



Australian Government

Department of Education, Employment and Workplace Relations

ICAI5212B Implement quality assurance process for websites

Release: 1

ICAI5212B Implement quality assurance process for websites

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit defines the competency required to develop and conduct a planned and systematic pattern of actions required to provide adequate confidence that websites conform to relevant standards and fulfil the client expectations.
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Application of the Unit

Application of the unit	
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish standards	1.1. Identify appropriate regulatory, accessibility, industry and organisational compliance standards 1.2. Develop, quantify, document and disseminate measurable performance standards , from the standards identified above, for all documents 1.3. Establish a centralised, distributed or combined quality assurance methodology 1.4. Determine the specification from which the website was developed 1.5. Establish guidelines for controlling, updating and loading new content onto the website
2. Apply standards and track performance	2.1. Apply all processes as an integral part of the website development process 2.2. Validate site, all updates and new content against performance standards , using a wide variety of browsers and tools 2.3. Document and disseminate results 2.4. Provide feedback to web authors, users and administrators on a routine and regular basis
3. Develop and apply continuous improvement process	3.1. Provide performance standards feedback to developers, maintainers and/ or administrators 3.2. Identify below-average or unacceptable performance standards and apply appropriate measures in order to improve performance 3.3. Provide channels for interaction, feedback and suggestions from site users, administrators, developers and maintainers 3.4. Conduct responses to interaction, feedback and suggestion providers 3.5. Develop procedures to identify whether feedback and suggestions are applied and acted upon 3.6. Conduct regular benchmark reviews based on improved performance and disseminate revised benchmarks
4. Document quality assurance practices	4.1. Document quality assurance procedures and processes 4.2. Document quality assurance results 4.3. Document and control changes to procedures, processes and results

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- Website development
- Website analysis for compliance to legislation and best practice
- Technical test design to improve the design and maintenance processes and to ensure that all the client's elements are incorporated into the design
- Test implementation of the website
- Test evaluation
- Evaluation feedback
- Evaluation analysis

Required knowledge

- Website architecture and website security
- Workload metrics and technical performance measurement
- Business process design and customer and business liaison
- Website accessibility and equity legislation
- Copyright and intellectual property
- Provisions of relevant privacy legislation

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 competency to identify, establish and implement appropriate quality assurance standards to the website. A continuous improvement process must also be developed and implemented. Standards should be quantitative and applied universally wherever possible. Quality assurance standards should be well documented and disseminated.

To demonstrate competency in this unit the person will require access to:

- Web servers
- E-business website
- Analysis software
- Automatic testing software
- Documentation for appropriate regulatory, industry compliance and accessibility standards

Context of and specific resources for assessment

This unit looks at the overarching quality assurance processes that impact the design, development and maintenance of a website. Procedures are examined and if necessary, modified in order to quality assure the subject website to appropriate industry standards having regard to client business requirements. In the workplace continuous improvement is a vital part of adjusting processes to evolving standards and industry best practice in quality assurance.

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.

EVIDENCE GUIDE	
	Assessment must ensure: • The demonstration of competency may also require 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. • 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 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.

EVIDENCE GUIDE**Guidance information for assessment**

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

An individual demonstrating this competency would be able to:

- 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

Additionally, an individual demonstrating this competency would be able to:

- Demonstrate understanding of specialised knowledge of website design,, with depth in areas, such as features that enhance site response times
- Analyse and diagnose website design in order to establish quality control procedures and so identify areas requiring improvement
- Demonstrate a command of wide-ranging, highly specialised technical, creative or conceptual skills
- Generate website design ideas through the analysis of information and concepts
- Demonstrate accountability for group outcomes within broad parameters of reviewing website design and effectiveness and quality assurance processes

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.

Performance standards - common performance measures include:	• timeliness • structural quality • content accuracy and consistency • response time and latency • server response time
Content may include:	• information and interactive features, such as product information, company 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
Browsers may include but is not limited to:	• Netscape Navigator • Internet Explorer • Mozilla • Opera • Galleon • Phoenix • Konqueror • Lynx
Tools may include but are not limited to:	• spell check • CSS check • HTML validating • link checking software
Users may include:	• a person within a department • a department within the organisation • a third party

Unit Sector(s)

Unit sector	Implement
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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