Australian Government

BSBMKG524 Design effective user experiences

Release: 1

BSBMKG524 Design effective 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 design a series of interactions between a user (individual) and a digital marketing implementation.

It applies to individuals working in a variety of marketing communications occupational roles who have responsibility for design of user experience where users engage with a product, brand or organisational story on various digital platforms.

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
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Establish metrics for user experience	1.1 Identify and review relevant client or organisational requirements for user experience 1.2 Research and document user expectations 1.3 Prepare key observable and measurable criteria for effective user experiences 1.4 Establish systems and processes to collect data on user experiences 1.5 Recognise and design experiences within current legislation, regulation and organisational policy
2. Specify interaction	2.1 Specify and prioritise features and information critical to the user

PwC's Skills for Australia

ELEMENT	PERFORMANCE CRITERIA
design	interaction
	2.2 Identify preferred technologies and platforms best suited to the interaction and user needs
	2.3 Define interaction patterns relevant to the context
	2.4 Establish interface behaviour relevant to the product, brand or organisation for identified platforms
	2.5 Provide designs to achieve consistent and intuitive experiences
3. Design user interfaces	3.1 Assess and evaluate existing user interfaces against design requirements
	3.2 Prepare site, application maps and content inventory
	3.3 Storyboard user transactions, navigation, access and egress options
	3.4 Prepare and review wireframes and mock-ups of user journeys across the relevant technologies and platforms
4.Test design	4.1 Establish an actual, prototype or virtualised test environment
	4.2 Model expected user behaviours against specified user stories
	4.3 Incorporate real-time user feedback where appropriate
	4.4 Revise metrics, interaction and interface designs based on testing to better meet requirements

Foundation Skills

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

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 1.5, 3.1, 3.4	• Identifies, analyses and evaluates complex textual information to determine organisational, legislative and regulatory requirements, as well as trends and user expectations
Writing	1.2-1.4, 1.5, 2.1-2.3, 2.5, 3.1-3.4	• Researches, plans and prepares documentation using format and language appropriate to context, organisational requirements and audience • Uses graphical representations and mapping to enable holistic visualisations of complex systems

PwC's Skills for Australia

Numeracy	1.4, 3.2, 4.4	• Establishes data systems and graphical schematics to capture, monitor, measure and test the user experience
Navigate the world of work	1.1, 1.5, 3.1	• Develops, monitors and modifies organisational policies and procedures in accordance with legislative requirements and organisation goals
Interact with others	2.5	• Selects and uses appropriate conventions and protocols when communicating with internal and external stakeholders to seek or share information
Get the work done	1.1-1.5, 2.1-2-5, 3.1-3.4, 4.1-4.4	• Plans and organises information and complex tasks in a logical sequence, effectively managing workload • Makes decisions by systematically analysing information, identifying and evaluating options against set criteria, and choosing most appropriate option • Uses understanding of digital world to create effective, relevant, user experiences

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG524 Design effective user experiences	Not applicable	New unit	No equivalent unit

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10