

The PET* Architect

*Persuasion, Emotion, Trust

HOW TO ENGINEER PERSUASION AND ENGAGEMENT INTO STRATEGIES, INNOVATIONS, AND ONLINE APPLICATIONS

2 day course

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The PET* Architect

*Persuasion, Emotion, Trust

Why take this course?

This class is the most advanced of the HFI Certified User Experience Analyst™ series. It reveals core insights that coordinate methods for crafting an optimal user experience. The goal of the class is to make you an architect of emotion, engagement, conversion, and retention.

What you'll learn

- › Build on your PET design knowledge to become an expert in PET Structures.
- › Apply the PET perspective to strategy, innovation, and application design.
- › Lead your UX practice beyond the basics of Information Architectures and detailed design.
- › Lead your organization to success in customer conversion, whether eCommerce, government, non-profit, financial institution, or pharma.
- › Take full advantage of persuasion design in your website architecture.
- › Design persuasion flow based on a core PET meme.

Prerequisites

Before taking this course participants should have taken the HFI course *How to Design for Persuasion, Emotion, and Trust (PET design™)* and should understand the persuasion engineering tools described in the HFI PET Design course.

Who should attend

This course is recommended for user experience professionals who would like to advance their skill set to cover the higher level activities of persuasion engineering, innovation, and strategy. This course will also be useful for strategy, marketing, and innovation professionals who have an interest in user experience.

What you get

- › A comprehensive student manual
- › Workbook and resource guide including:
 - Course exercises
 - Glossary

Format

This is a two-day instructor-led course. There is extensive discussion and interactive work involved.

Course Objectives

At the end of this class you should be able to...

-
- › Understand the criticality of persuasion, emotion and trust (PET design™) in the design of market strategies, product innovations, and application designs.
-
- › Create a “Core PET MEME” that:
 - a. is tuned with executive intent
 - b. is tuned with deep PET analysis insights
 - c. is practical to transmit
 - d. provides the focus for your overall PET strategy
-
- › Apply PET tools to the Core PET Meme
-
- › Evaluate and improve a “Persuasion Flow”
 - a. Center on your Core PET Meme
 - b. Select effective, synergistic, and practical methods
 - c. Ensure momentum
 - d. Ensure final conversion
 - e. Embellish with PET triggers
-
- › Build in customer retention methods (sustained relationships)
 - a. Pain control
 - b. Habit
 - c. Engagement and commitment
-
- › Apply PET Architecture Methods to:
 - a. market strategies
 - b. new product and service innovations
 - c. application and web site designs

“With this course you can structure persuasion strategies that attack whole markets, create innovative offerings, and ensure the success of applications. This is the deepest and most powerful capability of the user-experience analysis.”



Eric Schaffer,
PhD, CUA, CXA, CPE
CEO and Founder

Course Outline

The PET Architect

1 The Cost of Persuasion Vacuum and Persuasion Clutter

Without PET design we rely on the fantasy that the facts alone will convert. Without a persuasion architect, methods snowball and snarl into an ineffective and trust-busting mess. A PET Architect's value is orchestrating the approach from a deep level and then ensuring alignment through detailed design. This first module explores these issues as a foundation for the remainder of the course.

2 Fit into Your SDLC (Software Development Life Cycle)

The PET Architect must know how and when to engage with the SDLC if PET is to be an integral part of a system's User Experience. We review the work stages we go through in PET (Research, Evaluation, Strategy and Design) as a precursor for considering where we place PET work in a typical SDLC methodology. We resolve any questions on fit into your SDLC environment.

3 The PET Research Difference

PET work is based on research providing objective evidence as a foundation for building a successful PET strategy. You will learn the "do's" and "don't's" of conducting PET research, the importance of PET interviews and how to present the results of a PET analysis. You will practice interpreting PET research results and will understand why strategic PET thinking trumps tactical, simplistic attempts at persuasive design.

4 Getting to the PET Theme

The first major step towards the PET strategy is to identify a PET theme from analysed PET data. You will learn our eleven guidelines for what makes a good theme. You will then practice taking this crucial first step; identifying your own theme for a PET Strategy practice example. You'll be building on this theme to develop your practice example during the next several course modules.

The Core PET Meme

5 Listening for the Frame

We review what we mean by framing in PET and explore how we might use a range of contrasting frames that resonate with different audiences in different domains. You'll learn what makes a great frame as well as ways in which you can re-frame information to change its persuasive impact. You will then progress your practice example by finding the right frame for your PET Theme.

6 Deriving a Core PET Meme

Anyone can make up a Core PET Meme. But few can make one that systematically works. In this module, we introduce the idea of the meme in PET. You will learn what makes a great Core PET Meme and how that provides a sharp focus for your PET strategy. You will then create a Core PET Meme as your practice example's next step.

The Core PET Meme

The Core PET Meme ensures a focused message to the customer that will resonate with their deep beliefs and feelings. The entire persuasion effort is given focus by this meme.

Course Outline (continued)

7 PET Tools for the Meme

PET tools must be applied strategically and systematically to avoid the danger of a trust-busting mess! In this module, you will learn to select PET tools systematically from your Job Aid that align with your Core PET Meme so as to enhance emotional drives and mitigate blocks. And you'll bring your practice example to its conclusion by strategically including PET tools within a persuasive design.

8 Presentation and Evaluation

How to convey the Core PET Meme. How to evaluate the meme with a checklist to eliminate likely failures.

The Persuasion Flow

9 The PET Flow

Engineering PET successfully requires understanding the user journey, how it unfolds over time, and where persuasion problems can occur along the way. In this module you'll learn about where PET flow can break down and how to use PET persona paths, ecosystem and a channels approaches in analysing PET flow. You will practice conducting an expert PET Flow Commentary for a typical persona path.

10 Adding Resonant Triggers

Getting users onto your website in the first place, keeping them there, converting them and getting them to come back for more are all goals for an optimised PET Flow. You will learn and practice how to add PET tools as resonant triggers to move users along each of these stages of the journey.

11 Customer Retention

Once users have become customers, they are "yours to lose." In this module, you will learn three key strategies for retaining your customers and will practice techniques for intrinsically motivating them to stay with you.

The Ultimate Practicum

During the practicum you will apply the material and methodology to practice PET architecture on a case study.

13 PET Strategy

Starting with Executive Intent and an existing PET Analysis, you will design the Core PET Meme understanding how this fits into the development of a market strategy.

14 Innovating Product Ideas

Starting from your Core PET meme you will recommend a concept for a new product or service, experiencing how the PET Architect contributes to a typical innovation methodology.

15 Incorporating PET into Site or Application Design

Starting from your concept, you will create the persuasion flow needed to ensure conversion and then retention. You will see how the *PET Structure* process overlays the classic user centered design methodology.

Our Guarantee of Your Satisfaction

Human Factors International, Inc. intends that all participants will benefit from the seminar. We offer the best possible training in this field. If at any time during the first day of the course a participant notifies the instructor of his or her desire to withdraw, he or she may leave and receive a full refund. There is absolutely no risk to the participants or their companies.

Register now!

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Certification

Advantages of HFI Certification

- › Get certified by the world's leading user-centered design firm and become a recognized UX authority
- › Help your company increase user satisfaction in products and services
- › Join CUA Central - exclusive online community for CUAs and CXAs
- › Achieve growth and progress in your career path

HFI offers two kinds of certification, each requiring an examination to demonstrate mastery. Moreover, HFI offers optional courses to help you prepare for each exam.

CUA Certification

Become a Certified Usability Analyst™ (CUA) with HFI's certification program. CUAs must pass an examination demonstrating their mastery in all key areas of interface usability. This certification is supported by the following courses:

- Course 1. User Experience (UX) Foundations
- Course 2. User-Centered Analysis and Conceptual Design
- Course 3. The Science and Art of Effective Web and Application Design
- Course 4. Practical Usability Testing

CXA Certification

The Certified User Experience Analyst™ (CXA) certification indicates advanced skills in persuasion, innovation, strategy, and institutionalization of UX. CUA certification is required to take the CXA exam. This certification is supported by the following courses:

- Course 1. How to Design for Persuasion, Emotion, and Trust (PET design™)
- Course 2. The PET Architect
- Course 3. Omni-Channel UX Strategy and Innovation: An Ecosystem & Future Modeling Approach
- Course 4. How to Support Institutionalization of a Mature UX Practice

“The certification served as a reinforcement for what I’m doing, so I am more confident in presenting a concept or design.”



Jim O'Brien –
Senior Interaction Designer
AutoTrader.com

“The training was great, very effective. Now, having been tested and certified by HFI, I have more confidence in addressing usability challenges.”



Chow Sok Mui Murie –
Senior Creative Consultant
NCS, Singapore

For more information:
www.humanfactors.com/certification

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Noah Schaffer
Executive User Experience
Strategist
PhD, CUA, CXA

A partial list of companies where we have taught Human Factors courses

- Agilent Technologies
- Airborne Express
- Ameritech
- AT&T Information Systems
- The BBC World Service
- Blue Cross/Blue Shield
- ChevronTexaco
- Cognizant Technology Solutions
- Deloitte Consulting
- dotMobi
- Ericsson Information Systems
- Ernst & Young
- FedEx
- Fidelity Investments
- General Motors
- Hewlett-Packard
- IBM
- Library of Congress
- McKesson HBOC
- MCI
- Metropolitan Life Insurance
- Motorola
- National Semiconductor
- Nextel
- Northern Telecom
- Pay Pal
- Prudential Life
- RBC Royal Bank
- SAP / SAP Norway

Onsite Training

If you have a group of people who would like to attend this course, please contact us to discuss having a private course at your company or hosting a public course.

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