

## Overview

Digital content professionals apply skills in design, coding and multimedia editing, using a mix of technology tools and platforms to create and publish digital content, including layout, text and graphics to web pages and mobile applications.

This standard covers the design, prototyping and testing of accessible user interfaces and their components, based on user-centred design principles. It includes an understanding of website and mobile application design methods and design elements. It also includes reviewing website and mobile application designs and identifying design issues through testing and user feedback to optimise the user experience.

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## Performance criteria

*You must be able to:*

1. Consult with clients to determine user interface requirements for web and/or mobile application host platforms
2. Design user interactions between application and user which meet performance targets and satisfy user goals
3. Undertake sketch work to produce low-fidelity wireframes and user journeys to meet client requirements
4. Create working prototypes to demonstrate how the user interface design meets user requirements
5. Develop the user interface in the host platform technology in line with organisational standards
6. Test the effectiveness and functionality of a user interface design to meet user requirements and accessibility guidelines
7. Deploy the user interface into live web and/or mobile application platform environments

## Knowledge and understanding

*You need to know and understand:*

1. The range of methods used to establish client needs, including interview, observation and research
2. How to apply user feedback through the design phase of user interfaces
3. The different methods and tools that can be used to create working user interface prototypes
4. How the brand message of a website or mobile application is supported by design features
5. The factors that increase usability, including clear navigation, linkages and speed
6. the different website and mobile application user interaction features including toolbars, menus, icons, buttons, list boxes, textboxes and forms
7. User research and user interface design factors
8. The organisational and industry guidelines for website and mobile application accessibility
9. The testing methods used to measure interface effectiveness and functionality
10. The design methods used to create user interfaces and user journeys including storyboarding and wireframes

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Design and develop digital user interfaces for web and mobile app platforms



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**Relevant Occupations** Information and Communication Technology; Information and Communication Technology Officer; Information and Communication Technology Professionals

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**Suite** IT and Telecoms

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