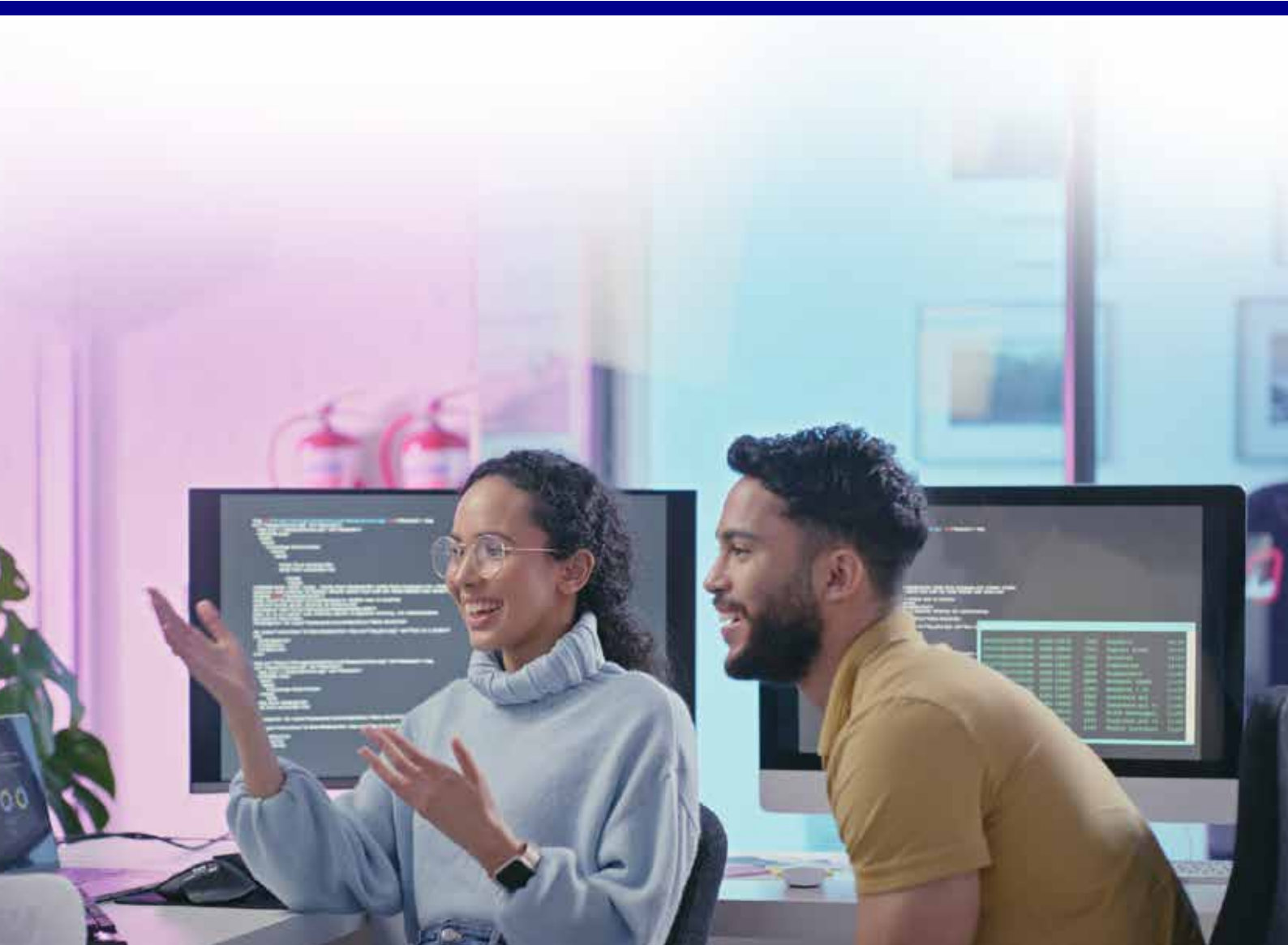




भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi



Advanced Certification Programme in Persuasive UX Strategy

6 Months | Starts 7th January, 2024 | Live Online Lectures

Enhancing User Experience with Effective Persuasion

User Experience (UX) strategy has become a cornerstone in the digital landscape, shaping the way individuals interact with products and services online. The marriage of UX and persuasion techniques creates a potent force known as Persuasive UX Strategy. This dynamic approach aims to influence user decisions, fostering meaningful connections between users and digital offerings. As the digital realm expands in India, the integration of Persuasive UX Strategy is poised to revolutionise the user journey.

'The Global User Experience (UX) Market Size was estimated at \$465 million in 2021 and is projected to reach \$1,346 million by 2028, exhibiting a CAGR of 16.40% during the forecast period.'

Source: Globenewswire

Understanding Persuasive UX Strategy

Persuasive UX Strategy synergises the principles of UX design with psychological tactics to guide user behaviour. It employs nuanced techniques to nudge users towards desired actions while retaining user-centricity. It involves crafting interfaces that resonate with users' cognitive and emotional triggers, encouraging them to engage, convert, and return.

Stats at a Glance



According to NASSCOM, the Indian UX design industry is expected to reach \$9 billion by 2025, with a growth rate of 20%.

Source: cxotoday.com



Over 759 million 'active' internet users in India as of 2022.

Source: The Financial Express



Indian e-commerce market to reach \$163 billion by 2026.

Source: The Hindu BusinessLine



Fintech transaction value estimated to reach \$135.2 billion in 2023.

Source: Business Today

Crafting Digital Experiences with Impact

In India's digital landscape, Persuasive UX Strategy stands as a catalyst for transformation, propelling businesses to forge deeper connections with users. As the realm of user experience continues to evolve, this strategy serves as a bridge between design and psychology, revolutionising how users interact with digital offerings. With a harmonious fusion of art and science, Persuasive UX Strategy is poised to shape the future of user experience in India and beyond.

The Advanced Certification Programme in Persuasive UX Strategy, offered by IIT Delhi, is a cutting-edge initiative designed to equip UX management professionals with the skills and knowledge required to master the art of persuasive user experience design. This immersive programme delves into the intersection of UX design and psychological persuasion techniques, preparing participants to create digital interfaces that not only engage users but also guide their decisions.



Advanced Certification Programme in Persuasive UX Strategy

Programme Highlights



Assignments thread together to create the project and portfolio, with personalised feedback and in-person discussions as needed.



Live demonstrations, UX lab visit for neurophysiological data collection and analysis.



Course zooms in and out from UI-level to business-level thinking, facilitating business thinking along with detailed design thinking.



6 extra weeks for willing participants, covering spillovers, doubts, visits, discussions, and assignment submissions/resubmissions.



Deep scientific theories along with practical recent examples in persuasive sciences will be shared for an easy grasp of the subject matter.



Plenty of resources for self-learning will be shared with the participants to deepen their hold on the subject matter in their spare time.



Doubt clearing session on Sundays (11:00 am).



Invited guest lectures from top academic institutions and UX industries to cover the role of brand in UX.

Who Should Attend?

- Professionals working or aspiring for a role as a UI/UX designer
- Professionals working in the IT Industry who want to upgrade their skills from Visual Design/UI Design and Engineering to User Experience Design
- Top-level and mid-level UX team managers

Learning Outcomes

After completing this programme, the participants should be able to:



Strategically infuse psychological persuasion techniques into UX design, fostering a deeper understanding of user decision-making processes.



Master the art of designing interfaces that align with users' cognitive processes, enhancing usability and engagement.



Utilise data analysis to refine persuasive UX strategies, ensuring continuous improvement based on user behavior insights.



Acquire skills to communicate persuasively within UX teams, facilitating collaboration and a shared understanding of design objectives.



Showcase their ability to apply persuasive UX strategies across real-world scenarios, solidifying their expertise in the field.

Programme Curriculum

WEEK 1 to 4

- Business of UX, UX Roles and Skills
- "Introduction to Research Methods in UX and Live Demonstration of Research Methods"
- "Role of Brand and UX in Online Decision Process"

WEEK 5 to 8

- Analysis methods in UX Research
- Usability, UX and CX, Role of UX in Product Design and Service Design
- Generating Design Insights from Data
- Creating UX Strategy from Research Data

WEEK 9 to 12

- Introduction to Science of Persuasion and its role in consumer decisions
- Role of Persuasion in UX, strategy and ethics of persuasion
- Detailed Discussions on the Persuasion Tools and their Applications
- Creation of User Interfaces matching the Persuasive Strategy

WEEK 13 to 16

- Introduction to Evaluation Methods in UX Strategy Design and their Live Demonstration
- Measurement of Return on Investment from UX Strategy
- Cultural and legal issues in the UX design and testing process
- Live Demonstration of Advanced Test Methods in UX using eye trackers, EEG and GSR

WEEK 17 to 20







- UX process for AR/VR and MR
- Development of Organisational Culture in UX Strategy and Design
- UX Skilling Domains, Team Work and Recruitment Strategies
- Portfolio Creation and Presentation

Programme Curriculum

WEEK 21 - 26

- Capstone Project, Spillover Discussions, Lab Visits and Presentations.

Tools

• Figma	 Figma
• Morae	 Morae
• iMotions	 IMOTIONS
• NVivo	 NVIVO
• Atlas Ti	 ATLAS.ti QUALITATIVE DATA ANALYSIS
• Optimal Workshop	 OPTIMAL WORKSHOP

UIUX Assignment & Task Details

Assignment Name	Xpected time on assignment	Evaluation Weightage
• Qualitative Interview	4-6 hours	5%
• Data Analysis	4-6 hours	5%
• Strategy Development	6-8 hours	7.50%
• Persuasive Designs	6-8 hours	7.50%
• Evaluation of Strategy	6-8 hours	7.50%
• Design Iterations	8-12 hours	7.50%
• Portfolio	10-12 hours	10%
• Capstone Project*	40-50 hours	50%
• MCQ Exam		50%

** Participants will have the choice of either being evaluated for all the assignments above separately or merge them together into the capstone project and take extra 6 weeks*

Roles and Career Paths in UX Design Field

- **UX Strategist:** UX Strategists focus on aligning user experience with overall business goals. They analyse market trends and user insights to create a strategic plan for product or service design.
- **UX Designer:** UX Designers are responsible for creating the overall look and feel of a product or service. They design user interfaces, wireframes, and prototypes to ensure a seamless and user-friendly experience.
- **Product Designer:** Product Designers work on the entire product experience, including its functionality, aesthetics, and usability. They collaborate with cross-functional teams to ensure the product meets user needs.
- **UX Researcher:** UX Researchers conduct user research to gather insights about user behaviour and preferences. They use various methods like interviews, surveys, and usability testing to inform design decisions.
- **Content Strategist:** Content Strategists focus on the creation and management of content within a product or website. They ensure that the content aligns with the user's needs and the overall user experience strategy.

Programme Details



Eligibility

Any graduate with at least 1 year of work experience

Diploma Holders can also apply subject to approval from IIT Delhi



Duration

6 Months

200+ Hours of learning

- 80 hours of live online learning
- 80 hours self-paced
- 30 hours of capstone project
- 20+ hours of campus immersion



Delivery

Live Online Sessions delivered

Direct to Device (D2D)



Class Schedule

- Every Saturday - 9:00 a.m. to 1:00 p.m. with breaks in between

Recording of live lectures will be available post 6 months of program completion date



Campus Immersion

2-5 days campus immersion (optional)

**The campus immersion is planned during the final three months of the programme.*



Admission Criteria

Selection based on application review



Evaluation

- 60% - End of programme MCQ-based exam
- 30% - Assignments & projects
- 10% - Attendance



Certification*

- Candidates who score at least 50% marks overall and have a minimum attendance of 50%, will receive a 'Certificate of Successful Completion' from CEP, IIT Delhi.
- Candidates who score less than 50% marks overall and have a minimum attendance of 50%, will receive a 'Certificate of Participation' from CEP, IIT Delhi.
- The organising department of this programme is the Department of Design (DoD), IIT Delhi.



**Only e-Certificates will be issued by CEP, IIT Delhi for this programme.*

Programme Coordinator



DR. JYOTI KUMAR

Associate Professor,
Department of Design,
Indian Institute of Technology Delhi

<https://web.iitd.ac.in/~jyoti/index.html>

Dr. Jyoti Kumar has done his bachelor's from the Department of Design, IIT Guwahati. He has 4.5 years of industry experience and 12.5 years of academic experience. He did his PhD in 'cross-cultural user experience design' under the supervision of Prof. Pradeep Yamiyavar at IIT Guwahati. He holds the unique distinction of being in the first lot of B.Des graduates in the country and being the first full-time PhD in UX design. He started a UX lab at IITD which he has been successfully running since 2011. The lab has a unique state-of-the-art facility for neurophysiological assessments of user experiences using EEG, GSR, Pupilometry, and HRV. He has so far guided 11 PhD students and 82 M.Des projects. He has more than 110 international publications in peer-reviewed conferences and journals. He has taught UX design to over a thousand students at IITD and another thousand industry professionals from various parts of the world.

His core expertise is in strategic UX design. He has developed models to capture user motivations and link them to persuasive design architectures before reflecting them in UI designs. This whole process of strategic UX thinking requires sophisticated skills in UX designers which he is very passionate about helping individuals to develop.

Programme Fee

Particulars	Amount (₹)
Programme Fees	1,60,000
GST @18%	28,800
Total Fees	1,88,800

- All fees should be submitted in the IITD CEP Account only, and the details will be shared post-selection.

Note:

- Payment of fees should be submitted in the IIT Delhi CEP account only and the receipt will be issued by the IIT Delhi CEP account for your records.
- Easy EMI options available.
- Loan and EMI Options are services offered by TimesPro. IIT Delhi is not responsible for the same.

Instalment Schedule

Instalment	Instalment Date	Amount (₹)*
I	To be paid within 7 days of offer roll out	64,000
II	10 th February, 2024	48,000
III	15 th March, 2024	48,000

*GST@ 18% will be charged extra in addition to the fee.

Programme Timelines

Application Closure Date	26 th December, 2023
Programme Start Date	7 th January, 2024
Programme End Date	June 2024

APPLY NOW 



भारतीय प्रौद्योगिकी संस्थान दिल्ली Indian Institute of Technology Delhi



The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as the College of Engineering in 1961, the Institute was later declared an Institution of National Importance under the “Institutes of Technology (Amendment) Act, 1963” and was renamed as “Indian Institute of Technology Delhi”. It was then accorded the status of a Deemed University with powers to decide its own academic policy, conduct its own examinations and award its own degrees. Since its inception, over 48,000 students have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management and Humanities & Social Sciences.

For more details, please visit: www.iitd.ac.in

Continuing Education Programme (CEP)

Executive education is a vital need for companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs in the technological, business and regulatory landscape. Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या @IITD), enabling Virtual and Interactive learning for Driving Youth Advancement @IITD for Indian as well as international participants.

These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society and individual participants at national and international levels with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management.

For more details, please visit: <http://cepqip.iitd.ac.in>

3rd
in NIRF Rankings 2023
(Overall)

2nd
in Outlook ICARE Rankings
2023 (Engineering)

3rd
in QS World University
Rankings 2023 in India

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Off Western Express Highway,
Jogeshwari (E), Mumbai – 400 063, India.

For any feedback, please write to:
CEP, IIT Delhi at
contactcep@admin.iitd.ac.in

1800-120-2020
admissions@timespro.com
www.timespro.com



Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

Programme offered by Continuing Education Programme (CEP), IIT Delhi