

PRODUCT PSYCHOLOGY

CERTIFICATE



This is to certify that

Kate Andersen

has completed the *Product Psychology Masterclass*.

This course covers essential psychological principles to improve digital products and identify growth opportunities in an ethical and customer-centric way.

It allows graduates to understand user behaviors better, find gaps in digital experiences using the *B.I.A.S. Framework*, create delightful customer journeys aligned with business goals, and better communicate product decisions to rally teams and stakeholders.

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Dan Benoni

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