Australian Government

Assessment Requirements for BSBMKG534 Design effective digital 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 3.0.

Performance Evidence

Evidence of the ability to:

- set measurable indications of user experience by identifying and prioritising relevant impacting factors
- prepare data collection systems relevant to user experiences
- research and evaluate digital technologies to implement user experiences and determine the solution that is most aligned to identified user needs
- 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

The candidate must be able to demonstrate the following knowledge to effectively complete the tasks outlined in the elements and performance criteria of this unit, and to manage tasks and reasonably foreseeable contingencies in the context of the work role.

- Key features of existing and emerging digital technologies and platforms used to engage users
- Key features of common user usage patterns in the digital space
- Key features of consistent and intuitive user experience design
- Key uses of common industry tools to design and test user experiences
- Key features of relevant organisational strategies, policies and procedures
- Key features of relevant legislation.

Assessment Conditions

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

- relevant legislation and regulations
- communications equipment and technology
- relevant workplace documentation and resources, including relevant policies and procedures
- case studies or, where possible, real situations
- industry digital applications and platforms.

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