

## Unit Title: **Designing an Effective Web Based User Experience**



Unit Credit Value:	<b>8</b>
Unit Level:	<b>Four</b>
Unit Guided Learning Hours:	<b>76</b>
Ofqual Unit Reference Number:	<b>K/505/9109</b>
Unit Review Date:	<b>31/12/2016</b>
Unit Sector:	<b>15.4 Marketing and Sales</b>

### **Unit Summary**

The aim of this unit is to provide learners with an understanding of the user experience and the components and technologies of website design. Learners will develop the skills and understanding required to design a specification for a user experience centred website and carry out an evaluation to ensure it meets user and organisational marketing requirements.

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### **Unit Information**

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

**This unit has 3 learning outcomes**

<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT CRITERIA</b>
<b>The learner will:</b>	<b>The learner can:</b>
1. Understand the web-based user experience	1.1. Explain the <b>principles</b> of a web-based user experience 1.2. Explain how <b>website elements</b> affect user behaviour 1.3. <b>Analyse user requirements</b> 1.4. Evaluate the contribution of a websites information architecture to the user experience

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<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT CRITERIA</b>
<b>The learner will:</b>	<b>The learner can:</b>
2. Be able to optimise website user experience	2.1. <b>Describe</b> how web pages can be made more interactive 2.2. Explain how the use of xml can enhance the website user experience 2.3. Explain how the use of scripting languages can enhance the website user experience 2.4. Explain the importance of cross-browser compatibility 2.5. Specify the <b>user data</b> required from a website to be collected from a <b>website subsystem</b> 2.6. <b>Plan</b> a <b>user flow</b> through an organisation’s website for a call to action
3. Be able to test the websites user experience	3.1. Design <b>wireframes</b> for multivariate testing 3.2. Create content for multivariate testing 3.3. Analyse multivariate testing data 3.4. Propose how a website user experience can be optimised

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### Assessment Guidance

#### Learning Outcome 1

**1.1 Principles:** usability, accessibility, design, human-computer interaction (HCI), system performance, marketing.

**1.2 Website elements:** colour, brand, buttons, images, layout, use of other media, headings, content.

**1.3 Analyse user requirements:** user requirements would be analysed through different sources e.g. surveys, usage databases, website metrics, customer online profiles.

#### Learning Outcome 2

**2.1 Describe:** learners should explain in terms of types of software that can provide user interaction as well as the type of interaction they can provide.

**2.5 User data:** for example format in which data collected, type of data to be collected.

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**2.5 Website subsystem:** for example payment section or a microsite linked to a competition.

**2.6 Plan:** this could be a subsystem for an organisation with a complex website. Calls to action could include a purchase, completion of a form or survey, link to social media account, engagement with wider elements of website

**2.6 User flow:** for example for different devices, the source from which the user accesses the website (search engine, another website, favourites, type in URL), using different tools (touch, mouse).

### **Learning Outcome 3**

**3.1 Wireframes:** for example Pixel height, width, colour depth, mount of text on a button, layout, branding, links.

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### **Delivery Requirements**

Appropriate physical resources will be required in order to deliver and assess this unit.

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### **Evidence Requirements**

Evidence of practical ability must be demonstrated.