

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Design and Development

Title	Plan the function and overall contents of website
Code	107223L6
Description	In the process of website design and development, determine the website function. According to the function of the website to determine the website technology solutions, as well as the overall planning of the website content.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand website positioning and website technology solutions</p> <ul style="list-style-type: none"> • Understand the function of website and determine the purpose of the website such as the construction of the corporate intranet and website scalability, etc. • Master the website technology solutions and related factors, including the choice of operating system, analysis of input costs, functionality, development, stability and security and website security measures <p>2. Implement website content planning</p> <ul style="list-style-type: none"> • Plan website content, such as corporate profiles, membership registration, detailed merchandise service information, information search inquiries, order confirmation and payment, personal information confidential measures etc. • Design webpage such as art design, web color, image application, layout planning and the overall web consistency. Consider the distribution, age, network speed, reading habits and other factors of the main target users. • Plan maintenance of the website such as server and related hardware and software maintenance. Carry out assessment of possible problems. Set response time and database maintenance including content updates and adjustments. • Develop website testing such as server stability, security, program and database testing, web compatibility testing, etc. <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the usability of the website content in line with industry standards • Comply with the requirements of the Personal Privacy and Intellectual Property Ordinance in the development of website content.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Understand website positioning and website technology solutions • Master the overall planning of the website content in line with design aesthetic and appropriate web function. Plan website maintenance and website testing activities.
Remark	