Mapping	of Knowledge, Skill	s and Bel	naviours between a UWE A	ward and an Apprenticesh	p Standard
Apprenticeship Standard Number	l Name and	Digital u	ser experience (UX) profession	al (integrated degree)	v1.0 (16/02/22)
UWE Award Name(s)		BSc (Hor	ns) Digital User Experience		
Mapping Version	Date Mapping Co	mpleted	IfATE Standard Version	UWE Programme Valid From	UWE Programme Valid To
1.0 JH	16/04/2022)	<mark>ST0470</mark>	01/09/2022	Current

Where a module will fully satisfy a requirement of the apprenticeship standard this is marked `F'. Where a module partially covers a requirement this is marked `P'.

Apprenticeship Knowledge	L4 HCI	L4 Professional	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
K1 : The full scope of the discipline of UX, including definitions, principles and ontologies, as well as the different perspectives, approaches or schools of thought and the theories that underpin them. Advanced methods and techniques to review, consolidate, extend and synthesise their knowledge and understanding, and to initiate and carry out projects.			Р	Р	Р	Р					Р			Р
K2 : Key schools of thought and specialist areas of practice, including Human Computer Interaction (HCI) and sociological, psychological and design approaches to UX, including User Centred Design (UCD), data-led design and experimental testing.	F				Р					Р	Р			
K3 : The essential concepts of digital product design, service design and User Interface (UI) design, and how these fundamental concepts can be applied to new and emerging forms of user interaction.	Р		Р	F	Р								Р	

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

K14 : The benefits and constraints of creating inclusive user experiences, including how to critically analyse and evaluate designs against accessibility guidelines, policies and regulatory requirements.	Р						Р		Р					
K15 : Awareness and understanding of the core tools and technologies involved in digital product and service design and development, including a basic level of knowledge of the advantages of certain tools and technologies for specific applications and purposes.		Р		Р					P	Р				
Apprenticeship Skills	14 HCI	L4 Professional	L4 UX Origins	L4 UX Design	UX Project Lifecycles	LS Emerging UX	L5 Legal Ethical	UX Professional Portfolio	L5 UI for Web	LS UX for Software	L5 UX Psychology	L6 Cognition Behavior	L6 Future UX	L6 Professional Practice
S1: Apply creative, analytical and critical thinking skills to the design, development and improvement of UX solutions and systematically analyse and apply structured problem-solving techniques to complex UX challenges.				Р							Р	Р		
S2: Use design thinking and/or service design methods to determine the design and implementation of new value propositions, products and services, and improve existing ones.	Р			Р		Р								
S3: Select, formulate and apply from a range of user research methods including those from the fields of Human Computer Interaction (HCI), sociology, psychology and ethnography, including qualitative and quantitative approaches.	Р		Р	Р					Р	Р		Р		
S4: Compose, construct and use multiple user research approaches to form an understanding of user populations, including surveys, field based research, contextual inquiry, user interviews, focus groups, stakeholder interviews/workshops, formative lab-based and direct user testing sessions (e.g. acceptance and usability testing).				Р		Р				Р		Р		
S5: Critically analyse and evaluate assumptions and findings to understand user and stakeholder needs (including behaviours, emotions, beliefs and				Р	Р							Р		

preferences), and define the solutions' functional, non-functional, structural and content requirements.												
S6: Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem.	Р			Р	Р	Р	Р					
S7: Analyse, interpret, synthesise and apply insights, to inform the development of personas, user journeys and system workflows, to ensure user and organisational needs are met.					Р		Р	Р	P	Р		
S8: Design, facilitate and evaluate experimental tests using tools such as A/B and multivariate testing to enable a data-led approach to the development and continual improvement of UX solutions.				Р			Р	Р				
S9: Design, facilitate and evaluate requirements gathering, ideation and codesign activities, involving stakeholders and/or users.		Р	Р							Р		
S10: Creatively explore and devise a range of design solutions, including the production of system and user flows, static wireframes and prototypes of varying degree of fidelity, from paper prototypes to interactive prototypes.		Р	Р				Р	Р			Р	
S11: Adapt and evaluate design solutions according to the context of intended use, including responsive, mobile, online, offline, personal, public and enterprise, working with multidisciplinary product teams to assess the impact of implementing specific design recommendations.	Р				Р				Р	Р		
S12: Design and refine clear, logical information architectures for content and data.					Р		P	P				
S13: Independently analyse test data, interpret results and evaluate the suitability of proposed solutions, considering current and future contexts of use, including in consultation with team members from other disciplines to ascertain a holistic view on the applicability of design recommendations.					Р				Р	Р		
S14: Articulate and communicate complex information, concepts and ideas effectively and concisely, through written, visual and verbal means.	Р		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.						р					р	р		
S16: Manage expectations and present user research insight, proposed solutions and/or test findings to clients and stakeholders.				р					р	р				
S17: Use advanced cognitive skills to deal with competing interests within and outside the organisation, through well-reasoned arguments and excellent negotiation skills.				р				р				р		
S18: Work autonomously and interact effectively within wide, multidisciplinary teams, including designers, developers, engineers, analysts, project managers etc.				р				р			р	р		
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.		р						р						р
S20: Demonstrate competence in customer service, in active listening and in leading, influencing and persuading others.	Р	Р					Р				Р			
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.			Р	Р				Р				Р		
Apprenticeship Behaviours	L4 HCI	L4 Professional	L4 UX Origins	L4 UX Design Development	UX Project Lifecycles	LS 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.				р				р	р	р	р	р		

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