

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

<b>TSC Category</b>	Product Management					
<b>TSC Title</b>	User Experience Design					
<b>TSC Description</b>	Conceptualise and enhance the users' interactions and engagement with products and services by integrating elements of interaction design, information architecture, information design, visual interface design, user assistance design and user-centered design					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>MED-DES-2007-1.1-1</b>	<b>MED-DES-3007-1.1-1</b>	<b>MED-DES-4007-1.1-1</b>	<b>MED-DES-5007-1.1-1</b>	
		Support User Experience (UX) design through research insights and user feedback which are to be incorporated in the design of specific UX elements	Design User Experience (UX) elements using sketches, storyboards, wireframes and user flowcharts based on user requirements and expectations	Develop User Experience (UX) design concepts, develop user flow charts and drive modifications or enhancements to products and service features	Formulate guiding principles and philosophies of the User Experience (UX) by guiding teams on key design decisions, functionalities and technical and financial viability	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Quantitative and qualitative research techniques</li> <li>Principles of product design and product interaction</li> <li>Principles of information architecture and information design</li> <li>Objectives, purpose and content of user flow charts and wire frames</li> <li>User's goals, motivations and tasks</li> <li>Steps in the user interaction processes</li> <li>Types of user responses</li> </ul>	<ul style="list-style-type: none"> <li>Discovery techniques</li> <li>User modelling techniques including persona creation, scenario creation and role-playing</li> <li>Usability testing principles and techniques</li> <li>Principles of interaction design</li> <li>Information gathering techniques to analyse user feedback</li> <li>Application and impact of visual graphics in designing the overall UX</li> <li>Principles and applications of Human Computer Interface/Interaction (HCI) design</li> </ul>	<ul style="list-style-type: none"> <li>Design patterns and principles in psychology, navigation, visual interface and interaction</li> <li>Techniques for analysing the user experience</li> <li>Theories, principles and techniques related to the design of interface structure and navigational schemes</li> <li>Theories, principles and techniques related to the page-level layouts, task fulfilment and component flows</li> <li>Theories, principles and techniques related to the study of discrepancies between expected and actual user behaviours</li> <li>Theories, principles and techniques related to visual design, including elements such as visual hierarchies, colours, texture, shapes and typefaces</li> </ul>	<ul style="list-style-type: none"> <li>Projected user trends, requirements and demands</li> <li>Key indicators and metrics for assessing user experience</li> <li>Best practices in optimising user experience of products and services</li> <li>Implications of user-related enhancements on business and technical aspects</li> </ul>	

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				<ul style="list-style-type: none"> <li>Theories, principles and techniques related to prototype engineering</li> </ul>		
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Define parts or steps in the user interaction process as part of user flow chart development</li> <li>Translate UX concepts into simple wireframes and general layouts</li> <li>Enhance general layouts, aesthetics and accessibility that would impact UX</li> <li>Record updates or changes to user flow charts and wireframes</li> </ul>	<ul style="list-style-type: none"> <li>Deploy research techniques to understand the user motivations, experience and expectations</li> <li>Identify performance levels and gaps between current and desired UX levels</li> <li>Measure the user's level of engagement and stickiness with the products and services using pre-defined metrics or guidelines</li> <li>Develop prototypes and wireframes of the user interface based on established requirements and methodologies and taking into account user-centred inputs and perspectives</li> <li>Propose suggestions and modify aspects of products and services to enhance the overall user experience</li> <li>Implement usability tests on the updates or modifications made to software and application design to verify its technical viability and effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>Determine the critical components or features products and services which require enhancements</li> <li>Inspect performance gaps in the UX to determine enhancement requirements</li> <li>Create UX design concepts using principles of user-centred design</li> <li>Develop user flow charts and wireframes projecting the intended UX to guide subsequent development processes</li> <li>Translate indicators of user engagement, stickiness, trust and response into implications for the product and service features</li> <li>Determine usability testing processes and techniques for software and application design</li> <li>Drive changes to documentation of user flow charts and wire frames according to enhancements made</li> <li>Provide guidance for the development of the user interfaces in alignment with the defined UX concepts and guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Define guiding principles and philosophy for the intended UX</li> <li>Anticipate future user requirements and consumer expectations from products and services</li> <li>Integrate intended UX with user feedback and response to determine impact on design parameters</li> <li>Guide the development of user flow charts, ensuring alignment with the target UX</li> <li>Evaluate gaps and issues in the UX</li> <li>Guide decisions where significant trade-offs between the UX and functionalities are required</li> <li>Determine key indicators and metrics of UX on user engagement, user trust and user stickiness</li> <li>Chart the long-term technical and business viability of UX enhancements made to products and services</li> <li>Infuse best practices in UX design across the organisation's products and services</li> </ul>	