



**Australian Government**

# **BSBMKG420 Create digital media user experiences**

**Release: 1**

## BSBMKG420 Create digital media user experiences

### Modification History

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

### Application

This unit describes the skills and knowledge required to create digital user experience for application within the context of marketing communication.

It applies to individuals working in a variety of marketing communication occupational roles who have responsibility for developing and implementing client solutions within the digital communication space. Individuals may work separately or as part of a multidisciplinary team.

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

### Unit Sector

Business Development – Marketing

### Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Specify intent	1.1 Document objectives for digital engagement 1.2 Specify characteristics of product, brand or organisation 1.3 Identify and work within legislation, regulation and policy frameworks relevant to digital user experiences
2. Classify users and conversation types	2.1 Classify users according to engagement patterns, socio-economic, and digital platform characteristics 2.2 Identify user and conversation types from data analysis of similar known user experience journeys 2.3 Draw schematics to represent typical conversation types based on device, platform, client and user intent

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
3. Profile user journeys and interventions	<p>3.1 Identify and document the digital enclaves and engagement patterns of users</p> <p>3.2 Nominate and classify points of digital contact with client product, brand or organisation</p> <p>3.3 Model an atypical user journey</p> <p>3.4 Select location, style and triggers for intervention in the user journey</p>
4. Design engagement opportunities and events	<p>4.1 Develop user stories from multiple perspectives that promote positive engagement</p> <p>4.2 Design digital and/or analogue events that stimulate user engagement and enhance the experience</p> <p>4.3 Ensure user interface design meets user, brand, product and organisation style and expectations</p> <p>4.4 Establish performance indicators for user experiences and engagement</p>
5. Converse, monitor and respond to users	<p>5.1 Facilitate real time interaction with users according to design</p> <p>5.2 Monitor user engagement using relevant digital tools and techniques</p> <p>5.3 Respond to users within relevant performance indicator parameters</p>
6. Review and evaluate user experiences	<p>6.1 Collate digital data on user experience journeys</p> <p>6.2 Moderate data to identify exceptions from expectations</p> <p>6.3 Document issues and recommendations to improve further user experiences</p>

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

<b>Skill</b>	<b>Performance Criteria</b>	<b>Description</b>
Reading	1.3, 2.1-2.3, 3.1	<ul style="list-style-type: none"> <li>Identifies and analyses complex texts to determine legislative, regulatory and business requirements</li> <li>Reviews reported information to categorise user</li> </ul>

		groups, build understanding and improve practices
Writing	1.1, 1.2, 2.3, 3.1-3.3, 4.1, 4.2, 6.3	<ul style="list-style-type: none"> <li>• Researches, plans and prepares documentation using format and language appropriate to context, organisational requirements and audience</li> <li>• Creates materials to positively engage users</li> </ul>
Oral Communication	5.1, 5.3	<ul style="list-style-type: none"> <li>• Participates in discussions using listening and questioning to elicit the views of others and to clarify or confirm understanding</li> </ul>
Numeracy	2.2, 2.3, 3.1, 6.1, 6.2	<ul style="list-style-type: none"> <li>• Evaluates and uses data to create visual representations of the user experience to communicate effectively with a range of audiences</li> </ul>
Navigate the world of work	1.3, 4.3, 5.3	<ul style="list-style-type: none"> <li>• Develops, monitors and modifies organisational policies and procedures in accordance with legislative requirements and organisation goals</li> </ul>
Interact with others	5.1, 5.3	<ul style="list-style-type: none"> <li>• Selects and uses appropriate conventions and protocols when communicating and interacting with digital users</li> </ul>
Get the work done	1.1-1.3, 2.1-2.3, 3.1-3.4, 4.1-4.4, 5.1, 5.2, 6.1-6.3	<ul style="list-style-type: none"> <li>• Plans, organises and implements own work activities that ensure compliance with organisational policies and procedures, and legislative requirements</li> <li>• Sequences and schedules complex activities, and monitors implementation</li> <li>• Applies understanding of users to create an experience that fulfils expectations, as well as organisational goals</li> <li>• Monitors and evaluates outcomes using digital tools to identify opportunities for improvement</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG420 Create digital media user experiences	Not applicable	New unit	No equivalent unit

## Links

Companion Volume implementation guides are found in VETNet -

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

