

# The PET\* Architect

\*Persuasion, Emotion, Trust

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

**2** day course

[www.humanfactors.com](http://www.humanfactors.com)



**Human Factors**  
International

# The PET\* Architect

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## 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.

## Benefits

- › 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.

## Who Should Attend

This course is recommended for advanced User Experience staff, especially those who are working in the higher level activities of persuasion engineering, innovation, and strategy. This course will also be useful for strategy, marketing, and innovation staff assuming they meet the prerequisites.

## Format

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

## Prerequisites

Before taking this course participants must be able to apply the persuasion engineering tools described in the HFI course “*How to Design for Persuasion, Emotion, and Trust (PET design™)*”.

This includes:

- › Contrast principle
- › Deciophobia
- › High price equals good
- › The power of FREE
- › Social proof
- › Social learning
- › The power of people we like
- › Diffusion of responsibility
- › Scarcity
- › Reason for request
- › Overcategorization and correlation
- › Overestimation of big unlikely events
- › Rule of reciprocation
- › Divestiture aversion
- › Feel good
- › Priming and framing
- › Conditioning and association
- › Expectation
- › Cognitive dissonance
- › Pressure by of people we like
- › Obedience to authority
- › Psychological reactance
- › Momentum of “Yes”
- › Compliance laddering

## 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 is:
  - a. Tuned with executive intent
  - b. Tuned with deep PET analysis insights
  - c. Practical to transmit
  - d. Protected from mal-adaption
- › Create a projection of a Core Meme (phrase, behavior, image)
- › Create a “Persuasion Flow”
  - a. Center on your Core Pet Meme
  - b. Select effective, synergistic, and practical methods
  - c. Create core chains through an interaction
  - d. Ensure momentum
  - e. Ensure final conversion
  - f. Embellish with triggers
- › Build in customer retention methods (sustained relationships)
  - a. Pain control
  - b. Habit
  - c. Engagement and commitment
- › Apply PET Architecture Methods
  - 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, 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 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.
- 2 The PET Difference**

Learn how PET work benefits eCommerce, Finance, Government, and Non-Profit Organizations. Understand how the PET Architect role impacts strategy, innovation, and design projects.
- 3 Your Job as PET Architect**

The key deliverables: the "Core PET Meme" and the "Persuasion Flow Diagram." How these underlie the success of strategies, new offerings, and application designs.
- 4 Fit into Your SDLC (Software Development Life Cycle)**

Our recommended placement of PET Architecture work in the overall design methodology. We resolve any questions on fit into your environment.

## The Core PET Meme

- 5 Listening for the Core PET Meme**

Understand the range of Memes. How to extract the Meme. Seeing the PET Meme apart from behavioral and philosophical forms. Exploration into successful PET Memes (unidirectional, bidirectional, contrast).

- 6 A Solid Foundation for Design**

Anyone can make up a Core PET Meme. But few can make one that systematically works. The framework of executive intent and PET Analysis.
- 7 Deriving a Core PET Meme**

How to look at deep connection, relationship with other drives and blocks, replication, and danger of mutation, and derive a core PET meme.
- 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 Unfolding Through Time**

Understand the Persuasion Flow Diagram. Review of models of general persuasion flow (actually there IS no general persuasion flow so we cover how to create one). Common models of persuasion that generally work.
- 10 Creating a Core Persuasion Flow**

Linking a persuasion flow to a task analysis. Deriving a model of persuasion for your application. Creating and evaluating exemplars to refine the core persuasion flow.

### 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.

## 11 Adding Resonant Triggers

Evaluating the need for additional triggers. Identify key points critical to conversion.

## 12 Customer Retention

Eliminate relationship breakers. The radically different approach of habit formation. Habits that are hard to break. Contrasting habit with engagement and commitment.

## The Ultimate Practicum

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

## 13 Strategy

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

## 14 Innovation

Starting from a Core PET meme you recommend concepts for new products and services. We will see how the PET Architect contributes to the normal innovation methodology.

## 15 Site or Application Design

Starting from a concept, you create the persuasion flow needed to ensure conversion and then retention. We 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.*

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## Certification

### 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 software usability. This certification is supported by the following courses.

- Course 1. User-Centered Analysis and Conceptual Design
- Course 2. The Science and Art of Effective Web and Application Design
- Course 3. Practical Usability Testing
- Course 4. Putting Research into Practice

### CXA Certification

The Certified User Experience Analyst™ (CXA) certification indicates advanced skills in persuasion, innovation, strategy, and institutionalization of UX. This field 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. Design for The Big—User-Centric Innovation and Strategy
- Course 4. How to Support Institutionalization of a Mature UX Practice

### Advantages of Certification

- › Get certified by the world's leading user-centered design firm
- › Become a recognized usability authority within your company with inclusion in HFI's official CUA directory
- › Join CUA Central—the online community of CUAs
- › Gain skills to help your company increase user satisfaction in products and services
- › Achieve growth and progress in your career path

“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/training/certification.asp](http://www.humanfactors.com/training/certification.asp)

## Featured Instructors



Eric Schaffer, PhD, CUA, CPE



April McGee, MS, CUA



Mary Michaels, MBA, CUA



Noah Schaffer, PhD, CUA

### 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
- Social Security Administration
- Standard Bank SA
- Vodafone
- Wipro technologies

### 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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