



Persuasive Design

Persuasive design can have a massive impact on your business. Applying the evidence-based principles of Persuasive Design in conjunction with Experience Strategy, Interaction Design and Visual Design can increase your conversion KPI by 40 to 400%.

Whether you are a designer, a CEO, strategist, product lead, or e-commerce start-up, this hands-on course will provide you with tactical how-to's that you can start to implement immediately and see results overnight.

COURSE OPTIONS



Live Virtual
1-Day



In-person
1-Day

WHAT YOU WILL LEARN...

- How to identify and apply visual psychology principles to enhance usability
- How to apply the principles of persuasive design and behavioural economics in experience design
- How to apply techniques that enhance emotional engagement and contribute to effective visual storytelling
- The importance of typography, copy, visual hierarchy and narrative in developing a clear user journey

WHO SHOULD ATTEND?

We assume little awareness of the user experience or usability field. The courses are not focussed on how to use specific software applications like Photoshop, XD, Figma or Axure.

COURSE OUTLINE

INTRODUCTION

- The experience thinking process
- Where to introduce design strategy, behavioural economics and persuasive design so it can be tracked for success
- What is persuasive design (as well as behavioural economics, design psychology) and why does it matter?
- How does it impact behaviour and engagement?

POWER PLAYERS: GESTALT, MILLER, FITTS, HICKS

- Gestalt psychology: overview and review of top principles for this area (law of proximity, law of similarity, law of continuation)
- Miller's Law, Fitt's Law, Hick's Law
- How these principles can be applied to increase KPI conversion rates and engage users

DESIGNING FOR BEHAVIOUR CHANGE: TOP STRATEGIES AND TACTICS IN PLAY

- The ethics of persuasion in design
- Top 15 tactics in action: review of strategies applied across web and product design

DESIGNING FOR EXPERIENCES

- Visual storytelling and emotional design
- Visceral, behavioural and reflection levels of design

KEY LEARNINGS

This hands-on course will provide you with tactical how-to's that you can start to implement immediately and see results overnight.

75%
Theory

25%
Practical

CERTIFICATION

Persuasive Design is a course within the following certification streams if finished within two years of the initial course:



User Experience
Designer

COURSE DETAILS

DELIVERY OPTIONS

In-person or Live Online

1-day, 9:00am – 4:30pm

Course includes a one-hour lunch break.

COURSE MATERIALS

In-person

Participants receive a printed course booklet

[A laptop is not required for this course.](#)

Live Online and Self-paced

Access to our Learning Management System

REGISTRATION

Visit our website for our prices and registration
www.akendi.com/ux-training.

[Akendi reserves the right to cancel a scheduled training session up to five business days prior to the training if a minimum class size of four participants has not been attained.](#)

LOCATIONS

In-person training courses are delivered in Toronto, Ottawa, and Montreal, CAN, and in London, UK.

Check our website for an up-to-date schedule.

Custom training with flexible locations are available upon request. Ask us for more details!

Register today!

www.akendi.com/ux-training

CUSTOM TRAINING AVAILABLE

Akendi offers customised training courses designed to fit your organization's specific needs.

Contact us at training@akendi.com for more information.