Assessment Requirements for BSBMKG524 Design effective 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:

- interpret client requirements to identify user experience expectations
- research user expectations
- develop performance measures for user experiences
- prepare data collection systems relevant to user experiences
- evaluate digital technologies to implement user experiences
- demonstrate expected user behaviour within a specific application
- use current industry tools to prepare and test a digital user experience application.

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 current digital technologies and platforms used to engage users
- compare common user usage patterns in the digital space
- explain consistent and intuitive user experience design
- describe the use of common industry tools to design and test user experiences.

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

PwC's Skills for Australia

- 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.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10