QUALIFICATION FILE

User Experience Designer

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

☒ Upskilling ☐ Dual/Flexi Qualification ☐ For ToT

☐ For ToA

☐ General ☐ Multi-skill (MS) ☐ Cross Sectoral (CS) ☒ FutureSkills ☐ OEM

NCrF/NSQF Level: 5

Submitted By: Namrata Kapur

IT-ITeS Sector Skills Council NASSCOM (SSC NASSCOM)
Plot No. – 7, 8, 9 & 10
Sector – 126, Noida, Uttar Pradesh - 201303

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Section 1: Basic Details

1.	**Qualification Name**	**SSC/Q8404: User Experience Designer**	
2.	**Sector/s**	**IT/ITeS**	
3.	**Type of Qualification: ☐ New ☒ Revised ☐ Has Electives/Options ☐ OEM**	**NQR Code & version of the existing /previous qualification: 2020/ITES/ITSSC/03796 & Version1**	**Qualification Name of the existing/previous version:** User Experience Designer
4.	**Qualification Name** *(Wherever applicable)*	User Experience Designer	
5.	**National Qualification Register (NQR) Code &Version** (*Will be issued after NSQC approval*)	QG-05-IT-01536-2023-V1.1-NASSCOM & Version 2	**6. NCrF/NSQF Level:** 5
7.	**Award (Certificate/Diploma/Advance Diploma/ Any Other** *(Wherever applicable specify multiple entry/exits also & provide details in annexure)*	Certificate	
8.	**Brief Description of the Qualification**	Individuals in this job role are responsible for the design user experience and user designer of web-based and mobile based application. The ensure that the application interface are easy to comprehend and easily understood by the user.	
9.	**Eligibility Criteria for Entry for a Student/Trainee/Learner/Employee**	**Entry Qualification & Relevant Experience:** * Relevant Field- Software Development (Web and Mobile)/Computer Science/IT The relevant experience would include work, internship and apprenticeship undertaken post completion of relevant educational qualification. ** UG or diploma with courses related to Engg./ Science Completed 2nd year of 3-year/ 4-year UG** OR Completed 3-Year Diploma** after 10th with 1 year of relevant experience* OR Previous Relevant qualification of NSQF level 4 with 3 years of relevant experience*	

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<table>
<tr><td></td><td></td><td colspan="2">Min Age: 18 Years (not mandatory)</td></tr>
<tr><td>10.</td><td>Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))</td><td>18 Credits</td><td>11. Common Cost Norm Category (I/II/III) (wherever applicable): II</td></tr>
<tr><td>12.</td><td>Any Licensing Requirements for Undertaking Training on This Qualification (wherever applicable)</td><td colspan="2">NA</td></tr>
<tr><td>13.</td><td>Training Duration by Modes of Training Delivery (Specify Total Duration as per selected training delivery modes and as per requirement of the qualification)</td><td colspan="2">☒ Offline Only ☒ Online Only ☐ Blended
<table>
<tr><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Classroom (offline)</td><td>161</td><td>289</td><td>90</td><td>-</td><td>540</td></tr>
<tr><td>Online</td><td>161</td><td>289</td><td>90</td><td>-</td><td>540</td></tr>
</table>
(Refer Blended Learning Annexure for details)</td></tr>
<tr><td>14.</td><td>Assessment Criteria</td><td colspan="2">
<table>
<tr><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>387</td><td>863</td><td>-</td><td>-</td><td>1250</td><td>70%</td></tr>
</table>
</td></tr>
<tr><td>15.</td><td>Aligned to NCO/ISCO Code/s (if no code is available mention the same)</td><td colspan="2">NCO- 2015/NIL</td></tr>
<tr><td>16.</td><td>Progression Path After Attaining the Qualification, wherever applicable (Please show Professional and Academic progression)</td><td colspan="2">This entry should refer to one or more of the following:
Academic progression: access to related qualification(s) at the same NSQF level: Application Developer – Web & Mobile, Test Analyst – Web & Mobile, DevOps Analyst – Web & Mobile, Mobile Device Management Analyst

Professional progression: access to related qualification(s) at the next NSQF level: Senior User Experience Designer, Product Manager – Web & Mobile, Senior Application Developer – Web & Mobile, Application Architect – Web & Mobil, Senior Test Analyst – Web & Mobile,
Senior DevOps Analyst – Web & Mobiles</td></tr>
</table>

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17.	**Other Indian languages in which the Qualification & Model Curriculum are being submitted**	Hindi	
18.	**Is similar Qualification(s) available on NQR-if yes, justification for this qualification**	☐ **Yes** ☒ **No** **URLs of similar Qualifications:**	
19.	**Is the Job Amenable to Persons with Disability**	☒ **Yes** ☐ **No** **If "Yes", specify applicable type of Disability:** Visual, Hearing or Speech impairment, Locomotor Disability	
20.	**How will participation of women be encouraged?**	The Program is gender neutral although to increase women's participation, organizations are keeping aside a few seats to encourage female candidates.	
21.	**Are Greening/Environment Sustainability Aspects covered** (*Specify the NOS/Module which Covers it)*	☒ **Yes** ☐ **No** **NOS: SSC/N9014: Maintain an inclusive, environmentally sustainable workplace**	
22.	**Is Qualification suitable to be offered in Schools/Colleges**	**Schools:** ☐ **Yes** ☒ **No** **Colleges** ☒ **Yes** ☐ **No**	
23.	**Name and Contact Details 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** **Contact No.: 0120-4990111** **Website: https://nasscom.in**	
24.	**Final Approval Date by NSQC:** 25 June 2020	**25. Validity Duration:** 5 Years	**26. Next Review Date:** 16 December 2024

Section 2: Module Summary

NOS/s of Qualification

(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.

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Th.-Theory **Pr.**-Practical **OJT**-On the Job training **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.	Bridge Modules	-	Core	-	01	17:00	13:00	00:00	00:00	30:00	-	-	-	-	-	-
2.	Define the user experience design process and standards	SSC/N8419 V2.0	Core	5	01	10:00	20:00	00:00	00:00	30:00	32	68	-	-	100	8
3.	Design and define style guide/ design system and specifications for developers	SSC/N8420 V2.0	Core	5	01	10:00	20:00	00:00	00:00	30:00	30	70	-	-	100	8
4.	Understand the business goals and define use cases as per the user needs	SSC/N8421 V2.0	Core	5	01	10:00	20:00	00:00	00:00	30:00	32	68	-	-	100	8
5.	Conduct a competitive analysis on strength and weakness of competitors products	SSC/N8422 V2.0	Core	5	01	10:00	20:00	00:00	00:00	30:00	32	68	-	-	100	8
6.	Create user personas to encapsulate and communicate user behaviour patterns	SSC/N8423 V2.0	Core	5	01	10:00	20:00	00:00	00:00	30:00	33	67	-	-	100	9
7.	Develop sitemap and information architecture for the solution planned for the customer	SSC/N8424 V2.0	Core	5	01	10:00	20:00	00:00	00:00	30:00	33	67	-	-	100	8

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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)
8.	Develop user experience maps, user journeys and user flows	SSC/N8425 V2.0	Core	5	01	10:00	20:00	00:00	00:00	30:00	29	71	-	-	100	9
9.	Develop detailed wireframes to illustrate flow, interactions and interface elements	SSC/N8426 V2.0	Core	5	01	10:00	20:00	00:00	00:00	30:00	33	67	-	-	100	9
10.	Develop a visual design/screen for the proposed wireframe	SSC/N8427 V2.0	Core	5	01	10:00	20:00	00:00	00:00	30:00	33	67	-	-	100	9
11.	Design the assets such as imagery, graphics and animations for the user interface	SSC/N8428 V2.0	Core	5	01	10:00	20:00	00:00	00:00	30:00	30	70	-	-	100	8
12.	Conduct usability tests on the planned user experience designs at different stages	SSC/N8429 V2.0	Core	5	01	10:00	20:00	00:00	00:00	30:00	30	70	-	-	100	8
13.	Maintain an inclusive, environmentally sustainable workplace.	SSC/N9014 V1.0	Non-Core	5	01	10:00	20:00	00:00	00:00	30:00	20	80	-	-	100	4
14.	Employability Skills	DGT/VSQ/N0102 V1.0	Non-Core	4	02	24:00	36:00	00:00	00:00	60:00	20	30	-	-	50	4
15.	OJT		Core		03	00:00	00:00	90:00	00:00	90:00	-	-	-	-	-	-

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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)
	Grand Total (A)				**18**	**161:00**	**289:00**	**90:00**	**00:00**	**540:00**	**387**	**863**	**-**	**-**	**1250**	**100**

Assessment - Minimum Qualifying Percentage
Minimum Pass Percentage – Aggregate at qualification level: 70 % (Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)

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Section 3: Training Related

1.	**Trainer's Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)*	**Educational Qualification:** Graduate (Science/Computer Science/Electronics and Engineering /Information Technology) **Industry Experience:** 5 years of full-time experience in User Experience Designer or related roles. The full-time experience would include work, internship and apprenticeship undertaken post completion of regular graduation **Training Experience:** 2 year of full-time training experience preferred in User Experience Designer or related roles **Certification:** "Trainer" mapped to the Qualification Pack "MEP/Q2601, V2.0" Minimum accepted score is 80% aggregate
2.	**Master Trainer's Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)*	**Educational Qualification:** Graduate (Science/Computer Science/Electronics and Engineering /Information Technology) **Industry Experience:** 5 years of full-time experience in User Experience Designer or related roles. The full-time experience would include work, internship and apprenticeship undertaken post completion of regular graduation **Training Experience:** 2 year of full-time training experience preferred in User Experience Designer or related roles **Certification:** "Trainer" mapped to the Qualification Pack "MEP/Q2602, V2.0" Minimum accepted score is 80% aggregate
3.	**Tools and Equipment Required for the Training**	☒Yes ☐No *(If "Yes", details to be provided in Annexure)*
4.	**In Case of Revised Qualification, details of Any Upskilling Required for Trainer**	NA

Section 4: Assessment Related

1.	**Assessor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	**Educational Qualification:** Graduate (Science/Computer Science/Electronics and Engineering /Information Technology) **Industry Experience:** 5 years of full-time experience in User Experience Designer or related roles. The full-time experience would include work, internship and apprenticeship undertaken post completion of regular graduation **Training Experience:** 2 year of full-time training experience preferred in User Experience Designer or related roles

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		Certification: "Assessor" mapped to the Qualification Pack "MEP/Q2701, V2.0" Minimum accepted score is 80% aggregate
2.	**Proctor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines), (wherever applicable)*	**Educational Qualification:** Graduate (Science/Computer Science/Electronics and Engineering /Information Technology) **Industry Experience:** 5 years of full-time experience in User Experience Designer or related roles. The full-time experience would include work, internship and apprenticeship undertaken post completion of regular graduation **Training Experience:** 2 year of full-time training experience preferred in User Experience Designer or related roles **Certification:** ""Assessor" mapped to the Qualification Pack "MEP/Q2701, V2.0" Minimum accepted score is 90% aggregate
3.	**Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	**Educational Qualification:** Graduate (Science/Computer Science/Electronics and Engineering /Information Technology) **Industry Experience:** 5 years of full-time experience in User Experience Designer or related roles. The full-time experience would include work, internship and apprenticeship undertaken post completion of regular graduation **Training Experience:** 2 year of full-time training experience preferred in User Experience Designer or related roles **Certification:** ""Assessor" mapped to the Qualification Pack "MEP/Q2702, V2.0" Minimum accepted score is 80% aggregate
4.	**Assessment Mode** *(Specify the assessment mode)*	Can be either in the classroom or 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)*

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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): NA
2.	Latest Market Research Reports or any other source (not older than 2 years) (Yes/No): NA
3.	Government/Industry initiatives/requirement (Yes/No): NA
4.	Number of industry validations provided: NA
5.	Estimated number of people to be trained and employed: NA
6.	Evidence of Concurrence/Consultation with Line/State Departments: NA 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/NSQF descriptors *(Mandatory)*	Evidence of Level
2.	**Annexure:** List of tools and equipment relevant for NOS *(Mandatory, except in case of online course)*	Tools and Equipment (lab set-up)
3.	**Annexure:** Detailed Assessment criteria *(Mandatory)*	Performance Criteria Details
4.	**Annexure:** Assessment Strategy *(Mandatory)*	Assessment Strategy

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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)*	NA
7.	**Annexure:** Acronym and Glossary *(Optional)*	NA
8.	**Supporting Document:** Model Curriculum *(Mandatory-Public View)*	MC_SSC/Q8404_User Experience Designer_v2.0
9.	**Supporting Document:** Career Progression *(Mandatory-Public View)*	NA
10.	**Supporting Document:** Occupational Map *(Mandatory)*	IT-ITeS Occupation Map
11.	**Supporting Document:** Assessment SOP *(Mandatory)*	Assessment Strategy
12.	**Any Other document you wish to submit:**	NA

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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
Process	**A command of wide-ranging specialised theoretical and practical skills, involving variable routine and nonroutine contexts.** • Design user experience design process andstandards • Design and define style guide/ design system and specifications for developers • Define business goals as per the userneeds • Conduct a competitive analysis on strengthand weakness of competitors products	The individual in this role must work in a constantly changing environment where he/sheneeds to develop applications while actively engage with other stakeholders within the company. To perform his/her role and to collaborate with other stakeholders effectively, the individual requires a vast understanding of the processesused to develop user experience design.	5

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
	• Create user personas to encapsulate andcommunicate user behaviour patterns • Develop sitemap and information architecture for the solution planned for thecustomer • Develop user experience maps, userjourneys and user flows • Develop detailed wireframes to illustrateflow, interactions and interface elements • Develop a visual design/screens for the proposed wireframe		
Professionalknowledge	**Wide-ranging factual and theoretical knowledge in broad contexts within a fieldof work or study.** • Knowledge of style guide, a design systemand user interface specifications • Different types of standard informationarchitecture, site-architecture and navigation architecture • Different types of design frameworks fordeveloping user experience design • Different types of tools to developwireframes and design prototypes • How to define metrics to measure feedbackprovided by the client	The individual in the role must have a vast amount of knowledge across the different aspects of user experience design. This knowledge across various disciplines must be accompanied with an in-depth understandingof each discipline to perform this role effectively.	5
Professionalskill	**Wide range of cognitive and practical skillsrequired to generate solutions to specific problems in a field of work of study.** • Knowledge of user experience design principles • Knowledge of different components of visual design • Knowledge of how to conduct different types of research to understand the user experience requirements of the client • How to build wireframes and design prototypes	The role demands a skillset that allows the individual to design user experience and interface design. This requires a wide range ofskills. The individual therefore needs to be proficient at using several tools must have the	5

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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
	• How to ensure applications offer a smooth and easy to understand user interface design		
Core skill	**Good logical and mathematical skill understanding of social political andnatural environment and organising information, communication and presentation skill.** • Define the user experience design process • How to develop a style guide, a design system and user interface specifications fordevelopers and designers • How to define business requirements to derive the user experience needs of thecustomer How to define user persona and behaviour patterns • How to develop information architecture,site map and navigation system • How to develop wireframes and illustrationsof the software product • How to design the user interface elementsfor the software product • Conduct usability test of the software product	The individual must apply his/her app development skills along with a sound understanding of the larger business, technological and regulatory trends. This wouldenable him/her to develop user experience across the stack and effectively in line with industry best practices.	5
Responsibility	**Full responsibility for output of group anddevelopment** • How to develop your knowledge, skills andcompetence • How to build and maintain relationships atthe workplace • How to convince others to take appropriateaction in different situations • How to manage and collaborate with • stakeholders for project success	The role demands working in a team to create and maintain applications. This may involve helping peers with their work from time to time and providing feedback and advice to help improve the quality of their work. Since this roleis likely to have people reporting to it, the individual performing this role is supposed to take responsibility for the output and the development of the entire team.	5

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Annexure: Tools and Equipment (lab set-up)

Batch Size:

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1	PC/Laptop with internet	With Wifi (2MBPS Dedicated)	1 Unit per Trainee
2	Relevant Software: Data Entry Tools/ software	Prototype Design tools: Sketch, Zeplin, Figma, FramerX, Mockflow, Balsamiq, Flinto, RapidUI etc. Workflow management tools: Evernote, Jira, VersionOne, Workzone, Scrum Mate etc.	1 Unit per Trainee
3	Microphone/Voice System	For lecture & class activities	1 Unit for Trainer
4	White Board		1 Unit for Trainer
5	White Board Maker		1 Unit for Trainer
6	Projector		1 Unit

Annexure: Industry Validations Summary

Provide summary information of all the industry validation in table.

S.No	Organization	Name of Representative	Designation	Email Id	Contact number
1	Wipro	Rajesh CP	Practice Head, Modern Application Services	rajesh.naircp@wipro.com	7259879987
2	Mindtree	Jayantharaja Venkateshayya Patla	Program Architect and CoE Lead, Mobile Applications	Jayantharaja.Patla@mindtree.com	9243495557
3	Paypal	Prasanna Annamalai	Director of Engineering	prannamalai@paypal.com	9791034162
4	BYJUs	Varghese Mathew	Director - Product - Design	varghese.mathew@byjus.com	9620679779
5	Walmart	Bharath Rao	Staff Software Engineer	BRao@walmartlabs.com	8867400745
6	Amadeus	Sanjay Kumar Sarangi	Senior Manager (Development).	SanjayaKumar.SARANGI@amadeus.com	7022456006
8	Apt Software	Atul	Director	atul@aptsoftware.com	9831197308

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9	Wipro	Ganesh Narayan	Distinguished Member of Technical Staff – Senior Member,Modern Application Services	ganesh.narayan@wipro.com	7022879872
10	Mindtree	Ketan Arvind Chinchalkar	Program Director - Digital	Ketan.Chinchalkar@mindtree.com	8805168041
11	Blue Copper Technologies	Arunabh Ghosh	Director & CEO	arunabha@bluecoppertech.com	9903030494
14	Cognizant	Parag Desai	-	Parag.Desai@cognizant.com	-
16	Juspay	Magizhan Selvan	Head of Product	magizhan.selvan@juspay.in	9620902139
17	Rocketium	Satej Prabodh Sirur	Founder & CEO	satej@rocketium.com	-
18	Omnicuris	Nirelndu Saha	Tech Lead	nirlendu@omnicuris.com	9990426229
19	Tryhard	Meghesh Toshaniwal	Co-Founder	meghesh@tryhard.gg	-
20	0.5Bn	Abhishek Challa		abhishek@point5bn.in	9908011896
21	Flipkart	Abhishek Nandy		abhishek.nandy@flipkart.com	-
22	Cloudstrats	Pooja Gupta	Vice-president	pooja.gupta@cloudstrats.com	7506661890
23	Axiscades	Gairik Ghosh	Head – L&D	gairik.ghosh@axiscades.com	99005 90774
24	VmWare	Gangadhar	Director, R&D	gnittala@vmware.com	8061868601
25	SAP	Arti Gopalan	Product Manager	arti.gopalan@sap.com,	9535405681
26	Human Fractal	Srinivas Vivek	Co-Founder	vivek@humanfractal.io	9008017420
27	Cybernetyx	Narendra Nande	VP Products and Operations	narendra.nande@cybernetyx.com>	9900086708
28	Zelthy	Kaustubh	Co-Founder	kaustubh@zelthy.com	7738011774
29	Devibalan	GE Appliances	IT Director – Digital CoE – Advanced Technologies	d.devibalan@geappliances.com	9845345863
30	Sachin Nayak	IBM	-	sachinnayak@in.ibm.com	9886296240
31	Praveen Raja, Siddharth Ramesh	Citrix	-	siddharth.ramesh@citrix.com; praveenraja.dhanabalan@citrix.com	9742690585; 8884566615
32	Vijaya	Tech Mahindra	Head of Delivery - Immersive Interactive	VD00509307@TechMahindra.com	9845842239
33	Vinod Jayachandra	Lowe's	Associate Director	vinod.kv@lowes.com	-
34	Wilfred Dennis	Intuit	-	Dennis_Wilfred@intuit.com	-
35	Ganeshan Rajan	GE Healthcare	Architect	ganeshan.rajan@ge.com	9740011977

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36	Sivasabapathy Palanisamy	Samsung	-	siva.p@samsung.com	-

Annexure: Training & Employment Details

Training & Employment Projections:

Year	Total Candidates		Women		People with Disability	
	Estimated Training #	Estimated Employed Opportunities	Estimated Training #	Estimated Employed Opportunities	Estimated Training #	Estimated Employed Opportunities
2023-24	-	-	-	-	-	-
2024-25	-	-	-	-	-	-
2025-26	-	-	-	-	-	-

#The Estimated Data is an average for each state.

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

Qualification Version	Year	Total Candidates			Women			People with disability		
		Trained	Assessed	Certified	Trained	Assessed	Certified	Trained	Assessed	Certified
	2022-23	-	-	-	-	-	-	-	-	-

Content availability for the previous version of qualifications:

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

Language in which content is available:

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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
1. SSC/N8419: Define the user experience design process and standards	PC1. Implement core design principles throughout the user experience design process (relevant to current time)	6	13	-	-
	PC2. Develop research methods that enable the collection of user requirements and user behaviour patterns	5	10	-	-
	PC3. Drive the empathy mapping process to understand users' needs, goals, expectations, behaviour, habits	6	13	-	-
	PC4. Develop frameworks for brainstorming, imagining and reflecting on possible solution outcomes	5	12	-	-
	PC5. Drive the prototyping process by facilitating sketching, visualization and beta version development processes	5	10	-	-
	PC6. Drive processes for user behaviour research, user persona development, user journeys and user flows	5	10	-	-
	Total Marks	**32**	**68**	**-**	**-**
2. SSC/N8420: Design and define style guide/ design system and specifications for developers	PC1. Define typography systems, i.e., titles, subtitles, headings (H1, H2, H3), body text and captions used in design	5	12	-	-
	PC2. Provide specifications and examples for spacing, padding and placement of design elements	4	9	-	-
	PC3. Address interface layouts across screen sizes	4	9	-	-
	PC4. Define colour palette, specifications, combinations, and provide relevant examples	5	12	-	-
	PC5. Provide the sizes, styles, colours, placement, spacing and typographic elements of various buttons to be used in the solution based on context	4	9	-	-
	PC6. Provide guidelines for the different UI components that may be needed, including Iconography, Tooltips and popovers, Modals, Form elements, Data Tables, Navigation menus, Charts and data visualizations, Tabs, On-off switches, Dialogs, Content grid lists, Vertical lists, Toolbars, Date and time pickers, Loading indicators, Checkboxes, Alerts, Dropdown menus, Sliders, Steppers and Pagination etc.	5	12	-	-
	PC7. Document the design rationale used in the design system	3	7	-	-
	Total Marks	**30**	**70**	**-**	**-**
3. SSC/N8421: Understand the business goals and define use cases as per	PC1. Identify business problems/opportunities which can serve as prospective business cases	4	8	-	-
	PC2. Evaluate organisational capability to deliver identified business cases	4	8	-	-
	PC3. Effectively communicate the findings and recommendations of identified business cases to all relevant stakeholders within the organization	2	6	-	-

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NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
the user needs	PC4. Gather stakeholder support to develop solutions for identified business cases	4	8	-	-
	PC5. Develop new use cases for identified business cases	5	11	-	-
	PC6. Help define business goals and technical specifications of the solution as per requirements	5	11	-	-
	PC7. Establish relationships with key relevant stakeholders such as design teams, business managers, product managers, etc.	4	8	-	-
	PC8. Drive processes for user behaviour research, user persona development, user journeys and user flows	4	8	-	-
	Total Marks	**32**	**68**	**-**	**-**
4. SSC/N8422: Conduct a competitive analysis on strength and weakness of competitors products	PC1. Gather and analyse intelligence about products, customers, competitors and landscapes	5	10	-	-
	PC2. Identify standard and emerging UI/UX trends, design principles and best practices	5	10	-	-
	PC3. Stay up to date with latest industry trends	5	10	-	-
	PC4. Track both leading and emerging solutions across the spectrum of solution providers	5	10	-	-
	PC5. Evaluate solutions based on criteria such as tone, features, user reviews, wait/load times, customer service, overall design, etc.	6	14	-	-
	PC6. List overall strengths and weakness of various solutions	6	14	-	-
	Total Marks	**32**	**68**	**-**	**-**
5. SSC/N8423: Create user personas to encapsulate and communicate user behaviour patterns	PC1 Determine method(s) of research to collect user behaviour data	2	3	-	-
	PC2 Recruit diverse unbiased users to participate in research considering both demographic and psychographic factors	2	3	-	-
	PC3 Gather user behaviour data through questionnaires, online/offline/face-to-face interviews, group discussions, etc.	2	5	-	-
	PC4 Evaluate user behaviour data gathered in user interviews	3	6	-	-
	PC5 Tag the most important insights and problems gathered from user interviews	2	5	-	-
	PC6 Ensure that data shows the current state of the interviewees instead of their expectation of the future	2	3	-	-
	PC7 Look for specific and repeatable metrics and patterns across users	2	5	-	-
	PC8 Classify users into various possible groups based on identified metrics and patterns	3	6	-	-
	PC9 Narrow search by minimizing and restricting the number of possible user groups	2	3	-	-
	PC10 For each user group, create a suitable identity who could represent the group	2	5	-	-
	PC11 Create a name for the identity and and choose an appropriate image to represent the person	2	5	-	-

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NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC12 Create a comprehensive persona for the person, including age, education, occupation, skills, attitude, likes, dislikes, habits, etc.	3	6	-	-
	PC13 Ensure that personas sufficiently reflect the data and conclusions of investigations	2	3	-	-
	PC14 Evaluate scenarios in which the personas have a need to use the solution	2	3	-	-
	PC15 Utillize personas to optimize function design throughout the entire development	2	6	-	-
	Total Marks	**33**	**67**	**-**	**-**
6. SSC/N8424: Develop sitemap and information architecture for the solution planned for the customer	PC1 Create a list of information elements on all the pages of the solution	3	6	-	-
	PC2 Include all information related to headings and subheadings, texts, media files (images, video, audio), documents (doc, pdf, ppt) and URL-links of the pages	3	6	-	-
	PC3 Create a taxonomy to group all the different unstructured pieces of information and give them descriptions	3	6	-	-
	PC4 Design navigation such that visitors are able to find what they need	4	9	-	-
	PC5 Create a navigation system which consists of elements such as buttons, menus and tables of content	3	6	-	-
	PC6 Determine which navigation style to use in the solution (e.g., hierarchical, global/site-wide, local, etc.)	3	6	-	-
	PC7 Create appropriate labelling to attract user attention and give user proper understanding of what to expect from clicking on a link	3	6	-	-
	PC8 Determine which site map pattern to use (such as single page model, flat structure, index pages pattern, strict hierarchy pattern, co-existing hierarchies pattern, etc)	3	6	-	-
	PC9 Create sitemaps to illustrate the hierarchy of content and display navigation	5	10	-	-
	PC10 Share information architecture and site maps with relevant stakeholders and developers	3	6	-	-
	Total Marks	**33**	**67**	**-**	**-**
7. SSC/N8425: Develop user experience maps, user journeys and user flows	PC1 Determine the scope of the user experience map	3	7	-	-
	PC2 Identify the expectations that a user persona has about the interaction with the solution	3	7	-	-
	PC3 Describe the stages that the user experiences while engaging with the solution	4	10	-	-
	PC4 Clearly define how customers discover your solution, evaluate your services, pick you over competitors, purchase from you, and engage with you	4	10	-	-
	PC5 Identify the touchpoints for the customer to interact with the solution	3	8	-	-
	PC6 Sketch the journey in a format of step-by-step interaction	5	12	-	-
	PC7 Evaluate user goals and the various user flows possible to achieve a particular user goal	4	10	-	-
	PC8 Ensure that the flows effectively represent complexities such as multiple users, scenarios, touchpoints, mediums, etc	3	7	-	-

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NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	Total Marks	**29**	**71**	**-**	**-**
8. SSC/N8426: Develop detailed wireframes to illustrate flow, interactions and interface elements	PC1 Develop wireframes to highlight flow, interactions, function, features, and basic design elements based on the form factor or screen size of the device	5	10	-	-
	PC2 Ensure that wireframe transitions look clear and logical	3	6	-	-
	PC3 Gather and analyze information about users on a regular basis	3	6	-	-
	PC4 Evaluate the goals of the customer and what they wanted to achieve while using the solution	4	8	-	-
	PC5 Identify the intention of the user during the various customer phases	3	6	-	-
	PC6 Determine points of friction faced by the customer and evaluate the flow for better user experience	4	8	-	-
	PC7 Develop and evaluate a wireframe prototype to evaluate user flow and interactions	5	10	-	-
	PC8 Evaluate the overall experience and feedback of the customer	3	7	-	-
	PC9 Continuously use the information from usability testing sessions and app analytics to refine user journey	3	6	-	-
	Total Marks	**33**	**67**	**-**	**-**
9. SSC/N8427: Develop a visual design/screens for the proposed wireframe	PC1 Analyse the most common and important tasks customers must complete using the interface	3	6	-	-
	PC2 Identify the various device groups for the product such as mobile devices, tablets, desktops, smart TVs, smartwatches, etc.	3	6	-	-
	PC3 Identify the various modes of interaction that depend on the particular device group	3	6	-	-
	PC4 Adapt user experience based on the various modes of interaction	3	6	-	-
	PC5 Design for smallest screens by prioritizing most essential features and elements only	3	6	-	-
	PC6 Ensure that big screens are not developed only by scaling up small screen designs	2	5	-	-
	PC7 Pay attention to image quality as screens are scaled up	3	6	-	-
	PC8 Provide consistent experience over various device groups	3	6	-	-
	PC9 Provide seamless experience as users move across various device groups	3	6	-	-
	PC10 Perform usability tests for solution with real users across various device groups	4	8	-	-
	PC11 Uncover UX issues to resolve prior to release	3	6	-	-
	Total Marks	**33**	**67**	**-**	**-**
10. SSC/N8428: Design the assets such as imagery, graphics and animations for the user interface	PC1 Drive the UI asset development process for imagery, graphics and animations for the user interface	9	20	-	-
	PC2 Define final theme, specs, and guidelines required for implementation	9	20	-	-
	PC3 Prepare and share design specifications to the development team	6	15	-	-
	PC4 Engage with development teams to implement solutions	6	15	-	-
	Total Marks	**30**	**70**	**-**	**-**

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
11. SSC/N8429: Conduct usability tests on the planned user experience designs at different stages	PC1 Develop limited-functionality prototypes of the designs to test relevant design concepts	3	7	-	-
	PC2 Finalize the list of features, functionalities and tasks to be tested	2	4	-	-
	PC3 Develop appropriate KPIs/metrics to measure prototype performance	2	6	-	-
	PC4 Recruit diverse unbiased users to participate in tests considering both demographic and psychographic factors	2	6	-	-
	PC5 Finalize the format for the usability tests (e.g., laboratory usability testing, remote usability testing, etc.)	2	4	-	-
	PC6 Ensure test environments are kept as realistic as possible	2	4	-	-
	PC7 Shape network bandwidth and limit bandwidth according to test needs	2	4	-	-
	PC8 Document test results using confidential test artefacts such as spreadsheets, surveys, audio recordings, screen recordings, participant recordings, etc.	1	3	-	-
	PC9 Analyse test results, evaluate trends, note possible problems and identify potential solutions	2	6	-	-
	PC10 Evaluate quantitative information such as time on tasks, success and failure rates, number of clicks, etc.	2	5	-	-
	PC11 Evaluate qualitative information such as stress responses, subjective satisfaction, perceived effort or difficulty	2	5	-	-
	PC12 Prepare a summary of what was tested, details of the testing team and the goal of the session with descriptions of all findings	2	4	-	-
	PC13 Describe methodology used for the sessions including the tasks or scenarios that were tested, the KPIs/metrics selected and brief descriptions of user profiles and segments	2	4	-	-
	PC14 List all negative findings and provide potential solutions to solve them	2	4	-	-
	PC15 List all positive findings and ensure development is on the right track	2	4	-	-
	Total Marks	**30**	**70**	**-**	**-**
6. SSC/N9014 Maintain an inclusive, environmentally sustainable workplace	PC1. optimize usage of electricity/energy, materials, and water in various asks / activities / processes and plan the implementation of energy efficient systems in a phased manner	5	15	-	-
	PC2. segregate recyclable, non-recyclable and hazardous waste generated for disposal or efficient waste management	5	15	-	-
	PC3. understand the diversity policy of the organization and use internal & external communication to colleagues to improve	5	10	-	-
	PC4. comply with PwD inclusive policies for an adaptable and equitable work environment	-	10	-	-
	PC5. improve through specifically designed recruitment practices, PwD friendly infrastructure, job roles, etc.	-	20	-	-
	PC6. use and advocate for appropriate verbal/nonverbal communication, schemes and benefits of	5	10	-	-

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NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PwD.				
	Total Marks	**20**	**80**	**-**	**-**
7. DGT/VSQ/ N0102 Employability Skills (60 Hrs)	Introduction to Employability Skills	1	1	-	-
	Constitutional values – Citizenship	1	1	-	-
	Becoming a Professional in the 21st Century	2	4	-	-
	Basic English Skills	2	3	-	-
	Career Development & Goal Setting	1	2	-	-
	Communication Skills	2	2	-	-
	Diversity & Inclusion	1	2	-	-
	Financial and Legal Literacy	2	3	-	-
	Essential Digital Skills	3	4	-	-
	Entrepreneurship	2	3	-	-
	Customer Service	1	2	-	-
	Getting Ready for Apprenticeship & Jobs	2	3	-	-
	Total Marks	**20**	**30**	**-**	**-**
Grand Total Marks		**317**	**683**	**-**	**-**

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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.

Assessment System Overview

A uniform assessment of job candidates per industry standards facilitates the industry's progress by filtering employable individuals while simultaneously providing candidates with an analysis of personal strengths and weaknesses.

Assessment Criteria

The Sector Skill Council will create criteria for assessment for each Qualification Pack. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down the proportion of marks for Theory and Skills Practical for each PC. The assessment for the theory part will be based on a knowledge bank of questions created by the SSC. Assessment will be conducted for all compulsory NOS and where applicable, on the selected elective/option NOS/set of NOS.

Guidelines for Assessment			
Testing Environment	**Tasks and Functions**	**Productivity**	**Teamwork**
• Carry out assessments under realistic work pressures found in the normal industry workplace (or simulated workplace). • Ensure that the range of materials, equipment, and tools that learners use are current and of the type routinely found in the normal industry workplace (or simulated workplace) environments.	• Assess that all tasks and functions are completed in a way, and to a timescale that is acceptable in the normal industry workplace. • Assign workplace (or simulated workplace) responsibilities that enable learners to meet the requirements of the NOS.	• Productivity levels must be checked to ensure that it reflects those that are found in the work situation being replicated.	• Provide situations that allow learners to interact with the range of personnel and contractors found in the normal industry workplace (or simulated workplace).

Annexure: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework
OJT	On 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.

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Qualification	A formal outcome of an assessment and validation process 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 about 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 based on their main economic function, product, service, or technology.

Annexure: Market Research & Gap Analysis

The number of users of mobile applications in India has been increasing. India was the number one market globally by combined downloads on iOS and Google Play, ahead of the United States (2nd), and China (3rd, iOS only).

https://economictimes.indiatimes.com/articleshow/63740547.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

Rapid spread of cheap mobile broadband services (4G/4G LTE) is fuelling this growth. The average data usage per subscriber grew 25 times from 62 MB per month in 2014 to 1.6 GB per month in 2017. It is estimated that India's mobile data consumption is going to skyrocket from 3.5 gigabytes (GB) in 2017 to 17.5 GB in 2022.

https://qz.com/india/1483368/indias-smartphone-internet-usage-will-surge-by- 2022-cisco-says/

Also, the number of smartphone users in India is expected to rise by 84% to 859 million by 2022 from 468 million in 2017.

https://economictimes.indiatimes.com/articleshow/69260487.cms?from=mdr& utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

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