

PET design™ Expert Review

Get concrete recommendations for improving the persuasiveness of your website to achieve your business goals. Complement traditional usability methods with HFI's research-based user experience design approach.



HFI's PET design Expert Review analyzes the **P**ersuasion, **E**motion, and **T**rust elements of your website. We provide recommendations to enhance the content, interactions, and design to create a more engaging user experience. This review benefits all types of websites, including: transactional, functional and informational.

What we do

- › Examine the purpose and goals of your website
- › Identify missed opportunities
- › Evaluate the persuasive flow of your site
- › Establish a strategy for persuasion
- › Offer concrete recommendations to enhance the PET elements of your site to engage and persuade your site visitors

Benefits

- › Get an objective research-based review of the persuasiveness of your website
- › Learn how to leverage emotion to drive a positive user experience
- › Increase the credibility of your site to earn the trust and loyalty of users
- › Clarify drives and motivators that lead to consumer persuasion
- › Remove blocks and barriers to customer engagement

Deliverables

Powerpoint presentation with specific and concrete tactical recommendations for improving the persuasiveness of your website to meet your business objectives

