

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

TSC Category	Marketing Communications					
TSC	Website Design					
TSC Description	Determine and review purposes, expectations and functionalities of websites, as well as analyse the user-interface design requirements					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		HAS-DES-2011-1.1-1	HAS-DES-3011-1.1-1	HAS-DES-4011-1.1-1		
		Support website development by identifying user needs, gathering their feedback and updating website content in accordance to organisation's guidelines	Develop website design plans to develop websites that are user friendly and promotes support brands, marketing and e-commerce campaigns	Evaluate functionalities and user experience of websites and develop organisational guidelines and requirements for website designs and content		
Knowledge		<ul style="list-style-type: none"> Techniques of preparing an overall website design Processes of developing a dynamic website Legal concerns pertaining to the rightful use of third-party digital media assets Methods to identify user website needs and requirements Techniques to extract relevant customer website data 	<ul style="list-style-type: none"> Elements of user experience such as visual designs and usability Technical processes which enable dynamic functionalities of a website Processes for developing a detailed navigation chart for a dynamic website Techniques for developing a site design Legal concerns pertaining to the rightful use of third-party digital media assets 	<ul style="list-style-type: none"> Legal implications pertaining to the rightful use of third-party digital media assets Methods to evaluate a website to ensure it fulfils technical and user experience requirements Techniques to identify factors affecting user experience 		
Abilities		<ul style="list-style-type: none"> Identify user needs Propose website designs Determine website architectural requirements Maintain and update website content according to 	<ul style="list-style-type: none"> Interpret and list technical and user experience requirements of dynamic websites to prepare overall site designs Design the websites in adherence to 	<ul style="list-style-type: none"> Determine the technical and user experience requirements of dynamic websites to prepare overall site designs Evaluate websites to ensure that they meet technical and user experience requirements Provide guidelines and requirements for website designs in alignment with 		

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		<p>organisation's schedules and processes</p> <ul style="list-style-type: none"> • Consolidate website data on user experience • Monitor websites' adherence to organisation's website guidelines and requirements • Support test website activities and consolidate feedback from relevant parties 	<p>organisation's guidelines and requirements</p> <ul style="list-style-type: none"> • Test the components of the websites • Execute implementation plans in alignment with marketing, brand and e-commerce campaigns • Monitor schedules and processes for maintenance of website content • Analyse customer experience according to organisation's established metrics 	<p>brand strategies, objectives and guidelines</p> <ul style="list-style-type: none"> • Communicate the design plans and requirements to relevant personnel to facilitate website development • Establish metrics based on customer experience, loading time and processing time for payments • Establish allocation of digital space for brand and marketing campaigns and/or activities, communication messages, product or promotion categories • Establish implementation plans in alignment with marketing, brand and e-commerce campaigns • Establish schedules and processes for maintenance of website content 		
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