UX GUERRILLA™
ACADEMY

UX
SERVICE DESIGN
PRACTICAL SKILLS
REAL PROJECTS
TOOLS & METHODS
CAREER GROWTH

UX + Service Design in Practice

Build practical skills to design, improve and deliver better services and experiences.



APPLY UX METHODS

DESIGN BETTER SERVICES

MAP & IMPROVE REAL JOURNEYS

USE PRACTICAL TOOLS & TECHNIQUES

BUILD CONFIDENCE & IMPACT

From Theory to Real Practice

6 WEEKS (12 SESSIONS)

FOR UCD PROFESSIONALS, DESIGNERS & DELIVERY TEAMS

COURSE OVERVIEW

From understanding users to designing better services.

A six-week, live-online programme that builds practical UX and Service Design capability through realistic challenges, guided exercises and collaborative practice.

Explore the complete design process: discovering user needs, investigating problems, mapping journeys and services, developing concepts, prototyping, testing and translating insights into improvements.

Rather than relying on lengthy presentations, the programme combines short introductions with hands-on activities. Participants progressively develop outputs they can use in their own professional practice.

AT A GLANCE

DURATION	6 weeks / 12 interactive sessions
FORMAT	Live online, fully remote
WHO IT'S FOR	Individual learners and professionals
APPROACH	Learn by doing; realistic scenarios and collaborative exercises
PREREQUISITES	No previous UX or Service Design experience required

LEARNING JOURNEY

Six weeks. Twelve interactive sessions.

The following is an illustrative learning journey based on the course outcomes; the detailed session timetable is confirmed before delivery.

WEEK 01

Discover users and define the challenge

User-centred principles, research planning, stakeholder perspectives and problem framing.

WEEK 02

Turn research into insight

Research practice, synthesis, user needs, pain points and evidence-led opportunities.

WEEK 03

Map experiences and services

Customer/user journeys, service gaps, touchpoints and end-to-end thinking.

WEEK 04

Design concepts and service improvements

UX and service design methods, collaborative ideation, service blueprints and future-state concepts.

WEEK 05

Prototype, test and refine

Prototyping approaches, usability testing, feedback and iterative improvement.

WEEK 06

Prioritise and communicate change

Recommendations, stakeholder alignment, practical next steps and communicating design decisions.

FOUR CORE PRACTICE AREAS

Learn methods you can apply.

01

User research and problem discovery

Plan and conduct research, recognise user needs, identify pain points and translate findings into opportunities.

02

Journey mapping and service analysis

Map experiences and end-to-end services, reveal gaps and understand how people, processes and touchpoints connect.

03

Design, prototyping and validation

Develop user-centred concepts, service blueprints and prototypes; gather feedback and refine proposals.

04

Collaboration and implementation

Work with stakeholders and delivery teams, prioritise improvements, communicate recommendations and define next steps.

LEARNING OUTCOMES

Build confidence through practical experience.

01 Plan and conduct user research to uncover needs and identify pain points.

02 Analyse user journeys and service experiences to reveal gaps and opportunities.

03 Choose appropriate UX and Service Design methods for different business situations.

04 Create user-centred concepts, service blueprints, prototypes and improvement proposals.

05 Use usability testing and feedback to evaluate and refine ideas.

06 Collaborate with business stakeholders, delivery teams and technical specialists.

07 Prioritise improvements and turn research and design insights into practical next steps.

PRACTICAL TAKEAWAYS

Participants build a collection of practical exercises and outputs across the programme, potentially including research plans, user insights, journey maps, service blueprints, early prototypes, testing findings and a prioritised improvement proposal.

The emphasis is on transferable skills and applying design methods confidently in real work.

COURSE PRICE & DETAILS

Invest in practical UX and Service Design skills.

STANDARD INDIVIDUAL	**£695** 6-week / 12-session live-online programme
EARLY-BIRD	**£595** Available where early-booking terms apply
STUDENT / GRADUATE	**£495** Eligible students and graduates
CORPORATE BOOKING	**10% off** For 3–4 places booked together
CORPORATE BOOKING	**15% off** For 5 or more places booked together
DELIVERY	**Fully remote** Live, interactive online sessions
TARGET AUDIENCE	**Individuals** Aspiring and practising UX/UCD and service designers; business analysts; product owners/managers; delivery, change, transformation, customer experience and digital professionals
REQUIRED EXPERIENCE	**No previous UX experience** Basic familiarity with business, digital products or service settings is helpful; no coding or specialist design software required
WHAT YOU NEED	**Computer + internet** Reliable connection, online collaboration access and willingness to participate

Included: 12 live online sessions, digital course materials, practical assignments, group discussions and an attendance certificate.

All prices exclude VAT where applicable. Discounts do not stack; eligibility and booking terms apply. Prices reflect the UXG Academy pricing structure.