

Course Outline

10992NAT Diploma of User Experience Design



Welcome to Australian Pacific College and to your *Diploma of User Experience Design*. We hope you enjoy your time at Australian Pacific College and that you find your course a useful program for your professional development in the field of User Experience Design. In this booklet, you will find information about our User Experience Design course.

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Aims

User Experience (UX) Design is an emerging discipline that applies concepts from Human-Centred Design to identify and solve usability problems. UX Design understands a user's emotions and empathic connection to a digital product and is integral to any successful product or experience.

Job roles

This course provides the skills, knowledge and experience required to successfully support entry into the emerging discipline of UX Design.

Students will develop skills and knowledge in:

- Establishing relationships with clients and users
- Consulting with stakeholders to understand goals and relationships
- Managing the design process
- Identifying users and conducting interviews
- Conducting secondary research
- Innovating in the field of user experience
- Developing wireframes and designs

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- User Experience Designer
- User Experience Strategist
- Product / Prototype Designer
- User Experience Researcher
- Human Focussed Designer

Duration

The course consists of four terms each of 9 weeks in length.

It is highly recommended that you attend all classes in order to increase your chances of successfully completing all the assessments. If you successfully complete the course, you will be presented with a *Diploma of User Experience Design*.

Entry Requirements

Current entry requirement for all students:

Academic

Successful completion of Australian Year 11 or equivalent.

Individuals must be proficient in the use of computer and web-based technology and applications. Skills and knowledge may have been acquired through personal or work experience or formal study.

English

Successful completion of 8 weeks of General English at Intermediate level or equivalent (plus 80% attendance) at our sister school, English Unlimited, or 10 weeks at other approved providers.

Materials

The required texts for this course are the Australian Pacific College workbooks. You have access to your workbooks for all classes. These workbooks are provided to you free of charge in a pdf version in myAPC.hub and you can download them to your device.

Course Structure

There are eight subjects delivered in this course. These subjects are itemised in the table below. You will receive a timetable that indicates the times of your scheduled lectures and tutorials. There are two subjects delivered each term.

SUBJECT	UNIT OF COMPETENCY
A50200 User Experience Solutions	<u>ICTICT530 Design user experience solutions</u>
A50201 Ideation, Innovation and Design	<u>CUADES601 Design innovative products</u>
A50202 Interface Design and Development	<u>ICTPRG437 Build a user interface</u>
A50203 Understanding User Experience (UX)	<u>NAT10992001 Manage user experience testing</u>
A50204 Trends and Data Analysis	<u>BSBDAT501 Analyse data</u>
A50205 Researching Storytelling and Upscaling	<u>CUARES412 Conduct research</u>
A50206 Understanding the UX Workplace	<u>BSBTWK401 Build and maintain business relationships</u>
A50207 Early Adopters Freelancing	<u>CUAIND412 Provide freelance services</u>

Assessment Schedule

Information about your assessments is included in the Student Workbooks for each subject. This information explains the assessment requirements and what you need to do to complete the assessments. Assessments should be submitted on the due date. Your trainer will give you more comprehensive information about each assessment task. Generally, assessments are due sessions 5 and 8.

You are required to complete all parts of the assessment and tick the declaration that it is all your own work i.e. that you have not plagiarised by copying from the internet or other sources. You are required to be competent in each unit of competency to achieve your qualification.

Note: Please refer to individual assessment sheets or ask your teacher for further information on the units of competency and the Elements (Elements describe the essential outcomes) and Performance Criteria (Performance Criteria describe the performance needed to demonstrate achievement of the element) as listed below:

ICTICT530 Design user experience solutions - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Explore and validate problem	1.1 Define current problem according to business needs 1.2 Research problem and alternatives in market 1.3 Set data metrics and goals, and define design success according to business needs 1.4 Research user groups and confirm groups suitable for consultation
2. Research and develop user groups' experiences	2.1 Research problem, required user group information and solutions in market 2.2 Document research and synthesise findings 2.3 Interview user groups and document user experience findings and feedback according to user and market segmentation 2.4 Create user group personas and map to user experience problems and improvement opportunities 2.5 Develop wireframes to communicate user experience according to current problem
3. Create solution options and validate solution	3.1 Workshop and determine solutions according to user experience, problems and improvement opportunities identified 3.2 Confirm best solution with required personnel and client according to UX principles and user needs 3.3 Develop solution prototype according to confirmed solution 3.4 Test solution according to required methodology 3.5 Collect feedback from user groups and adjust solution according to UX principles and user needs 3.6 Finalise solution and document work according to organisational requirements
4. Finalise and present UX solution	4.1 Finalise and confirm UX solution 4.2 Document and collate findings and solution documentation according to organisational requirements 4.3 Present solutions to required personnel 4.4 Integrate UX design into solution according to business need

CUADES601 Design innovative products – Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Define design challenge	<ul style="list-style-type: none"> 1.1. Conceptualise a design innovation and determine potential target market 1.2. Investigate and clarify purpose, medium, technical requirements, costs and timeframes for product 1.3 Confirm that industry standards, intellectual property and other relevant legal requirements are met 1.4 Articulate concept using appropriate representation formats
2. Generate ideas and responses to design challenge	<ul style="list-style-type: none"> 2.1 Undertake research and consultation to inform design solution 2.2 Use range of creative thinking techniques to generate different options and ideas 2.3 Apply relevant principles of functionality, ergonomics, aesthetics and sustainability to development of different options 2.4 Develop and use range of criteria to evaluate different options and ideas 2.5 Select preferred solution against agreed criteria and in consultation with relevant stakeholders
3. Implement and monitor realisation of design	<ul style="list-style-type: none"> 3.1 Develop plan and schedule to achieve realisation of design, including key roles and responsibilities linked to timelines and budget 3.2 Experiment with range of techniques and processes to test and refine design solution 3.3 Organise and allocate resources to achieve realisation of design within required standards, timelines and budget 3.4 Liaise with others involved in design realisation to ensure obligations and quality standards are met within time, budget and technical resources 3.5 Monitor processes and take action to resolve any identified problems
4. Complete design process	<ul style="list-style-type: none"> 4.1 Finalise design outcomes, and present and promote to relevant people 4.2 Seek feedback on finished design and make final adjustments as necessary 4.3 Evaluate completed product and realisation processes to inform future development work

ICTPRG437 Build a user interface - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish task requirements and build a prototype user interface (UI)	<ul style="list-style-type: none">1.1 Gather UI requirements and expectations from clients1.2 Identify organisational guidelines relating to task1.3 Determine application required to create prototype1.4 Build prototype using prototyping tools in determined language1.5 Review UI prototype with client and edit as required
2. Design and build UI	<ul style="list-style-type: none">2.1 Formulate application content flow2.2 Design UI components according to task requirements2.3 Define UI actions2.4 Itemise UI events2.5 Determine required language according to task requirements2.6 Build UI with required functionality according to task and organisational requirements
3. Test and document UI, and obtain client sign-off	<ul style="list-style-type: none">3.1 Test overall functionality of UI according to requirements3.2 Iterate UI design and build, until test results meet requirements3.3 Document UI and user requirements according to organisational procedures and guidelines3.4 Obtain client sign-off to completed UI

NAT10992001 Manage user experience testing - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare to develop research plan	<ul style="list-style-type: none"> 1.1 1.1. Research target market information to determine range of user types for the product, service or prototype 1.2 1.2 Define criteria for selecting user types to be the focus of testing with reference to the client-identified aspect of the product, service or prototype to be tested 1.3 1.3 Create personas to represent user types selected for the product, service or prototype 1.4 Research and analyse existing metrics to confirm user types selected realistically exist within the market
2. Develop research plan	<ul style="list-style-type: none"> 2.1 Develop a key concise and testable hypothesis based on assumptions about the product, service or prototype and an examination of the customer journey and document in accordance with agency requirements and standards 2.2 Devise and document a structured testing framework for user experience testing in accordance with agency requirements and standards 2.3 Develop key question sets to be used in the testing sessions that aim to provide answers relevant to testing the hypothesis and document in accordance with agency requirements and standards 2.4 Develop tasks to be used in the testing sessions that are relevant to testing the hypothesis and reflect activities that potential actual users of the product, service or prototype would realistically perform and document in accordance with agency requirements and standards 2.5 Identify tools and equipment to be utilised in user testing sessions as appropriate to the testing framework and document in accordance with agency requirements and standards
3. Recruit users for testing	<ul style="list-style-type: none"> 3.1 Define user recruitment criteria that closely represent characteristics of potential actual users of the product, service or prototype 3.2 Design a screener survey that excludes potential user testing participants who do not meet defined recruitment criteria 3.3 Select and use recruitment methods appropriate to reaching potential participants that meet recruitment criteria 3.4 Apply user recruitment criteria to finalise selection of users for testing
4. Facilitate interviews with users	<ul style="list-style-type: none"> 4.1 Prepare a physical environment conducive to participation and organise required tools and equipment 4.2 Discuss the purpose of the interviews and expected insights with interviewees using language and terminology suited to interviewees 4.3 Use insights-based questioning with interviewees based on research plans to uncover relevant insights 4.4 Make legible and accurate real time written notes of interview 4.5 Use digital equipment in accordance with operating instructions to produce usable recordings of interview 4.6 Produce accurate and comprehensive written records of interview findings from digital sources and written notes in accordance with agency requirements and standards
5. Analyse interview findings	<ul style="list-style-type: none"> 5.1 Accurately interpret interview transcripts to determine key interview themes 5.2 Create a prioritisation matrix of features, insights and themes to inform and improve user experience and document in accordance with agency requirements and standards

BSBDAT501 Analyse data - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare for data analysis	<ul style="list-style-type: none">1.1 Establish task requirements1.2 Access source of reliable data according to task requirements and organisational policies and procedures1.3 Evaluate reliability of data1.4 Store data according to organisational policies and procedures
2. Analyse dataset	<ul style="list-style-type: none">2.1 Select methods of data analysis according to task requirements and industry best practice2.2 Categorise data for analysis2.3 Analyse and synthesise data according to task requirements, organisational policies and procedures and industry best practice
3. Finalise data analysis process	<ul style="list-style-type: none">3.1 Conduct statistical analysis to confirm accuracy of data analysis3.2 Identify and remove incorrect results3.3 Select outcomes that are relevant to purpose of analysis3.4 Report on key outcomes3.5 Store analytics results and report according to organisational policies and procedures

CUARES412 Conduct research- Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Clarify research brief	<ul style="list-style-type: none"> 1.1 Receive research brief and confirm research content and completion deadlines with required personnel 1.2 Identify research and data gathering techniques that best meet research brief requirements 1.3 Discuss research ideas with required personnel and identify any implications for research brief 1.4 Discuss and agree on format for presenting research findings with required personnel 1.5 Identify issues of a culturally sensitive or legal nature that affect research briefs as required 1.6 Alert required personnel to potential issues in meeting brief and agree on alternative strategies or outcomes 1.7 Assess brief and identify need for specialist research expertise in discussion with required personnel as required
2. Gather and record information	<ul style="list-style-type: none"> 2.1 Identify, record and maintain accurate details of information sources and potential contributors 2.2 Design research tools as required 2.3 Research different sources according to research brief 2.4 Adhere to work health and safety standards while working with screens and keyboards 2.5 Adjust research strategies according to research brief as required 2.6 Record and store all information and data in a system that meets research brief requirements and according to organisational policies and procedures
3. Analyse research findings	<ul style="list-style-type: none"> 3.1 Analyse and interpret data or information gathered 3.2 Check all facts and assess all information before including in research findings 3.3 Develop conclusions and recommendations as required in consultation with required personnel
4. Present research findings	<ul style="list-style-type: none"> 4.1 Organise information logically and clearly in format that meets research brief requirements 4.2 Present information to required personnel by agreed deadlines 4.3 Identify key issues for further research or discussion with required personnel 4.4 Seek feedback on the quality of research and note areas for improvement

BSBTWK401 Build and maintain business relationships - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish business relationships	1.1 Identify business development and networking objectives of the organisation and own role 1.2 Determine networking opportunities according to identified objectives and organisational policies and procedures 1.3 Confirm communication channels for information exchange with business contacts 1.4 Engage with business contacts using written and verbal communication to promote business opportunities
2. Maintain business relationships	2.1 Use communication techniques to establish rapport with business contacts 2.2 Identify barriers to business development opportunities 2.3 Use problem-solving techniques to negotiate solutions to identified situations 2.4 Seek specialist advice in the development of contacts, as required
3. Build and improve business relationships	3.1 Develop strategies to represent and promote organisational interests to contacts 3.2 Participate in formal and informal networks that promote the organisation 3.3 Communicate issues regarding relationships in writing and verbally to organisational personnel 3.4 Seek and respond to feedback from management on the quality of relationships with business contacts

CUAIND412 Provide freelance services - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Promote self to potential clients	<ul style="list-style-type: none"> 1.1 Establish, follow up and regularly maintain industry contacts 1.2 Participate in and maintain required industry, employer and other networks 1.3 Identify and implement strategies for enhancing a professional reputation 1.4 Produce material about services provided and promote across different media outlets and social media platforms
2. Negotiate work arrangements	<ul style="list-style-type: none"> 2.1 Establish clear project outcomes with client and agree on fees, schedules and expenses 2.2 Confirm contracts or agreements contain payment terms and conditions that provide a viable cash flow 2.3 Confirm contracts or agreements include obligations of all parties and include a process for varying terms and conditions 2.4 Seek specialist advice for reviewing contracts or agreements before signing, as required 2.5 Store signed contracts or agreements securely for future reference 2.6 Adapt to client work demands without compromising ethics or reputation 2.7 Negotiate contract or agreement variations as required
3. Manage financial and business aspects of service	<ul style="list-style-type: none"> 3.1 Set up and use systems for managing budgets, finance, taxation and project documents, seeking expert advice and support as required 3.2 Set a realistic fee structure for services provided 3.3 Prepare a business plan outlining viable work schedule and cash flow 3.4 Send invoices in line with payment terms and conditions and promptly follow up any non-payments
4. Undertake strategic planning	<ul style="list-style-type: none"> 4.1 Implement strategies to identify work opportunities and risks 4.2 Identify and act on opportunities for expanding the client base, either alone or in partnership with others 4.3 Improve work performance and practices using constructive feedback from clients and other required personnel 4.4 Identify opportunities for ongoing professional development and to maintain skills and knowledge with industry developments 4.5 Regularly review and set realistic work objectives measured against quality of life, artistic and commercial goals 4.6 Identify risk factors and develop prevention strategies when planning work activities