

# HFI-Certified User Experience Analyst™ Exam

## Outline of topics covered in the test

The following is the outline of topics covered by HFI's Certified User Experience Analyst™ exam. This outline corresponds to the four course series that HFI offers for certification training.

### How to Design for Persuasion, Emotion, and Trust (PET design™)

- › The Persuasion Quest
- › Designing for Trust
- › Emotional Design
- › Persuasion: Facts, Experience, & Pay
- › Persuasion: Impression
- › Persuasion: Pressure
- › Initial Assessment Methods
- › PET-Focused Personas & Scenarios
- › User Research Methods
- › Design & Validation Methods

### The PET Architect

- › Costs of Persuasion Vacuum & Clutter
- › Fit into Your SDLC
- › The PET Research Difference
- › Getting to a PET Theme
- › Listening for the Frame
- › Deriving a Core PET Meme
- › PET Tools for the Meme
- › The PET Flow
- › Adding Resonant Triggers
- › Customer Retention
- › Strategy & Innovation
- › Site or Application Design

### Omni-Channel UX Strategy and Innovation: an ecosystem and future modeling approach

- › Stakeholder Envisioning
- › Affordance Decomposition
- › Megatrends & Lifestyle Changes
- › Usage & Design Trends
- › Business & Product Strategies
- › Target & Know Your Users
- › Assess Your Competition
- › Big Insights, Models, & Opportunities
- › Executive Intent
- › Market & Channel Strategies
- › Ideation & Concept Representation
- › Evaluation, Concept Validation, & Testing

### How to Support Institutionalization of a Mature UX Practice

- › About the Journey
- › Organic Won't Work
- › The Value of Assessment & Certification
- › Executive Championship
- › Governance & Culture
- › Organizational Structure
- › Staffing, Training, & Certification
- › Methods, Tools, & Templates
- › UI Standards
- › Knowledge Management & the UXE Model
- › UX Facilities
- › Metrics

