

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

<b>TSC Category</b>	Digital Interface Optimisation					
<b>TSC</b>	Website Design					
<b>TSC Description</b>	Determine and review purposes, expectations and functionalities of websites, as well as analyse the user-interface design requirements					
<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>RET-DIO-1003-1.1</b>	<b>RET-DIO-2003-1.1</b>	<b>RET-DIO-3003-1.1</b>	<b>RET-DIO-4003-1.1</b>		
	Test website against requirements, complete and document design structures, gather and document test feedback to support adjustments of web applications when required	Determine and document architectural requirements and maintain logical and accessible website content for users	Analyse user-interface design requirements, including user needs, design principles and operating systems and test components of websites	Determine and review functionalities, develop and integrate software components of websites to produce web applications, build data storage requirements and produce prototypes of user interface		
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Techniques of preparing an overall website design and/or plan</li> <li>Processes of developing a dynamic website</li> <li>Legal concerns pertaining to the rightful use of third-party digital media assets</li> <li>Methods to evaluate a website to ensure it fulfils technical and user experience requirements</li> </ul>	<ul style="list-style-type: none"> <li>Techniques of preparing an overall website design and/or plan</li> <li>Processes of developing a dynamic website</li> <li>Legal concerns pertaining to the rightful use of third-party digital media assets</li> <li>Methods to evaluate a website to ensure it fulfils technical and user experience requirements</li> </ul>	<ul style="list-style-type: none"> <li>Elements of user experience such as visual design and usability which influence technical requirements of a website</li> <li>Technical processes which enable dynamic functionalities of a website</li> <li>Processes for developing a detailed navigation chart for a dynamic website</li> <li>Methodologies for working with relevant personnel in the team to plan, design and produce client and server-side frameworks and scripts needed to provide the functionalities of a dynamic website</li> <li>Legal concerns pertaining to the rightful use of third-party digital media assets</li> </ul>	<ul style="list-style-type: none"> <li>Elements of user experience such as visual design and usability which influence technical requirements of a website</li> <li>Technical processes which enable dynamic functionalities of a website</li> <li>Legal implications pertaining to the rightful use of third-party digital media assets</li> </ul>		
<b>Abilities</b>	<ul style="list-style-type: none"> <li>Support website design in adherence to the requirements identified or adjustments needed</li> <li>Support test website activities and consolidate feedback from relevant parties</li> </ul>	<ul style="list-style-type: none"> <li>Identify user needs</li> <li>Propose website designs</li> <li>Determine website architectural requirements</li> <li>Maintain and update website content</li> </ul>	<ul style="list-style-type: none"> <li>Interpret and list technical and user experience requirements of a dynamic website to prepare an overall site design</li> <li>Design the website in adherence to the requirements identified</li> </ul>	<ul style="list-style-type: none"> <li>Determine the technical and user experience requirements of a dynamic website to prepare an overall site design</li> <li>Provide guidelines and requirements for website design in alignment to</li> </ul>		

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			<ul style="list-style-type: none"> <li>• Test the components of the website</li> <li>• Communicate the design plans to relevant personnel to support website development</li> <li>• Execute implementation plans in alignment with marketing, brand and e-commerce campaigns</li> <li>• Monitor schedules and processes for maintenance of website content</li> </ul>	<p>brand strategies, objectives and guidelines</p> <ul style="list-style-type: none"> <li>• Communicate the design plans and requirements to relevant personnel to facilitate website development</li> <li>• Evaluate website to ensure that it meets technical and user experience requirements</li> <li>• Establish metrics based on customer experience, loading time, processing time for payments</li> <li>• Establish allocation of digital space for brand and marketing campaign and/or activities, communication messages, product or promotion categories</li> <li>• Establish implementation plans in alignment with marketing, brand and e-commerce campaigns</li> <li>• Establish schedules and processes for maintenance of website content</li> </ul>		
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