Australian Government

Department of Education, Employment and Workplace Relations

ICAWEB508A Develop website information architecture

Release: 1

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

ICAWEB508A Develop website information architecture

Modification History

Version	Comments
ICAWEB508A	This version first released with *ICA11 Information and Communications Technology Training Package version 1.0*

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop information architecture for a complex website that meets current and future business requirements.

Application of the Unit

This unit applies to web developers and designers responsible for the navigation and hierarchy of a website.

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

Element	Performance Criteria
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

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
	1.5 Identify any *security* access requirements
2. Plan content structure	2.1 Cluster and document information in related topics
	2.2 Develop a hierarchy and site map of information
	2.3 Check data to confirm sequence of hierarchy
	2.4 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 navigation is *accessible*
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 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

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Required Skills and Knowledge

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

Required skills

- communication skills to liaise with client
- literacy skills to:
    - document technical specifications
    - interpret client business requirements
- planning and organisational skills to design website navigation
- problem-solving skills to resolve technical problems
- technical skills to:
    - conduct user analysis
    - integrate online processes
    - undertake website analysis
    - use site design software.

Required knowledge

- client and business liaison and understanding how ebusiness sites fit into corporate strategy
- CSS
- hypertext markup language (HTML) and eXtensible hypertext markup language (XHTML)
- hypertext transfer protocol (HTTP)
- implications of technology connectivity and documentation of technical specifications
- World Wide Web Consortium (W3C) standards
- website architecture and business process design and linkages between processes.

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 ability to: • develop and design the information architecture of a complex website that meets current business requirements.
Context of and specific resources for assessment	Assessment must ensure access to: • appropriate learning and assessment support when required • modified equipment for people with special needs • web server • requirement specifications • integrated development environment (IDE) capable of creating web pages and server-side code • current web development technology.

Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:
	
	• evaluation of:
	  • a complex website to test the access path to all sections of the website
	  • a site map outlining the navigation hierarchy of a complex website.
	
	The assessments should be tested in a range of current browsers.

Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, where appropriate. 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 work being performed. Indigenous people and other people from a non-English

	speaking background may need additional support.
	In cases where practical assessment is used it should be combined with targeted questioning to assess required knowledge.

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 relate to:	• application • business • network • people in the organisation • system.
Client may include:	• employees • external organisations • individuals • internal departments.
Content may include:	• background articles • copyright and disclaimer notices • customer-only information • customer-specific information • error messages • feedback mechanisms • forms • frequently asked questions (FAQs) • hyperlink titles • information and interactive features, such as product information • instructions • organisational information • ratings, rankings, testimonials and quotes from reviews • reference pages • site map • what's new.
Security may include:	• authentication requirements • protected pages.
Accessible may relate to ability of people:	• to access and navigate the website without the need to install additional plug-ins or software • with current browsers to access and navigate all sections of the website • with disabilities to browse and access all sections of the website.

Unit Sector(s)

Web

Custom Content Section

Not applicable.

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