Become a Certified Digital Persuasion Analyst (CDPA)™

Today, marketing professionals are being asked to apply principles of psychological influence and behavioral economics to the design of digital channels. Marketing effectiveness hinges on being skilled in these principles, even if design is not your primary job function.

Persuasion engineering tools and research-based insights are taught in HFI's two courses that make up the CDPA training, PET Design and The PET Architect. You also learn how to guide your design team to achieve marketing objectives using PET principles.

The advantages of becoming a Certified Digital Persuasion Analyst:

- You will be credentialed by a world leader in compelling user journeys leading to conversion.
- CDPAs have the skills to help organizations obtain desired outcomes.
- HFI certification helps you become a recognized usability authority on persuasion engineering within your company.
- HFI certification helps you progress in your career path.

The Process:

Become HFI Certified

Certified Digital Persuasion Analysts pass an examination demonstrating their mastery of the fundamental principles of persuasion engineering. The courses below provide a solid foundation in the knowledge needed to become a CDPA. You can take the exam without taking these courses.

Course 1

How to Design for Persuasion, Emotion and Trust (PET Design™) (3-day course)

Learn to develop persuasive strategies and implement research-based methods throughout the design process to make your website, product or application more trustworthy and convincing. Deepen relationships with your customers by learning how they make decisions that lead to conversion.

Course 2

The PET Architect (2-day course)

Learn to apply the PET perspective to strategy, innovation and application design and lead your UX practice into advanced information architectures. Give users an engaging user experience while fulfilling corporate goals for customer conversion.

Examination

Upon successful completion of the CDPA exam, Certified Digital Persuasion Experience Analysts receive a certificate and a digital badge.

Our Certifications

CUA™

Certified Usability Analyst

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

Foundational certification for those embarking on their UX career and those who want to certify their mastery of UX principles.

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

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**

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