



# ITIL<sup>®</sup> Experience VERSION 5

Global Best Practice



For all organizations and people aiming to create excellent experiences!

## Syllabus


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# 1. Introduction

ITIL® Experience (Version 5) is intended to provide candidates with the guidance needed to create products and services that feel as good as they function, in alignment with the ITIL guidance. The qualification also provides practical direction to help candidates align people, processes, and technology, creating user-centric, outcome-driven experiences.

ITIL® Experience (Version 5) is intended to assess whether candidates can demonstrate sufficient understanding, application, and analysis of the ITIL framework concepts, as described in the syllabus below, to be awarded the ITIL Experience (Version 5) qualification. ITIL Foundation (Version 5) is a prerequisite for all the ITIL (Version 5) higher-level qualifications, which assess candidates' ability to apply their understanding of the relevant parts of the ITIL framework in context.

## 2. Exam Overview

<b>Material allowed</b>	ITIL Experience (Version 5)	This is an <b>'open book'</b> exam. The <i>ITIL® Experience (Version 5) Official Book</i> should be used (and candidates can make notes inside the book), but no other material is allowed.
<b>Exam duration</b>	90 minutes	Candidates taking the exam in a language that is not their native or working language are awarded 25% extra time, that is 113 minutes in total.
<b>Number of marks</b>	40 marks	There are 40 questions, each worth 1 mark. There is no negative marking.
<b>Pass mark</b>	28 marks	Candidates will need to get 28 questions correct (70%) to pass the exam.
<b>Bloom's Level (BL)</b>	BL 1, 2, 3 and 4	Bloom's level indicates the type of thinking needed to answer the question. For Bloom's level 1 questions, candidates need to <b>recall</b> information about the ITIL framework. For Bloom's level 2 questions, candidates need to <b>understand</b> concepts of the ITIL framework. For Bloom's level 3 questions, candidates need to <b>apply</b> these concepts in a real-life situation. For Bloom's level 4 questions, candidates need to <b>analyse</b> the information provided and reason whether a course of action is effective/appropriate.
<b>Exam format</b>	Scenario, Experience	Candidates should use the ITIL Car Rental Scenario, which gives background information that the questions apply to. For at least one question, candidates will also need to use the <b>'Experience'</b> part of the scenario.
<b>Question types</b>	Multiple Choice Questions (MCQs)	The questions are all multiple choice. <b>'Standard'</b> questions have a stem and four answer options. <b>'Negative'</b> questions are 'standard' questions in which the stem is negatively worded. For the <b>'Missing word(s)'</b> questions, there is a sentence with a word or more words missing and candidates have to select the missing word(s) from four options. For the <b>'List'</b> questions, there is a list of four statements, and candidates have to select two correct statements from the list.

### 3. Question Types

All multiple choice questions are Objective Test Questions (OTQs), which present four options from which one option is selected. Distractors (wrong answers) are options that candidates with incomplete knowledge or skill would be likely to choose. These are generally plausible responses relating to the syllabus area being examined. Question styles used within this type are: 'Standard', 'Missing word(s)', 'List' (2 correct items), and, exceptionally, 'Negative' standard OTQs.

#### Example 'Standard' OTQ:

Which is a source of best practice?

- A. Q
- B. P
- C. R
- D. S

#### Example 'List' OTQ:

Which statement about service asset and configuration management is **CORRECT**?

- 1. It does Q
- 2. It does P
- 3. It does R
- 4. It does S

- A. 1 and 2
- B. 2 and 3
- C. 3 and 4
- D. 1 and 4

**NOTE:** Two of the list items are correct. List style questions are never negative.

#### Example 'Missing word(s)' OTQ

Identify the missing word(s) in the following sentence.

A [ ? ] defines requirements for services and takes responsibility for outcomes from service consumption.

- A. Role Q
- B. Role P
- C. Role R
- D. Role S

#### Example 'Negative' standard OTQ:

Which is **NOT** a defined area of value?

- A. Q
- B. P
- C. R
- D. S

**NOTE:** Negative questions are only used, as an exception, where part of the learning outcome is to know that something is not done or should not occur.

Practice with the Sample Papers to understand the exam format, question types, and level of difficulty — and walk into the exam confident.

## 4. Syllabus

The table below specifies the categories and topics of the ITIL Experience (Version 5), and the assessment criteria used to assess a candidate's achievement of these learning outcomes, subsequent to a course of study.

**Note:** Official Book references refer to the section, but not the subsections within it (unless stated). The verb for each assessment criterion indicates the Bloom's Level (BL): 'Define'/'Identify' indicates Level 1 basic recall and recognition; 'Describe'/'Explain' indicates Level 2 understanding/comprehension; 'Apply' indicates Level 3 application; and 'Analyse'/'Distinguish'/'Differentiate' indicates Level 4 analysis.

Category	Topic	Assessment Criteria	BL	
1. Key ITIL terms and definitions	1.1 Key concepts of ITIL	1.1.1 Explain the ITIL Guiding Principles (6.8.1.3)	2	
		1.1.2 Describe the key concepts of products and services and product and service management (2.4)	2	
		1.1.3 Understand the ITIL Product and Service Lifecycle (2.4.1)	2	
		1.1.4 Describe the ITIL Four Dimensions of Product and Service Management (2.4.1.3)	2	
		1.1.5 Explain the components and purpose of the ITIL Value System (ITIL VS) (2.4.1.3)	2	
	1.2 Key concepts of experience	1.2.1 Understand experience as human responses (feelings, thoughts, bodily states) (2.2.2)	2	
		1.2.2 Explain digital experience and the ITIL Experience Model (2.2.2)	2	
		1.2.3 Understand anticipation, perception, and evaluation in the context of experience management (2.2.2, 2.2.3)	2	
	2. ITIL Experience	2.1 Service stakeholders	2.1.1 Explain key experience stakeholders' roles: consumer and provider, and the provider-consumer tensions (2.3, 2.3.1, 2.3.2, 2.3.3 including subsections, 2.3.4 including subsections)	2
			2.1.2 Explain the consumer stakeholders' roles: users, customers, and customer sponsors, as well as the consumer-side tensions (2.3.3, 2.3.3.1)	2
2.1.3 Explain the provider stakeholders' roles: agent, principal, provider sponsor, enabler, as well as the provider-side tensions (2.3.4, 2.3.4.1)			2	
2.2 Experience and the ITIL Four Dimensions		2.2.1 Explain how experience integrates/influences/is reflected in all ITIL Four Dimensions (6.11 including subsections)	2	

Category	Topic	Assessment Criteria	BL
		2.2.2 Understand how to improve experience through the 'organizations and people' dimension (6.11.1)	2
		2.2.3 Understand how to improve experience through the 'partners and suppliers' dimension (6.11.3)	2
		2.2.4 Understand how to improve experience through the 'information and technology' dimension (6.11.2)	2
		2.2.5 Understand how to improve experience through the 'value streams and processes' dimension (6.11.4)	2
		2.2.6 Apply the ITIL Four Dimensions as a governance lens for experience improvement (6.11 including subsections, 6.12)	3
		2.3 Experience in the ITIL Product and Service Lifecycle	2.3.1 Explain how the value chain activities (discover, design, acquire, build, transition, operate, deliver, support) create experience moments (2.4.1.1, 2.4.1.4)
		2.3.2 Explain functional and relational interactions (2.4.1.2)	2
		2.3.3 Apply stakeholder role mapping (user, customer, consumer sponsor, agent, principal, provider sponsor, enabler) to identify differing trust requirements across the journey steps (5.3 including subsections, 5.4 including subsections, 5.5)	3
		2.3.4 Differentiate functional vs. relational interactions (2.4.1.2)	4
	3. Capturing experience	3.1 Key concepts of experience capture	3.1.1 Explain the concept of experience capture (3.2)
3.1.2 Explain why experience capture is partial and how metrics are hypotheses (3.2.1)			2
3.1.3 Explain the four experience domains: personal, functional, relational, contextual (aligned with the ITIL Experience Model) (3.2.2.1)			2
3.2 Experience evidence		3.2.1 Describe the types and sources of experience evidence (3.3 including subsections)	2
		3.2.2 Describe the three tiers of data (primary, secondary, tertiary) and numerical and narrative signals (3.3.1, 3.3.2)	2

Category	Topic	Assessment Criteria	BL
		3.2.3 Understand direct, indirect, and synthetic capture techniques (3.3.3)	2
		3.2.4 Understand how to assess the quality of experience data (3.4 including subsections)	2
		3.2.5 Apply trustworthiness and coherence criteria to evaluate experience evidence (3.4.2, 3.4.3)	3
		3.2.6 Describe the common anti-patterns in capturing experience (3.5.3)	2
		3.2.7 Describe the roles for capturing experience (3.5.5)	2
		3.2.8 Describe the tools for capturing experience (3.5.6)	2
4. Service journey	4.1 Service relationships, agreements, and journeys	4.1.1 Understand service relationships and types of service relationships from the experience perspective (4.2.2 including subsection)	2
		4.1.2 Understand service agreements and types of agreements from the experience perspective (4.2.3, 4.2.3.1, 4.2.3.2)	2
		4.1.3 Identify the four experience domains: personal, functional, relational, contextual (aligned with the ITIL Experience Model) (3.2.2.1)	1
	4.2 Organizations	4.2.1 Understand the service journey from the experience perspective (4.2.4.1)	2
		4.2.2 Understand how relationship types influence the service journey (4.2.4.2)	2
		4.2.3 Explain the seven steps of the service journey (explore, engage, offer, agree, onboard, co-create, reflect) from the service consumer's and the service provider's perspectives (4.3, 4.4 , 4.5, 4.6, 4.7, 4.8 , 4.9 including subsections for each one)	2
	4.3 Consumer stakeholders	4.3.1 Understand the purpose and the structure of the stakeholder journeys (5.2)	2
		4.3.2 Explain the consumer stakeholder journey, the concerns, and the common anti-patterns in each journey (5.3 including subsections)	2
		4.3.3 Describe the practical implications for providers for each journey type (5.3.1.3, 5.3.2.3, 5.3.3.3)	2
	4.4 Provider stakeholders	4.4.1 Explain the provider stakeholder journey, the concerns, and the common anti-patterns in each journey (5.4 including subsections)	2

Category	Topic	Assessment Criteria	BL	
		4.4.2	Describe the practical implications for providers for each journey type (5.4.1.3, 5.4.2.3, 5.4.3.3, 5.4.4.3)	2
		4.4.3	Apply the ITIL Service Journey Model to map experience signals across provider and consumer perspectives (5.3 including subsections, 5.4 including subsections)	3
		4.5.1	Apply the notice – interpret – hypothesize – experiment loop within the ITIL Continual Improvement Model (6.2, 6.2.1, 6.3, 6.4, 6.5, 6.6, 6.7, 6.8, 6.9, 6.10 including subsections for each one)	3
	4.5.2	Differentiate improvements by the system versus improvements to the system (6.2.2)	4	
	4.5.3	Explain the role of trust and psychological safety in experience improvement (3.4.1, 4.1, 6.5.1, 6.11.1)	2	
5. ITIL and AI	5.1 Experience management in the AI context	5.1.1	Understand how the use of AI can benefit experience management (3.3.2, 3.3.3, 6.4.1.5)	2
		5.1.2	Describe the relationship between AI governance and digital ethics in experience management (3.3.3, 6.4.1.5, 6.11)	2
	5.2 AI Governance	5.2.1	Understand the ITIL AI Capability Model (1.4)	2
		5.2.2	Explain how AI governance supports experience (6.7)	2
6. ITIL and other frameworks	6.1 ITIL and DevOps	6.1.1	Understand how ITIL and DevOps can be used together (8.5, 8.5.1)	2
		6.1.2	Understand how ITIL and DevOps are complementary in the management of the product and service lifecycle (8.5, 8.5.1)	2
	6.2 ITIL and PRINCE2	6.2.1	Understand why project management is important in ITIL (8.5, 8.5.2)	2
		6.2.2	Understand how ITIL and PRINCE2 are complementary in the management of the product and service lifecycle (8.5, 8.5.2)	2

## 5. Exam specification

The examination has the following structure:

Category	Weighting %
1. Key ITIL terms and definitions	7.5%
2. ITIL Experience	25.0%
3. Capturing experience	20.0%
4. Service journey	35.0%
5. ITIL and AI	10.0%
6. ITIL and other frameworks	2.5%
<b>Total</b>	<b>100%</b>

In terms of Bloom levels, the examination consists of 65% BL2, 25% BL3, and 10% BL4 questions.







## Thank you for completing this course!

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