UX GUERRILLA™
ACADEMY

SITUATION ANALYSIS
SCD FRAMEWORK
REAL-WORLD APPLICATION
DESIGN & PROTOTYPE
TEST & VALIDATE
PRACTICAL SKILLS

SCD for Designers

Apply the Situation-Centred Design (SCD) framework to solve real user, service and business challenges.



EXPLORE REAL SITUATIONS | APPLY THE SCD FRAMEWORK | DEFINE PEOPLE, NEEDS & CONTEXT | DESIGN & PROTOTYPE SOLUTIONS | TEST, VALIDATE & IMPROVE

A Practical Design Framework for Real-World Impact

6 WEEKS (12 SESSIONS)

FOR DESIGNERS, UCD PROFESSIONALS & DELIVERY TEAMS

COURSE OVERVIEW

Understand the situation. Design better resolutions.

A comprehensive six-week, hands-on professional development programme for designers, user researchers, business analysts and other professionals working with complex service and organisational challenges.

Go beyond isolated journeys, products and processes. Situation-Centred Design (SCD) explores the complete situation: people, behaviours, structures, objectives, technology, constraints, relationships and dependencies.

Building on the core SCD framework, participants practise investigation, analysis, resolution design, validation and implementation planning while progressively developing a realistic case study.

AT A GLANCE

DURATION	6 weeks / 12 interactive sessions
DELIVERY	Live online / fully remote
AUDIENCE	Individual learners; UX/UCD, service design, research and analysis professionals
FOCUS	Practical investigation, integrated design and real-world resolution
KEY DELIVERABLE	An SCD Case Study Portfolio and implementation roadmap

PROGRAMME STRUCTURE

Six weeks. Twelve practical sessions.

WEEK 01

Situation-centred thinking

Sessions 1–2: SCD philosophy and principles; situation definition, boundaries, context and stakeholder perspectives.

Output: Situation definition and context map

WEEK 02

Investigating complex situations

Sessions 3–4: Research, observation and evidence; mapping people, services, processes, technology and dependencies.

Output: Situation map and evidence inventory

WEEK 03

Identifying the real problems

Sessions 5–6: Behaviours, constraints and root causes; synthesis, challenging assumptions and opportunity definition.

Output: Problem definition and opportunity map

WEEK 04

Designing better resolutions

Sessions 7–8: Integrated design, systems thinking, alternatives, business value, feasibility and AI opportunities.

Output: Resolution concepts and evaluation matrix

WEEK 05

Validating and developing resolutions

Sessions 9–10: Prototyping, assumption testing, validation and future-state service and operating arrangements.

Output: Validated proposal and future-state design

WEEK 06

From resolution to real-world impact

Sessions 11–12: Implementation, change, outcomes, case study presentation and feedback.

Output: Completed case study and roadmap

FOUR CORE LEARNING AREAS

Understand complexity. Design for impact.

01

Situation-centred thinking and investigation

Define situations, set boundaries, investigate stakeholder perspectives and recognise connected organisational and human factors.

02

Situation analysis and problem definition

Apply research, mapping and synthesis to identify underlying causes, dependencies, competing needs and opportunities.

03

Resolution design and validation

Combine human-centred design, service design, systems thinking, business analysis and AI opportunities to develop and test balanced resolutions.

04

Implementation and real-world impact

Translate proposals into actionable plans, engage stakeholders, assess readiness and measure outcomes.

LEARNING OUTCOMES

Turn complex situations into actionable resolutions.

01 Explain and apply the Situation-Centred Design framework.

02 Investigate complex situations from multiple stakeholder perspectives.

03 Integrate user research, business analysis, service design and systems thinking.

04 Map relationships, organisational context, constraints and dependencies.

05 Identify underlying causes instead of addressing isolated symptoms.

06 Design and evaluate resolutions balancing human needs, business value and feasibility.

07 Recognise opportunities for AI and intelligent automation.

08 Prototype, test and validate proposed interventions.

09 Develop future-state service and organisational improvement proposals.

10 Communicate recommendations and build prioritised implementation roadmaps.

PRACTICAL PROGRAMME DELIVERABLE

Build an **SCD Case Study Portfolio** including situation definition, context and relationship maps, evidence and analysis, prioritised opportunities, resolution concepts, validation findings, future-state proposal and implementation roadmap.

This is a practical learning portfolio, not an accredited qualification.

COURSE PRICE & DETAILS

Develop your SCD practice.

STANDARD INDIVIDUAL	**£695** Six weeks / 12 live-online sessions
EARLY-BIRD	**£595** Subject to applicable booking conditions
STUDENT / GRADUATE	**£495** Eligible students and graduates
CORPORATE BOOKING	**10% off** 3–4 places booked together
CORPORATE BOOKING	**15% off** 5 or more places booked together
TARGET AUDIENCE	**Individual professionals** UX/UCD designers, service designers, user researchers, business analysts, product and delivery professionals working on complex challenges
REQUIRED EXPERIENCE	**Foundational experience helpful** Familiarity with design, research, service delivery or business analysis is beneficial; no coding or advanced technical skills required
DELIVERY & MATERIALS	**Live online** Interactive sessions, digital materials, practical exercises, group discussions and attendance certificate

Pricing status: These amounts follow UXG Academy's six-week Knowledge Development pricing structure. Applying them to Course #7 is proposed and awaits explicit confirmation.

Prices exclude VAT where applicable. Discounts are not cumulative; eligibility and booking terms apply.