

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.									F			P		
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).								P	P	P	P			
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.			P	P							P	P		
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.							F		P					
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.	F										P	P		
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.					p			P	P	P				
K11: How to solve problems through testing and evaluating solutions via analysis of test data and results from feasibility, acceptance and usability testing.				p				p	p					
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.		p				p	p							
K13: The legal, ethical, professional and regulatory frameworks which affect digital products and services.							F							

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.						p					p	p		
S16: Manage expectations and present user research insight, proposed solutions and/or test findings to clients and stakeholders.				p					p	p				
S17: Use advanced cognitive skills to deal with competing interests within and outside the organisation, through well-reasoned arguments and excellent negotiation skills.				p				p				p		
S18: Work autonomously and interact effectively within wide, multidisciplinary teams, including designers, developers, engineers, analysts, project managers etc.				p				p			p	p		
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.		p						p						p
S20: Demonstrate competence in customer service, in active listening and in leading, influencing and persuading others.	p	p					p				p			
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.			p	p				p				p		
Apprenticeship Behaviours	L4 HCI	L4 Professional Development	L4 UX Origins	L4 UX Design Development	UX Project Lifecycles	L5 Emerging UX	L5 Legal Ethical	UX Professional Portfolio	L5 UI for Web	L5 UX for Software	L5 UX Psychology	L6 Cognition Behavior	L6 Future UX	L6 Professional Practice
B1: Is passionate about creating effective, efficient, delightful and innovative solutions that enhance user experience through the appropriate balance of form and function.				p				p	p	p	p	p		

B2: Has a strong work ethic and commitment in order to meet the standards required.		p						p						p
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.		p						p						p
B4: Champions accessibility and diversity in order to create inclusive solutions.	p			p					p	p				
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.						p	p		p	p	p	p	p	
B6: Exercises initiative and personal responsibility and has the ability to continuously develop professionally.		p						p						p
B7: Undertakes independent decision-making in complex, unpredictable and changing circumstances.								p	p	P				
B8: Is comfortable and confident interacting with people from different backgrounds and demographics and in delivering excellent customer service.				p				p						p