



# **Become a Certified Usability Analyst™**

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## The advantages of becoming a Certified Usability Analyst:

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Usability is more and more critical to online success but most working professionals have no formal training in it. That's why a growing knowledge of usability gives you a key professional advantage. But how do you gain the skills needed to excel in user experience design and validate your abilities? Become an HFI Certified Usability Analyst (CUA).

- You will be credentialed by a world leader in software usability and consulting.
- You will increase user satisfaction with your company's products and designs.
- HFI certification will help you become a recognized usability authority within your company.
- HFI certification will help you progress in your career path.

## The Process:

### Become HFI Certified

Certified Usability Analysts pass an examination demonstrating their mastery of the fundamental principles of user-centered design. The following HFI courses provide a solid foundation in this knowledge. You can take the certification exam without taking these courses.

### Course 1

#### User Experience (UX) Foundations (2-day course)

Learn to apply key understandings about human vision, intellect, memory, and motor functions—which underlie the thinking of every skilled UX professional—directly to design decisions.

### Course 2

#### User-Centered Analysis and Conceptual Design (3-day course)

In this course, you'll learn methods and concepts to analyze user-centered requirements—the foundation for designing user-centric interfaces, applications, and websites.

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## Course 3

### The Science and Art of Effective Web and Application Design (3-day course)

Designing intuitive and effective user interfaces is both science and art. It involves implementing user-centered requirements into usable designs, integrating the focal points of visual design, and also being aware of how website and application design strategies differ and overlap. Learn how to apply research-based and field-tested web and application design principles and methodologies to create usable and effective interfaces.

## Course 4

### Practical Usability Testing (2-day course)

This course provides practical usability testing techniques—ranging from simple paper prototype tests to cutting edge remote testing—for the entire interface design life cycle to accurately predict how users will experience your applications.

## Examination

Upon successful completion of the exam, Certified Usability Analysts receive a certificate, a digital badge and are listed in the CUA Directory on HFI's website.

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## Our Certifications

### CUA™

#### Certified Usability Analyst

Online (Live Instructor-Led  
Virtual Classroom Training)  
**10 Days / 80 Hours**

This certification is a renowned program designed to equip individuals with the knowledge and skills needed to create user-centered designs. Focuses on usability testing, evaluation techniques, and user research

#### Benefits

- Get certified by the world's leading user-centered design firm
- Gain recognition as a usability authority within your company
- Grow and progress in your UX career path
- Know how to help your company enhance the user experience of its products and services

### CXA™

#### Certified User Experience Analyst

Online (Live Instructor-Led  
Virtual Classroom Training)  
**10 Days / 80 Hours**

#### Benefits

- Gain recognition as an advanced UX practitioner
- Know how to motivate users to engage and convert using persuasion engineering strategies
- Get strategic knowledge to balance engaging user experiences with fulfilling corporate goals using persuasive design architecture
- Gain insights into how to look beyond the individual to the entire ecosystem while applying new product ideation and digital strategy
- Get detailed information about setting up a mature UX practice and institutionalizing customer-centricity into your organisation's culture

### CDPA™

#### Certified Digital Persuasion Analyst

Online (Live Instructor-Led  
Virtual Classroom Training)  
**5 Days / 40 Hours**

Ideal for marketers (digital, mobile, content), social media managers and product managers to complement mastery of CRO, web analytics, SEO and branding

#### Benefits

- Learn persuasion tools and techniques such as scarcity, social proof and hyperbolic discounting to influence customer behavior
- Know how to apply human psychology principles to create compelling and persuasive design architectures and dramatically increase conversion
- Get recognized as an advanced marketing practitioner in digital channel design

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## Onsite Training

If you are looking to upskill your team in a specific area in UX and if the team size is 10 or more, we offer our training at your location. What you gain

### What you gain

- Specific job skills that your team requires, reinforced via hands-on exercises to maximize the learning experience
- Focused instruction on the topics and examples that are most relevant for your company
- Potent insights from HFI's client experiences as our instructors are also UX consultants who bring real-world examples into the classroom

For more details  
please write to [outreach@hfi.training](mailto:outreach@hfi.training)