



# PET design™

Persuade your customers to act  
Learn how to design for Persuasion, Emotion and Trust

A three day course



**Human Factors**  
International

# PET design™

Because usability is no longer enough.

## Why PET design?

Persuasion, emotion, and trust are critical factors for creating successful online interactions. While traditional user-centered design focuses on designing for usability, it is now essential to leverage the science of PET to influence users. Whether your site, application, or product is informational, functional, or transactional, PET design teaches you how to motivate people to make decisions that lead to conversion.

### What you'll learn

- Create designs that motivate specific actions and align with measurable business goals
- Increase customer conversion, loyalty, and adoption
- Test and measure the emotional impact and credibility of your website
- Present PET design research and user analysis with concrete deliverables, including: PET personas, persuasion flow diagrams, emotion maps, strategies, and trust scorecards

## General Course Information

### Who should attend

Usability and user experience professionals, marketers, graphic designers, web and application designers, mobile and wireless interaction designers, product management and product designers.

### What you get

- A comprehensive student manual
- Workbook and resource guide including:
  - Course exercises
  - Publication and website references
  - Glossary
- Credit toward HFI's advanced certification program – the CXA

### Recommended prerequisites

- Strong desire to learn how persuasion, emotion, and trust research methodologies can be effectively applied to the design of conversion-based and decision-making interaction design

## User Experience Design and Usability Certification

HFI's CUA™ certification program has been completed by over 2000 individuals who have passed a comprehensive exam. The CUA certification requires mastery of fundamental usability principals and validates a practitioner's expertise in user-centered design.

### Certification from HFI provides the following advantages:

- Attain certification from the world's leading user-centered design firm
- Become a recognized usability authority within your company with inclusion in HFI's official CUA directory
- Gain skills to help your company increase user satisfaction in products and services
- Achieve growth and progress in your career path

### CXA Certification

The PET design course is the first course in an upcoming certification track leading to HFI's new advanced credential: the Certified Experience Analyst (CXA). The CXA certification will document your grasp of the advanced skills that have moved our field beyond classic usability to 'User Experience Design'.

For more information:

[www.humanfactors.com/training/certification.asp](http://www.humanfactors.com/training/certification.asp)

“The training was great, very effective. Now, having been tested and certified by HFI, I have more confidence in addressing usability challenges.”

**Chow Sok Mui Murie –**  
Senior Creative Consultant NCS, Singapore

“HFI once again appears to be the sole source for usability, now with this persuasion addition.”

**Hakki Ocal –**  
Broadcasting board of governors/Voice of America

# PET design Course Syllabus

## 12 tracks to success

### 1. Introduction – The Persuasion Quest

Learn about the history of the field, how PET is additive to and fully complementary to classic usability, and why PET will change the way you consider and design for your customer's web experience forever!

### 2. Designing for Trust

Before you can persuade customers to act, you must ensure that your site engenders trust. Learn how to: design for credibility and trust, take hygiene factors into consideration, and how various online "markers" engender trust such as – credible organizations, design quality, FAQs, citations, current content, archives, testimonials, and more.

### 3. Emotional Design

Learn how to tap customer emotion to increase engagement via proven psychological principles including: utility, practicality, and drive fulfillment; hierarchy, specificity, and depth of needs; eliciting negative and positive emotions; optimal levels of stimulation; and more.

### 4. Persuasion Design – Part 1

Once the emotions are tapped, we'll introduce you to the science of persuasion. Learn the psychological constructs required to get your consumers to act – every time. Discover how to use pay, impression, and pressure to your advantage via: extrinsic rewards, unanticipated costs, contrast principle, social proof, social learning, the power of people we like, scarcity, and more.

### 5. Persuasion Design – Part 2

Continue on the persuasion track by increasing engagement and getting customers to commit. Learn to increase basic commitment via written public statements and consistent self image. Then deepen the commitment by creating fanatics: find potential fans, leverage a role model, be a teacher, introduce levels of hierarchy, establish active engagement, and more.

### 6. Overview of HFI's PET design process

Persuasion methodology is not new, but putting it into practice is. Learn about how HFI has created a persuasion process and methodology that consists of PET: assessment, testing and review, user research and design, structure, research and analysis, strategy, and validation.

### 7. PET Focused Personas and Scenarios

The underpinnings of persuasion design are the tools that classic usability analysts use with a PET twist. Learn where PET personas and scenarios come from, understand persona variables, learn the differences between PET and classic scenarios and how to build PET scenarios.

### 8. Initial Assessment Methods

Learn how the PET test and PET review uncover data that will enable you to take what you've learned so far and apply it to your site. Learn how to utilize: emotional reports, video, eye tracking data, persona emotion reports, persuasion strategies, the seducible moment, and more.

### 9. User Research Methods

After assessing your site for persuasion, emotion and trust effectiveness, you'll want to talk to your customers. In this track, you'll learn a methodology for doing so that includes: PET objectives, analysis, limitations, study set-up, interview practice, in-depth analysis, and PET sort.

### 10. PET design Strategy

Now that you've learned how to design for persuasion, emotion, and trust, as well as how to assess your site and conduct customer research, you'll learn how to establish a PET strategy which includes: tool selection, directions for use, and deeper strategies based on PET analysis.

### 11. Design

With data and strategy in-hand, you'll be ready to design your site for PET. In this crucial track, learn how to create detailed materials to deliver to creative and development teams, such as: stories, content, images, and interaction design. You'll also learn how to watch for problems with: intended messaging, strength and impact, side effects, fit and finish, and more.

### 12. Validation Methods

Steeped in proven psychology, PET is teachable, repeatable and, perhaps most importantly, predictable. Learn how to validate your design to see if your persuasion methods are working, if you are eliciting the desired emotions, and if your customers "will do" what you want them to do.

## Course Objectives

Participants will learn to:

- › Apply core methods and tools for persuasive and emotional design – create a persuasion strategy
- › Evaluate sites on the basis of persuasion, emotion, and trust
- › Integrate PET-related requirements into your data gathering and interaction design processes
- › Build personas specifically to research, probe, and analyze PET-related factors
- › Construct designs and persuasion flows based on user’s drives and blocks
- › Validate the persuasiveness and emotional impact of your designs
- › Leverage the research that continues to shape this rapidly evolving discipline

“This is incredibly important work that, if done correctly, with proper diligence and ethics, can open up entirely new ways of thinking about business and web strategy. This course properly refines what User Experience means. Organizations that do not adopt at least some of these principles will be left behind in very short order.”

Richard Warnaka – Erie Insurance

## Register Online Now

[www.humanfactors.com/PETcourse.asp](http://www.humanfactors.com/PETcourse.asp)

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## Featured Instructors



Eric Schaffer, PhD, CUA, CPE



Apala Chavan, MA, MSc, CUA



Jerome Nadel, MS, CUA, CPE



April McGee, MS, CUA

## A partial list of companies where we have taught Human Factors seminars

- Agilent Technologies
- Airborne Express
- Ameritech
- AT&T Information Systems
- Beckman Coulter
- Bell Laboratories
- Blue Cross/Blue Shield
- Bureau of Census
- ChevronTexaco
- Cincinnati Bell Info Systems
- Continental Insurance
- Deloitte Consulting
- Ericsson Information Systems
- FedEx
- Fidelity Investments
- Ford Motor Company
- General Motors
- Hewitt Associates
- Hewlett-Packard
- IBM
- Library of Congress
- McKesson HBOC
- MCI
- Metropolitan Life Insurance
- Motorola
- National Semiconductor
- Nextel
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