QUALIFICATION FILE-*OEM*

UX Design-Google

☒ Short Term Training (STT) ☐ Long Term Training (LTT) ☐ Apprenticeship

☒Upskilling ☐ Dual/Flexi Qualification ☐For ToT ☐ For ToA

☐ General ☐ Multi-Skill (MS) ☐ Cross Sectoral (CS) ☒ Future Skills ☑ Original Equipment Manufacturer (OEM)

NCrF/NSQF Level: 4.5

Submitted By:

IT-ITeS SSC nasscom

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Section 1: Basic Details

1.	**Qualification Name**	**UX Design-Google**	
2.	**Sector/s**	**IT-ITES**	
3.	**Type of Qualification:** ☐ **New** ☐ **Revised** ☐ **Has Electives/Options** ☒ **OEM**	**NQR Code & version of existing/previous qualification:**	**Qualification Name of existing/previous version:**
4.	**a. OEM Name** **b. Qualification Name** *(Wherever applicable)*	**Google UX Design** **UX Design-Google**	
5.	**National Qualification Register (NQR) Code &Version** (*Will be issued after NSQC approval)*	NG-4.5-IT-02238-2024-V1-NASSCOM	**6. NCrF/NSQF Level:** 4.5
7.	**Award (Certificate/Diploma/Advance Diploma/ Any Other** *(Wherever applicable specify multiple entry/exits also & provide details in annexure)*	**Google UX Design Professional Certificate**	
8.	**Brief Description of the Qualification**	User experience (UX) designers focus on the interaction that users have with products, like websites, apps, and physical objects. They make those everyday interactions useful, enjoyable, and accessible. Learners of this course are supposed to gain in-demand skills that prepare them for an entry-level job. Participants will learn how to complete the design process from beginning to end, including: Empathizing with users; defining user pain points; coming up with ideas for design solutions; creating wireframes, mockups, and prototypes; testing designs through usability studies; iterating on designs based on feedback. Participants will create designs on paper and in digital design tools like Figma and Adobe XD. By the end of the certificate program, they will have a professional UX portfolio that includes three end-to-end projects, enabling them to apply for jobs.	
9.	**Eligibility Criteria for Entry for Student/Trainee/Learner/Employee**	**a. Entry Qualification & Relevant Experience:**	

S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)
1	2nd year of UG (STEM or Non-STEM*).	basic knowledge of computer literacy
2	3rd year of 3-year diploma (IT/Comp Science).	

		3 | 12th or equivalent (Computer Science)+ 2 years of relevant experience. |
		b. **Age:** 18 Years and above
10.	**Credits Assigned to this Qualification, Subject to Assessment** *(as per National Credit Framework (NCrF))*	7.8 — **Common Cost Norm Category (I/II/III)** *(wherever applicable)*: II
11.	**Any Licensing requirements for Undertaking Training on This Qualification** *(wherever applicable)*	
12.	**Training Duration by Modes of Training Delivery** *(Specify **Total Duration** as per selected training delivery modes and as per requirement of the qualification)*	☐**Offline** ☐**Online** ☐**Blended**

Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)
Classroom (offline)					
Online	140	94			234

(Refer Blended Learning Annexure for details)

13.	**Aligned to NCO/ISCO Code/s** *(if no code is available mention the same)*	*NCO-2015/2166.330*
14.	**Progression path after attaining the qualification** *(Please show Professional and Academic progression)*	Job Roles: UI/UX Manager, Product Manager, Product Designer
15.	**Other Indian languages in which the Qualification & Model Curriculum are being submitted**	**N/A**
16.	**Is similar Qualification(s) available on NQR-if yes, justification for this qualification**	☐ Yes ☐ No URLs of similar Qualifications:
17.	**Is the Job Role Amenable to Persons with Disability**	**☐ Yes ☐ No** **If "Yes", specify applicable type of Disability:**
18.	**How Participation of Women will be Encouraged**	
19.	**Are Greening/ Environment Sustainability Aspects Covered** *(Specify the NOS/Module which covers it)*	☐ Yes ☐ No
20.	**Is Qualification Suitable to be Offered in Schools/Colleges**	**Schools ☐ Yes ☐ No Colleges ☒ Yes ☐ No**

21.	**Name and Contact Details of Submitting / Awarding Body SPOC** *(In case of CS or MS, provide details of both Lead AB & Supporting ABs)*	**Name: Namrata Kapur** **Email: namrata@nasscom.in** **Website: https://www.sscnasscom.com/**	
22.	**Final Approval Date by NSQC: 15th March 2024**	**23. Validity Duration: 3 years**	**24. Next Review Date:15th March 2027**

Section 2: Module Summary

NOS/s of Qualifications

(in exceptional cases these could be described as components)

Mandatory NOS/s:

Specify the training duration and assessment criteria at NOS/ Module level. For further details refer curriculum document.

***Th.**-Theory **Pr.**-Practical **OJT**-On the Job **Man.**-Mandatory Training **Rec.**-Recommended **Proj.**-Project*

S. No	NOS/Module Name	NOS/Module Code & Version *(if applicable)*	Core/ Non-Core	NCrF/NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) *(if applicable)*
1.	UX Design-Google	IT-ITeS SSC NASSCOM/N0009/IT/2024	Core	4.5	7.8	140	94	-	-	234	80	20	-	-	100	

Elective NOS/s:

S. No	NOS/Module Name	NOS/Module Code & Version *(if applicable)*	Core/ Non-Core	NCrF/NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) *(if applicable)*
1.																
2.																
Duration (in Hours) / Total Marks																

Optional NOS/s:

S. No	NOS/Module Name	NOS/Module Code & Version *(if applicable)*	Core/ Non-Core	NCrF/NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) *(if applicable)*
1.																
2.																
Duration (in Hours) / Total Marks																

Assessment - Minimum Qualifying Percentage

*Please specify **any one** of the following:*

Minimum Pass Percentage – Aggregate at qualification level: 80 % *(Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)*

Minimum Pass Percentage – NOS/Module-wise: 80 % *(Every Trainee should score specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)*

Section 3: Training Related

1.	**Trainer's Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)*	Instructors for the Google UX Design Professional Certificate include subject matter experts and course developers/instructional designers with expertise in user experience design, user experience research, and interaction design.
2.	**Master Trainer's Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)*	
3.	**Tools and Equipment Required for Training**	☒Yes ☐No *(If "Yes", details to be provided in Annexure)* Annexure: Tools and Equipment
4.	**In Case of Revised Qualification, Details of Any Upskilling Required for Trainer**	

Section 4: Assessment Related

1.	**Assessor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	**Online assessment by NCVET approved Assessment Agencies so the assessor qualification & experience is relevant sector of IT-ITeS will be as per the guideline of NCVET or University.**
2.	**Proctor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	
3.	**Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	
4.	**Assessment Mode** *(Specify the assessment mode)*	**Online**
5.	**Tools and Equipment Required for Assessment**	☒ Same as for training ☐ Yes ☐ No *(details to be provided in Annexure-if it is different for Assessment)*

Section 5: Evidence of the need for the Qualification

Provide Annexure/Supporting documents name.

1.	**Latest Skill Gap Study (not older than 2 years) (Yes/No):**
2.	**Latest Market Research Reports or any other source (not older than 2 years) (Yes/No):**
3.	**Government /Industry initiatives/ requirement (Yes/No):**

4.	**Number of Industry validation provided:**
5.	**Estimated nos. of persons to be trained and employed:** Details provided in 'Annexure: Training & Employment Details' below.
6.	**Evidence of Concurrence/Consultation with Line Ministry/State Departments:** If "No", why:

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	**Annexure:** NCrF/NSQF level justification based on NCrF level/NSQF descriptors *(Mandatory)*	*Annexure: Evidence of Level*
2.	**Annexure:** List of tools and equipment relevant for qualification *(Mandatory, except in case of online course)*	*Annexure: Tools and Equipment*
3.	**Annexure:** Detailed Assessment Criteria *(Mandatory)*	*Annexure: Assessment Criteria*
4.	**Annexure:** Assessment Strategy *(Mandatory)*	
5.	**Annexure:** Blended Learning *(Mandatory, in case selected Mode of delivery is "Blended Learning")*	*NA*
6.	**Annexure:** Multiple Entry-Exit Details *(Mandatory, in case qualification has multiple Entry-Exit)*	
7.	**Annexure:** Acronym and Glossary *(Optional)*	
8.	**Supporting Document:** Model Curriculum *(Mandatory – Public view)*	
9.	**Supporting Document:** Career Progression *(Mandatory - Public view)*	
10.	**Supporting Document:** Occupational Map *(Mandatory)*	
11.	**Supporting Document:** Assessment SOP *(Mandatory)*	
12.	**Any other document you wish to submit:**	

Annexure: Evidence of Level

NCrF/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrF/NSQF level descriptor	NCrF/NSQF Level
Professional Theoretical Knowledge/Process	Learn how to complete the design process from beginning to end, including: Empathizing with users; defining user pain points; coming up with ideas for design solutions; creating wireframes, mockups, and prototypes; testing designs through usability studies; iterating on designs based on feedback.	Learners will understand the basics of UX research, like planning research studies, conducting interviews and usability studies, and synthesizing research results.	4.5
Professional and Technical Skills/ Expertise/ Professional Knowledge	Skills of UX Wireframes, Prototyping, Website Design, Graphic Design, User Research, Interaction Design, Project Management, Web Application Development, Process Design, Product Management, UI Design, JavaScript, Visual Design, and Adobe Suite.	Learners will apply foundational UX concepts, like user-centered design, accessibility, and equity-focused design.	4.5
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	Relevant experience in user experience, research and design	Skills are focused on core UX Design concepts, research, teamwork, customer relationship management and communication skills.	4.5
Broad Learning Outcomes/Core Skill	User experience design, user experience	Learners will create a professional UX portfolio that includes three end-to-end projects: a mobile app, a	4..5

	research, and interaction design.	responsive website, and a cross-platform experience	
Responsibility	Ability to conceptualize and deploy improved product designs	Can work on bringing products to market, developing business opportunities, and enhancing the customer experience.	4.5

Annexure: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size:

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1.	Computer	i3/i5 with 16GB Ram	one per learner
2.	Installed Browser	Modern Browser	installed on the computer
3.	Internet	Stable internet with at least 40 mbps speed	internet access for the learners

Classroom Aids

The aids required to conduct sessions in the classroom are:

1.
2.

Annexure: Industry Validations Summary

Provide the summary information of all the industry validations in table. This is not required for OEM qualifications.

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile *(if available)*

Annexure: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates	Women	People with Disability

	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities
2024	279,503		37,224			
2025	335,404		44,669			
2026	368,945		49,136			

Data to be provided year-wise for next 3 years

Notes:

- Average growth rate for the past 1 year across 10 of our certificates is 33%. We have assumed that as the year 1 growth, followed by 20% and 10% for next 2 years respectively. These assumptions are not based on any business plan (in order to maintain confidentiality) but assume fairly conservative growth rates across these certificates
- No. of women trained has been arrived at by assuming similar growth rates for men and women, based on currently available enrolments data for women.
- As part of personal information data privacy, does not mandate our learners to provide gender or physical disability data, hence the projections for women enrolments are assumptions based on only available data. We do not collect physical disability data from our learners, hence unable to share projected enrollments for that category.

Training, Assessment, Certification, and Placement Data for previous versions of qualifications:

Qualification Version	Year	Total Candidates				Women				People with Disability			
		Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed

Applicable for revised qualifications only, data to be provided year-wise for past 3 years.

List Schemes in which the previous version of Qualification was implemented:

1.
2.

Content availability for previous versions of qualifications:

☐ Participant Handbook ☐ Facilitator Guide ☐ Digital Content ☐ Qualification Handbook ☐ Any Other:

Languages in which Content is available:

Annexure: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:

Refer NCVET "Guidelines for Blended Learning for Vocational Education, Training & Skilling" available on:
https://ncvet.gov.in/sites/default/files/Guidelines%20for%20Blended%20Learning%20for%20Vocational%20Education,%20Training%20&%20Skilling.pdf

S. No.	Select the Components of the Qualification	List Recommended Tools – for all Selected Components	Offline : Online Ratio
1	☐ Theory/ Lectures - Imparting theoretical and conceptual knowledge	NA	
2	☐ Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	NA	
3	☐ Showing Practical Demonstrations to the learners	NA	
4	☐ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	NA	
5	☐ Tutorials/ Assignments/ Drill/ Practice	NA	
6	☐ Proctored Monitoring/ Assessment/ Evaluation/ Examinations	NA	
7	☐ On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	NA	

Annexure: Detailed Assessment Criteria

Detailed assessment criteria for each NOS/Module are as follows:

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Foundations of User Experience Design	• Identify common job responsibilities of entry-level UX designers and other teams you might work with. • Understand foundational concepts in UX design, such as user-centered design, the design process, accessibility, and equity-focused design. • Explain why design sprints are an important and useful part of a UX designer's work.	60	40		
	Total Marks	**60**	**40**		
	• Empathize with users to understand their needs and pain points. • Develop problem statements to define user needs. • Generate ideas for possible solutions to user problems.	60	40		

Start the UX Design Process: Empathize, Define, and Ideate	**Total Marks**	**60**	**40**		
Build Wireframes and Low-Fidelity Prototypes	• Create storyboards to come up with ideas about solutions to user needs. • Create wireframes on paper and digitally in the design tool Figma. • Build paper prototypes to create interactive designs. • Design low-fidelity prototypes in Figma.	60	40		
	Total Marks	**60**	**40**		
Conduct UX Research and Test Early Concepts	• Plan and conduct moderated and unmoderated usability studies. • Synthesize observations from usability studies and come up with insights. • Share research methodology and insights using persuasive presentation skills. • Modify low-fidelity designs based on research insights	60	40		
	Total Marks	**60**	**40**		
Create High-Fidelity Designs and Prototypes in Figma	• Build mockups and high-fidelity prototypes in the design tool Figma. • Define and apply common visual design elements and principles. • Demonstrate how design systems can be used to organize, standardize, and enhance designs. • Understand the role of design critique sessions and feedback while iterating on designs.	60	40		
	Total Marks	**60**	**40**		
Responsive Web Design in Adobe XD	• Apply each step of the UX design thinking framework (empathize, define, ideate, prototype, test) to create a dynamic website. • Plan information architecture and sitemaps for website designs. • Apply common layouts for web pages. • Complete a design project and include it in your professional UX portfolio.	60	40		
	Total Marks	**60**	**40**		
Design a User Experience for Social Good & Prepare for Jobs	• Apply each step of the UX design thinking framework (empathize, define, ideate, prototype, test) to create a project focused on social good. • Build wireframes, mockups, and low-fidelity and high-fidelity prototypes for a dedicated mobile app and a responsive website. • Prepare to successfully interview for an entry-level UX design job. • Determine if freelance design work is a good career fit.	60	40		
	Total Marks	**60**	**40**		
Grand Total		**420**	**280**		

Annexure: Assessment Strategy

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the Candidate on the required competencies of the program.

Mention the detailed assessment strategy in the provided template.

<1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records

2. Testing Environment:

- Check the Assessment location, date and time
- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.

3. Assessment Quality Assurance levels/Framework:

- Question bank is created by the Subject Matter Experts (SME) are verified by the other SME
- Questions are mapped to the specified assessment criteria
- Assessor must be ToA certified & trainer must be ToT Certified

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding

5. Method of verification or validation:

- Surprise visit to the assessment location

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored

On the Job:

1. Each module (which covers the job profile of Automotive Service Assistant Technician) will be assessed separately.
2. The candidate must score 60% in each module to successfully complete the OJT.
3. Tools of Assessment that will be used for assessing whether the candidate is having desired skills and etiquette of dealing with customers, understanding needs & requirements, assessing the customer and perform Soft Skills effectively:
   • Videos of Trainees during OJT
   •
4. Assessment of each Module will ensure that the candidate is able to:

- Effective engagement with the customers
- Understand the working of various tools and equipment
- .....>

Annexure: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
ISCO	International Standard Classification of Occupations
NCO	National Classification of Occupations
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework
OJT	On the Job Training

Glossary

Term	Description
National Occupational Standards (NOS)	NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do.
Qualification	A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards
Qualification File	A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification.
Sector	A grouping of professional activities on the basis of their main economic function, product, service or technology.
Long Term Training	Long-term skilling means any vocational training program undertaken for a year and above. https://ncvet.gov.in/sites/default/files/NCVET.pdf