



HFI-Certified User Experience Analyst™ (CXA) Program
Sample Questions

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1. Normal human beings tend to exhibit a significant level of consistency in their behavior when they have voiced an opinion in writing. In persuasion engineering, we can leverage this desire for consistency with past written statements by making use of the _____ principle.
 - a. Obligation
 - b. Engagement
 - c. Commitment
 - d. Contrast
2. Under which of the following conditions would a pupilometer likely show a positive result, meaning an increase in pupil size?
 - a. When the participant is concentrating
 - b. When the participant is aroused
 - c. When the participant is relaxed
 - d. When the participant is tired
3. You are working with a pharmaceutical company, introducing a new vaccine. As part of the Web site strategy, visitors are encouraged to follow up with their physicians to obtain this vaccine since it is not sold directly on the site. Therefore, tracking the end result of this visitor behavior is one critical success factor for the Web site. Which of the following is the correct term to describe this metric?
 - a. Conversion rate
 - b. Share of addressable market rate
 - c. Click-through rate
 - d. Share of response rate
4. Working as part of a user experience team, you have been asked to conduct research into the values and attitudes, as well as the interests and lifestyles of your organization's target users. These variables help you to create _____ profiles of the target users.
 - a. Behavioral
 - b. Psychological
 - c. Strategic
 - d. Psychographic

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