



Australian Government

BSBMKG420 Create digital media user experiences

Release: 1

BSBMKG420 Create digital media user experiences

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Application

This unit describes the skills and knowledge required to create digital user experience for application within the context of marketing communication.

It applies to individuals working in a variety of marketing communication occupational roles who have responsibility for developing and implementing client solutions within the digital communication space. Individuals may work separately or as part of a multidisciplinary team.

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
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Specify intent	1.1 Document objectives for digital engagement 1.2 Specify characteristics of product, brand or organisation 1.3 Identify and work within legislation, regulation and policy frameworks relevant to digital user experiences
2. Classify users and conversation types	2.1 Classify users according to engagement patterns, socio-economic, and digital platform characteristics 2.2 Identify user and conversation types from data analysis of similar known user experience journeys 2.3 Draw schematics to represent typical conversation types based on device, platform, client and user intent

ELEMENT	PERFORMANCE CRITERIA
3. Profile user journeys and interventions	3.1 Identify and document the digital enclaves and engagement patterns of users 3.2 Nominate and classify points of digital contact with client product, brand or organisation 3.3 Model an atypical user journey 3.4 Select location, style and triggers for intervention in the user journey
4. Design engagement opportunities and events	4.1 Develop user stories from multiple perspectives that promote positive engagement 4.2 Design digital and/or analogue events that stimulate user engagement and enhance the experience 4.3 Ensure user interface design meets user, brand, product and organisation style and expectations 4.4 Establish performance indicators for user experiences and engagement
5. Converse, monitor and respond to users	5.1 Facilitate real time interaction with users according to design 5.2 Monitor user engagement using relevant digital tools and techniques 5.3 Respond to users within relevant performance indicator parameters
6. Review and evaluate user experiences	6.1 Collate digital data on user experience journeys 6.2 Moderate data to identify exceptions from expectations 6.3 Document issues and recommendations to improve further user experiences

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.3, 2.1-2.3, 3.1	- Identifies and analyses complex texts to determine legislative, regulatory and business requirements - Reviews reported information to categorise user

		groups, build understanding and improve practices
Writing	1.1, 1.2, 2.3, 3.1-3.3, 4.1, 4.2, 6.3	- Researches, plans and prepares documentation using format and language appropriate to context, organisational requirements and audience - Creates materials to positively engage users
Oral Communication	5.1, 5.3	Participates in discussions using listening and questioning to elicit the views of others and to clarify or confirm understanding
Numeracy	2.2, 2.3, 3.1, 6.1, 6.2	Evaluates and uses data to create visual representations of the user experience to communicate effectively with a range of audiences
Navigate the world of work	1.3, 4.3, 5.3	Develops, monitors and modifies organisational policies and procedures in accordance with legislative requirements and organisation goals
Interact with others	5.1, 5.3	Selects and uses appropriate conventions and protocols when communicating and interacting with digital users
Get the work done	1.1-1.3, 2.1-2.3, 3.1-3.4, 4.1-4.4, 5.1, 5.2, 6.1-6.3	- Plans, organises and implements own work activities that ensure compliance with organisational policies and procedures, and legislative requirements - Sequences and schedules complex activities, and monitors implementation - Applies understanding of users to create an experience that fulfils expectations, as well as organisational goals - Monitors and evaluates outcomes using digital tools to identify opportunities for improvement

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG420 Create digital media user experiences	Not applicable	New unit	No equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBMKG420 Create digital media user experiences

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Performance Evidence

Evidence of the ability to:

- document objectives and characteristics for digital engagement
- identify and classify digital users and engagement patterns
- create schematic(s) of user journeys
- select mode, type and form of digital interventions in user experience
- write digital user stories
- interpret legislation, regulation and policy as applied to creating user experiences
- interact with digital users 'on-brand' in real time
- evaluate digital data to identify performance exceptions.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- list the types of digital experience based on current technology
- explain how legislation and policy impacts on user experience design
- compare user types, their digital journeys, and common characteristics
- list common events and methods used for intervention in digital journeys
- demonstrate usage of common industry analytics tools applied to user experience data.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the marketing communications field of work and include access to:

- relevant legislation and regulations

- communications equipment and technology
- relevant workplace documentation and resources
- case studies, or where possible, real situations
- industry software packages and apps (where applicable).

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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