Certified Digital Persuasion Analyst (CDPA)™

Exam fact sheet

Certified Digital Persuasion Analyst (CDPA)™ Exam Overview

- Professionals are being asked to apply principles of psychological influence and behavioral economics to the design of digital channels. If you have studied, read and worked in the field, you may be able to demo strate proficiency by passing the CDPA™ exam. This exam assesses the same persuasion engineering tools and research based insights covered by HFI's two courses which teach strategies for Persuasion, Emotion, and Trust (PET™): "PET™ Design" and "PET™ Architect".

Purpose of the CDPA™ Exam

- The goal of the CDPA™ exam is to assess an individual's knowledge and skills. It is not designed to serve as a final examination for the CDPA™ courses.

- The CDPA™ certification is also not intended to take the place of or be in competition with academic degrees earned in the field of Human Computer Interaction.

- The CDPA™ exam measures a practitioner's knowledge and application of concepts from the following four competency areas, in the approximate percentages of the total questions:

  - Persuasion engineering – 60%
  - Application of persuasion engineering techniques – 40%

Benefits of the CDPA™ Designation

- The CDPA™ designation validates that practitioners possess a common set of skills in UX design, with the ability to apply persuasion engineering methods to design problems.
- CDPAs have a shared set of techniques and vocabulary to analyze UX design challenges in terms of trends, models, market position and channels, and persuasion strategies.

Prerequisites

- Test-takers are not required to take any HFI courses. The exam assesses mastery of advanced concepts and techniques in the UX field.

Exam Format

- The CDPA™ exam is only available online
- There are a total of 54 multiple-choice questions, with four available response options (38 correct answers, or 70%, is a passing grade). Test-takers also must pass an essay section that is graded separately.
- A unique online exam is presented to each test-taker by randomly selecting equivalent questions from a larger database of questions.

Relevant Preparation

- The exam is demanding. Many questions test knowledge of concepts, while other questions assess the ability to apply methodologies and tools to user experience challenges.

Time Limit of Exam

- Test-takers have a 2.5 hour time limit to complete the exam.
- Test-takers in India have a 3 hour time limit.
- Test-takers not fluent in English may request a time extension for a total of 4 hours.

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Taking the
CDPA™ Exam

- HFI course materials and personal notes may be used as resources during the exam, however the use of online resources or in-person assistance is not allowed.

- Test-takers may take the online exam on their own computer, whether at home or at work.

- The test platform requires that a secure app be downloaded prior to taking the exam.

- The exam can be started anytime during a 24-hour period on the scheduled test date.

- Test-takers may not pause the exam once it is started.

- Test-takers may skip and flag a question within a section and return to it.

- After each of the four sections are submitted, those questions are no longer accessible.

Passing
Requirements

- A passing score is 70% or higher out of the total of 54 questions.

- If someone does not pass, they can schedule to retake it within six months at no extra cost.

- The final screen of the exam shows the percent correct for each of the four multiple choice sections.

Cost of
CDPA Exam

- The CDPA™ exam costs $450 USD, which includes two attempts, if needed.

- For those who have taken the two CDPA™ courses and want to purchase the exam separately, the exam costs $225 USD, which includes two attempts.

- When the CDPA™ training is purchased as a package, the exam fee is included at no extra cost.

No Expiration
of Certification

- The CDPA™ certification does not expire since passing the CDPA™ exam demonstrates mastery of advanced principles of user experience design.

- Upon passing the CDPA™ exam, successful test-takers will receive:

  - An authenticated PDF certificate.

  - An icon with their name and CDPA™ number

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To find out more, email us on
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visit our website **www.hfi.training**