

Instruction Sheet for the Candidate

Qualification	Technical Writer (Content Writing)
Competency Standard	Write the User Experience (UX) Reports
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment):</p> <ul style="list-style-type: none"> • Choose a success metric • Prioritize the primary use cases • “Walk” the user flow • Consider user expectations • Evaluate usability heuristics • Evaluate the service structure • Improve the service
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Choose a success metric</p> <ol style="list-style-type: none"> 1. Use the analytics data available from past users 2. Use existing data to find the desired outcome 3. Note the drop off rate between every step of service to reveal the biggest opportunities <p>Prioritize the primary use cases</p> <ol style="list-style-type: none"> 4. Give greater weight to most common use cases rather than edge cases 5. Identify which change in user flow / user experience will have highest cumulative impact <p>“Walk” the user flow</p> <ol style="list-style-type: none"> 6. Record every step using a screen shot 7. Layout the screen shots as they happen in user-flow







	<p>Consider user expectations</p> <ul style="list-style-type: none"> 8. Record what user perceives from service's layout 9. User previous users' data to write what users expect from the service <p>Evaluate usability heuristics</p> <ul style="list-style-type: none"> 10. Utilize usability heuristics (user control, human limitations, modal integrity, accommodation, linguistic clarity etc.) to offer best user experience 11. Minimize the possibilities of users to make mistakes on user interfaces <p>Evaluate the service structure</p> <ul style="list-style-type: none"> 12. Evaluate how features are offered in service and how easy is it to switch from one feature to another 13. Make sure that user does not miss important notifications from one component of service while staying in another <p>Improve the service</p> <ul style="list-style-type: none"> 14. Write down the report on improving the service 15. Avoid introducing new bottlenecks while suggesting improvements in the service
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Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Technical Writer (Content Writing)
Competency Standard	Write the User Experience (UX) Reports
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Choose a success metric • Prioritize the primary use cases • “Walk” the user flow • Consider user expectations • Evaluate usability heuristics • Evaluate the service structure • Improve the service

I can.....

Performance Criteria	Yes	No
1. Use the analytics data available from past users	<input type="checkbox"/>	<input type="checkbox"/>
2. Use existing data to find the desired outcome	<input type="checkbox"/>	<input type="checkbox"/>
3. Note the drop off rate between every step of service to reveal the biggest opportunities	<input type="checkbox"/>	<input type="checkbox"/>
4. Give greater weight to most common use cases rather than edge cases	<input type="checkbox"/>	<input type="checkbox"/>
5. Identify which change in user flow / user experience will have highest cumulative impact	<input type="checkbox"/>	<input type="checkbox"/>
6. Record every step using a screen shot	<input type="checkbox"/>	<input type="checkbox"/>
7. Layout the screen shots as they happen in user-flow	<input type="checkbox"/>	<input type="checkbox"/>
8. Record what user perceives from service's layout	<input type="checkbox"/>	<input type="checkbox"/>
9. User previous users' data to write what users expect from the service	<input type="checkbox"/>	<input type="checkbox"/>
10. Utilize usability heuristics (user control, human limitations, modal integrity, accommodation, linguistic clarity etc.) to offer best user experience	<input type="checkbox"/>	<input type="checkbox"/>
11. Minimize the possibilities of users to make mistakes on user interfaces	<input type="checkbox"/>	<input type="checkbox"/>
12. Evaluate how features are offered in service and how easy is it to switch from one feature to another	<input type="checkbox"/>	<input type="checkbox"/>

13. Make sure that user does not miss important notifications from one component of service while staying in another		
14. Write down the report on improving the service		
15. Avoid introducing new bottlenecks while suggesting improvements in the service		

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Technical Writer (Content Writing)
Competency Standard	Write the User Experience (UX) Reports
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor _____ Assessor's code: _____ Signature: _____

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment		✓					
Other Requirement							

Observation Checklist

Assessment Task		<ul style="list-style-type: none"> • Choose a success metric • Prioritize the primary use cases • “Walk” the user flow • Consider user expectations • Evaluate usability heuristics • Evaluate the service structure • Improve the service 		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Use the analytics data available from past users			
2.	Use existing data to find the desired outcome			
3.	Note the drop off rate between every step of service to reveal the biggest opportunities			
4.	Give greater weight to most common use cases rather than edge cases			
5.	Identify which change in user flow / user experience will have highest cumulative impact			
6.	Record every step using a screen shot			
7.	Layout the screen shots as they happen in user-flow			
8.	Record what user perceives from service's layout			
9.	User previous users' data to write what users expect from the service			
10.	Utilize usability heuristics (user control, human limitations, modal integrity, accommodation, linguistic clarity etc.) to offer best user experience			
11.	Minimize the possibilities of users to make mistakes on user interfaces			
12.	Evaluate how features are offered in service and how easy is it to switch from one feature to another			
13.	Make sure that user does not miss important notifications from one component of service while staying in another			
14.	Write down the report on improving the service			
15.	Avoid introducing new bottlenecks while suggesting improvements in the service			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Technical Writer (Content Writing)
Competency Standard	Write the User Experience (UX) Reports
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-around; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)		Satisfactory	Not Satisfactory
1.	Define user experience (UX)		
2.	Name any two examples of user expectations		
3.	Give an example of areas of service that are critical for the success.		

Feedback to the Candidate
Candidate's Signature _____ Assessor's Signature _____