

# Become an HFI-Certified User Experience Analyst™

While user experience specialists will always have work, usability is no longer the differentiator it once was. The Certified User Experience Analyst (CXA) certification track trains user experience specialists in persuasion engineering, strategy, and innovation.

## The advantages of becoming an HFI-Certified User Experience Analyst:

- › You will be credentialed by the world's leading software UX firm.
- › CXA-certified practitioners can help organizations design for desired outcomes.
- › HFI Certification will help you become a recognized usability authority on persuasion engineering, strategy, and innovation within your company.
- › HFI Certification can help you progress in your career path.

## The Process: Become HFI-Certified

HFI-Certified User Experience Analysts pass an examination demonstrating their mastery of the principles of persuasion engineering, strategy, innovation, and institutionalization of usability. The following HFI courses provide a solid foundation in this knowledge. You can take the certification exam without having to take these courses.

### Course 1. How to Design for Persuasion, Emotion and Trust (PET design™) (3-day course)

Learn to develop persuasive strategies and implement research-based methods throughout the design process to make your website more trustworthy and convincing. You can deepen relationships with your customers by learning how they make decisions that lead to conversion.

### Course 2. The PET Architect (2-day course)

Learn to build on your PET Design knowledge to become an expert in PET Structures—apply the PET perspective to strategy, innovation, and application design in order to ensure successful conversion.

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## **Course 3. Omin-Channel UX Strategy and Innovation** (3-day course)

Learn how to lead and direct research focused on developing new products, services, and business ideas. You will also learn how to maximize your Return on Investment (ROI) for innovation work and gain a clear understanding of what it takes to launch successful products in the market place.

## **Course 4. How to Support Institutionalization of a Mature UX Practice** (2-day course)

Learn more about the global shift to industrial-strength UX, understand the organizational issues related to a sustainable UX practice and how to lead your UX practice to higher levels of maturity.

HFI's public course schedule is online at [www.humanfactors.com/training/](http://www.humanfactors.com/training/)

## Examination

Several times each year, HFI will offer a two and a half hour online exam. Upon successful completion of the exam, HFI-Certified User Experience Analysts receive an authenticated certification diploma, a icon designating their name and certification number for online use. Their name will also be added to the HFI website CXA Directory.

## Certification Track

Usability practitioners on HFI's CXA certification track can receive special pricing by paying for all four courses in advance. Corporations can receive the certification track discount by bringing the program onsite. To find out more about the certification track, please call HFI at 1-800-242-4480, or visit our website at [www.humanfactors.com/certification/](http://www.humanfactors.com/certification/)



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