# User experience design HCEV

Producing design concepts and prototypes for user interactions with and experiences of a product, system or service.

|  |
| --- |
| **Guidance Notes:**  This skill is inclusive of a full range of user tasks not just digital tasks. The skill can be applied in various contexts, such as, but not limited to customer experience, products, services, applications, devices, learning experience and employee experience.  Activities may include, but are not limited to:   * understanding and addressing design goals, usability and accessibility requirements * using an iterative design process to enhance user satisfaction by improving usability and accessibility * designing digital and offline tasks, interactions and interfaces * refining designs in response to user experience evaluation * communicating the design to those responsible for design, development and implementation of products, systems and services * sketching, ideation, creating storyboards, static wireframes or dynamic prototypes * developing alternative design and evaluating advantages, disadvantages, constraints and trade-offs. |

## Level 2

Assists in the design and creation of user experience elements, such as wireframes and prototypes, under routine supervision.   
Follows established procedures and guidelines.   
Helps create and maintain documentation.

## Level 3

Applies standard techniques and tools for designing user interactions with and experiences of selected system, product or service components.   
Reviews design goals and agreed security, usability and accessibility requirements. Creates storyboards, static wireframes and dynamic or workable prototypes.  
Assists, as part of a team, with overall user experience design.   
Assists in the evaluation of design options and trade-offs. Consistently applies visual design and branding guidelines.

## Level 4

Selects appropriate tools, methods and design patterns to design user interactions with and experiences of a product, system or service.  
Translates concepts into outputs and prototypes and captures user feedback or evaluation to improve designs.   
Evaluates alternative design options and recommends designs taking into account performance, security, usability and accessibility requirements.   
Interprets and follows visual design and branding guidelines to create a consistent and impactful user experience.

## Level 5

Plans and drives user experience design activities, providing expert advice and guidance to support the adoption of agreed approaches.  
Determines the approaches to be used to design user experiences.   
Uses iterative approaches to incorporate user feedback or evaluation rapidly into designs.   
Integrates required visual design and branding into the user experience design activities.

## Level 6

Obtains organisational commitment to strategies to deliver required user experience, usability, accessibility and security.   
Defines organisational policies, standards and techniques for user experience design.   
Plans and leads user experience design activities for strategic, large or complex programmes.