
Professional Certificate in Human Factors in Product Design (Intermediate)

Why the Global Market is Paying a Premium for This Skill Set

Source: McKinsey Global Institute, World Economic Forum, OECD (2026)

Trend Driver | Why It Matters | Global Source

Rise of AI-driven products | Companies need specialists to ensure AI interfaces remain intuitive and user-friendly | McKinsey Global Institute

Post-pandemic digital transformation | Remote and hybrid work tools require human-centered design to reduce cognitive load | World Economic Forum

Inclusive design mandates | Regulatory pressures (e.g., EU Accessibility Act) are forcing brands to prioritize diverse user needs | OECD

Consumer backlash against poor UX | 73% of users abandon apps after three failed attempts; human factors training directly mitigates this | McKinsey Global Institute