

## Poor usability – Poor market acceptance

In today's world, digital products and services are both ubiquitous and indispensable. Despite this, we can all identify with a situation when we have encountered a user interface of software on a computer, smartphone, tablet or public digital terminal, such as a ticket machine, which we have found confusing and difficult to use.

A study by the consulting experts FLEISHMANHILLARD shows that the majority of users of new products, be it enterprise software, a consumer website or a mobile application, are frustrated or simply unable to use them effectively and efficiently because usability and user experience has been neglected.

### Why?

1. There is an insufficient number of usability and user experience specialists who are trained in usability according to international standards.
2. Usability and user experience specialists are consulted too late or not at all during product design and development.
3. New features are implemented without taking the actual user requirements into account. This has fatal consequences: The user experience suffers, the acceptance of the product decreases, and the expected market success is not achieved. This means significant time and money can be invested in developments which are of little benefit to end users.



Are you interested? For more information please visit our website at [www.uxqb.org/en](http://www.uxqb.org/en).



### UXQB – International Usability and User Experience Qualification Board e.V.

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### Better qualifications – Better recognition



## Certified Professional for Usability and User Experience (CPUX)

Curricula:



Certification:



Official partners:



[www.uxqb.org](http://www.uxqb.org)

## What is CPUX?

CPUX (Certified Professional for Usability and User Experience) is an international standard for qualification and certification of individuals who are professionally involved in developing or ensuring the usability and user experience of products.

*“As a senior product manager at a leading software manufacturer, the quality of use of the products developed by us has highest priority for me. Certified expertise in usability and user experience is an important component to achieve this.”*

Dominique Winter, Senior Product Manager, Buhl Data Service GmbH

CPUX is developed and maintained by UXQB, the User Experience Qualification Board which is made up of recognized international experts in the field. CPUX is recognized by a number of national professional associations in the usability and user experience area, including the German UPA, Swiss UXPA and the UXPA UK.

*“For me as a Usability Engineer for a leading IT service provider it is important that my clients and colleagues trust both my person and the quality of my work. The UXQB certificate is very important to build that trust.”*

Monika Gillessen, Usability Engineer, adesso AG

Through CPUX certification:

- You demonstrate that you understand the fundamental concepts of usability and user experience and are familiar with common terms used.
- You demonstrate that you possess internationally recognized knowledge of usability and UX. You ensure that your knowledge about usability and user experience is up to date.

For more information about the CPUX certification program, visit [www.UXQB.org](http://www.UXQB.org).

## Is CPUX certification relevant for me?

Absolutely! Foundation level certification (CPUX-F) is appropriate for anyone who wants to become familiar with the basics of usability, for example product managers, software developers and designers of all interactive systems that have a user interface. This includes software, mobile apps, websites and hardware such as consumer entertainment systems and medical devices. It is also appropriate for a range of stakeholders who may not directly be involved in the development lifecycle of products, such as Business Analysts.

Foundation level certification teaches you the fundamentals of usability and user experience and ensures you are familiar with common terms. This means you can have more productive discussions with UX professionals. Essentially, if you are asked “Do you speak usability?” you can confidently answer, “Yes!”.

Advanced level certification is suitable for usability professionals who want independent proof of their skills.

CPUX-F is a prerequisite for taking more advanced certifications, such as usability testing, user requirements engineering\*, interaction design & information architecture\* as well as managing the usability engineering process\*.

Increasing the usability of your products helps your product succeed in the market. In order to accurately measure the usability of a product, you must select an appropriate testing method. To make sure you are using the right usability evaluation method, and are applying them correctly, obtain one or more CPUX-certificates.

The certifications marked with an \* are in preparation

## How do I become certified?

To obtain the foundation level certificate (CPUX-F) you must successfully complete a 75-minute-long examination. The test includes 40 multiple-choice questions. You earn 1 point for each correctly answered question. You must score at least 28 out of 40 points to pass.

Here’s an example of a CPUX-F test question:

Question 31	3 correct answers	UXQB Code P.1.a (P.1)
Question: Which three of the following components are part of the user interface of a car?		
1 - Accelerator		
2 - License plate		
3 - Stick shift		
4 - Bumper		
5 - Tow bar		
6 - Carburetor		

More sample exam questions as well as the correct answers to this test question can be found at [www.uxqb.org/en](http://www.uxqb.org/en)

The test is conducted by an independent certification body that operates on the basis of ISO/IEC 17024, for example the International Software Quality Institute, [www.isqi.org](http://www.isqi.org). Trainers have no prior knowledge of the certification questions and are not involved in the test.

*“Every project manager in the IT industry needs to understand, what usability and user experience really means and how to take this into account in the project. For this purpose, the CPUX certification provides an important contribution.”*

Erik Panzram, Senior Project Manager, T-Systems International GmbH

Before taking the certification test, we recommend completing a training course offered by a recognized training provider. A list of recognized training providers can be found on UXQB’s website. Participation in a training course is not a requirement for taking the certification test. The relevant documents (curriculum and a complete set of sample test questions) as well as the test itself are freely available in English and German on the website.