



Unit title	Designing an Effective Web Based User Experience
SQA code	H8RP 04
SCQF level	8
SCQF credit points	8
SSC ref	N/A

History of changes

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Title	Designing an Effective Web Based User Experience	
Learning Outcomes		Assessment Criteria
The candidate will:		The candidate can:
1	Understand the web-based user experience.	1.1 Explain the principles of a web-based user experience. 1.2 Explain how website elements affect user behavior. 1.3 Analyse user requirements. 1.4 Evaluate the contribution of a websites information architecture to the user experience.
2	Be able to optimise website user experience.	2.1 Describe 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 user data required from a website to be collected from a website subsystem. 2.6 Plan a user flow through an organisation's website for a call to action.
3	Be able to test the websites user experience.	3.1 Design wireframes 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.

Additional information about the Unit
Unit purpose and aim(s)
This Unit is designed to provide candidates with an understanding of the web-based user experience and the principles and technologies of website design. Candidates will develop skills and understanding required to design a specification for a web-based user experience and carry out an evaluation to ensure it meets the needs of the user and the organisation's marketing objectives.
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
N/A
Details of the relationship between the Unit and other standards or curricula (if appropriate)
N/A
Assessment requirements specified by a sector or regulatory body (if appropriate)
N/A

Assessment (evidence) Requirements

Candidates must cover all the Learning Outcomes and Assessment Criteria.

This Unit is designed to assess the skills of candidates in the workplace. Observation of candidate performance can only be carried out on-the-job and should be the preferred source of evidence of competent performance.

Collection of supplementary evidence of performance can be used to further substantiate, support and expand the evidence base for competent performance where this is necessary. This may arise in situations where evidence from direct observation of the candidates on-the-job is deemed insufficient to fully meet the required standards. Supplementary evidence may include:

- ◆ witness testimony
- ◆ questioning
- ◆ professional discussion
- ◆ product and photographic evidence
- ◆ relevant active documentation, reports, presentations
- ◆ other valid evidence which relates directly to candidate performance on-the job

Evidence for this Unit is likely to be presented in the form of a portfolio.

Guidance on Instruments of Assessment

SQA's Guide to Assessment provides further information on appropriate Instruments of Assessment. This guide is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website **www.sqa.org.uk**.