

**SKILLS FRAMEWORK FOR FINANCIAL SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Customer Relationship and Stakeholder Management					
TSC	User Experience Design					
TSC Description	Conceptualise, project and implement strategies to make enhancement of the user's interaction and engagement with the product and/or service based on a robust analysis and understanding of the product and/or service's performance vis-a-vis the user's desired experience and outcomes					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			FSE-DES-3007-1.1-1	FSE-DES-4007-1.1-1	FSE-DES-5007-1.1-1	
			Analyse and understand the desired experience from target users of Information Technology (IT) products and/or services, and identify opportunities to address gaps in the overall user experience	Create user experience design concepts, develop user flow charts and drive modifications or enhancements to the product or service features	Anticipate future user requirements and define the guiding principles and philosophy for the intended user experience, according to business goals and directions	
Knowledge			<ul style="list-style-type: none"> Techniques for gathering and analysing user feedback Indicators of user experience Steps in the user interaction process Design thinking principles Market, competitor and technological trends and their relevance to the organisation Elements of a user flow chart Tests for software and/or application design Types of user response Functionalities of products and channels 	<ul style="list-style-type: none"> Design patterns and principles in psychology, navigation, visual interface and interaction Implications of market trends on current user experience designs Techniques for analysing user requirements and experience Metrics and criteria to evaluate user experience effectiveness Objectives, purpose and content of user flow charts and wire frames Technical components in user experience design Tests for technical compatibility and viability 	<ul style="list-style-type: none"> Projected user trends, requirements and demands Metrics for various aspects of the user experience Best practices in optimising user experience of products and services Implications of user-related enhancements on business and technical aspects Key indicators and metrics of user experience and their impact on user engagement, user trust and user stickiness Potential risks from the user experience design process Strategies to mitigate risks from the user experience design process 	
Abilities			<ul style="list-style-type: none"> Gather inputs and feedback from users on 	<ul style="list-style-type: none"> Visualise immediate user requirements and 	<ul style="list-style-type: none"> Anticipate future user requirements and 	

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			<p>their needs and experiences with IT products and services</p> <ul style="list-style-type: none"> Analyse user patterns and feedback from target users of IT products and services to understand the desired user experience and outcomes Communicate gathered feedback to identified internal key stakeholders according to organisational procedures Identify performance levels and gaps between current level of user experience and the desired user experience Measure the user's level of engagement and stickiness with the product or service using pre-defined metrics or guidelines Measure indicators of general user response to the product or service Develop a prototype and/or wireframe of the user interface based on established requirements and methodologies and taking into account user-centred inputs and perspectives Propose suggestions and modify aspects of an IT product or service to enhance the overall user experience Implement usability tests on the updates or modifications made to a 	<p>concerns when using the application</p> <ul style="list-style-type: none"> Create user experience design concepts that are user centred, through the understanding of user feedback and industry standards and/or trends Develop user flow charts and wire frames projecting the intended user experience, to guide subsequent development processes Analyse performance gaps in the user experience Translate indicators of user engagement, stickiness, trust and response into implications for the product and/or service features Determine the critical components or features of a product / service which require enhancement Make modifications to Information Technology (IT) product and/or service features to enhance the user experience, supported by clear justification Manage changes to user flow charts and wire frames according to enhancements made Determine most appropriate usability testing processes and techniques 	<p>consumer demands of Information Technology (IT) products and services</p> <ul style="list-style-type: none"> Define guiding principles and philosophy for the intended user experience Determine appropriate key indicators and metrics of user experience on user engagement, user trust, and user stickiness Integrate intended user experience with user feedback and response to determine impact on design parameters Guide the development of user flow charts, ensuring alignment with the target user experience Evaluate gaps and issues in the user experience to be addressed, vis-a-vis business costs and technical constraints Chart the long-term technical and business viability of user experience enhancements made to IT hardware, software and services Design roll-out plans for new user experience designs through collaboration with relevant business unit leaders 	
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			software and application design, to verify its technical viability and effectiveness	<ul style="list-style-type: none">• Manage prototype testing and trial runs and their impact to business operations and customer satisfaction		
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