

Digital User Experience (UX) Professional

Degree Apprenticeship



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mmu.ac.uk/apprenticeships

Award-winning Degree Apprenticeships

Manchester Metropolitan University is one of the most popular universities in the UK, currently educating over 39,000* students. The University takes its responsibility for creating work-ready graduates very seriously and maintains close industry and business links.

Our Degree Apprenticeships are practice focused. They equip our apprentices with the skills to ensure they are ready to take on the industrial challenges of tomorrow and make their mark. We develop our programmes in partnership with employers, to meet the needs of industry and individuals.

As pioneers of degree apprenticeships, we have become industry leaders, allowing us to build unrivalled partnerships with some of the UK's largest employers and innovative small and medium-sized enterprises (SMEs).

2,400
apprentices
on 18 programmes

**Top university
in the UK**
for degree apprenticeships

RateMyApprenticeship
Awards 2019, 2020, 2021, 2022

92%

merit or distinction
at EPA in 2022

110+

apprentices
recognised
at regional and
national awards

Winner
**University
of the Year**
at the Multicultural
Apprenticeship Awards 2022

540+
Employer
partners

★ Rated ★
'Outstanding'

by Ofsted 2018 and 2022

**Training Provider
of the Year**
North West Apprenticeship
Awards 2023



* HESA data 2020/21, includes students on distance learning and accredited courses at partner institutions

About the programme



An innovative blend of higher education and work-based learning, this programme develops employees into confident digital UX professionals who can work in a wide range of businesses, from creative and tech to manufacturing or public services.



Developed collaboratively with employers, this four-year programme has been created to meet the increasing demand for talent in this exciting field.

It will include investigating, analysing and designing the experience that people have with digital products and services, both current and emerging. Apprentices will find ways that these interactions can be implemented, improved and optimised over time.

Digital user experience expertise is required across every sector, including digital and creative; retail and sales; public service; health innovation; manufacturing; and finance and professional services.

The digital user experience (UX) degree

Upon successful completion of the programme, apprentices will achieve a BSc (Hons) Digital User Experience (UX).

Who is the programme for?

It is suitable for existing employees, people new to digital looking to develop or change their career, or new recruits that wish to develop as digital UX professionals.

In their daily work, a digital UX professional interacts with internal and external parties including stakeholders, users, customers and team members from a range of specialist fields including designers, developers, engineers, analysts and project managers. Digital UX professionals may need to spend time working in a variety of environments in order to better understand user requirements.

Core skills, knowledge and behaviours

On successful completion of the BSc (Hons) Digital User Experience Degree Apprentices will develop the following:

Core Knowledge

- Principles, perspectives, approaches and underpinning theories of UX.
- Awareness and understanding of the core tools and technologies involved in digital product and service design and development.
- Essential concepts of digital product, service and User Interface (UI) design.
- The changing role of digital in human experiences and the impact of technology in social, commercial, environmental and cultural contexts.
- How to achieve an ethical balance when applying psychological and persuasive techniques.
- How to initiate and deploy UX practices to new and emerging technologies and interfaces (eg conversational UI, wearable UI, and AR, VR and MR).
- How to solve problems through testing and evaluating solutions.
- Legal, ethical, professional and regulatory frameworks which affect digital products and services.
- How to analyse and evaluate designs against accessibility guidelines, policies and regulatory requirements.

Core Skills

- Apply creative, critical thinking and analytical skills to the design, development and improvement of UX solutions.
- Use design thinking and/or service design methods to design and implement new value propositions, products and services, and improve existing ones.
- Compose, construct and use multiple user research approaches.
- Understand user and stakeholder needs and define the product or service requirements.
- Analyse, interpret, synthesise and apply insights to personas, user journeys and system workflows.
- Design, facilitate and evaluate experimental tests using tools to enable a data-led approach to UX solutions.
- Explore and devise a range of design solutions and prototypes.
- Analyse test data, interpret results and evaluate the suitability of proposed solutions.
- Articulate and communicate complex information through written, visual and verbal means.
- Deal with competing interests within and outside the organisation.

Core Behaviours

- Passion about creating effective, efficient, and innovative solutions that enhance user experience through the appropriate balance of form and function.
- A strong work ethic and commitment in order to meet the standards required.
- Reliability, objectiveness and capability of independent and team working, and integrity with respect to confidentiality, the protection of personal data and online safety.
- Championing accessibility and diversity in order to create inclusive solutions.
- Exercising initiative and personal responsibility and has the ability to continuously develop professionally.
- The drive 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.
- The undertaking of independent decisionmaking in complex, unpredictable and changing circumstances.
- The ability to be comfortable and confident interacting with people from different backgrounds and demographics and in delivering excellent customer service.

Success stories

I'm finding my degree apprenticeship very fulfilling and I'm learning a huge amount. Of course, it can be a challenge at times to balance both work and study, especially around deadlines, but this encourages me to take responsibility and continue to build effective time management skills.

Day-to-day I work on a range of different tasks to improve our user experience at SearchSmartly, including conducting interviews, product planning and interface design itself. My work focuses on trying to get to the root of user needs when trying to find a new home, so that we can adapt the platform to best support them.

My learnings have allowed me to grow into my role at SearchSmartly. I am always able to bring new points of view and fresh information into the business, which is important for the development of products I work on and my own personal development.

If you are a creative person with an interest in design and an appetite to solve problems then the Digital User Experience degree apprenticeship is definitely for you.

Emily Williams

Digital User Experience (UX) Professional
degree apprentice
SearchSmartly



Creating a supportive environment

In order to create an environment where apprentices will be able to achieve successful outcomes, both academically and within their organisations, the University has put in place a wide range of support.

Apprentices

Dedicated Skills Coach

A dedicated Skills Coach will conduct termly reviews with the apprentice and workplace line manager, advise on University regulations and procedures, and provide pastoral support. They will also help the apprentice to apply the knowledge, skills and behaviours of the apprenticeship in the workplace.

Personal Learning Plan

Where additional learning support requirements are identified, they will be met through a Personal Learning Plan.

University Services

Full access to University services – including disability services, wellbeing, the library, IT services and sports facilities.

Online Study Environment

Study materials can be accessed 24/7 via our online study environment, Moodle. Moodle enables apprentices to access reading lists, download journal articles, contribute to online discussion groups, email tutors, listen to podcasts and submit assignments.

Cutting-Edge delivery

The Digital UX Degree Apprenticeship is delivered on Manchester Met's city centre campus, in the School of Digital Arts (SODA). The new £35 million SODA faculty and building has been supported by Government to help develop the creative digital and tech talent needs of the economy, and build Greater Manchester's growth as a digital and media hub.

Apprentices study a core curriculum across four years, with approximately 24 University days per year. These are delivered in six four-day attendance blocks, referred to as 'Learning Sprints' and are reflective of industry Design Sprint methodology. Outside of time on campus, apprentices use online platforms such as Microsoft Teams to keep in touch with the University and each other.

University Library

The main University Library is located on the All Saints Campus and is open 24/7 during the academic year.

The Library provides access to a wide range of books, texts, journals, and business information and statistics. It also runs a number of workshops for mature students on study and research skills.

Many of the Library's resources are available online. For example, apprentices can search the Library catalogue, renew and reserve books, and download journal articles and research information.

Employers, line managers and mentors

Apprenticeships Team Support

The Manchester Met Apprenticeships Team is available to support employers throughout the apprenticeships process, including:

- Holding meetings with staff and managers to understand operational challenges and training needs.
- A dedicated account manager, providing a strategic point of contact with the University.
- Working in partnership to tailor content and delivery.
- Sending regular reports of apprentice progress.
- Information sessions for line managers and mentors.

Progress reviews

Line managers and mentors are supported through regular progress reviews to set, monitor and evaluate objectives and targets.

Delivery and structure

In an innovative and collaborative faculty

The four-year apprenticeship will see apprentices split their time between study at University and the workplace. Apprentices will be given opportunities throughout the programme to apply their knowledge and practise their skills.

Delivery

Apprentices study a curriculum across four years, with approximately 24 days of taught content per year. All units are core, to meet the knowledge, skills and behaviours of the apprenticeship standard, but there is the opportunity to take one optional unit to reflect the different prior experiences of the apprentices, and the priorities of the employer.

Teaching is delivered in six immersive blocks. We refer to these four-day blocks as 'learning sprints', to reflect industry 'design sprint' practice. In each sprint, 3 units are taught which allows connections between theory, context and practice.

Outside of time on campus, apprentices use online platforms such as Microsoft Teams to keep in touch with the University and each other.

Assessment

Assessment tasks can include case studies, written work, presentations and work-based projects. There are no exams. Assessments are designed to be creative and flexible, often based on work that the apprentice is doing in their job role. Apprentices are mentored throughout their studies with dedicated and personalised support from work-based mentors, academic staff and Skills Coaches.

Award-winning provision

Manchester Met was awarded 'Digital Apprenticeship Provider of the Year' at the AAC Apprenticeship Awards 2020 and has been nominated again in 2022. The award recognises the University's high level of engagement with employers and apprentices – particularly in the way the provision from the University adapts to meet employer requirements. Manchester Met has also been named the top university for degree apprenticeships by RateMyApprenticeship in 2019, 2020 and 2021.

Tech partnership gold accredited

The Digital UX Professional Degree Apprenticeship is a Tech Partnership Gold accredited course. This is a formal accreditation for programmes meeting industry standards for job readiness.



Success stories

It's great working with Manchester Met as a line manager of apprentices. I've been really well-supported. We work as a squad model with content design, product design, service design and user researchers, as well as product leaders in each squad. The apprentices are learning a little bit of each of those disciplines which is great for their careers.

They're learning what we call T-shaped skills as designers, which is great for BT because we're building the next generation of designers.

We've been given a full induction of what to expect from being an apprentice line manager. How to do a 30, 60, 90-day template with the apprentices to make sure they're hitting the right points in their career during that first period.

The work they've done has been really impressive, such a great level of professionalism this early in their career. In fact, we've been able to take some of their work into the squads already.

I'd recommend Manchester Met really highly. It's had an Ofsted 'Outstanding' recently, which is amazing.

Manchester's a creative city. There's a huge design community here and what better place for the apprentices to be learning their craft.

Sian Cummins,
Content Design Manager
BT Group



Programme content

Year 1

- UX Origins and Applications
- UX Methods
- UX Human Contexts
- UX System Contexts
- UX Practices 1: Making
- UX Practices 2: Communicating

Year 2

- Creativity through Research
- Applying Creativity through Research
- Ethics, Rights and Research
- Ethical Considerations in UX
- UX Practices 3: Building
- Specialist option (in one of): UX and Code, UX and Design, UX and Storytelling, or UX and Sound

Year 3

- Psychology and Behaviour
- Psychological Research Methods
- UX in the Business
- Conversion and UX
- UX Toolkit
- UX Toolkit: Iteration

Year 4

- UX Futures
- UX Futures: Leadership
- Synoptic Project and end-point assessment (EPA)

Application information

This programme is designed with professionals in mind, and this is reflected in our entry requirements. All applicants need to be employed with a supporting organisation in order to be eligible.

We welcome applicants who meet the following criteria:

Entry requirements

Candidates for the Degree Apprenticeship should have a minimum of 104 points at A2 (Grades BCC) or an equivalent eg BTEC DMM. We will individually evaluate candidates who do not meet these requirements, but have workplace experience or have completed a Level 3 Apprenticeship.

Level 2 English and maths requirements

It is a condition of apprenticeship funding, at any level, that all applicants are able to evidence GCSE English Language and Maths passes at grade A*-C/9-4 or commit to completing Functional Skills Level 2, in addition to the programme. If required, this is provided at no additional cost.

How to apply

Once an employer has confirmed that they will support their apprentice(s) in an appropriate job role, we will issue an application pack to interested applicants which includes the necessary forms and guidance.

The application form enables us to build up a picture of the candidate, their experience and the knowledge and skill areas they are looking to develop.

Employer next steps

If you would like to discuss how this programme could work for your organisation, or if you have any further questions, please contact our dedicated Apprenticeships Team.

E: apprenticeships-employer@mmu.ac.uk

T: 0161 247 3720



Get in touch

Our growing portfolio of undergraduate and postgraduate apprenticeships include programmes in the following areas:

- digital and technology
- digital marketing, creative design and UX
- health and social care
- leadership, management and HR
- retail

If you think one of our programmes could work for your organisation, please get in touch. We will be happy to provide further information and guide you through the next steps.

Contact us:

Apprenticeships team

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W: mmu.ac.uk/apprenticeships

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We are committed to ensuring that all of our materials are accessible. This brochure is available in a range of formats, such as large print, on request via marketing@mmu.ac.uk