

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

<b>TSC Category</b>	Digital Interface Optimisation					
<b>TSC</b>	User Interface and User Experience (UI/UX) Optimisation					
<b>TSC Description</b>	Design and deploy consistent customer experience-led interface and visual assets that allow for a seamless retail experience to boost customer retention and conversion					
<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>RE-DIO-2002-1.1</b>	<b>RE-DIO-3002-1.1</b>	<b>RE-DIO-4002-1.1</b>	<b>RE-DIO-5002-1.1</b>	
		Perform tasks related to design and development of products and services, research on interactive media product user interfaces, designs, images and artwork and collate and report on logos and trademarks that may influence design ideas	Execute UI and UX strategies, apply insights of customer behaviour into tasks related to development of the organisation's web properties and visual assets and perform usability evaluation	Develop user interface design specifications and instructions, plan testing of interface designs, create user interface prototypes for interactive media products, review interfaces with relevant personnel and modify designs if required	Formulate UX and UI strategies in terms of vision and business strategy alignment, endorse appropriate development partners for execution of UI and UX strategies and review the usability evaluation and return-on-investment of UI and UX designs	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>• Organisation's overall business strategy</li> <li>• Organisation's UX and UI strategies</li> <li>• Organisation's business goals and objectives</li> <li>• Organisation's products and services</li> <li>• Organisation's web properties and visual assets</li> <li>• Customer behaviour insights</li> <li>• Stakeholder management</li> <li>• Criteria for identifying opportunities for site design improvement</li> <li>• Processes involved in performing usability evaluation</li> <li>• Types of logos and trademarks related to the design concept</li> <li>• Types of design specifications</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation's overall business strategy</li> <li>• Organisation's UX and UI strategies</li> <li>• Organisation's business goals and objectives</li> <li>• Organisation's products and services</li> <li>• Organisation's web properties and visual assets</li> <li>• Customer behaviour insights</li> <li>• Stakeholder management</li> <li>• Criteria for identifying opportunities for site design improvement</li> <li>• Processes involved in performing usability evaluation</li> <li>• Types of logos and trademarks related to the design concept</li> <li>• Types of design specifications</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation's overall business strategy</li> <li>• Organisation's UX and UI strategies</li> <li>• Organisation's business goals and objectives</li> <li>• Organisation's products and services</li> <li>• Organisation's web properties and visual assets</li> <li>• Customer behaviour insights</li> <li>• Processes involved in designing and developing web properties and visual assets</li> <li>• Types of metrics to perform usability evaluation</li> <li>• Types of digital properties</li> <li>• Criteria for improving overall UI and UX design</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation's overall business strategy</li> <li>• Organisation's UX and UI strategies</li> <li>• Organisation's business goals and objectives</li> <li>• Organisation's products and services</li> <li>• Criteria to review the usability evaluation and return-on-investment of UI and UX designs</li> <li>• Customer data in terms of UI and UX optimisation</li> <li>• Customer personas and behaviours</li> <li>• Competitive landscape in terms of UI and UX optimisation</li> <li>• Customer experience modelling and roadmaps</li> <li>• Strengths and weaknesses of potential development partner(s) to ensure successful execution of UI and UX strategies</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>• Gather feedback from users about an existing site or plans related to a</li> </ul>	<ul style="list-style-type: none"> <li>• Execute UI and UX strategies related to the design and development</li> </ul>	<ul style="list-style-type: none"> <li>• Cascade UI and UX strategies into UI and UX implementation plan</li> </ul>	<ul style="list-style-type: none"> <li>• Translate organisation's overall business strategy and vision into UX and UI</li> </ul>	

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		<p>new site</p> <ul style="list-style-type: none"> <li>• Research on interactive media product user interfaces, designs, images and artwork</li> <li>• Collate and report on logos and trademarks that may influence design ideas</li> </ul>	<p>of an organisation's products, services, web properties and visual assets</p> <ul style="list-style-type: none"> <li>• Apply insights of customer behaviour into tasks related to the design and development of an organisation's products, services, web properties and visual assets</li> <li>• Communicate with stakeholders on the design specifications</li> <li>• Analyse the impact of logos and trademarks related to the design concept</li> <li>• Perform usability evaluation and recommend opportunities for site design improvement</li> </ul>	<ul style="list-style-type: none"> <li>• Lead the design and development of an organisation's products, services, web properties and visual assets</li> <li>• Extract and translate customer behaviour insights into design and development of products and services as well as digital properties</li> <li>• Define metrics to perform usability evaluation,</li> <li>• Generate recommendations to improve the overall design</li> </ul>	<p>strategies</p> <ul style="list-style-type: none"> <li>• Coach the team in translating insights about customer behaviour into designing products and services</li> <li>• Endorse appropriate development partners to ensure successful execution of UI and UX strategies</li> <li>• Review the usability evaluation and return-on-investment of UI and UX designs</li> </ul>	
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