

ITIL® Experience Version 5



CATEGORY
IT Service Management



LEVEL
Advanced



DURATION
3 days

COURSE DELIVERY

Classroom or virtual Classroom

TARGET AUDIENCE

This course is a strong fit if you work on, around, or alongside digital service experiences:

- IT & Service — IT/Service managers, service owners, experience leads
- Design & Product — UX, product, transformation, DevOps
- Business & Strategy — analysts, architects, CX consultants, IT advisors
- Governance & Compliance — AI governance, risk, ethics, compliance professionals

PREREQUISITES

Any ITIL 4 certification or ITIL Foundation (Version 5) or ITIL Foundation Bridge (Version 5).

EXAM INFO

- 90 minutes duration
- 40 multiple-choice questions
- 70% (28/40) required to pass
- Open book*

CERTIFICATE

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EXAM BODY

PeopleCert

COURSE DESCRIPTION

Digital services succeed or fail based on how people experience them — not just whether they function correctly. Trust, perception, and emotional response shape whether a service delivers genuine value or quietly loses the people it was built to serve. The **ITIL® Experience (Version 5)** certification gives you the structured expertise to embed human-centred, AI-aware design into digital products and services, and to manage experience deliberately across the full service lifecycle.

This course addresses a gap that most IT frameworks leave open: the human side of service delivery. You will learn how to capture and interpret experience evidence, apply continual improvement with precision, and govern AI use responsibly — all within the **ITIL Product and Service Lifecycle Model**. For professionals working at the intersection of service quality, design, and digital trust, this is a career-defining certification.

LEARNING OBJECTIVES

Following the completion of the course, you will be able to:

- Explain **core ITIL concepts** from an experience management perspective
- Describe how **experience influences** digital products, services, relationships, and service journeys
- Explain how **experience is captured, measured, and governed** across lifecycle stages
- Apply **experience frameworks and continual improvement** to strengthen the quality of digital interactions
- Explain how **AI, DevOps, and project management** integrate with ITIL for value creation

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RELATED TRAINING

- ITIL® Product Version 5
- ITIL® Service Version 5
- ITIL® Experience Version 5
- ITIL® 4 Specialist: Create Deliver & Support
- ITIL® 4 Strategist: Direct, Plan & Improve
- ITIL® 4 Specialist: High Velocity IT
- ITIL® 4 Specialist: Drive Stakeholder Value
- ITIL® 4 Leader: Digital & IT Strategy
- ITIL® 4 Specialist: Monitor, Support & Fulfil
- ISO/IEC 20000 Auditor
- ISO/IEC 20000 Practitioner
- AgilePM® Agile Project Management Foundation

EDUCATION SOLUTIONS

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SKILLS YOU'LL BUILD

- **Experience Accountability**
Organise roles, responsibilities, and accountability for experience across stakeholders and service journey stages.
- **Trust-Centred Design**
Embed transparency, emotional clarity, and psychological safety into digital interactions.
- **Evidence-Informed Decision-Making**
Work with experience capture techniques and use narrative and numerical signals to understand people's real responses to your services.

COURSE STUDENT MATERIAL

You'll have access to the official eBook, learning resource kit, and mock exam, giving you strong support on the way to certification.



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EMPOWERING PROFESSIONALS

As MindMagine, we have trained more than 65,000 professionals over Asia and Oceania since 2001.

Our focus in our training is to empower our participants by balancing practical experience and the theoretical background. The participants walk away with knowledge to apply the learnings and the theoretical background to successfully pass the exam requirements.

Our education portfolio ranges from courses in business services and processes to IT services and processes. This portfolio has enabled us to support our clients end to end in their organizations and enable synergy throughout corporate value chains.

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CONCEPTS COVERED

1. ITIL Foundation Recap & Experience Overview

- Key ITIL concepts reviewed from an experience perspective
- Key concepts of experience and how it arises from anticipation, perception, and evaluation

2. Experience Stakeholders and Tensions

- Consumer stakeholder roles: users, customers, consumer sponsors, and consumer-side tensions
- Provider stakeholder roles: agent, principal, provider sponsor, enabler, and provider-side tensions

3. Experience and the ITIL Four Dimensions

- How experience integrates with all four ITIL dimensions
- Improving experience through people, technology, partners, and value streams
- Applying the Four Dimensions as a governance lens for experience improvement

4. Experience in the ITIL Product and Service Lifecycle

- How value chain activities create experience moments across the lifecycle
- Functional vs. relational interactions
- Stakeholder role mapping and trust requirements across service journey steps

5. Capturing Experience — Evidence, Signals, and Quality

- Key concepts of experience capture
- Identifying and evaluating experience evidence

6. Service Journeys, Relationships, and Agreements

- Service relationships, agreements, and stakeholder journeys
- Roles of consumer and provider stakeholders across the journey

7. Continual Experience Improvement

- Applying the notice–interpret–hypothesize–experiment loop within the ITIL Continual Improvement Model
- Improvements by the system vs. improvements to the system
- The role of trust and psychological safety in experience improvement

8. AI, Experience, and Governance

- How AI benefits experience management
- The relationship between AI governance and digital ethics
- The ITIL AI Capability Model and how AI governance supports experience

9. ITIL and Complementary Frameworks

- How ITIL and DevOps work together in product and service lifecycle management
- How ITIL and PRINCE2 complement each other in service delivery