

ITIL 5 Experience

Course code: ITIL5EXP

The ITIL 5 Experience course provides a structured framework for embedding human-centred and AI-aware design into digital products and services. You will learn how experience arises from anticipation, perception, and evaluation, how it is shaped by the ITIL Four Dimensions, and how to improve it systematically using the notice–interpret–hypothesize–experiment approach. The course is suitable for product managers, experience leads, UX designers, and AI governance managers, and builds on any valid ITIL 4 certification or ITIL 5 Foundation.

Target Audience

- Product managers, service delivery managers, and practice owners who want to systematically improve the experience of users and customers with digital products and services.
- UX designers, experience leads, and business relationship managers looking for a recognised framework to integrate human-centred design into everyday IT service management practice.
- Digital transformation managers and integration managers responsible for ensuring that digital interactions build trust and deliver measurable value across the full service lifecycle.
- AI governance managers and IT directors who need to understand how AI affects user perception and trust, and how to ensure its responsible and transparent deployment.
- All holders of any ITIL 4 certification or ITIL 5 Foundation who want to develop competence in experience management and earn a specialist module in the new ITIL version.

What You Will Learn

- Experience as Human Response: Understand how experience arises from anticipation, perception, and evaluation, and how it shapes engagement, trust, and value co-creation over time.
- Digital Experience and Its Value: Learn to understand digital experience as the feelings, thoughts, and bodily responses to interactions with digital products and services, and why it matters for value and trust.
- Stakeholder Perspectives: Explore the roles, needs, and tensions of users, customers, consumer sponsors, and provider roles, and how these shape experience across real service journeys.
- Experience in the Lifecycle: Learn how service journeys, experience moments, and functional and relational interactions emerge across the stages of the product and service lifecycle.
- Experience Drivers: Understand how experience is shaped across the ITIL Four Dimensions (organisations and people, information and technology, partners and suppliers, value streams and processes).
- Experience Capture and Interpretation: Learn to work with experience capture, recognise experience evidence, and use narrative and numerical signals to understand people's real responses.
- Trustworthiness and Coherence: Learn to apply trustworthiness and coherence criteria when evaluating experience evidence, and to embed emotional clarity and psychological safety into digital interactions.
- Continual Experience Improvement: Master the notice–interpret–hypothesize–experiment approach within the ITIL Continual Improvement Model for systematic experience improvement.
- AI and Experience: Explore how AI affects trust and perception, and how AI governance and digital ethics ensure responsible and transparent use of AI in the context of experience.

Course Content

- Introduction to ITIL 5 Experience: Key concepts and framework; relationship to other ITIL Version 5 modules.
- What Experience Is: The psychology of experience; anticipation, perception, evaluation; trust and value in the context of digital services.
- Stakeholders and Service Journeys: Roles and perspectives; customer journey mapping; functional vs. relational interactions.
- The Four Dimensions and Experience: How each dimension contributes to shaping experience; practical examples.
- Experience Capture and Metrics: Methods for collecting experience evidence; why metrics are hypotheses; combining quantitative and qualitative signals.

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- Trustworthiness, Coherence, and Trust-Centred Design: Principles of emotional clarity and psychological safety in digital interactions.
- Continual Experience Improvement: The notice–interpret–hypothesize–experiment framework; integration with the ITIL Continual Improvement Model.
- AI, Governance, and Digital Ethics: Responsible AI deployment; transparency, explainability, and the impact on user trust.
- Exam Preparation: Practice questions and techniques for working with the official guide in the PeopleCert open-book exam.

Practical Information

- Course duration: 3 days.
- Prerequisites: A valid ITIL 4 certification (any level) or ITIL 5 Foundation or ITIL 5 Foundation Bridge. Exam results will not be released without proof of completion.
- Exam: Open-book (official ITIL Experience eBook only), online via PeopleCert, 90 minutes, 40 multiple-choice questions, passing score 70% (28 out of 40 marks).
- Language of instruction: English. Official study materials (eBook, Learning Resource Kit) are in English.
- Certificate: PeopleCert ITIL 5 Experience, internationally recognised, renewal every 3 years (60 CPD points).
- Accreditation: Course delivered by an Accredited Training Organisation (ATO) Agilist s.r.o. certified by PeopleCert.

Further Certifications

- ITIL 5 Experience is part of the ITIL 5 module family alongside ITIL 5 Product, ITIL 5 Service, ITIL 5 Strategy, and ITIL 5 Transformation - together covering the key professional specialisations of modern IT service management.
- The module contributes to the ITIL 5 Managing Professional and ITIL 5 Master designations.
- It combines well with ITIL 5 Strategy for comprehensive coverage of both the strategic and human-centred dimensions of digital product and service management.

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