**ASSESSMENT SUMMARY RECORD**

This document is for recording the compliance with the Technical Skills and Competencies in Social Media Marketing RET-OTO-4007-1.1 based on the evidence gathered on the candidate for Learning Units 1 to 3.

| **Assessment Centre** | **:** | ClickAcademy Asia Pte Ltd | | |
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| **TSC** | **:** | User Experience Design | | |
| **Code** | **:** | ICT-SNM-3017-1.1 | | |
| **Name of Candidate** | **:** | Teo Boon Wee | | |
| **NRIC / FIN No. of Candidate** | **:** | 794Z | | |
| **Name of Assessor** | **:** | Jeremiah Maximus Lim Zhi Guang | | |
| **Assessment Date** | **:** | 9/10/2024 | | |
| **Learning Outcome** | | **Assessment Method** | **Results** | |
| C | NYC |
| LO1 Examine user experience (UX) design process and applications   * K3 Steps in the user interaction process | | 1. Think of a positive experience you have had personally with a digital product or service. Then answer the 5-part question below:  a) How did the user research process contribute to the positive experience? |  |  |
| b) Recall the various stages in your interaction process and identify at least 2 indicators that reflect how well the IT product or service meets your needs, expectations, and/or goals. |
| c) Outline the user task flow to illustrate the user experience (i.e., steps taken to achieve the goals stated above) |
| LO2 Measure indicators of user experience at each stage of the user interaction process to define the relationship between problem-solving and UX design   * K2 Indicators of user experience * K3 Steps in the user interaction process | | d) Identify 2 difficulties you faced |  |  |
| e) Provide suggestions to overcome those difficulties |
| LO3 Gather user feedback to identify their needs and experiences in various steps and interactions they encounter   * K1 Techniques for gathering and analysing user feedback * K4 Parts of a user flow chart | | 2. What are some forms of User Testing? Briefly explain how it works |  |  |
| LO4 Analyse user patterns and feedback to identify performance levels and gaps between the existing and desired user experience   * K6 Types of User Response * A1 Gather inputs and feedback from users on their needs and experiences with IT products and services * A2 Analyse user patterns and feedback from target users of IT products and services to understand the desired user experience and outcomes * A3 Identify performance levels and gaps between current level of user experience and the desired user experience * A5 Measure indicators of general user response to the product or service | | 3. What does Qualitative Research measure? Provide an example of a question you might ask during Qualitative Research, and a sample answer |  |  |
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| 3b. What does Quantitative Research measure? Provide an example of a question you might ask during Quantitative Research, and a sample answer |  |  |
| Based on the 2 personas provided, what are the typical responses, inputs and feedback they would give when coming across the Equilibrium MMA website? List down some of these responses that represent your target user and their goals (A1) |  |  |
| For each user persona, what are the best expected outcomes in alignment with his/her goals? What are some problems they might encounter with the Equilibrium MMA website?(A3) |  |  |
| From the Customer Journey map of either of the Personas, what are some pain points that the users might face when trying to Book a Trial? (A2, A5) |  |  |
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| LO5 Recommend and refine UX design in consideration of UX Honeycomb principles to enhance the overall user experience   * A7 Propose suggestions and modify aspects of an IT product or service to enhance the overall user experience | | Based on the website screenshots provided, what are 2 things that Equilibrium MMA did well for their website? What are 2 things that they did not do so well? Visualize improvements using a Paper sketch. Paste a photo of your sketch into the document (A7) |  |  |
|  |  |
| LO6 Develop information architecture structure, content inventory, sitemap and paper-based website wireframe based on established requirements and user-centred inputs   * A6 Develop a prototype and/or wireframe of the user interface based on established requirements and methodologies and taking into account user-centred inputs and perspectives | | Port over the Paper sketch into a Prototyping tool (Miro, Figma, Canva, XD, etc) and paste a screenshot of the Prototype into the document |  |  |
| LO7 Implement usability tests to validate the technical feasibility and efficacy of software and application design through the assessment of user engagement and retention levels using pre-defined metrics and guidelines   * A4 Measure the user's level of engagement and stickiness with the product or service using pre-defined metrics or guidelines * A8 Implement usability tests on the updates or modifications made to a software and application design, to verify its technical viability and effectiveness | | What type of Usability test would you run for your prototype and what are you testing for? (A8) |  |  |

| This candidate has been assessed to be (tick one):  □ Competent □ Not yet competent  By signing, the candidate agrees to accept the assessment result.  Assessor’s Signature : Candidate’s Signature : Teo Boon Wee  Feedback on the result from the assessor and the candidate:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
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