



Training designed for your business

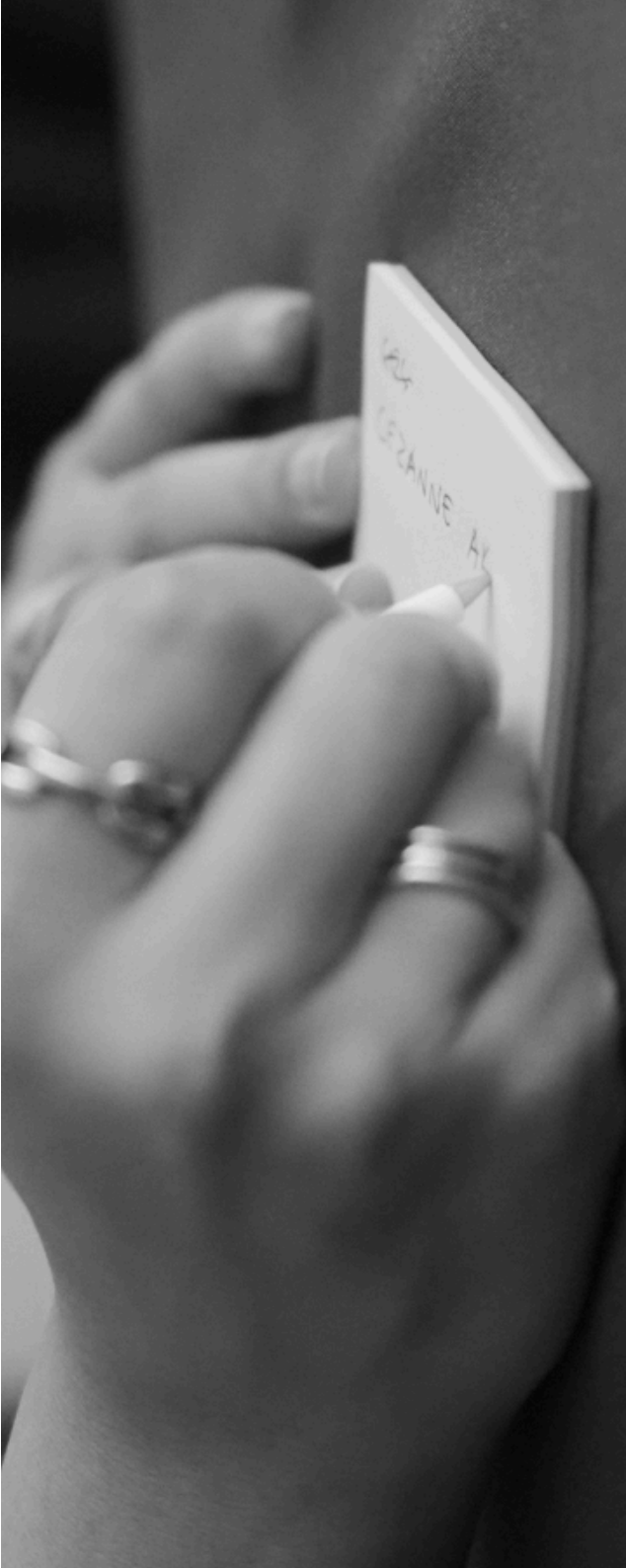
At Tangível Academy, we offer training that fits your company's real needs. We know that every business is different, so we create custom training programs tailored to your team and aligned with your goals.



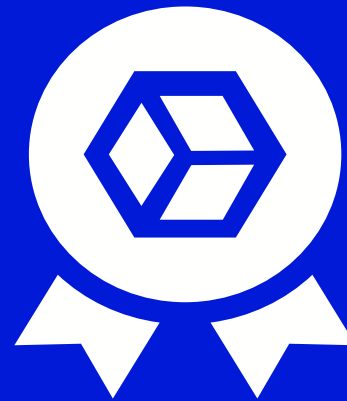
Upcoming course dates

 Course	 Dates
UX-PM - Level 1: Adopting UX	June 3-5
UX-PM - Level 2: Executing UX	May 13-15
UX-PM - Level 3: Leading UX	July 1-2
UX Writing - Level 1: Writing for user experience	July 10
UX Writing - Level 2: Designing content for user experience	September 30
User testing, in practice	TBA
Lean Design Sprints Workshop	TBA
Design Thinking: from theory to practice	TBA
Design Systems: theory and implementation	TBA

For more details and registration, visit [our website](#) or contact us at academy@tangivel.com.



UX-PM Certification



UX-PM
Certification



UX-PM - Level 1: Adopting UX



About the course

- Learn the **fundamentals of User Experience**. Get an overview of the **main tools and methodologies** used by industry professionals.



Best suited for

- UX Designers
- Developers
- Professionals wanting to specialize in or learn more about writing best practices



After this course, you will be able to:

- Learn how to **identify user needs** and integrate Human-centered approaches into project planning.
- Get to **know the basics of UX principles**, terminology, and the role UX plays in successful products and services.
- Practice **communicating the value of UX** and advocating for user-centered design within your organization.



What you will receive:

- Professional training certificate
- Slides
- Toolkit
- Community Access

Format and location: Live online via Zoom (or at your company)

Duration: 16 hours (3 days)

Language: Portuguese

Class size: 6 to 16 participants

Price: 590€

Rating: 4.5/5 (120 reviews)



Course program: UX-PM - Level 1

1

Design and Experiences

- What are experiences?
- The experience economy
- Technology shapes experiences
- User Experience (UX)

2

Human Factors and the Psychology of Design

- Human Factors
- Cognitive limitations
- The impact of human factors on design
- Elements of UX
- Dimensions of UX: accessibility, utility, usability, emotion, and persuasion

3

Human-Centered Design

- Principles of H-CD
- Design frameworks
- 'Discovery' and 'Define'
- 'Design' and 'Deliver'
- UX metrics
- UX-PM design framework



Course program: UX-PM - Level 1

4

Evaluating and testing solutions

- Evaluative research
- Expert review
- User testing

5

User research

- Why is it important?
- Exploring: interviews, surveys, UX diaries
- Evaluating: usability heuristics, expert reviews, usability testing
- Guerrilla research

6

The impact of UX

- UX in your organization
- Agile culture and UX
- The value of design for business
- UX-PM maturity model



UX-PM - Level 2: Executing UX



About the course

- Learn how to make **more strategic decisions** and build a product or service that responds to **market needs** while simultaneously achieving **business goals**.



Best suited for

- Professionals who have previously completed the **UX-PM level 1 course**
- Project Managers
- Product owners
- UX leaders, etc.



After this course, you will be able to:

- Practice conducting **user research**, **journey mapping**, and **prototyping** to inform design decisions.
- Learn how to make **data-driven decisions** that align UX efforts with **business goals** and improve **user satisfaction**.
- Get to know **effective techniques to engage stakeholders** in the UX process and ensure **smooth implementation**.



What you will receive:

- Professional training certificate
- Slides
- Toolkit
- Community Access

Format and location: Live online via Zoom (or at your company)

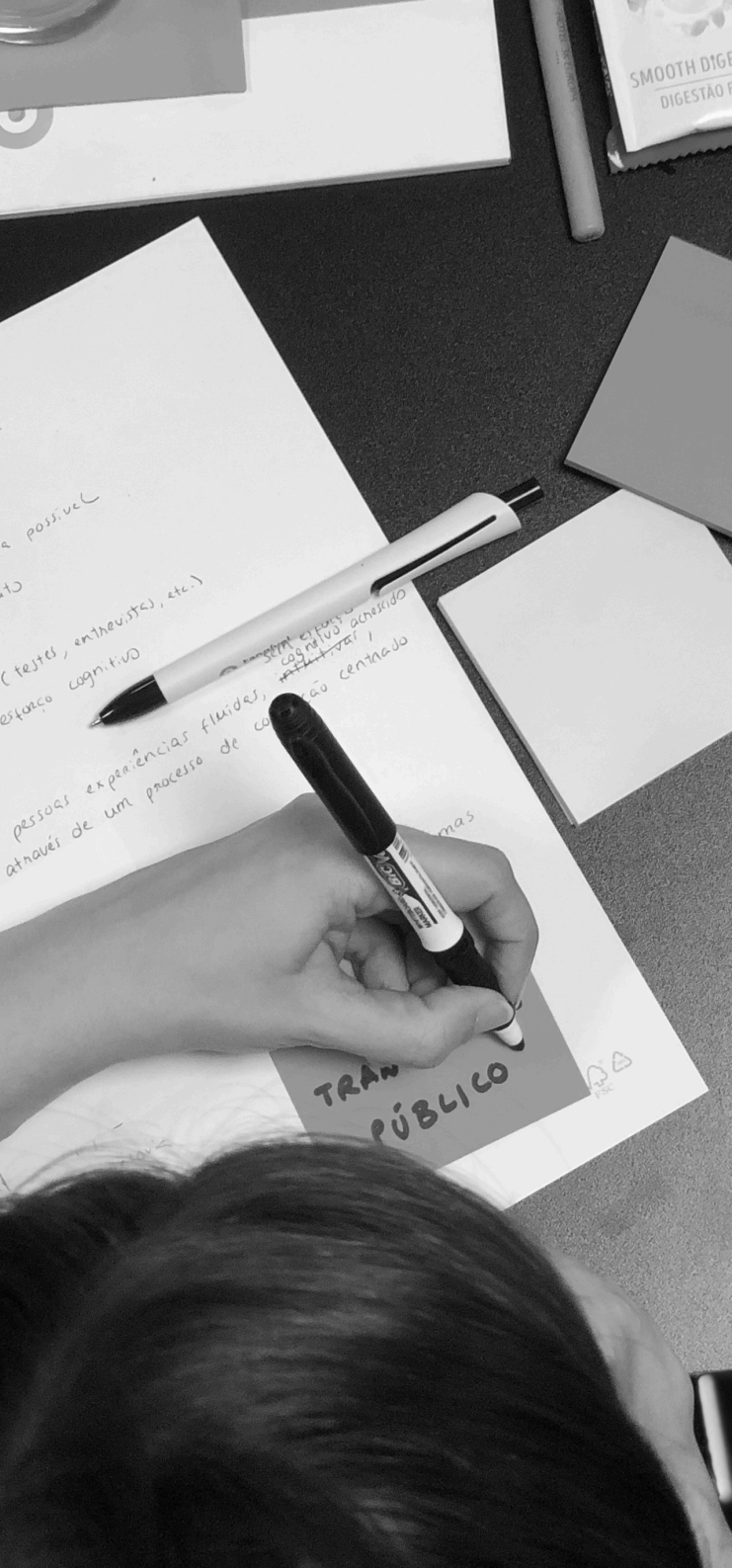
Duration: 16 hours (3 days)

Language: Portuguese

Class size: 6 to 16 participants

Price: 690€

Rating: 4.7/5 (51 reviews)



Course program: UX-PM - Level 2

1

Discovery: Voice of the Business and Market Voice

- Why should we build a solution?
- Understanding stakeholder needs and experiences
- Exploring market opportunities and inspiration

2

Discovery: Voice of the Consumer

- Why should we create a new solution?
- User research in the discovery phase
- Selecting and planning research methods
- Stages of research activities

3

Product Strategy and Value Proposition

- What to build to address the three voices?
- Finding the product's place in the market
- Defining the vision with stakeholders and team members



Course program: UX-PM - Level 2

4

Prototyping and Testing

- How to design the solution?
- How to organize information to be easily accessible?
- Types and fidelity of prototypes
- Planning the prototyping effort
- Testing prototypes with users

5

Support During Development

- Integrating UX work during the development phase
- How to create documentation for development teams
- Agile UX



UX-PM - Level 3: Leading UX



About the course

- Aligning **business strategy** with **UX activities**. Learn skills to form and manage a UX team, Define metrics, KPIs and measure UX impact.



Best suited for

- Professionals who have completed the **UX-PM levels 1 and 2 courses**
- Project Managers
- Product Owners
- UX Leaders



After this course, you will be able to:

- Practice implementing **UX strategies** that drive **organizational change** and align with **business objectives**.
- Learn how to **measure UX impact** through metrics, KPIs, and maturity models, showcasing the **value of UX investments**.
- Get to know the steps to **cultivate a user-centered culture** across all levels of an organization.



What you will receive:

- Professional training certificate
- Slides
- Toolkit
- Community Access

Format and location: In-person training at Tangível, Lisbon

Duration: 16 hours (2 days)

Language: Portuguese

Class size: 6 to 16 participants

Price: 1150€

Rating: 4.5/5 (25 reviews)



Course program: UX-PM - Level 3

1

UX Leadership

- Design maturity models
- Challenges of implementing a human-centered approach in organizations

2

Preparing UX Initiatives

- UX strategy
- Business value of UX
- Identifying opportunities
- Creating a business case
- Design briefing
- Framing design challenges

3

Measuring Experiences

- Why we measure experience
- Measuring UX in context over time
- Measuring usability, UX, and quality
- ROI of UX
- KPI vs metrics
- Google HEART Framework
- Common mistakes when measuring UX



Course program: UX-PM - Level 3

4

Building a Design Culture

- Divergence and convergence
- Co-design and effective feedback
- DesignOps and ResearchOps

5

Building UX Teams

- Roles and competencies of a UX team
- Creating career paths
- Scaling design teams within organizations
- Recruiting team members

Our Courses

UX Writing - Level 1: Writing for user experience

About the course

- Learn how to **write for different interface components** using **plain language principles**, with practical tips, examples and realistic exercises to put them into practice.

Best suited for

- Copywriters
- Marketeers
- UX Designers
- Developers
- All professionals interested in UX Writing best practices.

After this course, you will be able to:

- Demonstrate, with data and examples, the **positive or negative impact** that words can have on the **user experience**.
- Write **simpler, more concise and useful text**, suited to the specific characteristics of each interface element.
- Apply techniques to **improve accessibility**, format text for **better readability**, and **write inclusively**, while respecting brand personality.

What you will receive:

- Professional training certificate
- Slides
- Toolkit
- Community Access

Format and location: Live online via Zoom (or at your company)

Duration: 7.5 hours (1 day)

Language: Portuguese

Class size: 6 to 12 participants

Price: 230€

Rating: 4.1/5 (120 reviews)



Course program: UX Writing - Level 1

1

Introduction to the User Experience

- What is UX?
- The Design Thinking approach
- What is UX Writing

2

The role and impact of the UX Writer

- What is UX Writing
- How it impacts the user experience

3

Principles and Best Practices of UX Writing

- Clarity, conciseness, usefulness and specificity
- Formatting
- Accessibility
- Inclusive Language
- Voice and Tone

4

Writing for interfaces

- Error and success messages, links, buttons, emails, SMS, push notifications, etc.

UX Writing - Level 2: Designing content for user experience

About the course

- Learn how to **choose the right content** for each channel, including chatbots and voice assistants, supplementing each decision with research and testing.

Best suited for

- UX Writers
- UX Designers
- Product owners
- All professionals wanting to think about UX Writing in a more visual and strategic manner

After this course, you will be able to:

- **Write content for different platforms**, adjusting your approach to meet the **unique needs** of each, from chatbots to voice assistants.
- Lead content strategy efforts by creating a **strong content strategy statement**.
- Leverage research activities to **speed up the writing process** and drive **writing-focused testing activities**.

What you will receive:

- Professional training certificate
- Slides
- Toolkit
- Community Access

Format and location: Live online via Zoom (or at your company)

Duration: 7.5 hours (1 day)

Language: Portuguese

Class size: 6 to 16 participants

Price: 300€

Rating: 4.6/5 (27 reviews)



Course program: UX Writing - Level 2

1

Understanding UX Writing

- Recap of Level 1

2

Content Design and Content Strategy

- Content is more than text: the relationship
- between UX Writing, Content Design, and
- Content Strategy
- The omnichannel journey
- Five steps to a content strategy

3

Conversational Design

- Chatbots
- Voice assistants
- Artificial Intelligence

4

User Research

- What is User Research?
- Activities and artifacts useful for UX Writing
- The impact of reading patterns



Course program: UX Writing - Level 2

5

Content Testing

- Cloze tests, highlight tests, and other activities
- Information architecture and card sorting
- Usability testing with a focus on content

6

Scaling Content

- Content inventory and audit
- Translation and localization
- Writing guides and design systems

User testing, in practice

About the course

- Learn hands on how to **prepare, moderate** and **analyze** usability tests.

Best suited for

- UX, UI and Product Designers
- UX Researchers who want to deepen their knowledge
- UX Leads looking to better integrate testing into their projects
- Product Owners and Project Managers looking for the basics of testing products with their clients

After this course, you will be able to:

- Learn how to **prepare, conduct**, and **observe a usability test** (in-person, remote and guerrilla).
- Know **additional methods and tools** to traditional qualitative testing.
- Learn how to **adjust the testing approach** to the project at hand: nature, life cycle, constraints.
- Practice to **synthesize findings, build feasible recommendations**, effectively **communicate results**.

What you will receive:

- Professional training certificate
- Slides
- Toolkit
- Community Access

Format and location: In-person training at Tangível, Lisbon

Duration: 14 hours (2 days)

Language: Portuguese

Class size: 6 to 16 participants

Price: TBA€

Rating: 4.5/5 (7 reviews)



Course program: User testing, in practice

1

Introduction

- What is user testing?
- Why test?
- Common myths

2

Defining the Test

- Test plan - what, when, where, how, with whom
- Estimation
- Test script (moderated vs. unmoderated)
- Writing effective tasks
- Pilot testing

3

Test Sessions

- Test dynamics
- In-person vs. remote
- Before starting...
- Moderation techniques
- How to observe?
- Before finishing...



Course program: User testing, in practice

4

Analyzing Results

- How to consolidate?
- Severity
- Writing effective findings
- Formulating recommendations
- Reporting
- Other specific tests and complementary methods

5

In Practice

- Testing in Agile
- Testing in the product lifecycle
- Different approaches (e.g., Steve Krug)
- GDPR and inclusion
- Tools and software
- Scaling
- Testing lab

Lean Design Sprints Workshop

About the course

- Learn how to **generate context-based solutions** to a problem you want to solve with **design sprints** - a **5-day strategic workshop** developed by Google that has been successfully applied worldwide.

Best suited for

- Professionals from any career background:
 - With or without prior experience in UX
 - Suitable for roles such as project managers, product leads, developers, researchers, marketing managers, etc.

After this course, you will be able to:

- Apply **sprint methodology** efficiently to solve design problems and align team vision quickly.
- Practice running a **Lean Design Sprint**, facilitating rapid ideation, prototyping, and user testing in a single day.
- Get to know **tools and templates** for sprint facilitation, helping teams collaborate effectively and deliver results fast.

What you will receive:

- Professional training certificate
- Slides
- Toolkit
- Community Access

Format and location: Live online via Zoom (or at your company)

Duration: 6 hours (1 or 2 days)

Language: Portuguese

Class size: 6 to 16 participants

Price: TBA€

Rating: 4.5/5 (1 review)



Course program: Lean Design Sprints Workshop

1

Digital Tools

- Introduction to digital tools (pre-session task)

2

Context and Problem Definition

- Understanding context, defining the problem space, and presenting initial research findings

3

Who? When? Why?

- Design Thinking
- What are design sprints, their purpose, and when to apply them?
- The Lean approach proposed by the trainers

4

Process Simulation

- Practical exercise and simulation of a workshop with a real example
- Ideation, presentation, and voting
Final solution and next steps

5

Review and Supporting Documentation

- Templates
- Tools
- Evaluation

Design Thinking: from theory to practice

About the course

- In this course you will solve a practical challenge, going through **all the stages of the Design Thinking process**.

Best suited for

- Professionals seeking to adopt a human-centered and systematic approach to defining and solving problems
- Professionals going through a career change and looking for a more comprehensive view of Design Thinking approaches
- Professionals seeking to facilitate Design Thinking activities in their work environment

After this course, you will be able to:

- Learn how to **identify user needs** and integrate **Human-centered approaches** into project planning.
- Get to know the **basics of UX principles**, terminology, and the role UX plays in successful products and services.
- Practice **communicating the value of UX** and advocating for user-centered design within your organization.

What you will receive:

- Professional training certificate
- Slides
- Toolkit
- Community Access

Format and location: Live online via Zoom (or at your company)

Duration: 15 hours (2 days)

Language: Portuguese

Class size: 6 to 16 participants

Price: TBA€

Rating: 4.4/5 (30 reviews)



Course program: Design Thinking

5

Ideate

- Ideation methods
- Analyzing and prioritizing ideas

6

Prototype

- What is "Prototyping" and why do we do it?
- Different types of prototyping, methods, and tools

7

Test

- What is "Testing" and why do we do it?
- Usability testing: methods and tools

8

Iterate

- What is "Iteration" and why do we do it?
- Levels of fidelity and investment in iterations

9

Present

- Frameworks and presentation techniques

10

Reflect

- Reflection on the process and its implementation in context

Design Systems: theory and implementation

About the course

- The purpose of the workshop is to explain what a **Design System** is and how to begin **implementing** it, by knowing the **main underlying concepts** of this topic.

Best suited for

- Designers, Developers, Project Managers, etc., wanting a better understanding of how to develop and contribute to a design system.
- Professionals changing careers and seeking a comprehensive vision of the design system topic.
- Individuals seeking to coordinate design system activities in their work environment.

After this course, you will be able to:

- Practice **building a scalable design system** with core components like design tokens, components, and documentation.
- Learn how to **establish a design system** that aligns with brand guidelines and enhances cross-team collaboration.
- Get to know the **process of maintaining a design system**, including contribution workflows, updates, and best practices.

What you will receive:

- Professional training certificate
- Slides
- Toolkit
- Community Access

Format and location: Live online via Zoom (or at your company)

Duration: 12 hours (3 days)

Language: Portuguese

Class size: 6 to 16 participants

Price: TBA€

Rating: 3.9/5 (30 reviews)



Course program: Design Systems

1

Basic Fundamentals

- What is a "Design System"?
- Purpose of a Design System
- What a Design System is not
- References

2

Starting a Design System

- Discovery
- Define

3

Implementation

- Develop
- Design Tokens
- Element Structure
- Documentation

4

Define

- Deliver
- Libraries
- Contribution Systems
- Metrics



Why choose Tangível Academy?

1036

Trainees

41

in-company
editions

★ **4.4**

322 reviews

**Over 30 leading
organizations have
trained with us**

- ✓ Customized to team maturity
- ✓ Tailored examples and exercises
- ✓ Flexible scheduling including different time zones

For more details and registration,
visit [our website](#) or contact us at
academy@tangivel.com.



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