

## Certified Usability Analyst™ (CUA) Certification Program

### User-Centered Analysis and Conceptual Design

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

### Practical Usability Testing

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

### 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. Website and Application Prototyping
7. Accessibility
8. Internationalization
9. Beyond Design Knowledge

### Putting Research into Practice

1. Introduction
2. Memory
3. Cognitive Processes
4. Audio / Visual Processing
5. Design and Usability Methods
6. E-commerce and E-service
7. Emotional Design
8. Age Effects
9. Internet Usage

## 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. Persuasion Design
5. Overview of HFI's PET design process
6. PET-Focused Personas and Scenarios
7. Initial Assessment Methods
8. User Research Methods
9. PET design Strategy
10. Validation Methods

### The PET Architect

1. The Cost of Persuasion Vacuum and Persuasion Clutter
2. The PET Difference
3. Your Job as PET Architect
4. Fit into Your SDLC
5. Listening for the Core PET Meme
6. A Solid Foundation for Design
7. Deriving a Core PET Meme
8. Presentation and Evaluation
9. Unfolding Through Time
10. Creating a Core Persuasion Flow
11. Adding Resonant Triggers
12. Customer Retention
13. Strategy
14. Innovation
15. Site or Application Design

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

1. Stakeholder Envisioning
2. Megatrends and Lifestyles
3. Usage and Design Trends
4. Business and Product Strategies
5. Ethnography
6. Assessing the Competition
7. Big Insights, Methods and Opportunities
8. Executive Intent
9. Market and Channel Strategies
10. Ideation
11. Evaluation
12. Concept Validation and Testing

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

1. Working in a Level V Practice
2. Assessment and Certification
3. Executive Championship
4. Governance
5. Culture
6. Organizational Structure
7. Staffing
8. Training and Certification
9. Enterprise Software
10. Methods, Tools, and Templates
11. Standard Projects
12. UI Standards
13. Knowledge Management
14. Facilities