# User experience analysis UNAN

Understanding the context of use for systems, products and services and specifying user experience requirements and design goals.

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| **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:   * identifying, analysing, clarifying, and communicating the context of use * describing users’ goals, tasks and the environment within which the systems, products, services or devices will be used * creating and describing personas to represent key user segments * developing user stories or requirements to describe features or capabilities * agreeing user experience design goals * analysing and prioritising user experience needs with stakeholders * understanding and specifying user experience and user accessibility requirements for all potential users. |

## Level 2

Assists with user experience analysis tasks under routine supervision.  
Supports the collection and documentation of user requirements.  
Helps organise and structure user experience data for analysis.

## Level 3

Applies standard techniques and tools for developing user stories and eliciting user experience requirements.   
Organises and structures user experience analysis.   
Works with stakeholders to prioritise requirements and resolve conflicts.

## Level 4

Selects appropriate techniques and tools to develop user stories and elicit user experience requirements in complex situations.   
Identifies and describes the design goals for systems, products, services and devices.   
Identifies the roles of affected stakeholder groups. Resolves potential conflicts between differing user requirements.   
Specifies measurable criteria for the required usability and accessibility of systems, products, services and devices.

## Level 5

Determines the approaches to be used for user experience analysis.   
Plans and manages user experience and accessibility analysis activities.   
Provides expert advice and guidance to support the adoption and adaptation of agreed approaches.   
Develops user experience tools, techniques and standards as part of the organisation's framework for user-centred design