Owner.

### Information

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Duration: 3 days | 21 hours

Language: English

Price: On Campus: 1650,00 € Early bird rate | 1790,00 € Standard rate - Live Online 1350 € | 1490,00 €

Discounts: 5% discount for 2 employee | 10% discount for 3 employee | 15% discount for 4+ employees | Individual discounts on request

Participants: Minimum 3 | Maximum 12

Web: [https://xd-i.com/en/seminar/certified-ux-usability-specialist\\_online/](https://xd-i.com/en/seminar/certified-ux-usability-specialist_online/)





## Certified UX & Usability Professional

User Experience & Interaction Design with  
Lean UX & Agile UX

On Campus & Live Online

### Brief description

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In this workshop you will learn the methods of user experience design in terms of the mindset of Lean UX and Agile UX. With the help of agile methods (design sprints) you will learn to come to intelligent and practicable solutions and to design digital products with an excellent user experience.

### Contents

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#### UX & Usability Principles

From basics and backgrounds to the disciplines, concepts and principles of user experience design.

#### User Research & Task Analysis

Get to know your users and their needs with personas and user scenarios.

#### Functional & Content Requirements

Requirements for functions and content with Agile UX and Lean UX.

#### Information Architecture & Navigation

Developing information architecture and navigation design.

#### Interaction Design & Information Design

Interaction and information design with sketches, wireframes and interactive prototypes.

#### Usability Testing

Test an existing or prototypical software application.

### Target audience

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Designer and Design Manager, Project- and Product Manager, Web- and Software Developer, Speaker and Editor, Copywriter and Concept Developer, Marketing- and Content Manager, Media- and Information Officer, Information and Interaction Manager, Usability Engineer, Scrum Master and Product Owner.

### Information

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Duration: 2 days | 14 hours

Language: English

Price: On Campus: 1090,00 € Early booking rate | 1190,00 € Standard rate - Live Online 890 € | 990,00 €

Discounts: 5% discount for 2 employee | 10% discount for 3 employee | 15% discount for 4+ employees | Individual discounts on request

Participants: Minimum 3 | Maximum 12

Web: [https://xd-i.com/en/seminar/certified-ux-usability-professional\\_online/](https://xd-i.com/en/seminar/certified-ux-usability-professional_online/)



## Certified Service Design Thinker

Service Innovation, Customer Experience Design & Design Thinking

On Campus & Live Online

### Brief description

This seminar enables you to recognize innovation and optimization potentials in your own offer and to design successful services and holistic customer experiences, which are attractive and useful for your customers and efficiently realizable for you as a provider. You will get to know concrete methods and tools from Human-Centered Design that will help you to better understand your customers and to perceive pain points and opportunities for improvement from the customer's point of view.

### Contents

#### Service Design Thinking Basics

From definitions and specifications to customer journeys, touchpoints and blueprints to the design process.

#### Ideation & Service concepts

Finding and prioritizing ideas and utilizing them to generate and visualize service concepts.

#### Design Research & Customer Journey

Understanding user needs and identifying innovation potential with Service Safaris and Cultural Probes

#### Service Prototyping & Co-Design

Development of prototypical services with experience prototyping and service blueprints.

#### Cognitive Synthesis & Customer Journey Mapping

Interpretation of research results, empathy mapping for the customer and customer journey visualization with CJM.

#### Service Design Thinking in the business

Develop service innovations with blueprints and implement them in business practice.

### Target audience

Service planners and managers, Project and Product Managers, Marketing and Sales Managers, Customer Service Managers, Designers and Design Managers from all areas (User Experience, Visual Design, Product Design, etc.), as well as Architects, Scrum Masters and Product Owners, Management Consultants and Founders.

### Information

Duration: 3 days | 21 hours

Language: English

Price: On Campus: 1650,00 € Early bird rate | 1790,00 € Standard rate - Live Online 1350 € | 1490,00 €

Discounts: 5% discount for 2 employee | 10% discount for 3 employee | 15% discount for 4+ employees | Individual discounts on request

Participants: Minimum 3 | Maximum 12

Web: [https://xd-i.com/en/seminar/certified-service-design-thinker\\_online/](https://xd-i.com/en/seminar/certified-service-design-thinker_online/)



## DT360° - Certified Design Thinking Master

Agile, user-centered development of innovative Products and services

On Campus & Live Online

### Brief description

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In our Masterclass, we combine the phases of Design Thinking with agile Project Management and Implementation tools and Business Model Innovation to provide a transfer into business practice. They learn and experience the Design Thinking process intensively and holistically and are able to develop new products, services and business models in times of disruptive technologies, saturated markets and ever shorter product lifecycles.

### Contents

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#### Design Thinking Basics

Design Thinking Crash Course with definitions, fields of application, processes and prerequisites.

#### Agile User Research & Synthesis

Exploration, evaluation, interpretation and evaluation through interviews, storytelling, clustering, journey map, empathy map and JTBD (Jobs To Be Done).

#### Ideation, Prototyping & Fieldwork

Application of different creative techniques, use of prototyping as well as design and planning of different test situations.

#### Business Model & Pitch

Model, structure, present and pitch solutions with Business Model Canvas.

#### Implementation ala Scrum & Lean

Plan and control implementation with design sprints, SCRUM, Google sprints and lean canvas.

#### Design Thinking in the company context

Analysis of case studies and best practices of successful implementation of design thinking in various companies and institutions.

### Target audience

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Innovation managers and Consultants, Product-, Service and User Experience Designers, Product, Project and Design Manager, Service and Business Development Managers, Customer Service and Customer Experience Managers as well as Company Founders, Team, Department and Group Leaders who manage multidisciplinary teams and want to make collaboration more successful with the help of creative methods.

### Information

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Duration: 5 days | 35 hours

Language: English

Price: On Campus: 2750,00 € Early bird rate | 2990,00 € Standard rate - Live Online 2750 € | 2990,00 €

Discounts: 5% discount for 2 employee | 10% discount for 3 employee | 15% discount for 4+ employees | Individual discounts on request

Participants: Minimum 3 | Maximum 12

Web: [https://xd-i.com/en/seminar/dt360-certified-design-thinking-master\\_online/](https://xd-i.com/en/seminar/dt360-certified-design-thinking-master_online/)



## Certified Mobile UX & UI Design Specialist

Mobile UX & User Interface Design for apps and mobile websites

On Campus & Live Online

### Brief description

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We'll teach you how to face a professional design project for mobile devices from the beginning. Along the way, you'll learn how to design quick prototypes, wireframes and interaction patterns for different operating systems, visual design, interactions and animations, among other things. In the end, you'll have a working medium-fidelity prototype that you'll be able to share and test.

### Contents

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#### Mobile UX design basics and workflows

From Mobile Lean UX design and development process to decide whether to choose a mobile app vs. a mobile website.

#### Visual design and software tools

iOS and Android design languages and introduction to Sketch and Figma.

#### Navigation and interaction patterns

Navigation systems for both web and apps and interaction patterns in iOS and Android.

#### Evolving interfaces and animation

From designing a screen in all its states to gestures on mobile devices and the principles of UI animation.

#### Designing for touch and visual design

From interaction design for touch screens to dealing with data and complex information to visual design on mobile.

#### Animations and interactions

From Micro-interactions to the introduction of Framer to preparing assets for developers.

### Target group

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This seminar was developed for people who are responsible for the design and conceptualisation of digital products for mobile devices. These are, for example, designers and design managers from all fields (user experience, visual design, product design). People with other professional backgrounds such as project and product managers, web and software developers may also benefit from the contents of this seminar.

### Information

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Duration: 3 days | 21 hours

Language: English

Price: On Campus: 1.650,00 € Early bird rate | 1.790,00 € Standard rat – Live Online: 1.350,00 € | 1.490,00 €

Only bookable as in-house seminar

Participants: Minimum 3 | Maximum 12

Web: <https://xd-i.com/en/seminar/certified-mobile-ux-ui-design-specialist-2/>

# Continuing Education

Guided E-Learning

Open

# Certified User Experience Designer

User Experience Design for Web, Mobile & Software



## Brief description

The profession of user experience designer has become increasingly differentiated over the past two decades and highly competitive in the market. During this course we will teach you to be able to understand target groups, develop a product strategy, define requirements and formulate them in user stories, develop information architecture, navigation and user flows, implement and test interaction designs as prototypes and visually adaptable screen designs.

## Contents

### User Experience & Usability Basics

From how the human brain works to digital ecosystems to definitions, disciplines, phases and methods.

### Research, Analyse & Testing

Get to know your users with personas, customer journeys and user scenarios. Analyse and test the products.

### Strategy, Requirements & Planning

Develop product strategy, define requirements and plan implementation in an agile manner.

### Content, Structures & Processes

Develop information architecture, determine navigation structure and technology and define user flows.

### Information & Interaction Design

Interaction design with sketches, wireframes and interactive prototypes.

### User Interface Design & Visual Design

From the definition of a visual style guide to the design of individual screens to animations, transitions and fadeings.

## Target group

This course is recommended for people who want to expand their knowledge on the field of User Experience Design. Designer and Design Manager, Project and Product Manager, Web and Software Developer, Speaker and Editor, Copywriter and Concept Developer, Marketing and Content Manager, Media and Information Officer, Information and Interaction Manager, Social Media Consultant and Manager, Usability Engineer, Scrum Master and Product Owner.

## Information

Duration: 3+ months | 500 hours

Language: English

Format: Guided E-Learnings

Price: with Bildungsgutschein 100% fundable | Self-payer: 4.890,00 €

Participants: Minimum 1 | Maximum 8

Web: <https://xd-i.com/en/seminar/certified-user-experience-designer>

# Certified Project & Product Manager

Agile Product Management and Project Management for the Digital World



Guided E-Learning

## Brief description

Digitalisation is changing all of our lives and it is changing the way products, services and business models are developed. Companies are confronted with constantly evolving technologies, ever-changing customer needs and disruptively changing market conditions. In this training you will learn suitable methods and tools to develop new products, services and business models and to bring innovations successfully to the market.

## Contents

### Product & Project Management Basics

From new roles and responsibilities in product management, to new project management methods.

### Business Model & Financials

Create business models with Business Model Canvas and Kano Model and develop value proposition design.

### Scrum, Kanban, Lean Startup & OKRs

Develop, test and successfully launch customer-centric products through agile product development in short iteration cycles.

### Requirement engineering and agile effort estimation

From Product Vision, to Story Maps and User Stories, as well as agile estimation.

### User, Product and Market Analyses

Analyse users, products and markets and identify key criteria (including key features) for competitive offers.

### Design Thinking & User Experience Design

Develop ideas and prototype products with Design Thinking and UX Design.

## Target group

This seminar was developed for people who are responsible for agile product and project management who want to keep their knowledge through solid practical projects. These are, for example, project manager, software developers, product designers, designers and design managers from all fields. People with other professional backgrounds such as project and product managers, web and software developers may also benefit from the contents of this seminar.

## Information

Duration: 3+ months | 450 hours

Language: English

Format: Guided E-Learnings

Price: with Bildungsgutschein 100% fundable | Self-payer: 5.880,00 €

Participants: Minimum 1 | Maximum 8

Web: <https://xd-i.com/en/seminar/certified-product-project-manager/>

## Certified Digital Marketing Manager

Design, plan and implement digital marketing strategies



### Brief description

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A marketing manager of today's caliber is able to transmit on all frequencies and has his ear to all wires. In this online training course, which lasts several months, you will learn how to play the keyboard of digital marketing. You will be familiarized with all essential methodologies of digital marketing. You will understand what digital transformation means in marketing and what it means to develop innovative strategies in times of disruptive markets and business models.

### Contents

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#### Digital Marketing Basics

Digital marketing strategy, digital innovations and online marketing channels and methods.

#### Content Marketing & SEO

Content marketing and content strategy, content production, content planning and publishing, media ethics.

#### Brand Communication, Branding & PR

Branding, corporate design, communication strategies as well as reputation management.

#### Search Engine Marketing (SEM) via Paid Search (SEA)

SEM, SEA, Google Adwords campaigns and conversion optimized landing pages.

#### Social Media Marketing & Advertising

Social media marketing, social media communication, social media advertising in relevant social media channels.

#### E-Mail & Mobile Marketing

Email marketing and newsletter marketing, mobile marketing and affiliate marketing / referral marketing.

### Target group

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This seminar was developed for people who want to be in the field of marketing, advertising and PR, social media, communication and content management, copywriting, journalism and editing, as well as media, design and websites and apps. These are, for example, designers and marketing specialist. People with other professional backgrounds such as project and product managers, web and software developers may also benefit from the contents of this seminar.

### Information

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Duration: 3+ months | 450 hours

Language: English

Format: Guided E-Learnings

Price: with Bildungsgutschein 100% fundable | Self-payer: 5.880,00 €

Participants: Minimum 1 | Maximum 8

Web: <https://xd-i.com/en/seminar/certified-digital-marketing-manager/>



# Services

XDi360° | Coaching | Consultation

# Services

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## **We offer training, coaching and consulting**

We have developed a comprehensive service portfolio to offer you the best support in the continuous development of your employees. We train your employees in in-house company training courses specially tailored to your needs, coach you in the practical implementation and application of the acquired knowledge in everyday business life and advise you on the way to digital transformation.

# XDi'360°

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## **All in one - training, coaching and consulting.**

To ensure the continuous development of your employees, we accompany you to our training courses with coaching measures and provide you with advice. In on-site training courses, we impart demand-oriented knowledge in a compact and pragmatic form.

With coaching, we accompany you in the application of the learned methods and techniques in your daily work. We support both with consulting services around the transfer into your company and the corresponding teams. In this way, we can guarantee a sustained increase in competence and the long-term development of practical and pragmatically applicable knowledge.

# XDi'Coaching

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## **Modern teaching and educational concepts**

We rely on modern educational and teaching concepts based on the latest research insights.

We coach individuals and teams on experience design topics and accompany them over a longer period of time. Our coaches ensure that newly acquired methods and techniques are applied in practice and are further deepened in concrete projects.

We help you to use different methods and guide you to apply them optimally. We support you personally or as a team. We moderate co-creative work processes and encourage you to develop new ideas in a team and to develop them collaboratively. We support managers in leading teams creatively.

# XDi'Consulting

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## **On the way to digital transformation**

We advise executives and companies on their way to digital transformation. We help you to become more flexible, agile and competitive. We prepare companies for the transformation of a networked, global world and support them in building new working environments, using digital tools and setting up their teams.

We convey customer-oriented thinking, help you with the user-centered development of products and services and advise you on the strategic use of new technologies. We advise you on the use of new sales and communication channels and adapt your content to the characteristics of different marketing channels. We are at your side on the way to a service-oriented and design-centered organization.

# Institute

Trainer | Testimonials | References

# Trainers

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# References

				
				
				
				
				
				
				
				



# Testimonials

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„Customer-focused work, isn't that what we do? How far one's own thoughts and actions are partly removed from it becomes clear in this seminar. The focus is not on the solution but on the customer's needs. What would our persona do? What are the top tasks? UX360°, very refreshing and highly recommended!.

**Silke Thomas, Deutsche Bank AG**

„Many thanks to Mr. Schmitt for the inspiring seminar „UX & Usability Specialist“. In these 3 days I took along many methods and application examples around the conception and development of digital applications“.

**Evelyn Kühn, Proximity Technology GmbH | BBDO Network**

„Brilliant coaches. They always adapted the course to our needs and prepared the material very well. The best course I have ever taken so far. Thank you.“

**Sebastian Brix, e-Spirit AG**

„The 3 days were very interesting and instructive. Despite much theory not boring! Great praise! My expectations were fulfilled.“

**Bianca Dreja, K-Mail Order GmbH & Co. KG**

„The seminar explains the connections between the different research and prototyping methods very clearly. All important methods are explained and supported by many exercises. The cheerful trainer created a good atmosphere.“

**Andreas Lemburg, Sycor Group**

„Babak manages to break open the complex topic „Content Strategy“ and serve it in slices. His methodology offers an exciting three day deep dive into the topic. Interactive cases and exercises make the lively exchange varied. On the whole: personal, professional and incredibly good.“

**Nicolas Hunloh, Airport Düsseldorf**

„Dinko has arranged the seminar very agreeably and informatively. We got to know many appropriate tools and methods in a very enjoyable atmosphere and were able to benefit significantly from our coach's practical experience.“

**Franziska Hamann, Communication Designer M.A.**

„Super friendly trainer, great explained, absolutely entertaining. Could go on for a few more days :)“

**Franziska Keenan, Lingner Marketing GmbH**

„The seminar „Certified Agile Content Strategist“ showed me once again all components of the CS in a framework ordered and consolidated represented and on the other hand that AGILE is not only reserved for the IT. Babak Zand as a seminar leader reacted very well and flexibly to the needs of the participants. Recommendable.“

**Kami Sorousch, Sapient**

„Excitingly prepared, well-founded and very comprehensible on the basis of practical examples. Stefan's many years of experience offered me great added value, especially in the practical tasks and exercises. Not only for beginners.“

**Christian Franke, TakeAway.com**

„For UX beginners like me, the seminar is very educational and useful. Not only have I acquired new knowledge, methods, and programs, but I have also gained new insights that will benefit my employer.“

**Irina Pavlovets, Dolzer Maßkonfektionäre GmbH**

„Great trainers and hands-on experience! I can only advise it!“

**Juan Blanco Acebes, SIEMENS**

# Services

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- + Internationally recognized certificates
- + High-quality training documents in digital form
- + Extensive presentation as PDF
- + Numerous templates for daily work
- + Lots of best practices and online resources
- + Links, Literature & Tooltips
- + Photo- and Video-Documentation
- + Individual and group exercises with presentation
- + Exchange and discussion with other participants
- + Alumni group for further exchange
- + Special places in a creative ambience
- + Lunch, hot & cold drinks, fruit and snacks

# Benefits

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- + First-class trainers with distinctive practical knowledge and many years of experience in an international context
- + Didactically prepared and creatively implemented learning content
- + Practical application of theoretically sound knowledge
- + Latest results of brain research applied
- + Based on neuroscientifically founded principles
- + Integrated coaching and mental training methods
- + Personal, informal contact with trainers and participants
- + Sponsored in many federal states and recognised as Bildungsurlaub (educational leave)