
Overview

User-centred development (UCD) is a framework of processes in which the needs, wants, and limitations of end users of a system or service are captured and prioritised and used to drive each stage of the development process to facilitate responsive delivery.

User-centred development not only requires developers to analyse how users are likely to use a digital service or product, but also to test their assumptions with regard to user behaviour in real world tests with actual users at each stage of the development process. This includes building in feedback loops from initial requirements definition, design, development and testing to confirm or modify the original requirements.

User requirements are established and refined through investigative methods including: ergonomic considerations, functional and non-functional needs, prototype testing, and usability testing methods.

User-centred development aims to optimise the software development and delivery system around how users can, want, or need to use the system, rather than forcing the users to change their behaviour to accommodate system.

This standard covers the competencies needed to manage user centred development activities.

Manage user centred development activities

Performance criteria

You must be able to:

1. develop the processes for improving the user experience of digital services and products
2. direct the design and visual experience of all new features and enhancements of digital services and products
3. manage user interface refactoring to continually improve the user experience
4. define organisational standards and procedures for creating sketches, concepts, wireframes and prototypes to communicate user experience ideas and designs
5. select and define the tools for building prototypes at differing levels of fidelity for demonstrations and user testing
6. manage, motivate and support user centred development teams to provide a more iterative, customer focussed development approach
7. communicate user experience improvements with all appropriate relevant stakeholders
8. present and justify designs and other deliverables to peers and stakeholders
9. manage the lifecycle of early stage designs through user testing and/or expert review

Manage user centred development activities

Knowledge and understanding

You need to know and understand:

1. how to matrix-manage multi-disciplinary user experience design and development teams
2. the working environment of large-scale complex web based digital service applications
3. the working environment of large-scale complex web based application
4. how to build an effective user centred development team with the required skills and expertise
5. how to monitor and manage the delivery of user centred development services
6. how to review the effectiveness of user centred development activities and their deliverables
7. the processes, tools and techniques used to monitor information management operations and how to apply them
8. how to identify opportunities for user centred development process improvement
9. how to identify risks and resolve problems in user centred development
10. what are the relevant external policies and best practice in user centred development and how to apply them
11. how to implement a culture of continuous improvement related to information management activities

Manage user centred development activities

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