

## DIGITAL USER EXPERIENCE (UX) PROFESSIONAL INTEGRATED DEGREE APPRENTICESHIP STANDARD

**Role Profile:** A Digital User Experience (UX) professional is responsible for end-to-end User Centred Design activities concerning interaction between a user and a system. They research, understand, conceptualise and design useful, usable, accessible and delightful solutions, which concern “the effectiveness, efficiency and satisfaction with which specified users achieve specified goals in particular environments”. Their work spans the product and/or service experience across all digitally-enabled solutions, from e-government to m-commerce to interactive entertainment.

**Typical Job Roles:** UX lead, UX specialist, UX designer, UX architect, UX consultant, UX researcher, user researcher, UI (user interface) designer, interaction designer, experience designer.

**Entry Requirements:** individual employers will set the selection criteria including aptitude testing of relevant experience, or other relevant qualifications such as ‘A’ levels. Apprentices without level 2 English and maths will need to achieve this level prior to taking the end-point assessment.

### Skills:

#### **Analysis & Synthesis**

- *Research, understand and analyse user and stakeholder needs (including behaviours, emotions, beliefs, preferences):* Research the intended user base, analysing current and future context of use situated within the broader social, commercial, environmental and cultural context. Plan and conduct stakeholder workshops on project goals, user insights, functional requirements, content & creative objectives. Plan and conduct user interviews, formative lab-based user testing sessions, A/B or multivariate testing initiatives and field based research (e.g. observed usage studies, focus groups).
- *Analyse, interpret and apply insights:* Create user personas to facilitate stakeholder discussions about requirements, goals and objectives. Plan and conduct multi-disciplinary creative ideation/design workshops, involving stakeholders. Quantify and analyse traffic and performance data to inform improved design outcomes. Assess designs against accessibility constraints and regulatory requirements. Measure causality between digital interface variants and key performance indicators. Utilise analytical tools to help drive data led hypotheses.
- *Identify, map, and research the elements of a user’s experience to describe the full user journey.* Illustrate all “touchpoints” where a user interacts with the solution across devices or systems. Map user goals and organisational needs to individual touchpoints, identifying content and functionality priorities for user interaction with the solution. Generate creative concepts using stakeholder and user analysis to define functional, structural and content requirements. Gather user insights and intelligence to ensure business needs are met. Work with developers to validate their designs.

#### **Creation & Production**

- *Apply a broad range of divergent and convergent design methods to produce delightful, engaging, functional, useful and usable creative outcomes:* Iteratively design human centred solutions, through the use of appropriate design and media elements (e.g. grid layout, colour, typography, graphics, animation, video, audio), that are appropriate to the context of intended use (including responsive, mobile, online, offline, personal, public and enterprise). Creatively explore a broad range of multiple potential design solutions, including unconventional and brave solutions using unexpected juxtapositions of ideas to deliver novelty and distinctiveness where appropriate.
- *Produce prototypes of varying degrees of fidelity:* paper sketches (page or logic flows; lo-fi user interface concepts); static wireframes of components, functions, templates, pages, etc. using industry standard software; interactive prototypes of some or all functions of an intended solution.
- *Create assets and associated specifications and documentation:* Design clear, logical information architectures for content and data. Design clear, intuitive user journey pathways, navigation and signposting, employing multiple media. Validate design decisions against emotional and functional criteria. Affirm user-centric principles. Communicate designed intent to colleagues and stakeholders.

#### **Articulation**

- *Articulate creative, emotional and rational arguments:* including any performance metrics, in a manner appropriate to the audience. Demonstrate how design decisions trace back to research insights, design goals, standards or good practice principles. Anchor design decisions in the common constraints of usability and accessibility. Follow and contribute to organisational design guidelines

- *Successfully interact with users and project stakeholders in gathering insights and requirements.* Empathise with, and encourage users to communicate their experiences and insights. Make well-reasoned proposals for solutions to colleagues and stakeholders. Establish, document and communicate user needs, analytical outcomes and designed intent to colleagues and stakeholders. Create appropriate artefacts to communicate research findings and analysis.

### **Knowledge and Understanding:**

#### ***Overview***

- The definitions and principles of UX and its associated ontologies, e.g. user-centred design and Human Computer Interaction. How user-centred development activities fit into the solution development process, the relationship and potential conflict between business initiatives vs. user's needs. How to apply industry standard tools and methods for user research and user-centred development, keeping up to date with tools, trends, techniques and practices, including legal frameworks regarding accessibility.

#### ***Analysis & Synthesis***

- *How users come into contact with the solution*, through various channels (e.g. search engines, direct traffic, referrals) considering identification of primary and secondary areas of functionality and content, using research, data and analysis including how people think and behave when interacting with digital user interfaces (the psychology of human actions and behaviours).
- *How to observe and test user interaction* with a solution to yield reliable and valid data and how to analyse that data to inform proposed design iterations. Acceptance testing and usability testing.
- *How to develop artefacts and prototypes to engage users*: create storyboards and visualisations to communicate insights, content, user flows and interactions for defined solutions fulfilling discovered needs. How to build low fidelity prototypes, and develop into high fidelity interactive prototypes.

#### ***Creation & Production***

- *Digital solution development with UX as a key element of the design process*: how to apply appropriate design techniques during key design phases - divergence, convergence and iteration. Use of design and media elements (e.g. grid layout, colour, typography, images, graphics, animation, video, audio) and their combination to elicit both emotional and rational responses in users
- *Designing effective interactions*: between solution and user, as well as the supporting interfaces, which meet performance targets and satisfy user goals. Defining functional logic that supports all user goals and takes into account the constraints of technology, data and content.
- *How to define, specify and design digital services, products and solutions for stakeholders and development teams*: structuring content using information architectures that produce and deliver content management systems, production workflows and design frameworks. Able to understand and work to agile / lean project delivery methodologies.

#### ***Articulation***

- *Stakeholder management techniques* such as stakeholder mapping, group facilitation and presentation, and how to apply these within common accessibility constraints across all forms of device or user-facing systems.
- *Assessing how to utilise psychology and persuasive techniques* such as scarcity, reciprocity and social proofing to encourage users to carry out desired actions achieving an ethical balance of the application of design, psychology and persuasive techniques whilst preserving user autonomy.

#### **Underpinning professional, interpersonal, business skills, attitudes and behaviours**

- Be able to balance and trade-off competing quality, time and budget criteria, demonstrating understanding of business need, managing time effectively, being able to plan and complete work to schedule, working autonomously and interacting effectively within wide, multi-disciplinary teams demonstrating reliability, integrity and respect for confidentiality on work related matters
- Communicate effectively using a full skills range: presentation, active listening, writing, negotiation in an audience appropriate manner. Communicate user needs to team and stakeholders, persuading stakeholders of the value of, and gaining commitment to, a user-centred, design-oriented solution.

**Duration:** the typical duration for this apprenticeship is three to four years.

**Review date:** this standard will be reviewed after 2 years.