Australian Government

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.

Application

This unit describes the skills and knowledge required to design a series of effective digital interactions with individual users from a digital marketing perspective.

It applies to individuals working in a variety of marketing and communications occupational roles. These individuals generally have responsibility for design of user experience, where users are engaging 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. Set measurable indicators for user experience	1.1 Identify factors that impact on user experience in accordance with organisational strategies
	1.2 Research and document user expectations in accordance with organisational policies and procedures
	1.3 Create and document key observable and measurable criteria for demonstrating effective user experiences, clarifying with relevant personnel where necessary
	1.4 Establish systems and processes to collect data on user experiences in accordance with organisational policies and procedures, and relevant legislation

ELEMENT	PERFORMANCE CRITERIA
2. Design user interaction	2.1 Identify and document features and information critical to effective user interaction and list in order of priority
	2.2 Research new and emerging digital technologies and platforms that facilitate user interaction in a way that is relevant to the task
	2.3 Select most appropriate digital technology/platform in accordance with organisational policies and procedures and aligned to identified user needs
	2.4 Define interaction patterns and establish interface behaviour relevant to the product, brand or organisation for selected technology/platform
3. Design user interfaces	3.1 Assess and evaluate existing user interfaces against design requirements
	3.2 Devise and develop 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, assessing against organisational strategies and identified user priorities
4.Test user interfaces	4.1 Create 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 available and appropriate
	4.4 Revise metrics, interaction and interface designs, in response to testing, in order to better meet identified user requirements

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	• Identifies, analyses and evaluates complex textual information to determine organisational, legislative and regulatory requirements, as well as trends and user expectations
Writing	• 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
Numeracy	• Establishes data systems and graphical schematics to capture, monitor, measure and test the user experience
Navigate the world of work	• Develops, monitors and modifies organisational policies and procedures in accordance with legislative requirements and organisation goals
Interact with others	• Selects and uses appropriate conventions and protocols when communicating with internal and external stakeholders to seek or share information
Get the work done	• 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
BSBMKG534 Design effective digital user experiences	BSBMKG524 Design effective user experiences	Updates to title, elements, performance criteria and assessment requirements	Equivalent unit.

Links

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