Assessment Requirements for SIRXECM003 Design an ecommerce site

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- document and design an interface for one ecommerce site that details:
    - site map
    - site architecture
    - wire frame
    - navigation
    - filtering
    - search functionality
    - shopping cart and payment gateways
    - optimisation across multiple devices
    - integration with existing systems and platforms
    - content requirements
    - branding requirements
    - communication and contact information
    - compliance with legal requirements
    - security requirements
    - platform capacity
- undertake site testing to review and report on site functionality of one ecommerce site.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- key aspects of ecommerce design:
    - site map
    - site architecture
    - wire frame
    - navigation
    - menu structure
    - filtering

- optimisation across multiple devices
- content requirements
- search functionality
- integration with social media and customer relationship management (CRM)
- integration with existing systems
- shopping cart and payment gateways
- security considerations
- retail and product branding requirements
- communication aspects
- legal requirements
- customisation considerations
- industry best practice in ecommerce design
- types of testing and role in ecommerce design
- common site development terminology related to ecommerce site design and usability
- interface specifications for ecommerce and their role in improved site usability
- customer buying preferences and how they impact site design
- design features to achieve usability and functionality
- site navigation structures and their features, benefits and limitations
- factors impacting ease of operation of a site:
  - navigation
  - site download time
  - time to download files
  - link accuracy
  - search functionality
- relationships between content and site design
- importance and application of consistency in content styling and design
- role of data analytics in informing website design
- website customer purchase flows and their significance in ecommerce
- methods for tracking and reporting on purchase flows
- role of an organisational content style guide in designing ecommerce sites.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- relevant documentation:
  - organisational policies and procedures related to site design

- organisational content style guide
- site performance data
- ecommerce sites for testing and review.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume Implementation Guides -
https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d