

Digital User Experience (UX) Degree Apprenticeship

**Line Manager and Mentor Training
Year 2 / June 2023**

Agenda

- Welcome and Introductions
- SODA & Apprenticeships Update
- Year 2 and the Future
- Assessments
- Learner Support
- Reviews and e-Portfolio
- 'off-the-job' requirement
- Manager's Role
- Communication
- Employer Resources & Safeguarding



Welcome and Introductions



UK TOTE GROUP

Welcome: DUXDA Programme team



Programme Manager:

Jess East

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Programme/Cluster Leader:

Danny Cookney

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Skills Coach:

Jay Hibbert

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Employer Relationship Manager:

Coral Grainger

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Skills Coach:

David Peters

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Interim Head of SODA:

Jill Griffiths

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Skills Coach:

Caithy Walker

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Recent awards success



Digital Provider of the Year
AAC Awards 2023

Northwest W Apprenticeship Awards 2023
Manchester Met – Provider of the Year
Amy Pridding – CDT Apprentice of the Year
Ryan Pitt – Highly Commended in CDT

SODA building
RIBA North West 2023 award
winner & national finalist

Upcoming awards & events



Multicultural Apprenticeship Awards

- University of the Year
- 7 Apprentices
- 8 Employer Partners (BBC)



Tuesday 4th July 2023
10:00am - 4:00pm
MMU Business School



Entries to the awards are open
from **5th June to 30th June 2023**



List announced **29 June**
– [register to watch](#)

Identify & help us share great projects & practice



AMY PRIDDING

Digital User Experience Professional Degree
Apprenticeship, AJ Bell



A GREAT OPPORTUNITY

I came directly from A-levels into my degree apprenticeship. I knew straight away that a full time University course wasn't for me. I wanted an opportunity to learn but not have to go too far from home, so that I could continue living with family for support and to contribute financially. When I discovered degree apprenticeships, they were a great opportunity for me to get exactly what I wanted out of my next stage of study. I found the [Digital User Experience Degree Apprenticeship](#) and applied to my current employer through the [Government apprenticeships website](#).

FULLY SUPPORTED

Before I applied, I had no idea what a UX designer was, never mind what they did and I was

Digital User Experience Project: *Smart Factory App*

Aims: The aim of the project was to transform a paper-based process from the factory production line into a digital process by building a new app.

Actions taken:

- Used a wire framing technique learnt on the course to investigate the best way in which to design the application.
- Digitised existing paper forms, automating fields such as date, time and employee details to streamline completion.



Impact:

- The overall production line is more efficient when finding, recording and editing documents.
- Increased efficiency and lower costs of paper and printing.
- Environmental benefits from reduced paper use contributing to sustainability goals



BEA EZEKPO

Digital User Experience (UX) Professional Degree
Apprenticeship, Virgin Media



I was attracted to the [Digital UX Degree Apprenticeship](#) because being someone that is both analytical and creative - and interested in behavioural science/ human psychology - I knew it would be the perfect step for building an ideal career in UX. I loved the idea of learning the most up-to-date theory and being able to put it into practice in the real world at work.

I also was confident from the awards Manchester Met had won and all my experiences interacting with them beforehand that Manchester Met was the place I wanted to do the formal academic learning side - as the course had been so thoughtfully and well put together

Digital User Experience Degree Apprenticeship

Developing confident Digital UX
Professionals who can work in any sector,
from creative and tech to
banking, manufacturing and public
services.

Digital UX Degree Units

YEAR 1	UX Origins and Applications	UX Human Contexts	UX Practices 1: Making
	UX Methods	UX Systems Contexts	UX Practices 2: Communicating
YEAR 2	Creativity through Research	Ethics, Rights, and Research	UX Practices 3: Building
	Applying Creativity through Research	Ethical Considerations in UX	Option unit: Coding and UX Visual Storytelling and UX
YEAR 3	Psychology and Behaviour	Conversion and UX	UX Toolkit
	Psychological Research Methods	UX in the Business	UX Toolkit: Iteration
YEAR 4	UX Futures	Synoptic Project up to Gateway	Synoptic Project & end-point assessment (EPA)
	UX Futures: Leadership		

Year 2 Units

YEAR 2	Creativity through Research	Ethics, Rights, and Research	UX Practices 3: Building
	Applying Creativity through Research	Ethical Considerations in UX	Option unit: Coding and UX Visual Storytelling and UX Design and UX

Unit 7 : Creativity through Research

Overview

The unit begins with an introduction to the principles and fundamentals of research methods and activities as they are employed in the user experience domain.

Learning outcomes

LO1 Identify the role of research and testing in user experience contexts

LO2 Contribute approaches to investigate a product or service in a structured and viable way

LO3 Defend decisions and judgements using research data and information

Assessment

Due: 15th December 2023

Coursework: Blog



Unit 8 : Ethics, Rights and Research

Overview

This unit evaluates the ethical considerations of behavioural nudging, dark patterns, security theatre, and digital rights including cyber security and privacy.

Learning outcomes

LO1 Identify and explain relevant ethical practices related to the UX industry

LO2 Identify and explain relevant ethical issues related to UX research methods

LO3 Critically evaluate digital products and make recommendations to avoid unethical practices

Assessment

Due: 15th December 2023

Coursework: Blog



Unit 9: UX Practices 3: Building

Overview

What makes a digital experience different to other media? In this unit we will attempt to answer this question by considering the professional workflows used to create digital products.

Learning outcomes

LO1 Apply and analyse the effect of technological processes on the user experience

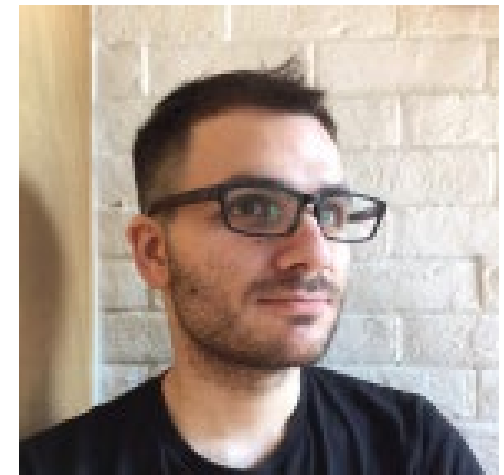
LO2 Employ a selection of industry standard development tools to create innovative digital prototypes

LO3 Describe and define the benefits or issues of using databases or APIs to hold user generated content.

Assessment

Due: 15th December 2023

Coursework: Blog



Unit 10 : Applying Creativity through Research

Overview

Your experience of this unit will be one that is oriented around a specific set of products or services that are to be developed and will involve first-hand application of the core research skills from the user experience field.

Learning outcomes

LO1 Participate in the capture of user requirements and design features for a product or service using appropriate measures

LO2 Explore an approach to evaluate the efficacy of a prototype product or service

LO3 Describe the outcomes of a user experience related research process

Assessment

Due: 7th June 2024

Presentation



Unit 11 : Ethical Considerations in UX

Overview

This unit will review the history and development of social media, websites and apps. It will also explore the critical academic responses to them.

Learning outcomes

LO1 Identify and explain relevant ethical issues in the digital industry

LO2 Analyse and explain the cultural aspects of ethical issues in digital products

Assessment

Due: 7th June 2024

Presentation



Unit 12 (option): Coding and UX

Overview

In this unit students will use existing code to introduce themselves to the universal features of computer languages and begin to survey the ecosystem of languages used in professional web design and development.

Learning outcomes

LO1 Demonstrate familiarity with the ecosystem required for modern digital product development

LO2 Analyse and modify computer programmes and identify their common features

LO3 Prepare pseudo-code and actual code to create an application that meets a defined user need

Assessment

Due: 7th June 2024

Portfolio



Unit 12 (option): Visual Storytelling and UX

Overview

Visual Storytelling and UX explores new narrative dynamics, researching the new forms and/or functions of stories in the digital age. Students learn how innovation in storytelling is key to both the production of new digital creative forms and our understanding of them in culture and society.

Learning outcomes

LO1 Recognise and draw on appropriate tools and techniques for the design and development of a narrative piece

LO2 Survey and select suitable narrative structures and apply them in a narrative piece

LO3 Analyse their approach to the design choices made in the creation of their work

Assessment

Due: 7th June 2024

Portfolio



Unit 12 (option): Design and UX

Overview

Apprentices will explore the world of design and assess the impact of the digital on design and design on digital. They will trace the history of 20th century design and develop a shared vocabulary of design and design processes that will allow them to negotiate and specify aspects of digital products with other employees and stakeholders.

Learning outcomes

LO1 Demonstrate familiarity with the history of modern design movements and areas

LO2 Apply design styles and ideas derived from historical precedents to digital user interfaces

Assessment

Due: 7th June 2024

Portfolio



In Development : Line Manager Synopses

Working with academic staff over the summer, we aim to get a further detail for each unit that helps those supporting apprentices in the workplace to explore the kind of projects that could be undertaken. We are hoping that this means that learners can bring more of their 'on the job' activity into their studies.

Ethical approval required?

Line manager synopsis:

Unit name

Unit code Year group

Other connected units:

Number

Ethical approval required?

Line manager synopsis:

Number of submission files

Research	Data	
Testing	Theory	
Prototyping	Ethics	
Personas	Code	
Psychology	Cognition	

Year 2 key dates

Triad 1:	Creativity through Research	Ethics, Rights and Research	UX Practices 3: Building
Sprint 1	25th September 2023 - 29th September 2023		
Sprint 2	30th October 2023 - 2nd November 2023		
Sprint 3	27th November 2023 - 30th November 2023		
Submission	15th December 2023		
Triad 2:	Applying Creativity through Research	Ethical Considerations in UX	Coding/Storytelling/Design
Sprint 4	5th February 2024 - 8th February 2024		
Sprint 5	18th March 2024 - 21st March 2024		
Sprint 6	13th May 2024 - 16th May 2024		
Submission	7th June 2024		

Year 3 & 4 Units

YEAR 3	Psychology and Behaviour	UX in the Business	UX Toolkit
	Psychological Research Methods	Conversion and UX	UX Toolkit: Iteration
YEAR 4	UX Futures	Synoptic Project up to Gateway	Synoptic Project & end-point assessment (EPA)
	UX Futures: Leadership		

Learner Support

Skills Coach & Reviews

- **Three-way relationship** between the apprentice, the university and the employer
- The **Skills Coach** is the ongoing connection between all three
- Regular **reviews** to help monitor progress and encourage development
- **Thank you** all for your engagement this year



2023-24	Review 1	Review 2	Review 3	Review 4
	02 October 2023 - 22 December 2023	08 January 2024 - 28 March 2024	02 April 2024 - 21 June 2024	24 June 2024 – 08 September 2024

Off the Job (OTJ) update

- Funding Requirement: 6 hours of OTJ a week
- Apprentices can't Gateway and graduate without it!
- Development of the e-portfolio
- Capturing Skills and Behavioural evidence in the workplace
- Active Learning over the Summer:

RISE

 LEARNING



E-Portfolio (PICSWeb)

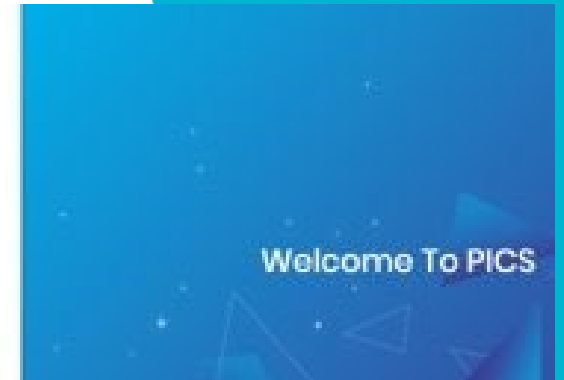
All Degree Apprenticeship programmes at Manchester Metropolitan University make use of an E-Portfolio hosted on PICSWebPortfolio (PWP)

On PWP you can view:

- Portfolio progress
- Review Skills Scans
- Upload and check evidence
- Read and sign-off reviews
- Monitor Off The Job progress

Line Managers will have been sent log-in information and a user guide

If you have any issues using the system, or any issues with your login credentials please contact telapprenticeship@mmu.ac.uk



Line Manager's role

- Regular one-to-ones with apprentice – give constructive feedback
- Encourage them to network and access expertise within the organisation to develop skills and behaviours
- Be conscious of their assignment deadlines
- Read assignments before submission and check that it does not breach your confidentiality policy
- Attend reviews between your apprentice and their Skills Coach
- Re-enforce University attendance policy



Safeguarding apprentices

Manchester Metropolitan has a duty of care to safeguard **ALL** apprentices

- We have robust safeguarding procedure in place to protect our apprentices
- Our staff are regularly trained on how to identify, support and deal with safeguarding concerns
- Employers must be aware of how to keep their apprentices safe, please familiarise yourselves with our Safeguarding Apprentices handbook on our employer [webpage](#)



SAFEGUARDING APPRENTICES

INFORMATION FOR EMPLOYERS



Support with:

- Well-being and mental health issues
- Physical health, including long term illness
- Sexual harassment and sexual misconduct
- Online safety
- Domestic abuse
- Bullying in the workplace
- Misuse of substances

Prevent Duty

We facilitate small group and class discussions around:

- Key terminology relating to the Prevent Duty
- The risk of online radicalisation and recent examples
- The support on offer from Manchester Met.

Career Development support

- Introduction to careers service
- Networking and managing personal/professional brand
- LinkedIn profile
- Digital safety



Democratic values - we facilitate small group and class discussions about the meaning and importance of democratic values and how to apply them.

EDI – we raise awareness of:

- The 9 key protected characteristics
- Importance of greater representation in the workplace
- EDI opportunities at Manchester Met.
- Opportunities to participate, represent, learn and support
- Contacts, signposting and further training

Democratic values

- **Democracy**
Respect for the rule of law
- **Individual liberty**
- **Respect and tolerance of others**



COMMUNICATION

Reporting

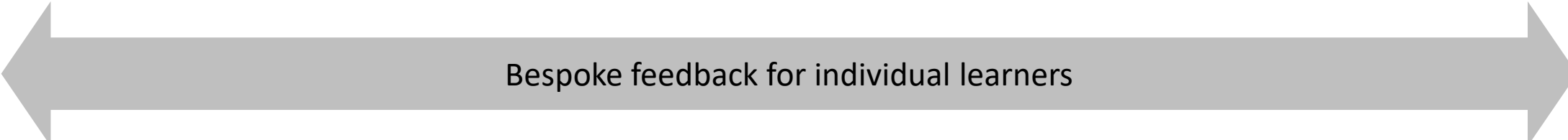
- **Employer Advisory Boards**
- **Account management reporting** - with employer main contact, or via Skills Coach if preferred
- **Quarterly call or meeting** with Coral if requested
- **MIS data provided in advance of calls, covering:**

Grades

Off the job
progress

Functional Skills

Upcoming
deadlines



Bespoke feedback for individual learners

Support material – Employer Resource Pages



[Information for Employers of Degree Apprentices | Manchester Metropolitan University \(mmu.ac.uk\)](https://www.mmu.ac.uk/information-for-employers-of-degree-apprentices)

Recap and questions

- Understand the **DUXDA standard** to help your apprentice identify opportunities for development and application of knowledge in the workplace.
- Help your apprentices to identify **suitable workplace activity**.
- Meet with your apprentice regularly to offer support, **monitor progress** and help to build strong workplace connections.
- Get in touch if there are any issues: apprenticeships-employer@mmu.ac.uk