



BTS Labs

UX Business

Barcelona - 3 days immersive program







Build the space between people and technology

About the program

BTS Lab in UX Business

3 Full Immersion Days

The UX Business Lab is a 3 days immersive program that will give you a critical view of user experience opportunities.

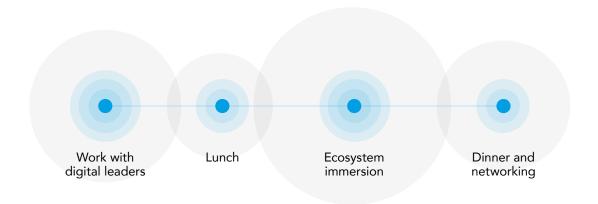
After the completion of this program, you will be able to drive experience design and innovation thanks to a deep understanding of human behavior, technology and digital solutions needs.

You will develop the most demanded UX skills while you discover in first person the innovative vision of user-centered technology design.

During the program you will learn to identify how users interact with technology focusing on the analysis, design, prototyping and evaluation of multi-platform user interfaces.

You will get the capacity to develop and structure the User Experience strategy of a company.

Daily schedule



Apply fresh skills on your own workplace

BTS Lab in UX Business

This BTS Lab will help you to develop practical skills ready to apply on your own workplace.

Discover the power of User Experience by the hand of international leaders and program mates living an immersive tech experience in Barcelona.

At the end of this BTS Lab you will get a productive outcome by developing an UX strategy aligned with the digital transformation goals of your company.



What you will learn

BTS Lab in UX Business



Introduction to User Experience

- Understanding User Experience
- Foundations in human factors
- Content strategy
- User interface



Transforming Business Models

- Digital transformation
- UX-Driven business
- Innovation for value creation
- UX Leadership



Building Winner UX Strategies

Develop an action plan to develop a winner User Experience strategy for your company.

How you will learn

Every day you will experience different immersive data activities

Morning session



The day will start by stimulating your creativity with informal talks about UX.

You will learn from UX leaders while you interact with other participants and professionals who will share vision, ideas and experiences about winner UX strategies.

Daily guest



 Every day, you will meet an expert in UX strategy who will introduce you to the backstage of Digital Space innovation industry.

Lunch Break



 We will have lunch with digital leaders while enjoy the beautiful locations of Barcelona.

Afternoon session



 After lunch, we will visit a top company in Barcelona where we will have the chance to listen to their Team talking about the most advanced UX strategies and methodologies.

Evening activities



Right after the afternoon session, we will recap and organize all the information that we gathered through the day. This short activity will take place in locations we can visit for cultural and social activities.

Methodology

BTS Lab in UX Business

Intensive executive program. Combines advanced training methods, case studies and meetings with digital and innovation leaders.

Modular program. Structured with key topics that should be in an innovation strategy developed to succeed in a digital economy.

Professors & keynote speakers. Professionals, digital leaders & innovation leaders that will empower participants through their own experience and through their vision.

Barcelona experience. Develop digital skills in Barcelona, European capital of innovation where you will meet digital leaders and visit companies that are disrupting business models.



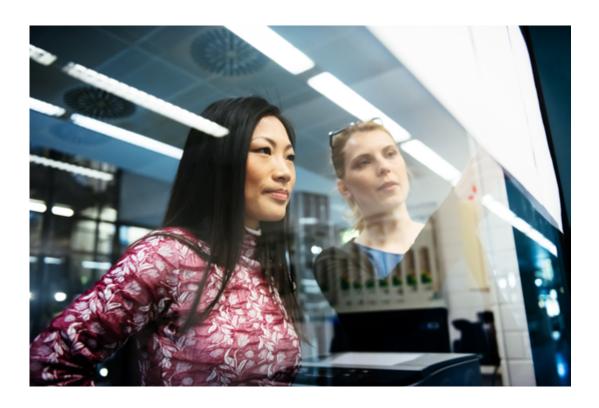
Outcome. Mentorship Session

BTS Lab in UX Business

This program is designed to get a **practical outcome** for your company.

You will get the skills and tools needed to build and adapt the **UX Strategy** of your company that permits to lead its change to the new digital reality.

On a week 4 you will have a remote mentorship session to validate and to get feedback on your framework.



Who is this for

BTS Lab in UX Business

Managers

From medium and large corporations who need to understand the role of UX and its opportunities in the new digital economy.

Owners and CEOs

Who want to lead the change in their organizations and drive business to digital opportunities.

Executives

Who want to boost their careers disrupting business models through UX.

BTS Lab in UX Business

ТҮРЕ	LOCATION	DURATION
Intensive Program	Barcelona, Spain	3 Days
LANGUAGE	EXPERIENCE	FEES
English	Digital Labs Company visits Lunch & dinner with digital leaders	2.500€

Accommodation is not included







info@barcelonatechnologyschool.com (+34) 93 304 17 21

Address

Barcelona. Almogàvers 119 Barcelona's Technological district (22@)