UX GUERRILLA™

PEOPLE IDEAS PRACTICE

Training, Consulting & Workshops

UX, Service Design, UCD and AI for better services, businesses and ways of working.



PRACTICAL TRAINING

EXPERT CONSULTING

HANDS-ON WORKSHOPS

REAL IMPACT

Real challenges. Practical thinking. Meaningful change.

At UX Guerrilla, we believe better businesses, services and experiences start with understanding people, questioning assumptions and challenging established ways of thinking.

We bring together User-Centred Design (UCD), User Experience (UX), Service Design, Artificial Intelligence (AI) and Business Transformation to help people solve real problems, make better decisions and create meaningful change.

LESS UNNECESSARY THEORY. MORE PRACTICAL KNOWLEDGE, REAL EXAMPLES AND HANDS-ON EXPERIENCE.

Our philosophy: People first. Problems before solutions.

Too often, organisations rush towards solutions before understanding the problems. Technology is introduced without considering people. Services are redesigned without exploring real user needs. Transformation programmes focus on delivering change rather than achieving meaningful improvements.

We start with people, situations, needs, behaviours and business context. We challenge assumptions, explore alternatives and use evidence to guide decisions. No single framework, methodology or technology works everywhere: effective design is knowing what to use, when to use it and what not to use.

Our approach: Learn it. Apply it. Make it work.

01 Real problems, real situations

Use realistic scenarios and challenges that reflect organisational complexity.

02 Learn through examples

Compare what works, what fails and why, using good and bad practice.

03 Practice over presentation

Learn by doing, discussing, experimenting, testing and applying techniques.

04 Right-sized thinking

Avoid underestimating problems or overcomplicating solutions.

05 Human-centred, AI-enabled

Use AI to support people and decisions, without losing human judgement.

Why UX Guerrilla?

Because knowing a methodology is not the same as knowing how to apply it. Because successful transformation requires more than new technology, processes or structures. And because people learn more effectively when they understand not only what to do, but why, when and how to do it.

UX Guerrilla bridges the gap between theory and practice, business objectives and user needs, and emerging technologies and their meaningful application. We focus on capabilities people can use immediately - not just remember after a course.

Who we work with

We support individuals, teams and organisations seeking to improve how they design, deliver and transform services and businesses.

- **Leaders and decision-makers**
  Make better-informed strategic decisions and lead meaningful change.
- **UX, UCD and Service Design professionals**
  Strengthen practical skills and expand design capabilities.
- **Business Analysts, Project and Delivery Managers**
  Understand users, processes, services and business challenges.
- **Transformation and change teams**
  Improve organisational performance and ways of working.
- **Organisations exploring AI**
  Identify realistic opportunities and adopt AI responsibly and effectively.

Through Academy courses, tailored workshops and consulting, we adapt our approach to the people, challenges and situations involved.

Our ambition

To make user-centred thinking, practical design and intelligent transformation accessible, understandable and useful to everyone shaping better businesses and services.

We want people to leave with more than knowledge: to think differently, challenge assumptions, recognise opportunities and confidently turn ideas into action.

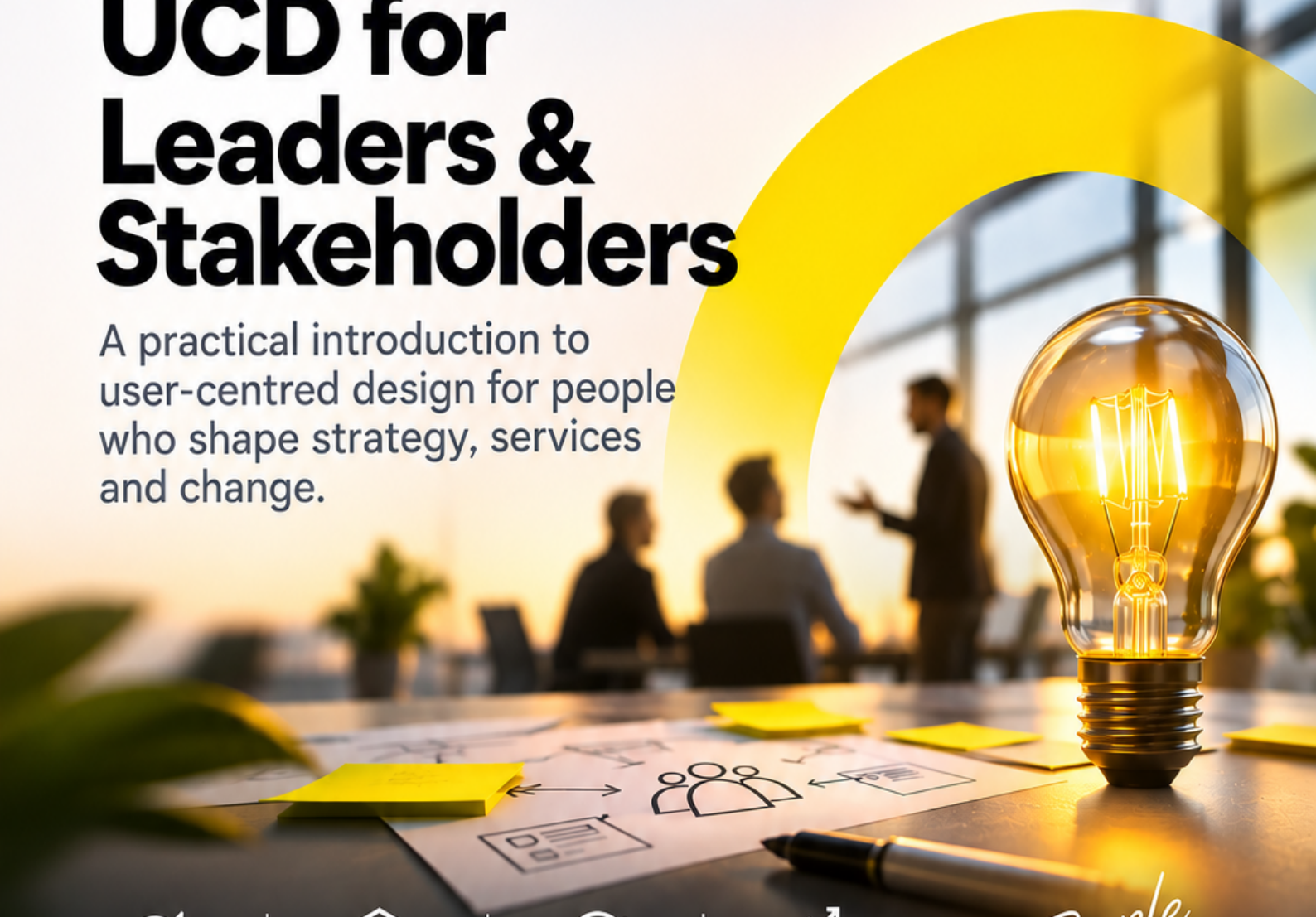
THINK DIFFERENTLY. DESIGN BETTER. MAKE CHANGE HAPPEN.

UX GUERRILLA™ ACADEMY

PEOPLE
SERVICES
STRATEGY
DESIGN
CHANGE
IMPACT

UCD for Leaders & Stakeholders

A practical introduction to user-centred design for people who shape strategy, services and change.



UNDERSTAND USER NEEDS | DESIGN BETTER SOLUTIONS | TEST & IMPROVE | CREATE REAL IMPACT

People Centred Change

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

COURSE OVERVIEW

Design better decisions around real user needs.

Learn Human-Centred Thinking: Designing Better Services, Products and Business Experiences

A practical, hands-on introduction to User-Centred Design (UCD) for business leaders, managers and stakeholders who want to improve business decisions, service delivery and organisational performance.

The course explores the principles, methods and business value of UCD: placing real user needs, behaviours and experiences at the centre of product, service and organisational development.

Rather than training participants to become UX designers, it builds the confidence to ask better questions, support design teams and create the conditions for successful UCD adoption.

Realistic scenarios, collaborative workshops and exercises show how research, journey mapping, prototyping and usability testing can reduce delivery risk and create measurable value.

AT A GLANCE

DURATION	2 consecutive days / 16 hours
DELIVERY	Live online; optional on-site or hybrid
FOCUS	Practical, business-relevant and collaborative
AUDIENCE	Leaders, managers, sponsors and stakeholders

THE TWO-DAY PROGRAMME

From understanding users to making better decisions.

DAY 01 / Understand users and the value of UCD

Introduction to UCD principles and business value; user needs and behaviours; UX, UI, service design and UCD; identifying real problems; user research; stakeholder perspectives; journey mapping; accessibility; and turning research findings into business opportunities.

DAY 02 / Apply UCD to business and service improvement

Applying UCD throughout the project lifecycle; user-centred solution development; service and experience design; prototyping and testing; Agile delivery integration; collaboration with design teams; outcome measurement; and embedding UCD in organisational decisions.

LEARNING APPROACH

The programme combines concise explanations with practical examples, facilitated discussion and group activities. Participants work with realistic service and business challenges rather than technical design software.

FOUR CORE LEARNING AREAS

A practical framework for leading with users in mind.

01

Understanding UCD & its business value

Explore human-centred principles, how UCD supports strategy, reduces delivery risk and improves customer satisfaction, and why leadership matters.

02

Understanding users & identifying real problems

Learn how research, stakeholder engagement, behavioural insights, journey mapping and accessibility enable evidence-based decisions.

03

Designing & validating better experiences

See how collaborative design, prototyping, usability testing and iterative improvement turn ideas into more effective services and products.

04

Leading & embedding UCD in business

Understand how to commission and support UCD, collaborate with specialists, integrate it into delivery, measure outcomes and sustain improvement.

LEARNING OUTCOMES

Make user-centred thinking part of everyday leadership.

01 Recognise the value of UCD in business strategy, product development and service improvement.

02 Distinguish UCD, UX, UI and service design and understand how the disciplines work together.

03 Challenge assumptions by focusing on evidence about users, behaviours and unmet needs.

04 Understand when and how to use research, journey maps, prototyping and usability testing.

05 Support UCD specialists and integrate human-centred approaches into delivery and decision-making.

06 Consider accessibility, inclusion, organisational constraints and measurable outcomes.

PRACTICAL TAKEAWAY

Participants leave with a practical understanding of UCD, greater confidence in evidence-based decisions, and an actionable perspective on where user-centred methods can improve their organisation.

Course materials, facilitated exercises and an attendance certificate are included.

COURSE PRICE & DETAILS

A clear investment in better services and decisions.

COURSE PRICE	**£2,495 + VAT** 2-day / 16-hour live online corporate course
PARTICIPANTS	**5 included** Up to 15 participants from one organisation
ADDITIONAL SEATS	**£195 + VAT / person** For each participant beyond the first five
ON-SITE DELIVERY	**+ £750 + VAT** Optional UK 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	**Business-focused** Business leaders, managers, product and service owners, programme and delivery leads, sponsors and stakeholders
REQUIRED EXPERIENCE	**None required** No prior UCD, UX or design experience required; familiarity with business or service challenges is helpful

Included: course documents, practical exercises and attendance certificate.

Discounts are not cumulative. Delivery supplements and any venue/travel costs are separate. Prices exclude VAT. Final scope, prices and availability are confirmed in the quotation.

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.

UX GUERRILLA™
ACADEMY

AI
PEOPLE
BUSINESS
INNOVATION
CHANGE
IMPACT

AI for Leaders & Stakeholders

A practical introduction to AI, its opportunities and how to use it responsibly to create real business and service value.



UNDERSTAND AI IN PRACTICE

EXPLORE REAL USE CASES

IDENTIFY BUSINESS OPPORTUNITIES

LEAD RESPONSIBLE ADOPTION

Turn AI into Real Value

2 DAYS (16 HOURS)

FOR LEADERS, MANAGERS & STAKEHOLDERS

01 / THE OPPORTUNITY

Make AI useful for business

A practical, business-focused introduction to artificial intelligence for leaders, managers and stakeholders who want to turn emerging capabilities into measurable organisational value.

2 DAYS

16 HOURS

LIVE ONLINE

Optional on-site / hybrid delivery

WHO THIS COURSE IS FOR

Business leaders, managers, decision-makers, programme sponsors, stakeholders and business teams seeking a confident, practical understanding of AI without programming or technical development.

THE APPROACH

Realistic business scenarios, interactive demonstrations, collaborative workshops and practical exercises. Participants explore AI tools, intelligent agents and automation, while learning to evaluate value, feasibility, risks and responsible adoption.

THE GOAL

Move beyond AI hype: identify worthwhile opportunities and make informed, responsible decisions about adoption.

02 / LEARNING FRAMEWORK

Four core learning areas

01 UNDERSTANDING AI & ITS BUSINESS POTENTIAL

AI fundamentals, generative AI, LLMs and machine learning; capabilities, limitations, emerging trends and realistic opportunities.

02 AI TOOLS, PRODUCTIVITY & AUTOMATION

Copilots, digital assistants and AI agents for communication, content, analysis, knowledge management and workflow support.

03 AI STRATEGY & BUSINESS VALUE

Identify and prioritise use cases; assess feasibility, data readiness, cost, benefits, organisational impact and return on investment.

04 LEADING RESPONSIBLE AI ADOPTION

Human oversight, workforce readiness, change, stakeholder engagement, governance, security, GDPR and the EU AI Act.

03 / COURSE STRUCTURE

Two days. Practical progress.

DAY 01

Understand AI & find opportunities

AI and generative AI fundamentals; how LLMs work; ChatGPT, Copilot and Gemini; productivity; intelligent agents and automation; practical business use cases; data-driven decision support.

DAY 02

Lead strategy & responsible adoption

Prioritise opportunities; business value and ROI; organisational and data readiness; people and cultural change; governance and accountability; legal and ethical considerations; risks and adoption roadmaps.

PRACTICAL COURSE DELIVERABLE

Working collaboratively on a realistic business challenge, participants identify potential AI applications, assess value and risk, and produce a prioritised AI opportunity map with an initial adoption action plan.

FROM UNDERSTANDING TO ACTION

Recognise opportunities / Evaluate value / Lead responsible change

04 / WHAT YOU WILL ACHIEVE

Confident, informed AI leadership

- ✓ Explain AI fundamentals, capabilities and limitations.
- ✓ Recognise how AI is changing business and decision-making.
- ✓ Apply generative AI tools to everyday productivity challenges.
- ✓ Understand AI agents and intelligent automation use cases.
- ✓ Assess opportunities for value, feasibility, cost and impact.
- ✓ Consider data quality, readiness and human oversight.
- ✓ Recognise ethical, legal, security and governance risks.
- ✓ Support informed investment and implementation decisions.
- ✓ Develop an initial AI adoption roadmap aligned to objectives.

LEARN. EXPLORE. IDENTIFY. LEAD.

Practical AI knowledge for real business and service value.

UX GUERRILLA / ACADEMY

Course pricing & details

AI FOR LEADERS & STAKEHOLDERS | 2 DAYS / 16 HOURS

COURSE PRICE Live online corporate course	**GBP 2,495 + VAT**
PARTICIPANTS First five places included in base price	**Up to 15 total**
ADDITIONAL SEATS Each participant beyond the first five	**GBP 195 + VAT**
ON-SITE DELIVERY Optional UK classroom delivery supplement	**+ GBP 750 + VAT**
HYBRID DELIVERY Optional hybrid delivery supplement	**+ GBP 950 + VAT**
CROSS-SALES Second core-course booking	**10% discount***
MULTI-COURSE Three or more core-course bookings	**15% discount***
TARGET AUDIENCE Leaders, managers, business owners, programme and delivery leads, sponsors and stakeholders	**Business-focused**
REQUIRED EXPERIENCE No prior AI, coding or technical experience required. Familiarity with your organisation and its challenges is helpful.	**None required**

WHAT IS INCLUDED Course materials / practical exercises / attendance certificate

*Discounts are not cumulative. Delivery supplements and any venue/travel costs are separate.

Pricing is exclusive of VAT. Final scope and availability are confirmed in the quotation.

UX GUERRILLA™
ACADEMY

AI
BUSINESS
TRANSFORMATION
LEADERSHIP
DESIGN
CHANGE

Rethink. Redesign. Transform.

A practical guide to building future-ready businesses, designing better services and ways of working.



AI AGENTS & INTELLIGENT AUTOMATION

AI-READY ORGANISATIONS

LEADING CHANGE & ADOPTION

DESIGN FOR BUSINESS TRANSFORMATION

Design Change That Delivers Real Business Impact

2 DAYS (16 HOURS)

FOR LEADERS, MANAGERS & STAKEHOLDERS

COURSE OVERVIEW

Rethink. Redesign. Transform.

A Practical Guide to Building Future-Ready Businesses, Designing Better Services and Ways of Working

A practical, hands-on course helping business teams understand, design and deliver meaningful organisational transformation through human-centred design, AI-enabled innovation, intelligent automation and change management.

Participants develop the thinking and methods needed to challenge established business models, improve services, redesign processes and introduce new ways of working.

Instead of abstract transformation theory, the course focuses on real business problems, evidence, practical opportunities and achievable organisational change.

Realistic scenarios and collaborative exercises explore how AI agents, organisational capabilities and human-centred approaches can improve business performance, employee experiences and service delivery.

AT A GLANCE

DURATION	2 consecutive days / 16 hours
DELIVERY	Live online; optional on-site or hybrid
FOCUS	Practical transformation and measurable value
AUDIENCE	Leaders, stakeholders, delivery and UCD teams

TWO-DAY PROGRAMME

From transformation opportunities to practical change.

DAY 01 / Understanding transformation and designing better ways of working

Explore business transformation challenges and organisational complexity; identify inefficiencies; map services and processes; apply human-centred and systems thinking; evaluate AI readiness; recognise automation opportunities; and design improved future operating models.

DAY 02 / AI-enabled transformation, leading change and making it happen

Understand AI agents and intelligent automation; identify practical applications; prepare organisations for AI adoption; engage stakeholders; manage cultural and behavioural change; prioritise initiatives; develop implementation roadmaps; measure business outcomes; and sustain improvements.

LEARNING APPROACH

Interactive demonstrations, realistic organisational scenarios, structured group work and practical design exercises. Participants connect technology, people, processes and leadership decisions to tangible business outcomes.

FOUR CORE LEARNING AREAS

Connect technology, design and people.

01

AI agents & intelligent automation for business

Understand how agents, assistants and automation can reshape workflows, improve productivity and enable effective human–AI collaboration.

02

AI-ready organisations

Assess workforce capabilities, data readiness, processes, governance, leadership and culture to prepare for sustainable AI adoption.

03

Leading change: making transformation happen

Develop approaches to stakeholder engagement, communication, resistance, commitment, adoption and embedding new ways of working.

04

Design for business transformation

Apply human-centred design, service design, systems thinking and business analysis to diagnose root causes and design actionable improvements.

LEARNING OUTCOMES

Design the future. Make change achievable.

01 Identify and analyse organisational challenges and transformation opportunities.

02 Apply practical design methods to improve processes, services and ways of working.

03 Recognise where AI agents and intelligent automation deliver meaningful business value.

04 Assess organisational readiness for AI-enabled transformation.

05 Understand how people, processes, technology and culture shape transformation success.

06 Engage stakeholders and support adoption of new ways of working.

07 Prioritise initiatives by business value, feasibility and organisational impact.

08 Develop an initial transformation roadmap with measurable outcomes.

PRACTICAL COURSE DELIVERABLE

Participants collaborate on a realistic business transformation challenge and produce a current-state assessment, improvement opportunities, a proposed future-state operating model and a prioritised transformation action plan.

COURSE PRICE & DETAILS

A practical investment in future-ready capability.

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	**Business and delivery teams** Business leaders, transformation and programme managers, service owners, delivery teams, business analysts, UCD teams and organisational stakeholders
REQUIRED EXPERIENCE	**No specialist knowledge needed** Experience of business or service challenges is helpful; no coding, AI or formal design qualification required

Included: course documents, practical activities and attendance certificate.

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

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.

UX GUERRILLA™
ACADEMY

UCD / SCD /
SERVICE DESIGN
BUSINESS ANALYSIS
AI & AUTOMATION
TRANSFORMATION
PRACTICAL CHANGE

Business Adaptation & Practical Workshops

Turn business challenges into practical improvements.



TACKLE REAL CHALLENGES

IMPROVE SERVICES & PROCESSES

EXPLORE AI OPPORTUNITIES

DESIGN PRACTICAL SOLUTIONS

DELIVER MEASURABLE IMPACT

Less Theory. More Practice. Real Impact.

1–2 DAYS | **TAILORED CORPORATE WORKSHOPS**

WORKSHOP OVERVIEW

Less theory. More practice. Real impact.

Turn Business Challenges into Practical Improvements.

A tailored, hands-on engagement helping organisations tackle real business challenges, improve services, redesign processes and develop better ways of working.

Unlike a conventional training course, these workshops are designed around your organisation's priorities, operating environment and specific challenges. Participants collaborate using practical methods from UCD, Situation-Centred Design, service design, business analysis, AI and organisational transformation.

The emphasis is on understanding the current situation, uncovering underlying problems and shaping practical resolutions that balance user needs, business objectives, technology and operational feasibility.

AT A GLANCE

FORMAT	One-day focused workshop or two-day extended engagement
DELIVERY	Live online; optional on-site or hybrid
APPROACH	Facilitated investigation, analysis, design and decisions
OUTPUT	Agreed, tangible recommendations and next steps

WORKSHOP STRUCTURE

Understand. Challenge. Discover.

DAY 01 / Core workshop

Define the challenge, objectives and desired outcomes. Investigate stakeholder and user needs, current services, processes and dependencies. Identify inefficiencies, constraints, pain points and root causes. Challenge assumptions and explore opportunities for service improvement, AI, automation and organisational change.

Practical output: shared situation assessment, current-state findings and prioritised improvement opportunities.

DAY 02 / Extended workshop

Generate alternative resolutions and future-state concepts. Redesign journeys, services, processes or workflows. Explore AI-enabled opportunities, assess business value and feasibility, test assumptions, identify risks and dependencies, and agree priorities, responsibilities and measures of success.

Practical output: future-state proposal, recommended resolutions and prioritised action plan.

FLEXIBLE BY DESIGN

The one-day format concentrates on diagnosis and opportunity identification. The optional second day deepens solution design, validation and implementation planning.

FOUR APPLICATION AREAS

Methods selected for your challenge.

01 Understanding business situations and challenges

Use human-centred and situation-centred thinking to explore stakeholder needs, constraints, service relationships and dependencies.

02 Improving services, processes and experiences

Apply journey mapping, service blueprinting, process analysis, pain-point identification and future-state design.

03 AI opportunities and business adaptation

Evaluate where AI, agents and automation can improve productivity, knowledge, decisions and service quality while considering risk and oversight.

04 Designing resolutions and making change happen

Develop balanced improvement proposals, compare alternatives, prioritise actions and define measurable outcomes.

OUTCOMES & DELIVERABLES

Leave with decisions, not just ideas.

01 Develop a shared understanding of a real business or service challenge.

02 Investigate multiple stakeholder perspectives and distinguish root causes from symptoms.

03 Apply UCD, SCD and service design methods to practical problems.

04 Identify service, process, customer-experience and AI improvement opportunities.

05 Generate and evaluate feasible alternative resolutions.

06 Collaborate across business, design, delivery and technology teams.

07 Prioritise actions by value, feasibility and impact and agree next steps.

PRACTICAL WORKSHOP DELIVERABLES

Depending on the agreed scope, outputs may include a problem definition, current-state journey or process map, stakeholder and dependency analysis, prioritised opportunities, AI opportunity assessment, future-state service or workflow concept, and implementation action plan.

A brief workshop outcomes summary is included. Detailed research, extensive documentation, design or implementation planning can be commissioned separately.

BOOKING & COMMERCIAL DETAILS

Clear pricing for 1- or 2-day workshops.

STANDARD ONLINE FEE	1 day: £1,495 | 2 days: £2,795 (first 5 participants included)
ADDITIONAL SEATS	1 day: £125 each | 2 days: £195 each (seats 6–15)
MAXIMUM ONLINE FEE	1 day: £2,745 | 2 days: £4,745 (15 participants)
UK ON-SITE SUPPLEMENT	1 day: £400 | 2 days: £750
HYBRID SUPPLEMENT	2 days: £950 | 1-day rate not specified; confirm before booking
PARTICIPANTS	First 5 included in base fee; maximum 15 from one organisation
CROSS-SALES	Can be booked alone or after a core course. Standard corporate discounts apply where eligible; discounts do not stack.
TARGET AUDIENCE	Business leaders, service owners, delivery managers, transformation teams, UCD specialists, analysts and operational teams
REQUIRED EXPERIENCE	No previous UCD, SCD or AI experience required; knowledge of your organisation’s challenges is helpful

Included: initial scoping, light contextual tailoring, facilitated exercises, workshop materials, brief outcomes summary and attendance certificates.

Additional bespoke requirements only: substantial custom preparation, organisation-specific research, custom content or detailed recommendations are separately scoped and quoted (typically £500–£1,500 for additional design work).

Prices exclude VAT where applicable. Travel, accommodation and venue costs are additional. International on-site delivery is individually priced.

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.

UX GUERRILLA™
ACADEMY

UCD + AI
RESEARCH & INSIGHTS
DESIGN & PROTOTYPE
TEST & VALIDATE
RESPONSIBLE AI

AI in User-Centred Design (UCD)

Practical ways to recognise, apply and get value from AI across the UCD process.



DISCOVER AI OPPORTUNITIES | APPLY AI ACROSS THE UCD PROCESS | CREATE & TEST SOLUTIONS | USE AI RESPONSIBLY & ETHICALLY | DELIVER REAL VALUE

AI That Enhances UCD

6 WEEKS (12 SESSIONS)

FOR UCD TEAM MEMBERS, BAs, DESIGNERS & DELIVERY TEAMS

COURSE OVERVIEW

Smarter approach. Better design. More effective services.

Artificial Intelligence is reshaping how teams understand users, investigate problems, design services and deliver better experiences. For UCD professionals, the opportunity goes far beyond generating content.

This hands-on six-week programme helps designers, researchers, business analysts and delivery professionals recognise, evaluate and apply AI across the UCD lifecycle: research, evidence synthesis, journey mapping, service design, process analysis, prototyping and delivery.

Explore AI assistants, agents and automation alongside accessibility, privacy, research integrity, transparency, human oversight and trust. No programming or AI model development is required.

AT A GLANCE

DURATION	6 weeks / 12 interactive sessions
FORMAT	Live online, fully remote
AUDIENCE	Individuals in UCD, UX, research, business analysis and delivery
FOCUS	Practical AI application, responsible design and measurable value
DELIVERABLE	AI in UCD Practical Application Portfolio

PROGRAMME STRUCTURE

Six weeks. Twelve interactive sessions.

WEEK 01

AI foundations for UCD professionals

Sessions 1–2: Generative AI, LLMs, agents and automation; identify valuable use cases across research, analysis, design and delivery.

Output: AI opportunity map for a UCD workflow

WEEK 02

AI-enhanced user research and knowledge

Sessions 3–4: Research planning, guides, transcription, coding assistance, thematic synthesis, retrieval and evidence traceability.

Output: AI-assisted research and evidence synthesis pack

WEEK 03

AI in UX, service and process design

Sessions 5–6: Personas, journeys, blueprints, concepts and prototypes; investigate inefficiencies, dependencies and root causes.

Output: AI-supported journey or service blueprint

WEEK 04

Designing AI-enabled services

Sessions 7–8: AI assistants, agents and automation; design human oversight, accessible interactions, handoffs, exceptions and trust.

Output: AI-enabled service concept and interaction design

WEEK 05

Responsible AI and practical delivery

Sessions 9–10: Validation, testing, hallucinations and bias; integrate tools, governance, security and team workflows.

Output: Validation checklist and AI-enabled workflow

WEEK 06

Measuring value and building capability

Sessions 11–12: Measure productivity, quality and outcomes; present an applied case study and team adoption roadmap.

Output: AI in UCD case study and adoption roadmap

FOUR CORE LEARNING AREAS

Use AI thoughtfully across the design lifecycle.

01

AI capabilities and UCD opportunities

Understand generative AI, language models, agents and automation. Identify high-value opportunities across UCD and delivery workflows.

02

AI-enhanced research, analysis and design

Use AI to support evidence organisation, qualitative synthesis, knowledge management, journey mapping, service blueprints and process improvement.

03

Designing AI-enabled services and experiences

Explore assistants, agents and automation while designing accessible human–AI interactions with appropriate transparency and control.

04

Responsible adoption and measurable impact

Validate outputs, protect research integrity, address privacy, bias and governance, and measure quality, efficiency and service outcomes.

LEARNING OUTCOMES

Practical AI skills. Better UCD decisions.

01 Recognise useful AI opportunities across UCD, business analysis and delivery.

02 Understand AI capabilities and limitations, including agents and automation.

03 Support research planning, evidence synthesis, qualitative analysis and knowledge retrieval.

04 Apply AI to user journeys, service blueprints and situation or process analysis.

05 Develop and assess AI-assisted design concepts and prototypes.

06 Identify AI assistant and intelligent automation opportunities in services.

07 Design accessible, trustworthy human–AI interactions with appropriate oversight.

08 Validate outputs and address research integrity, privacy, security and bias.

09 Measure impact on efficiency, quality, customer experience and service outcomes.

10 Develop a practical adoption plan for a UCD or delivery team.

PRACTICAL PROGRAMME DELIVERABLE

Build an **AI in UCD Practical Application Portfolio**: opportunity assessment, AI-supported research and analysis, journey or service improvement proposal, AI-enabled service concept, validation and risk considerations, and an adoption roadmap.

Participants distinguish AI-generated suggestions from verified evidence and professional decisions.

COURSE PRICE & DETAILS

Build AI-enabled UCD capability.

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** UCD and UX designers, user researchers, service designers, business analysts, product, delivery and transformation teams
REQUIRED EXPERIENCE	**No coding required** Some familiarity with research, design, business processes or delivery is helpful; no AI model-development experience required
DELIVERY & MATERIALS	**Live online** Interactive sessions, digital materials, practical exercises, group discussions and attendance certificate

Pricing status: These prices follow UXG Academy's six-week Knowledge Development structure. Their application to Course #8 is proposed and awaits confirmation. Prices exclude VAT where applicable; discounts do not stack.

Any paid AI tool subscriptions required for exercises must be confirmed before publication.