PET design™

HOW TO DESIGN FOR PERSUASION, EMOTION, AND TRUST

3 day course

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How to design for Persuasion, Emotion, and Trust

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

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

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.

Format

This is a three-day instructor-led course. There is extensive discussion and interactive work involved.

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

Course Outline

10 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**
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 **Overview of HFI's PET design Process**
Persuasion methodology is not new, but putting it into practice is. Learn 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.

6 **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.

7 **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.

8 **User Research Methods**
In order to target your PET Tools, you'll want to talk to your customers. In this track, you'll get a taste of a technique used to understand the emotional landscape of your customers.

9 PET Tactical Changes

Now you've learned about persuasion, emotion, and trust, as well as how to assess your site and conduct customer research. In this section, you'll learn how to make quick, easy, high impact changes to the existing design. This is PET design for the real world, where you normally can't do a complete redesign just for PET.

10 Validation Methods

Steeped in proven psychology, PET is teachable, repeatable and, perhaps most importantly, predictable. But you'll still want to show that those predictions came true. 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.

Our Guarantee of Your Satisfaction

Human Factors International, Inc. intends that all participants will benefit from the seminar. We offer the best possible training in this field. If at any time during the first day of the course a participant notifies the instructor of his or her desire to withdraw, he or she may leave and receive a full refund. There is absolutely no risk to the participants or their companies.

Register online now!

www.humanfactors.com/training/schedule.asp

Certification

CUA Certification

Become a Certified Usability Analyst™ (CUA) with HFI's certification program. CUAs must pass an examination demonstrating their mastery in all key areas of software usability. This certification is supported by the following courses.

Course 1.   User-Centered Analysis and Conceptual Design
Course 2.   The Science and Art of Effective Web and Application Design
Course 3.   Practical Usability Testing
Course 4.   Putting Research into Practice

CXA Certification

The Certified User Experience Analyst™ (CXA) certification indicates advanced skills in persuasion, innovation, strategy, and institutionalization of UX. This field is supported by the following courses.

Course 1.   How to Design for Persuasion, Emotion, and Trust (PET design™)
Course 2.   The PET Architect
Course 3.   Design for The Big—User-Centric Innovation and Strategy
Course 4.   How to Support Institutionalization of a Mature UX Practice

Advantages of Certification
› Get certified by the world's leading user-centered design firm
› Become a recognized usability authority within your company with inclusion in HFI's official CUA directory
› Join CUA Central—the online community of CUAs
› Gain skills to help your company increase user satisfaction in products and services
› Achieve growth and progress in your career path

"The certification served as a reinforcement for what I'm doing, so I am more confident in presenting a concept or design."

Jim O'Brien —
Senior Interaction Designer
AutoTrader.com

"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

For more information:
www.humanfactors.com/training/certification.asp

Featured Instructors

Eric Schaffer, PhD, CUA, CPE   Apala Chavan, MA, MSc, CUA   April McGee, MS, CUA   Noah Schaffer, PhD, CUA

A partial list of companies where we have taught Human Factors courses

– Agilent Technologies
– Airborne Express
– Ameritech
– AT&T Information Systems
– The BBC World Service
– Blue Cross/Blue Shield
– ChevronTexaco
– Cognizant Technology Solutions
– Deloitte Consulting
– dotMobi
– Ericsson Information Systems
– Ernst & Young
– FedEx
– Fidelity Investments
– General Motors
– Hewlett-Packard
– IBM
– Library of Congress
– McKesson HBOC
– MCI
– Metropolitan Life Insurance
– Motorola
– National Semiconductor
– Nextel
– Northern Telecom
– Pay Pal
– Prudential Life
– RBC Royal Bank
– SAP / SAP Norway
– Social Security Administration
– Standard Bank SA
– Vodafone
– Wipro technologies

Onsite Training

If you have a group of people who would like to attend this course, please contact us to discuss having a private course at your company or hosting a public course.

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We help make companies user-centric