SIRXECM003 Design an ecommerce site

SIRXECM003 Design an ecommerce site

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to design the interface of an ecommerce site. It requires the ability to determine the needs of an ecommerce site, develop designs that enhance usability and appearance, and review site functionality.

This unit applies to individuals working in a diverse range of sectors and business contexts. They operate independently, under limited supervision from others, and are responsible for making a range of operational decisions.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Ecommerce

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Determine ecommerce site requirements.	1.1. Identify required features, capabilities and functionality of an ecommerce site.
	1.2. Identify best practice site design and use benchmarking to inform ecommerce site design.
	1.3. Identify opportunities for the integration of existing systems and procedures.
	1.4. Investigate design and technology options available to maximise site usability and functionality.

2. Design a user centred interface.	2.1. Obtain and review organisational style guide to inform site design.
	2.2. Design site map and wire frame to create optimal user experience, functionality and product exposure.
	2.3. Select metadata that allows for search engine optimisation.
	2.4. Plan for ecommerce functionality and optimisation across multiple devices.
	2.5. Ensure consistency of design with organisational style requirements and make any required amendments.
	2.6. Seek feedback from relevant personnel and make amendments to site design based on feedback.
	2.7. Communicate site designs to web and content developers.
	2.8. Adjust designs based on recommendations from web and content developers.
3. Review site usability.	3.1. Test interface to ensure functionality across multiple devices and make adjustments to improve functionality.
	3.2. Review site navigation and usability and make adjustments to usability.
	3.3. Perform testing and amend written content based on results.
	3.4. Continuously monitor site usability and make any required updates.

Foundation Skills

FOUNDATION SKILLS

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	• interpret technical and complex ecommerce terminology.
Technology skills to:	• navigate ecommerce platform control panels.

Unit Mapping Information

No equivalent unit

Links

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