Australian Government

Department of Education, Employment and Workplace Relations

ICAA5146B Develop website information architecture

Release: 1

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

ICAA5146B Develop website information architecture

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit defines the competency required to develop information architecture for a complex website that meets current and future business requirements.
	The following unit is linked and forms an appropriate cluster:
	• ICAA5144B Determine best fit topology for a local network
	No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Application of the Unit

Application of the unit	

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify content needs	1.1. Identify strategic intent of website from business *requirements* and *client* expectations
	1.2. Develop information *requirements* based on the website intent, intended audiences, types of *client* interactions, and long- and short-term goals for the site
	1.3. Identify required information and group into business schemes related to the business structure
	1.4. Determine content *requirements* for each process
2. Plan content structure	2.1. Cluster and document information in related topics
	2.2. Develop a hierarchy of information and check data to confirm sequence of hierarchy
	2.3. Ensure that labels are clear, consistent, coherent and relatively intuitive for *client* to access
3. Develop navigation system	3.1. Build navigation system for overall website based on business *requirements*
	3.2. Ensure ease of navigation on the site and provide different ways of searching, while providing feedback to client.
	3.3. Ensure the navigation system gives users the flexibility to find the information and products they want
	3.4. Develop a consistent and logical labelling system, taking into account *client* demographics
4. Test and sign off	4.1. Construct prototype of information architecture design
	4.2. Arrange for a subset of the *client* to test the prototype for usability to determine if architecture meets *client* expectations
	4.3. Ensure site *content* will format correctly in the business and *client* technical environment
	4.4. Adjust architecture based on *client* feedback
	4.5. Sign off prototype to confirm current and future business *requirements* are met

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- Website analysis
- Use of site design software and hardware
- User analysis
- Integrating on-line processes

Required knowledge

- Website architecture and business process design and linkages between processes
- Client and business liaison and understanding how e-business sites fit into corporate strategy
- Implications of technology connectivity and documentation of technical specifications

Evidence Guide

EVIDENCE GUIDE	
The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential: • Assessment must confirm the ability to develop the information architecture of a complex website that meets current and future business requirements. • Assessment should confirm that users can confidently and readily access the information they require. To demonstrate competency in this unit, the learner will need access to: • E-business website • Business strategy • Client demographics documentation
Context of and specific resources for assessment	Website information forms an important function for organisations dealing with electronic transactions. Breadth, depth and complexity involving information architecture, including identifying the technical and human computer interface aspects are important for all aspects of modern business. The breadth, depth and complexity covering planning and initiation of alternative approaches to skills or knowledge applications across a broad range of technical and/or management requirements, evaluation and coordination would be characteristic. Assessment must ensure: • self-directed application of knowledge and skills, with substantial depth in some areas where judgement is required in planning and selecting appropriate equipment, services and techniques for self and others.

EVIDENCE GUIDE	
	• Applications involve participation in development of strategic initiatives as well as personal responsibility and autonomy in performing complex technical operations or organising others. It may include participation in teams including teams concerned with planning and evaluation functions. Group or team coordination may also be involved.
Method of assessment	The purpose of this unit is to define the standard of performance to be achieved in the workplace. In undertaking training and assessment activities related to this unit, consideration should be given to the implementation of appropriate diversity and accessibility practices in order to accommodate people who may have special needs. Additional guidance on these and related matters is provided in ICA05 Section 1. • Competency in this unit should to be assessed using summative assessment to ensure consistency of performance in a range of contexts. This unit can be assessed either in the workplace or in a simulated environment. However, simulated activities must closely reflect the workplace to enable full demonstration of competency. • Assessment will usually include observation of real or simulated work processes and procedures and/or performance in a project context as well as questioning on underpinning knowledge and skills. The questioning of team members, supervisors, subordinates, peers and clients where appropriate may provide valuable input to the assessment process. The interdependence of units for assessment purposes may vary with the particular project or scenario.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • ICAA5144B Determine best-fit topology for a local network

EVIDENCE GUIDE	
	An individual demonstrating this competency would be able to: • Demonstrate understanding website information structures, with depth in some areas • Design across a broad range of technical functions • Generate ideas through the analysis of information • Manage website information architecture • Demonstrate understanding of a broad knowledge base incorporating theoretical concepts, with substantial depth in some areas • Analyse and plan approaches to technical problems or management requirements • Transfer and apply theoretical concepts and/or technical or creative skills to a range of situations • Evaluate information, using it to forecast for planning or research purposes • Take responsibility for own outputs in relation to broad quantity and quality parameters • Take some responsibility for the achievement of group outcomes • Maintain knowledge of industry products and services

Range Statement

RANGE STATEMENT	
The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.	
Requirements may be in reference to:	• business • system • application • network • people in the organisation
Client may include but is not	• internal departments • external organisations

RANGE STATEMENT	
limited to:	• individual people • employees
Content may include:	• information and interactive features such as product information • organisational information • copyright and disclaimer notices • site map • frequently asked questions • what's new • customer-specific information • customer-only information • error messages • instructions • feedback mechanisms • reference pages • forms • background articles • ratings/rankings/testimonials/quotes from reviews • hyperlink titles

Unit Sector(s)

Unit sector	Analyse and Design

Co-requisite units

Co-requisite units		

Competency field

Competency field	