

## Development and implementation: User experience; User experience evaluation USEV

### Description

Validation of systems, products or services, to assure that the stakeholder and organisational requirements have been met, required practice has been followed, and systems in use continue to meet organisational and user needs. Iterative assessment (from early prototypes to final live implementation) of effectiveness, efficiency, user satisfaction, health and safety, and accessibility to measure or improve the usability of new or existing processes, with the intention of achieving optimum levels of product or service usability.

### Level 6

Champions high standards in all aspects of the interaction between users and the organisation's systems, products and services including involvement of users in evaluation activities. Specifies standards and methods to achieve organisational objectives for usability and accessibility and to ensure that this is addressed in future design. Develops or sources organisational resources and capabilities to conduct effective user experience evaluation including specialist user-centred facilities, communities of users. Collaborates with internal and external partners to facilitate effective evaluation of systems, products and services.

### Level 5

Manages user experience evaluation of systems, products or services, to assure that the usability and accessibility requirements have been met, required practice has been followed, and systems in use continue to meet organisational and user needs. Advises on what to evaluate and the type of evaluation to use and the extent of user involvement required. Works iteratively with design teams to ensure that the results of evaluations are understood and acted upon by designers and developers of systems, products and services. Advises on achievement of required usability and accessibility levels of specific designs or prototypes.

### Level 4

Plans and performs all types of user experience evaluation to check and confirm that usability and accessibility requirements have been met. Selects appropriate use of formative or summative evaluations. Facilitates both moderated and unmoderated usability tests. Evaluates prototypes or designs of systems, products or services against the agreed usability and accessibility specifications. Interprets and presents results of evaluations and prioritises issues. Checks systems, products, or services which are in-use for changes in usability and accessibility needs and to ensure that these needs continue to be met. Assesses the stability of requirements against changes in context of use.

### Level 3

Evaluates design options and prototypes to obtain user feedback on requirements of developing systems, products or services. Tests the usability and accessibility of components and alternative designs. Administers a range of evaluations, recording data and feedback. Analyses evaluation data and recommend actions. Checks systems, products or services for adherence

to applicable standards, guidelines, style guides, and legislation. Evaluates the usability of existing or competitor systems to provide benchmark values and as input to design.

## **Level 2**

Assists in preparations for evaluation of systems, products or services, and in the operation of the environment, facilities tools needed for effective evaluations. Assists in collection of feedback on prototypes and designs from users and others. Maintains the environment.