



Australian Government

Assessment Requirements for SIRXOSM005 Develop a basic website for customer engagement

Release: 2

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Modification History

- Release 2. Supersedes and is equivalent to Release 1. SIRXOSM005 Develop a basic website for customer engagement. Minor changes. Correction to PC numbering.
- Release 1. New unit. No equivalent unit.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- plan for and build one basic website, to the point of publication, suited to identified purpose and customer requirements
- integrate at least three of the following functions into the website structure:
 - search facility
 - interactive fillable forms
 - uploading and downloading information
 - active links to other sites
 - links to drive navigation to featured content
 - chat facilities for provision of information
 - facilities for customer feedback, testimonials and commentary on content
 - security of customer and organisational information
- utilise at least four of the following design features into the website to create appeal and ease of readability and access:
 - coloured frames and banners
 - different fonts and colours for headings and text
 - lists using numbers and bullet points
 - images
 - videos
 - animations
 - sound files
 - tables, graphs or charts
- test all functions and links built into the website on two different devices before the site goes live

- evaluate content, design and useability, for two different devices, and identify three areas of potential change to be considered before the site goes live.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- role of a website in the communications or marketing mix for particular types of organisations
- common functions provided by basic websites and how these can be effectively used for different organisational purposes:
 - search facility
 - interactive fillable forms
 - uploading and downloading information
 - active links to other sites including social media pages
 - chat facilities for provision of information
 - facilities for customer feedback, testimonials and commentary on content
 - security of:
 - customer private and financial information including through password protection
 - images and information owned by website operator
 - collection of data on traffic and user interaction with site
- a range of website building software providers including website functionality provided, advantages and disadvantages, and associated costs
- compatibility issues that can occur between different types of website building software applications
- types of available templates including how to access and build into a website
- how interactive fillable forms work and how information collected is provided to the website operator
- features of effective website layout and navigation flow
- functions that can be used to drive navigation to featured content and external web pages:
 - highlighted, coloured and underlined words
 - pop up messages
 - hyperlink text and tags in hypertext markup language (HTML)
- general principles for effective website design and how the following design features can be used to create appeal, ease of readability and access:
 - consistency across pages
 - coloured frames and banners
 - headings
 - different fonts and colours
 - lists using numbers and bullet points
 - images, videos, animations and sound files
 - tables, graphs and charts

- navigation tabs with simple directive language relevant to purpose
- how to make web content more accessible to people with disability and they key content of published accessibility guidelines
- techniques for manipulating digital images and graphics, and their insertion into a website
- principles of search engine optimisation (SEO) and how traffic is driven to websites through use of:
 - key words and density on the page
 - organic searches
- features of browsers, search engines and web crawlers, and how they impact on website design, decisions and meta-tags
- how web hosting services operate, a range of services offered by providers and associated costs
- how to obtain and register a domain name and what services are generally included as part of registration
- methods used to test newly developed websites, prior to site going live, and logical sequence of testing.

Assessment Conditions

This unit and Assessment Requirements references customers as a generic term throughout. However, because different industries and organisations use different terms to describe their stakeholders, learners should use terms appropriate for their industry during assessment.

Learners can develop a website for actual organisational use or one for the purposes of assessment.

Assessment must ensure use of:

- computers and mobile devices for the development and testing of website
- website building software applications.

Assessors must satisfy the assessor requirements nominated in the Standards for Registered Training Organisations, or their successor, and must have workplace experience where they have applied the skills and knowledge covered in this unit of competency.

Links

Companion Volume Implementation Guide -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>