



**Australian Government**

# **Assessment Requirements for BSBMKG420 Create digital media user experiences**

**Release: 1**

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## Modification History

| Release   | Comments   |
|-----------|--|
| Release 1 | This version first released with BSB Business Services Training Package Version 2.0. |

## Performance Evidence

Evidence of the ability to:

- document objectives and characteristics for digital engagement
- identify and classify digital users and engagement patterns
- create schematic(s) of user journeys
- select mode, type and form of digital interventions in user experience
- write digital user stories
- interpret legislation, regulation and policy as applied to creating user experiences
- interact with digital users 'on-brand' in real time
- evaluate digital data to identify performance exceptions.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

## Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- list the types of digital experience based on current technology
- explain how legislation and policy impacts on user experience design
- compare user types, their digital journeys, and common characteristics
- list common events and methods used for intervention in digital journeys
- demonstrate usage of common industry analytics tools applied to user experience data.

## Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the marketing communications field of work and include access to:

- relevant legislation and regulations

- communications equipment and technology
- relevant workplace documentation and resources
- case studies, or where possible, real situations
- industry software packages and apps (where applicable).

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

## **Links**

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>