

Digital User Experience (UX) Degree Apprenticeship Knowledge, Skills and Behaviours

This reference document is intended to help you understand the Digital User Experience (UX) Degree Apprenticeship Standard and the expected knowledge, skills and behaviours that Apprentices will develop through both the workplace and university teaching.

What is an Apprenticeship Standard?

An Apprenticeship Standard outlines the *knowledge, skills and behaviours* (KSBs) that Apprentices will develop over the course of their Apprenticeship.

All Apprenticeship standards can be found on the Institute for Apprenticeships & Technical Education website and the UX Degree Apprenticeship Standard can be found [here](#).

However, we have created this document for Employers and Apprentices to help you understand the standard and all of the KSBs Apprentices will develop throughout the four years on programme.

KSBs: Why are they important to me?

Apprentices on our Digital Marketer Degree Apprenticeship will develop:

- Occupational Knowledge (Page 2)
- Occupational Skills (Page 3 & 4)
- Behaviours (Page 5)

A UX Professional will be able to understand:

K1

The full scope of the discipline of UX, including definitions, principles and ontologies, as well as the different perspectives, approaches or schools of thought and the theories that underpin them. Advanced methods and techniques to review, consolidate, extend and synthesise their knowledge and understanding, and to initiate and carry out projects.

K2

Key schools of thought and specialist areas of practice, including Human Computer Interaction (HCI) and sociological, psychological and design approaches to UX, including User Centred Design (UCD), data-led design and experimental testing.

K3

The essential concepts of digital product design, service design and User Interface (UI) design, and how these fundamental concepts can be applied to new and emerging forms of user interaction.

K4

The broad and evolving digital landscape, including the interaction between online and offline, and the various channels that direct users to products and services (search engines, direct traffic, referrals etc.), including how to critically analyse and interpret analytics data.

K5

The non-functional aspects of digital product/service development and improvement and the relationship they have with user experience (e.g. performance, cyber security, interoperability).

K6

The changing role of digital in human experiences and the impact of technology in social, commercial, environmental and cultural contexts and how to operate within ambiguous and uncertain situations.

K7

How to achieve an ethical balance when applying psychological and persuasive techniques (e.g. scarcity, reciprocity and social proofing) to encourage users to carry out desired actions.

K8

How UX principles adapt to accommodate different forms of interaction across multiple touchpoints (physical and/or digital), and to formulate and apply these principles in complex contexts.

A UX Professional will be able to understand:

K9

How to initiate and deploy accurately established techniques of UX practices to new and emerging technologies and interfaces (e.g. conversational UI, wearable UI, multimodal UI, and augmented, virtual and mixed reality (AR, VR and MR) interfaces).

K10

How UX practices and design recommendations can be effectively applied throughout development, improvement and continuous delivery life cycles using a range of methodologies, including iterative, agile and lean approaches.

K11

How to solve problems through testing and evaluating solutions via analysis of test data and results from feasibility, acceptance and usability testing.

K12

How to interpret organisational policies, standards and guidelines in relation to their impact on UX, and anticipate any potential conflicts between organisational and user needs.

K13

The legal, ethical, professional and regulatory frameworks which affect digital products and services.

K14

The benefits and constraints of creating inclusive user experiences, including how to critically analyse and evaluate designs against accessibility guidelines, policies and regulatory requirements.

K15

Awareness and understanding of the core tools and technologies involved in digital product and service design and development, including a basic level of knowledge of the advantages of certain tools and technologies for specific applications and purposes.

Skills

S1

Apply creative, analytical and critical thinking skills to the design, development and improvement of UX solutions and systematically analyse and apply structured problem solving techniques to complex UX challenges.

S2

Use design thinking and/or service design methods to determine the design and implementation of new value propositions, products and services, and improve existing ones.

S3

Select, formulate and apply from a range of user research methods including those from the fields of Human Computer Interaction (HCI), sociology, psychology and ethnography, including qualitative and quantitative approaches.

S4

Compose, construct and use multiple user research approaches to form an understanding of user populations, including surveys, field based research, contextual inquiry, user interviews, focus groups, stakeholder interviews/workshops, formative lab-based and direct user testing sessions (e.g. acceptance and usability testing).

S5

Critically analyse and evaluate assumptions and findings to understand user and stakeholder needs (including behaviours, emotions, beliefs and preferences), and define the solutions' functional, non-functional, structural and content requirements..

S6

Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem.

S7

Analyse, interpret, synthesise and apply insights, to inform the development of personas, user journeys and system workflows, to ensure user and organisational needs are met.

Skills

S8

Design, facilitate and evaluate experimental tests using tools such as A/B and multivariate testing to enable a detailed approach to the development and continual improvement of UX solutions.

S9

Design, facilitate and evaluate requirements gathering, ideation and co-design activities, involving stakeholders and/or users.

S10

Creatively explore and devise a range of design solutions, including the production of system and user flows, static wireframes and prototypes of varying degree of fidelity, from paper prototypes to interactive prototypes.

S11

Adapt and evaluate design solutions according to the context of intended use, including responsive, mobile, online, offline, personal, public and enterprise, working with multidisciplinary product teams to assess the impact of implementing specific design recommendations.

S12

Design and refine clear, logical information architectures for content and data

S13

Independently analyse test data, interpret results and evaluate the suitability of proposed solutions, considering current and future contexts of use, including in consultation with team members from other disciplines to ascertain a holistic view on the applicability of design recommendations.

S14

Articulate and communicate complex information, concepts and ideas effectively and concisely, through written, visual and verbal means.

Skills

S15

Communicate concepts in a manner appropriate to the audience, adapting communication techniques accordingly between user research participants, stakeholders or varying degrees of seniority and team members from a broad spectrum of specialist fields.

S16

Manage expectations and present user research insight, proposed solutions and/or test findings to clients and stakeholders.

S17

Use advanced cognitive skills to deal with competing interests within and outside the organisation, through well-reasoned arguments and excellent negotiation skills.

S18

Work autonomously and interact effectively within wide, multidisciplinary teams, including designers, developers, engineers, analysts, project managers etc.

S19

Identify the preferences, motivations, strengths and limitations of other people and apply these insights in order to work more effectively with and to motivate others.

S20

Demonstrate competence in customer service, in active listening and in leading, influencing and persuading others.

S21

Balance and trade-off competing quality, time and budget criteria, demonstrating understanding of business need, managing time effectively and being able to plan and complete UX activities to schedule.

Behaviours

B1

Is passionate about creating effective, efficient, delightful and innovative solutions that enhance user experience through the appropriate balance of form and function.

B2

Has a strong work ethic and commitment in order to meet the standards required.

B3

Is reliable, objective and capable of independent and team working, and acts with integrity with respect to confidentiality, the protection of personal data and online safety.

B4

Champions accessibility and diversity in order to create inclusive solutions.

B5

Is driven to keep up to date with the latest UX trends, tools, techniques and practices to support the ongoing development of their own skills and knowledge and the sharing of that knowledge to develop the skills of others.

B6

Exercises initiative and personal responsibility and has the ability to continuously develop professionally.

B7

Undertakes independent decision-making in complex, unpredictable and changing circumstances.

B8

Is comfortable and confident interacting with people from different backgrounds and demographics and in delivering excellent customer service.

Year 1

UX Origins and Applications

K1 K2 K15

S7 S9

B4

UX Human Contexts

K2 K3 K13

S7 S9 S15

B3 B4

UX Practices 1: Making

K1 K3 K8
K10 K14 K15

S1 S2 S3
S6 S7 S10
S11 16 S18

B1 B2 B3
B4 B5

UX Methods

K1 K2 K15

S7 S9

B4

UX Systems Contexts

K2 K3 K5 K13

S7 S9

B4

UX Practices 2: Communicating

K1 K3 K8 K10
K14 K15

S1 S2 S3
S6 S10 S11
S16 S18

B1 B2 B3
B4 B5

Year 2

Creativity Through Research

K4 K11 K13

S1 S3 S4 S5
S8 S12 S13
S14 S15 S16

B5

UX Practices 3: Building

K1 K3 K8
K9 K10 K11
K14 K15

S1 S2 S3
S6 S7 S10
S11 S12 S13
S16 S18

B1 B2 B3
B4 B5

Applying Creativity Through Research

K4 K11 K13

S1 S3 S4 S5
S8 S12 S13
S14 S15 S16

B5

Ethics, Rights and Research

K4 K5 K6 K7
K12 K13

S6 S8 S13

B3 B4 B5
B6 B8

Ethical Considerations in UX

K4 K5 K6 K7
K12 K13

S6 S21

B2 B3 B4
B5 B6

UX Option Unit

K2 K3 K4 K5
K6 K8 K9 K10
K11 K15

S1 S6 S10 S11
S12 S14 S15

B1 B2 B3 B4
B5 B6 B7

Year 3

Psychology and Behaviour

K2 K4 K6

S4 S5 S7
S14 S15 S17
S19 S20

B8

Conversion and UX

K2 K4
K7 K12

S1 S14 S15
S17 S18 S21

Psychological Research Methods

K2 K4 K6

S3 S4 S5
S7 S14
S15 S19

B3

UX in the Business

K4 K2
K7 K12

S1 S13
S14 S15 S17
S18 S21

B7 B8

UX Toolkit

K1 K4 K8 K10
K11 K14 K15

S1 S2 S3 S4
S5 S6 S7 S8
S10 S11 S12
S13 S14
S16 S18

B1 B2 B3 B4
B5 B6 B7

UX Toolkit: Iteration

K1 K4 K8 K10
K11 K14 K15

S1 S2 S3 S4
S5 S6 S7 S8
S10 S11 S12
S13 S14 S16
S17 S18

B1 B2 B3 B4
B5 B6 B7

Year 4

UX Futures

K2 K4 K7 K8 K9
K12 K13 K15

S14 S17

B5

UX Futures: Leadership

K8 K10 K12 K13

S15 S17
S19 S20 S21

B2 B3 B7 B8

Synoptic Project: Define and Design

K1 K3 K8 K10
K11 K14 K15

S1 S2 S3 S4 S5 S6
S7 S8 S10 S11 S12
S15 S17 S19 S20

B1 B2 B3
B4 B5 B6 B7

EPA and Synoptic Project: Do and Review

K2 K4 K5 K7 K8
K9 K12 K13 K15

S1 S14 S17

B1 B2 B3
B5 B6 B7 B8