

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-usability 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 Support Institutionalization of a Mature UX Practice (2-day course)
Culture change, industrial strength practices, and knowledge management. Learn how to institutionalize "industrial strength" user-centered design in the corporate culture.

Course 2. How to Design for Persuasion, Emotion and Trust (PET design™)
(3-day course)
Advanced techniques to motivate users to explore, discover, interact, and return to an organization's website. Learn these persuasion-based techniques for successful customer engagement.

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Course 3. How to Design for The Big – User-Centric Innovation and Strategy

(3-day course)

Learn to contribute to your organization's strategic planning and thinking on user-centric strategies and product innovation. Use the understanding of user ecosystems to develop ideas for breakthrough innovation.

Course 4. The PET Architect (2-day course)

Learn how to put it all together with persuasive design architectures that give the user an engaging user experience while fulfilling corporate goals.

HFI's public course schedule is online at

www.humanfactors.com/training/schedule.asp

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/CXA.asp

