Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Design and Development

Title	Understand and establish website prototype
Code	107208L3
Description	In the system development process, apply prototyping tools to build website prototypes for site requirements analysis.
Level	3
Credit	6 （For Reference Only）
Competency	Performance Requirements 1. Understand the requirements of website analysis and prototyping • Understand the business needs, content needs and user needs analysis • Understand prototypes and design processes such as storyboards, paper prototypes, virtual reality prototypes, executable prototypes • Apply prototyping interactive design and prototyping tools 2. Master the prototype design and workflow process to build the website prototype • Prototype design, such as interactive performance, action description etc. • Apply the basic functions of prototyping tools such as Axure RP, such as interactive design techniques, gallery objects, browse prototypes on smartphone, etc. 3. Exhibit professionalism • Analyze website requirements according to the applications of website. • Ensure that the prototype meets the results of the website requirements analysis.
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Understand website requirements analysis • Realize prototyping and design flow, and its interactive design • Master the prototype design and tools
Remark	