

A Taste of PET design™

You are interested in HFI's PET design consulting offerings, but want to know more before beginning a comprehensive engagement. How would a PET Review help? What about more focused PET Research?



PET design™ Review Showcase – \$10K for 10 PET examples

The PET Review Showcase is for those who want to know how PET concepts can be applied to improve the user experience of their website, and see examples how PET tools are used.

This review is conducted with a PET expert from HFI. The review involves:

- › an information gathering session
- › one user group and one scenario from your website
- › Powerpoint presentation of ten specific PET design examples from your site with opportunities for improvement

PET design™ Research Showcase – \$10K for 2 days onsite research

The PET Research Showcase is for those who want to see how PET design research can uncover the real emotional drives and blocks to successful user interaction. This is often a real eye-opener!

Over a two day period we:

- › talk with stakeholders
- › conduct research interviews with three participants
- › present data and discuss how results can be used

PET design™ looks at how Persuasion, Emotion, and Trust impact customer interaction with your website. It uncovers the emotional drives and blocks that determine a successful user experience.

