

Usability specialist

1. Role description

Profile title	Usability specialist	
Also known as	Usability and ergonomics specialist, User experience specialist, Web/Software ergonomics specialist, Interface designer, Usability manager	
Summary statement	In general, usability specialists make sure that products/services are easy for consumers to use. In internet field, usability specialists help ensure that websites and web applications are easy and pleasurable to use.	
Mission	Ensuring that everyone (including handicapped and people with limited ICT knowledge) can use (access, understand and interact) a website or web application easily and according to the creator's original intentions. Developing ideas to improve the website / web application in order to maximize its (business) impact and also to improve competitiveness of the company.	
Responsibility	In charge of the ergonomics of a website or web application.	
Deliverables	Accountable	Contributor
	<ul style="list-style-type: none"> • Cost- and time requirements and schedule of usability tasks document including cost benefit analysis and reasoning • Web ergonomics suggestions document • Usability plan / guidance document • Study on user requirements • Study on designer / developer requirements • Concepts and prototypes • Ideas and suggestions for usability improvements • Review / study on usability testing (inc. report on eye tracking results) 	<ul style="list-style-type: none"> • Business plan • Architecture design • Website or web application development / finalizing • Risk management • Process improvement
Main task/s	<p>For each prototype /revision of the website or web application:</p> <ul style="list-style-type: none"> • Planning for usability: provides guidance on what user-centred activities to conduct when during development to ensure good usability; • Design requirements analysis: captures and analyzes design requirements and specifications from designers / developers of the website or web application; • User requirements analysis: <ul style="list-style-type: none"> • Gathers and analyzes user requirements - by observing and interviewing potential users and by reviewing logs and analytics of monitored user activities; • Determines user needs and preferences; • Understands and prioritizes content and functionality needed in the user interface; • Interaction design: <ul style="list-style-type: none"> • Designs concepts and prototypes to illustrate overall interface layout, functionality and usage flow to support designers / developers; • Develops ideas and makes suggestions to designers and developers (in cases also to sales personnel or risk management team) for improving user friendliness; • Usability testing: <ul style="list-style-type: none"> • Independent usability evaluation: from short informal tests and expert reviews to large international user studies; • Eye tracking: provides detailed insights into how users interact with an interface - what they focus on and what they don't. 	
Environment	Usually works independently, but interacts regularly with users to collect their feedback and with designers/developers to provide suggestions to them.	

KPI's	<ul style="list-style-type: none">• Improved user satisfaction (based on user feedback)• Increased business / sales revenue - in case of commercial websites or web services• Comparison of usability testing results (before / after improvement)
-------	--

2. Role Profile

2.1 Profile Summary

PROFILE Usability Specialist			Technical					Behavioural												Business					
Area	No.	Competence	Importance	T01	T02	T03	T04	T05	B01	B02	B03	B04	B05	B06	B07	B08	B09	B10	B11	B12	M01	M02	M03	M04	M05
Plan	A.1	IS and Business Strategy Alignment																							
	A.2	Service Level Management																							
	A.3	Business Plan Development	low		x	x					x		x							x			x	x	x
	A.4	Product or Project Planning																							
	A.5	Architecture Design	low		x				x		x	x	x							x				x	
	A.6	Application Design	normal		x	x	x		x		x	x	x					x		x	x			x	x
	A.7	Technology and Market Watching	normal	x	x	x			x										x	x	x			x	x
	A.8	Sustainable Development																							
Build	B.1	Design and Development	high	x	x		x	x	x		x	x		x		x	x	x	x	x				x	
	B.2	Systems Integration																							
	B.3	Testing	high	x	x		x			x	x	x	x	x	x	x			x	x	x			x	
	B.4	Solution Deployment																							
	B.5	Documentation Production	normal				x	x			x									x	x		x	x	x
Run	C.1	User Support	high		x					x	x	x		x	x	x			x		x				
	C.2	Change Support																							
	C.3	Service Delivery																							
	C.4	Problem Management	normal		x				x		x									x	x				
Enable	D.1	Information Security Strat. Development																							
	D.2	ICT Quality Strategy Development																							
	D.3	Education and Training Provision																							
	D.4	Purchasing																							
	D.5	Sales Proposal Development	normal	x	x	x				x	x	x	x							x	x		x	x	
	D.6	Channel Management																							
	D.7	Sales Management																							
	D.8	Contract Management																							
	D.9	Personnel Development																							
	D.10	Information and Knowledge Management																							
Manage	E.1	Forecast Development																							
	E.2	Project and Portfolio Management																							
	E.3	Risk Management	low		x															x	x		x	x	
	E.4	Relationship Management																							
	E.5	Process Improvement	normal		x				x											x	x		x	x	
	E.6	ICT Quality Management																							
	E.7	Business Change Management																							
	E.8	Information Security Management																							
	E.9	IT Governance																							
																									Can lead a team
																									Has marketing knowledge
																									Has knowledge of legal, environmental, labour, standards issues
																									Has knowledge of budgeting / estimating issues and practices
																									Has knowledge of project management principles
																									Can explain
																									Can analyse
																									Can seek, organize and synthesize
																									Can work in a team
																									Can communicate effectively (also in foreign languages)
																									Can present / moderate skills
																									Has good interpersonal skills
																									Is committed to corporate strategy and aware of corporate culture
																									Is customer oriented
																									Is precise and aware of details
																									Is ethical
																									Is creative, imaginative, artistic
																									Can draft texts, clearly and concisely, with due regard for orthography and g
																									Can create media elements (audio, graphics, video)
																									Can promote and sell products or services online
																									Has knowledge of online usability requirements
																									Has knowledge of netiquette, interactive virtual environments & social netwo

2.2 Detailed Profile

A. PLAN

A.3. Business Plan Development

<i>Dimension 2: e-Competences: Title + generic description</i>	Addresses the structure of a business plan. Presents cost benefit analysis and reasoned arguments in support of the selected strategy. Ensures compliance with business and technology strategies. Communicates business plan to relevant stakeholders.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Task/s: Prepares cost- and time requirements as well as schedule of usability tasks (with cost benefit analysis and reasoning) document. Deliverable/s: As contributor, includes cost- and time requirements and schedule (document) into business plan.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	<ul style="list-style-type: none"> ✓ T02: Has knowledge of online usability requirements ✓ T03: Can promote and sell products or services online - Has knowledge of campaign management, search engine optimisation, webanalytics ✓ B03: Is precise and aware of details ✓ B05: Is committed to corporate strategy and aware of corporate culture ✓ B11: Can analyse ✓ M01: Has knowledge of project management principles ✓ M02: Has knowledge of budgeting / estimating issues and practices ✓ M03: Has knowledge of legal, environmental, labour, standards issues ✓ M04: Has marketing knowledge 	

A.5. Architecture Design

<i>Dimension 2: e-Competences: Title + generic description</i>	Refines a formal approach to implement solutions. Identifies the need for change and the components involved. Ensures that all aspects take account of interoperability, scalability usability and security.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Task/s: Suggests changes in architecture design approach to ensure, that general web ergonomics aspects were taken into account. Deliverable/s: As contributor, share web ergonomics suggestions (document) with designers / developers on architecture design.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	<ul style="list-style-type: none"> ✓ T02: Has knowledge of online usability requirements ✓ B01: Is creative, imaginative, artistic ✓ B03: Is precise and aware of details ✓ B04: Is customer oriented ✓ B05: Is committed to corporate strategy and aware of corporate culture ✓ B11: Can analyse ✓ M03: Has knowledge of legal, environmental, labour, standards issues 	

A.6. Application Design

<i>Dimension 2: e-Competences: Title + generic description</i>	Defines the most suitable ICT solutions in accordance with ICT policy and user/customer needs. Selects appropriate technical options for solution design. Identifies a common reference framework to validate the models with representative users.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	
	Level 4	Task/s: <ul style="list-style-type: none"> Planning for usability: provides guidance on what user-centred activities to conduct when during development to ensure good usability; Design requirements analysis: captures and analyzes design requirements and specifications from designers / developers of the website or web application. Deliverable/s: <ul style="list-style-type: none"> Usability plan / guidance document; Study on designer / developer requirements.
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	<ul style="list-style-type: none"> ✓ T02: Has knowledge of online usability requirements ✓ T03: Can promote and sell products or services online ✓ T04: Can create media elements (audio, graphics, video) ✓ B01: Is creative, imaginative, artistic ✓ B03: Is precise and aware of details ✓ B04: Is customer oriented ✓ B05: Is committed to corporate strategy and aware of corporate culture ✓ B09: Can work in a team ✓ B11: Can analyse ✓ B12: Can explain - Imparts / explains technical knowledge to others, has a sense of teaching ✓ M03: Has knowledge of legal, environmental, labour, standards issues 	

A.7. Technology and Market Watching

<i>Dimension 2: e-Competences: Title + generic description</i>	Explores latest ICT technological developments and market trends to establish understanding of evolving technologies and sales solutions.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Task/s: Actively looks out for technology improvements in his field of competence (eg. web-frameworks and standards) as well as effective new online sales solutions. > Can identify the articulations between emerging technologies and business requirements in accordance with long term strategy. Deliverable/s: - (self-training to improve competencies)
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	<ul style="list-style-type: none"> ✓ T01: Has knowledge of netiquette, interactive virtual environments and social networks usage rules ✓ T02: Has knowledge of online usability requirements ✓ T03: Can promote and sell products or services online ✓ B10: Can seek, organize and synthesize ✓ B11: Can analyse ✓ M03: Has knowledge of legal, environmental, labour, standards issues ✓ M04: Has marketing knowledge 	

B. BUILD

B.1. Design and Development

<i>Dimension 2: e-Competences: Title + generic description</i>	Designs software components to meet required specifications. Follows a systematic methodology to analyze the required components and interfaces. Performs unit and system testing to ensure requirements are met.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	
	Level 4	<p>Task/s:</p> <ul style="list-style-type: none"> • User requirements analysis: <ul style="list-style-type: none"> • Gathers and analyzes user requirements - by observing and interviewing potential users & by reviewing logs and analytics of monitored user activities; • Determines user needs and preferences; • Understands and prioritizes content & functionality needed in user interface; • Interaction design: <ul style="list-style-type: none"> • Designs concepts and prototypes to illustrate overall interface layout, functionality and usage flow to support designers / developers; • Develops ideas and makes suggestions to designers / developers for improving user friendliness. <p>Deliverable/s:</p> <ul style="list-style-type: none"> • Study on user requirements; • Concepts and prototypes; • Ideas and suggestions for usability improvements.
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	<ul style="list-style-type: none"> ✓ T01: Has knowledge of netiquette, interactive virtual environments and social networks usage rules ✓ T02: Has knowledge of online usability requirements ✓ T04: Can create media elements (audio, graphics, video) ✓ T05: Can draft texts, clearly and concisely, with due regard for orthography and grammar ✓ B01: Is creative, imaginative, artistic ✓ B03: Is precise and aware of details ✓ B04: Is customer oriented ✓ B06: Has good interpersonal skills ✓ B08: Can communicate effectively (also in foreign languages) ✓ B09: Can work in a team ✓ B10: Can seek, organize and synthesize ✓ B11: Can analyse ✓ B12: Can explain ✓ M03: Has knowledge of legal, environmental, labour, standards issues 	

B.3. Testing

<i>Dimension 2: e-Competences: Title + generic description</i>	Constructs and executes systematic test procedures for customer usability requirements to establish compliance with design specifications. Ensures meeting of internal, external, national and international standards; including usability, performance, reliability or compatibility.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	
	Level 4	<p>Task/s:</p> <ul style="list-style-type: none"> • Usability testing - Independent usability evaluation: from short informal tests and expert reviews to large international user studies; • Usability testing - Eye tracking: provides detailed insights into how users interact with an interface - what they focus on and what they don't. <p>> Ensures tests and results are documented to provide input to subsequent process owners such as designers, users or maintainers.</p> <p>Deliverable/s: Review / study on usability testing (inc. report on eye tracking results)</p>
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	<ul style="list-style-type: none"> ✓ T01: Has knowledge of netiquette, interactive virtual environments and social networks usage rules ✓ T02: Has knowledge of online usability requirements ✓ T04: Can create media elements (audio, graphics, video) ✓ B02: Is ethical ✓ B03: Is precise and aware of details ✓ B04: Is customer oriented ✓ B05: Is committed to corporate strategy and aware of corporate culture ✓ B06: Has good interpersonal skills ✓ B07: Has presentation / moderation skills ✓ B08: Can communicate effectively (also in foreign languages) ✓ B10: Can seek, organize and synthesize ✓ B11: Can analyse ✓ B12: Can explain ✓ M03: Has knowledge of legal, environmental, labour, standards issues 	

B.5. Documentation Production

<i>Dimension 2: e-Competences: Title + generic description</i>	Produces documents describing products, services, components or applications to establish compliance with relevant documentation requirements. Selects appropriate style and media for presentation materials. Ensures that functions and features are documented in an appropriate way. Ensures that existing documents are valid and up to date.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	<p>Task/s:</p> <ul style="list-style-type: none"> • Documents all tasks in proper format (eg. report, study, article, presentation) to provide feedback to designers / developers / executives; • Develops concepts and prototypes. <p>Deliverable/s:</p> <ul style="list-style-type: none"> • Cost- and time requirements and schedule of usability tasks document including cost benefit analysis and reasoning; • Web ergonomics suggestions document; • Usability plan / guidance document; • Study on user requirements; • Study on designer / developer requirements; • Concepts and prototypes; • Ideas and suggestions for usability improvements; • Review / study on usability testing (inc. report on eye tracking results).
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	<ul style="list-style-type: none"> ✓ T02: Has knowledge of online usability requirements ✓ T04: Can create media elements (audio, graphics, video) ✓ T05: Can draft texts, clearly and concisely, with due regard for orthography and grammar ✓ B03: Is precise and aware of details ✓ B11: Can analyse ✓ B12: Can explain ✓ M01: Has knowledge of project management principles ✓ M02: Has knowledge of budgeting / estimating issues and practices ✓ M03: Has knowledge of legal, environmental, labour, standards issues ✓ M04: Has marketing knowledge 	

C. RUN

C.1. User support

<i>Dimension 2: e-Competences: Title + generic description</i>	Responds to user requests and issues; records relevant information. Monitors solution outcome and resultant customer satisfaction.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Task/s: <ul style="list-style-type: none"> • Routinely interacts with users during user requirements analysis and usability testing tasks - to help ensure that usage of websites' and web applications' is easy and pleasurable for users; • Monitors and records user's experience (behavior, problems, feedback and satisfaction); • Covers the collected information in documents for designers and developers; • Responds to user requests. Deliverable/s: <ul style="list-style-type: none"> • Verbal responds to users; • Information included in documents for designers and developers.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	<ul style="list-style-type: none"> ✓ T02: Has knowledge of online usability requirements ✓ B02: Is ethical ✓ B03: Is precise and aware of details ✓ B04: Is customer oriented ✓ B06: Has good interpersonal skills ✓ B07: Has presentation / moderation skills ✓ B08: Can communicate effectively (also in foreign languages) ✓ B10: Can seek, organize and synthesize ✓ B12: Can explain 	

C.4. Problem Management

<i>Dimension 2: e-Competences: Title + generic description</i>	Identifies and resolves the root cause of incidents. Takes a proactive approach to the root cause of ICT problems. Deploys a knowledge system based on recurrence of common errors.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Task/s: <ul style="list-style-type: none"> • Identifies problems on websites and web applications: anomalies and incidents caused by (un)expected user behavior; • Records such problems and develops suggestions on possible solutions; • Covers problems and suggestions in documents for designers and developers. Deliverable/s: Problems and suggestions included in usability improvement documents for designers and developers.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	<ul style="list-style-type: none"> ✓ T02: Has knowledge of online usability requirements ✓ B01: Is creative, imaginative, artistic ✓ B03: Is precise and aware of details ✓ B08: Can communicate effectively (also in foreign languages) ✓ B10: Can seek, organize and synthesize ✓ B11: Can analyse 	

D. ENABLE

D.5. Sales Proposal Development

<i>Dimension 2: e-Competences: Title + generic description</i>	Develops proposals to meet customer solution requirements and provide sales personnel with a competitive bid.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	<p>Task/s:</p> <ul style="list-style-type: none"> • Analyses the current online purchasing solutions via monitoring and recording user's experience (behavior, problems, feedback and satisfaction) on sales sections of websites / web applications; • Develops proposals on how users can be reached more efficiently (how to present products or services to clients better and how to meet user requirements and expectations on purchasing products or services); • Covers the collected information in documents for designers, developers as well as sales personnel; <p>Deliverable/s: Information included in documents for designers, developers as well as sales personnel.</p>
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	<ul style="list-style-type: none"> ✓ T01: Has knowledge of netiquette, interactive virtual environments and social networks usage rules ✓ T02: Has knowledge of online usability requirements ✓ T03: Can promote and sell products or services online ✓ B02: Is ethical ✓ B03: Is precise and aware of details ✓ B04: Is customer oriented ✓ B05: Is committed to corporate strategy and aware of corporate culture ✓ B10: Can seek, organize and synthesize ✓ B11: Can analyse ✓ M02: Has knowledge of budgeting / estimating issues and practices ✓ M03: Has knowledge of legal, environmental, labour, standards issues ✓ M04: Has marketing knowledge 	

E. MANAGE

E.3. Risk Management

<i>Dimension 2: e-Competences: Title + generic description</i>	Assesses risk to the organisations business, and documents potential risk plans.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Task/s: <ul style="list-style-type: none"> Investigates and assesses risks of possible anomalies / incidents caused by (un)expected user behavior or other factors on websites / web applications; Covers identified user-actuated risks and possible solutions as recommendations in documents for risk management team. Deliverable/s: Recommendations for inclusion in risk management document.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	<ul style="list-style-type: none"> ✓ T02: Has knowledge of online usability requirements ✓ B10: Can seek, organize and synthesize ✓ B11: Can analyse ✓ M01: Has knowledge of project management principles ✓ M03: Has knowledge of legal, environmental, labour, standards issues ✓ M04: Has marketing knowledge 	

E.5. Process improvement

<i>Dimension 2: e-Competences: Title + generic description</i>	Researches and benchmarks process design from a variety of sources. Follows a systematic methodology to evaluate, design and implement process or technology changes for measurable business benefit. Assesses potential adverse consequences of process change.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Task/s: <ul style="list-style-type: none"> Investigates and assesses process improvement possibilities and on websites / web applications from user perspective; Covers identified improvement possibilities and innovations as recommendations in documents for designers and developers. Deliverable/s: Recommendations included in documents for designers / developers.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	<ul style="list-style-type: none"> ✓ T02: Has knowledge of online usability requirements ✓ B01: Is creative, imaginative, artistic ✓ B10: Can seek, organize and synthesize ✓ B11: Can analyse ✓ M01: Has knowledge of project management principles ✓ M03: Has knowledge of legal, environmental, labour, standards issues ✓ M04: Has marketing knowledge 	