

Certified Usability Analyst™ (CUA) Certification Program

User Experience Foundations: Core Insights, Models, and Research Findings

1. Understanding User Experience (UX)
2. Visual
3. Intellectual
4. Memory
5. Motor
6. Know Thy User
7. Research
8. Summary

2 day course

User-Centered Analysis and Conceptual Design

1. Introduction to UCA
2. Creating a Design Strategy
3. Profiles & Personas
4. Field Studies
5. Complementary Data Gathering Methods
6. Scenario & Task Analysis
7. Primary Noun Architecture
8. Information Architecture
9. Getting Ready for Design

3 day course

The Science and Art of Effective Web and Application Design

1. Design Is Science and Art
2. Navigation
3. Presentation
4. Content
5. Interaction
6. Screen Elements and Wireframes
7. Accessibility
8. Internationalization
9. Beyond Design Knowledge

3 day course

Practical Usability Testing

1. Introduction
2. Designing a Usability Test
3. Early Prototype Testing
4. Advanced Prototype Testing
5. Analysis & Reporting
6. Remote Testing
7. Comparative Studies
8. Live Site Analysis
9. Refining Your Facilitating Technique
10. 10 Point Checklist

2 day course

Certified User Experience Analyst™ (CXA) Certification Program

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

1. Introduction: The Persuasion Quest
2. Designing for Trust
3. Emotional Design
4. Fact, Experience & Pay
5. Persuasion using Impression
6. Persuasion using Pressure
7. Overview of the PET Process & Methodology
8. Initial Assessment Methods
9. PET Focused Personas & Scenarios
10. User Research Methods
11. Persuasive Design
12. Validation Methods
13. Summary & Conclusion

3 day course

The PET Architect

1. The Cost of Persuasion Vacuum and Persuasion Clutter
2. Fit into Your SDLC
3. The PET Research Difference
4. Getting to a PET Theme
5. Listening for the Fame
6. Deriving a Core PET Meme
7. PET Tools for the Meme
8. The PET Flow
9. Adding Resonant Triggers
10. Customer Retention
11. PET Strategy
12. Innovating Product Ideas
13. Incorporating PET into Site or Application Design
14. Summary

2 day course

How to Design for the Big: User-Centric Innovation and Strategy

1. Bigger Is Better
2. Stakeholder Envisioning
3. Affordance Decomposition
4. Megatrends & Lifestyle Changes
5. Model of the Future
6. Usage & Design Trends
7. Business & Product Strategies
8. Find Your Target & Know Your Users
9. Assess Your Competition
10. Big Insights, Models & Opportunities
11. Executive Intent
12. Market & Channel Strategies
13. Ideation & Concept Representation
14. Evaluation
15. Concept Validation & Testing, Summary

3 day course

How to Support Institutionalization of a Mature UX Practice

1. Working in a Level V Practice
2. About the Journey
3. Organic Will Not Work
4. The Value of Assessment & Certification
5. Executive Championship
6. Governance
7. Culture
8. Organizational Structure
9. Staffing, Training & Certification
10. Methods, Tools & Templates
11. UI Standards
12. Knowledge Management & the UXE Model
13. Your Assessment
14. Your Next Best Action

2 day course