PRODUCT PSYCHOLOGY CERTIFICATE



This is to certify that

Francisco Garcia

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.

Montreal, Canada — March 17, 2022

Dan Benoni
Masterclass Instructor

Louis-Xavier Lavallée
Masterclass Instructor

