



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **ICAICT407A Maintain website information standards**

**Release: 1**

## ICAICT407A Maintain website information standards

### Modification History

Release	Comments
Release 1	This Unit first released with <i>ICAI1 Information and Communications Technology Training Package version 1.0</i>

### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to establish and maintain the accuracy and usability of information stored on client websites.

### Application of the Unit

This unit applies to individuals working in the web area who are required to ensure that information on client websites is clear and accurate.

### Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement but users should confirm requirements with the relevant federal, state or territory authority.

### Pre-Requisites

Not applicable.

### Employability Skills Information

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

<b>Element</b>	<b>Performance Criteria</b>
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>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.</i>

## Elements and Performance Criteria

<p>1. Prepare and publish organisational content and information required by industry for website</p>	<p>1.1 Validate organisational information and seek approval prior to uploading to a website</p> <p>1.2 Ensure specific <i>details</i> of the organisation are made available on the website</p> <p>1.3 Ensure privacy, security and liability statements are correctly displayed on the website and conform to <i>legislative requirements</i> and <i>web development standards</i></p> <p>1.4 Develop and make available <i>organisational information</i></p>
<p>2. Provide navigation links and payment information</p>	<p>2.1 Ensure website users have navigation links to access appropriate information regardless of where they are located within the website</p> <p>2.2 List various payment options on the website</p>
<p>3. Ensure disclosure of policies and services</p>	<p>3.1 Present a clear website statement outlining <i>charges</i></p> <p>3.2 Present <i>warranty information</i> on appropriate screen, prior to finalising orders</p> <p>3.3 Provide <i>after-sales support</i> and services information and direct website user to its location</p> <p>3.4 Ensure website contains policies regarding cancellations, returns and refunds, and associated conditions</p>
<p>4. Communicate product or service conditions and notifications</p>	<p>4.1 Ensure appropriate screens display limitations and legislative restrictions on who or where goods and services will be sold or shipped to</p> <p>4.2 Ensure the website provides facilities to confirm orders and cancellations as quickly as possible</p> <p>4.3 Ensure website provides facilities to communicate to client with minimum delay, details of orders, hold-ups or errors with ordered or cancelled goods or services, information about changed costs or adjustments, and expected date of arrival</p>
<p>5. Ensure customer service support</p>	<p>5.1 Explain service <i>standards</i> and make them available to all potential and current website users</p> <p>5.2 Ensure website users have a method for providing feedback on aspects of information held on the website</p> <p>5.3 Ensure acknowledgements of complaints are transmitted to website users lodging complaints, with a description of what will take place within the organisation to address issues raised</p>

## Required Skills and Knowledge

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

### Required skills

- analytical skills to collect and evaluate organisational information for web publication
- communication skills to liaise and negotiate with colleagues and clients
- literacy skills to:
  - document information for websites
  - interpret and write organisational policy
  - interpret legislative and standards requirements
- technical skills to:
  - analyse websites
  - archive information
  - publish on a website
  - write hypertext markup language (HTML) code.

### Required knowledge

- consumer protection legislation
- content features, including clarity and readability
- document design, web design and usability
- electronic commerce modelling language
- information architecture
- instructional design principles
- obligations of merchants and service providers
- organisational requirements
- privacy legislation.

## 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.*

<b>Overview of assessment</b>	
<b>Critical aspects for assessment and evidence required to demonstrate competency in this unit</b>	<p>Evidence of the ability to:</p> <ul style="list-style-type: none"> <li>• evaluate and analyse current practices</li> <li>• interpret organisation, legislative and industry requirements</li> <li>• develop policy</li> <li>• provide a site accessible to a variety of customers via electronic communication</li> <li>• ensure that information meets all the requirements for an effective and efficient e-commerce interaction.</li> </ul>
<b>Context of and specific resources for assessment</b>	<p>Assessment must ensure access to:</p> <ul style="list-style-type: none"> <li>• range of organisational policies, procedures and guidelines</li> <li>• customer service manuals and general data</li> <li>• appropriate organisational structures</li> <li>• information standards for legislative and organisational requirements</li> <li>• software and web development tools</li> <li>• appropriate learning and assessment support when required</li> <li>• modified equipment for people with special needs.</li> </ul>
<b>Method of assessment</b>	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> <li>• direct observation of candidate publishing various items of information on a site</li> <li>• verbal or written questioning to assess candidate's knowledge of client and user requirements regarding product/service conditions and notifications</li> <li>• review of site navigation, links, and site copyright and general information.</li> </ul>
<b>Guidance information for assessment</b>	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, where appropriate.</p> <p>Assessment processes and techniques must be culturally appropriate, and suitable to the communication skill level, language, literacy and numeracy capacity of the candidate and the</p>

	<p>work being performed.</p> <p>Indigenous people and other people from a non-English speaking background may need additional support.</p> <p>In cases where practical assessment is used it should be combined with targeted questioning to assess required knowledge.</p>
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## 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.*

<b><i>Details</i></b> may include:	<ul style="list-style-type: none"> <li>• contact details</li> <li>• physical address</li> <li>• virtual details for online communications</li> <li>• web presence information.</li> </ul>
<b><i>Legislative requirements</i></b> may include:	<ul style="list-style-type: none"> <li>• copyright</li> <li>• liability statements</li> <li>• privacy legislation.</li> </ul>
<b><i>Web development standards</i></b> may include:	<ul style="list-style-type: none"> <li>• Authoring Tool Accessibility Guidelines (ATAG)</li> <li>• User Agent Accessibility Guidelines (UAAG)</li> <li>• Web Content Accessibility Guidelines (WCAG).</li> </ul>
<b><i>Organisational information</i></b> may include:	<ul style="list-style-type: none"> <li>• copyright notice on website if required</li> <li>• information to notify the website user of which country the website is located in</li> <li>• information with regard to licences or qualifications or memberships needed by potential users of the website</li> <li>• local laws applicable to transactions that may be conducted</li> <li>• notation on website indicating when the site was last updated</li> <li>• policy on how information gathered on website users by the website will be handled.</li> </ul>
<b><i>Charges</i></b> may include:	<ul style="list-style-type: none"> <li>• product or service costs</li> <li>• shipping and handling charges and taxes to the customer prior to finalising orders.</li> </ul>
<b><i>Warranty information</i></b> may include:	<ul style="list-style-type: none"> <li>• length of warranty</li> <li>• time limits on warranty coverage</li> <li>• what is covered</li> <li>• what is not covered</li> <li>• who administers the warranty.</li> </ul>
<b><i>After-sales support</i></b> may include:	<ul style="list-style-type: none"> <li>• duration of service and support</li> <li>• nature of service and support</li> <li>• under what circumstances it is provided or made available</li> <li>• who is responsible for it.</li> </ul>
<b><i>Standards</i></b> may include:	<ul style="list-style-type: none"> <li>• International Organization for Standardization (ISO), International Electrotechnical Commission (IEC) and Australian Standards (AS) standards</li> </ul>



	<ul style="list-style-type: none"><li>• organisational standards</li><li>• project standards.</li></ul>
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## **Unit Sector(s)**

General ICT