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Certified User Experience Analyst (CXA)™

Exam fact sheet

Certified Usability Analyst (CXA)™ Exam Overview

- The CXA™ is the premiere advanced credential for User Experience (UX) practitioners, demonstrating their mastery of higher-level concepts in the UX field.
- HFI Training launched the CXA™ exam in 2011

Purpose of the CXA™ Exam

- The goal of the CXA™ exam is to assess an individual's knowledge and skills. It is not designed to serve as a final examination for the CXA™ courses.
- The CXA™ 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 CXA™ 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 - 30%
- Application of persuasion engineering techniques - 20%
- Strategy and innovation - 20%
- Institutionalization of UX within organizations - 30%

Benefits of the CXA™ Designation

- The CXA™ designation validates that practitioners possess a common set of skills in UX design, with the ability to apply persuasion engineering methods to design problems, create ecosystem models, think strategically about new product and service innovations, and understand how to structure a mature UX practice.
- CXAs have a shared set of techniques and vocabulary to analyze UX design challenges in terms of trends, models, market position and channels, persuasion strategies, and to apply best practices for institutionalizing UX to help increase competitiveness and reduce risk.

Prerequisites

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

CXA™ Exam Format

- There are a total of 100 multiple-choice questions, with four available response options.
- 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.
- Those who have the best chance of passing the exam on the first attempt typically have:

- Several years of practical experience in UX design
- Prepared for the exam by organizing their materials
- Conducted a review of the concepts individually by themselves or in a group
- Formulated a strategy for taking the exam
- Attended all of the most recent CXA™ training courses

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.

Taking the CXA™ 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 100 questions.
- If someone does not pass, they can schedule to retake the exam within six months at no extra cost.
- The final screen of the exam shows the percent correct for each of the four sections.
- The assessment result at the bottom of the screen is the overall score for the exam.

Cost of CXA™ Exam

- The CXA™ exam costs $900 USD, which includes two attempts, if needed.
- For those who have taken all four CXA™ courses and want to purchase the exam separately, the exam costs $450 USD, which includes two attempts.
- When the CXA™ training is purchased as a package, the exam fee is included at no extra cost.

No Expiration of Certification

- The CXA™ certification does not expire since passing the CXA™ exam demonstrates mastery of advanced principles of user experience design.
- Upon passing the CXA™ exam, successful test-takers will receive:

- An authenticated certificate, sent by postal mail.
- The date of their CXA™ designation in the HFI online CUA directory.

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To find out more, email us on
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