UX GUERRILLA™
ACADEMY

PEOPLE
SERVICES
SYSTEMS
CONTEXT
CHANGE
OUTCOMES

Situation-Centred Design (SCD) Framework

A practical, real-world approach to solving complex problems, designing better services and delivering change.



SEE THE REAL SITUATION | MAKE SENSE OF COMPLEXITY | DESIGN PRACTICAL SOLUTIONS | DELIVER MEANINGFUL CHANGE

Design for Real Situations

2 DAYS (16 HOURS) | **FOR LEADERS, MANAGERS & PRACTITIONERS**

COURSE OVERVIEW

Understand the situation. Design better resolutions.

Designing Better Resolutions in a Fragmented, AI-Enabled World

A practical, hands-on introduction to Situation-Centred Design (SCD): an integrated approach to understanding complex business situations, identifying underlying problems and designing effective, sustainable resolutions.

SCD brings together human-centred design, service design, systems thinking, business analysis and AI-enabled capabilities to address challenges that isolated approaches may struggle to resolve.

Participants explore the complete situation: people, behaviours, organisational structures, technology, objectives, constraints and interconnected dependencies.

Using realistic business scenarios, collaborative workshops and practical exercises, teams learn to challenge assumptions, identify root causes and balance human needs, business value and operational feasibility.

AT A GLANCE

DURATION	2 consecutive days / 16 hours
DELIVERY	Live online; optional on-site or hybrid
FOCUS	Practical, business-relevant and collaborative
AUDIENCE	Delivery, transformation and UCD teams

TWO-DAY PROGRAMME

Explore complexity. Build actionable resolutions.

DAY 01 / Understanding situations and identifying the real problems

Introduction to SCD principles; understanding complex situations; stakeholder perspectives; contextual analysis; mapping relationships and dependencies; identifying underlying problems; challenging assumptions; and defining meaningful opportunities for improvement.

DAY 02 / Designing resolutions and making change happen

Applying the SCD framework; exploring alternative resolutions; integrating human-centred design and AI opportunities; evaluating business and operational impacts; prioritising interventions; testing assumptions; and developing practical implementation plans.

HOW YOU WILL LEARN

Short expert-led explanations, facilitated discussions, hands-on mapping, group analysis and realistic case scenarios. The emphasis is on using the framework to solve business and service problems, not memorising theory.

FOUR CORE LEARNING AREAS

One connected view of the whole situation.

01

Situation-centred thinking

Move beyond isolated user journeys, business processes and technical solutions to understand the wider organisational and human context.

02

Understanding complex situations

Investigate stakeholder needs, behaviours, constraints, relationships, dependencies and the underlying causes of problems.

03

Designing better resolutions

Combine design thinking, service design, systems thinking and AI-enabled opportunities to develop balanced, achievable and sustainable responses.

04

From resolution to real-world impact

Evaluate proposed changes, engage stakeholders, validate assumptions and translate ideas into actionable improvements.

LEARNING OUTCOMES

Turn complex challenges into practical action.

01 Explain the principles and purpose of Situation-Centred Design and when to apply the framework.

02 Examine complex situations from human, operational, organisational and technology perspectives.

03 Map stakeholder relationships, constraints, dependencies and root causes.

04 Challenge assumptions and distinguish symptoms from underlying problems.

05 Develop alternative resolutions that balance user needs, business objectives and feasibility.

06 Assess the role of AI and other capabilities within a wider change context.

07 Prioritise interventions, validate assumptions and shape a practical implementation plan.

PRACTICAL COURSE TAKEAWAY

Participants leave with a working understanding of the SCD framework and a repeatable approach to investigating a complex situation, assessing possible resolutions and turning findings into a structured action plan.

Suggested workshop outputs include a situation map, root-cause analysis, resolution options and prioritised next steps.

COURSE PRICE & DETAILS

A practical investment in joined-up thinking.

CORE COURSE PRICE	**£2,495 + VAT** 2-day / 16-hour corporate live-online training
PARTICIPANTS	**First 5 included** Maximum 15 participants from one organisation
ADDITIONAL PARTICIPANTS	**£195 + VAT each** Applies to seats 6–15
ON-SITE DELIVERY	**+ £750 + VAT** Optional classroom delivery supplement
HYBRID DELIVERY	**+ £950 + VAT** Optional hybrid delivery supplement
CROSS-SALES	**10% discount** Second core-course booking
MULTI-COURSE	**15% discount** Three or more core-course bookings
TARGET AUDIENCE	**Cross-functional teams** Service designers, UX and user researchers, business analysts, delivery and programme managers, transformation leaders, service owners and stakeholders
REQUIRED EXPERIENCE	**No SCD experience needed** Familiarity with business, service or organisational challenges is useful; no programming or technical design skills required

Included: course documents, practical activities and attendance certificate.

Pricing shown follows the previous brochure format and is subject to confirmation against the UXG Academy pricing master. Discounts are not cumulative. Travel, venue and other expenses may be quoted separately.