

Overview

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 lead and direct user centred development activities.

Performance criteria

You must be able to:

1. define the vision for the user centred development capability in line with organisational requirements
2. take responsibility for defining the key user centred development metrics
3. take ownership for the management of the overall user centred development function, building strong teams of professionals
4. continually improve user centred development capabilities in line with organisational requirements
5. deliver user centred development engagements that meet user expectations
6. promote user centred development best practices through the design and implementation of policies, guidelines and procedures

Knowledge and understanding

You need to know and understand:

1. how to create large scale enterprise application websites and their interfaces
2. how to lead interdisciplinary teams in the deployment of high quality, innovative software applications that meet the needs of users
3. how to develop innovative solutions to problems and leading-edge design
4. how to implement the organisations information architecture
5. how front-end web development technologies are used to develop large scale enterprise websites to deliver improved digital services
6. the importance of embedding user experience needs within digital product development
7. the need to link digital service goals to business goals
8. how to set policies, standards and guidelines for user interaction research, user experience and user centred development

Lead user centred development activities

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