



Australian Government

SIRXECM003 Design an ecommerce site

Release: 1

SIRXECM003 Design an ecommerce site

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to design the interface of an ecommerce site. It requires the ability to determine the needs of an ecommerce site, develop designs that enhance usability and appearance, and review site functionality.

This unit applies to individuals working in a diverse range of sectors and business contexts. They operate independently, under limited supervision from others, and are responsible for making a range of operational decisions.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Ecommerce

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Determine ecommerce site requirements.	1.1. Identify required features, capabilities and functionality of an ecommerce site. 1.2. Identify best practice site design and use benchmarking to inform ecommerce site design. 1.3. Identify opportunities for the integration of existing systems and procedures. 1.4. Investigate design and technology options available to maximise site usability and functionality.

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|-------------------------------------|---|
| 2. Design a user centred interface. | <ul style="list-style-type: none">2.1. Obtain and review organisational style guide to inform site design.2.2. Design site map and wire frame to create optimal user experience, functionality and product exposure.2.3. Select metadata that allows for search engine optimisation.2.4. Plan for ecommerce functionality and optimisation across multiple devices.2.5. Ensure consistency of design with organisational style requirements and make any required amendments.2.6. Seek feedback from relevant personnel and make amendments to site design based on feedback.2.7. Communicate site designs to web and content developers.2.8. Adjust designs based on recommendations from web and content developers. |
| 3. Review site usability. | <ul style="list-style-type: none">3.1. Test interface to ensure functionality across multiple devices and make adjustments to improve functionality.3.2. Review site navigation and usability and make adjustments to usability.3.3. Perform testing and amend written content based on results.3.4. Continuously monitor site usability and make any required updates. |

Foundation Skills

FOUNDATION SKILLS

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	interpret technical and complex ecommerce terminology.
Technology skills to:	navigate ecommerce platform control panels.

Unit Mapping Information

No equivalent unit

Links

Companion Volume Implementation Guides -

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

Assessment Requirements for SIRXECM003 Design an ecommerce site

Modification History

Not applicable.

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:

- document and design an interface for one ecommerce site that details:
 - site map
 - site architecture
 - wire frame
 - navigation
 - filtering
 - search functionality
 - shopping cart and payment gateways
 - optimisation across multiple devices
 - integration with existing systems and platforms
 - content requirements
 - branding requirements
 - communication and contact information
 - compliance with legal requirements
 - security requirements
 - platform capacity
- undertake site testing to review and report on site functionality of one ecommerce site.

Knowledge Evidence

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

- key aspects of ecommerce design:
 - site map
 - site architecture
 - wire frame
 - navigation
 - menu structure
 - filtering
 - optimisation across multiple devices

- content requirements
- search functionality
- integration with social media and customer relationship management (CRM)
- integration with existing systems
- shopping cart and payment gateways
- security considerations
- retail and product branding requirements
- communication aspects
- legal requirements
- customisation considerations
- industry best practice in ecommerce design
- types of testing and role in ecommerce design
- common site development terminology related to ecommerce site design and usability
- interface specifications for ecommerce and their role in improved site usability
- customer buying preferences and how they impact site design
- design features to achieve usability and functionality
- site navigation structures and their features, benefits and limitations
- factors impacting ease of operation of a site:
 - navigation
 - site download time
 - time to download files
 - link accuracy
 - search functionality
- relationships between content and site design
- importance and application of consistency in content styling and design
- role of data analytics in informing website design
- website customer purchase flows and their significance in ecommerce
- methods for tracking and reporting on purchase flows
- role of an organisational content style guide in designing ecommerce sites.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- relevant documentation:
 - organisational policies and procedures related to site design
 - organisational content style guide

- site performance data
- ecommerce sites for testing and review.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

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