Web designer

1. Role Description

Profile title	Web designer	
Also known as		
Summary statement	A web designer creates and updates websites from a design and content layout point of view.	
Mission	To contribute to the success of an organisation, through presenting relevant information on a website in a way that is both accessible and memorable.	
Responsibility	Plays a pivotal role in the web development team by providing attractive ways of implementing websites from a design and content layout point of view.	
Deliverables	**Accountable**	**Contributor**
	- Cost- and time requirements and schedule of web design - Website design specification - Concepts and prototypes - Web site design implementation - Search engine optimisation	- Website or web application development / finalizing - Usability and ergonomics - Web marketing
Main task/s	- Develop design specifications in accordance with technical specifications - Search engine optimisation - Develop, adapt, maintain style sheets - Develop and implement graphical user interface (GUI) - Test the website from a usability point of view (in the absence of usability specialist)	
Environment	Usually works with the web development team alongside technicians, such as web programmers, webmasters, web content managers, in which the web designer, in many instances, represents the marketing and communications point of view. Works also with the web marketer.	
KPI's	Although a successful design is difficult to measure per se, the following will be indicators: - Page ranking - Search engine ranking - Number of new visitors - Page views / visitor - Visitor return rate - Average order value - Bounce rate - Transformation rate of visits into orders	

2. Role Profile

2.1 Profile Summary

Area	No.	Web Designer — Competence	Importance	Technical					Behavioural												Business				
				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																							
	A.4	Product or Project Planning	x			x		x			x	x	x									x	x		
	A.5	Architecture Design																							
	A.6	Application Design	x		x		x		x										x		x				
	A.7	Technology and Market Watching	x	x																			x	x	
	A.8	Sustainable Development																							
Build	B.1	Design and Development	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x					
	B.2	Systems Integration									x														
	B.3	Testing	x		x						x							x							
	B.4	Solution Deployment	x	x	x	x	x	x																	
	B.5	Documentation Production						x			x					x									
Run	C.1	User Support																							
	C.2	Change Support																	x						
	C.3	Service Delivery																							
	C.4	Problem Management																							
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																							
	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	x																x		x	x			
	E.3	Risk Management										x									x				
	E.4	Relationship Management	x	x	x						x	x				x	x	x							
	E.5	Process Improvement																							
	E.6	ICT Quality Management																							
	E.7	Business Change Management																							
	E.8	Information Security Management																							
	E.9	IT Governance																							

Column legend (bottom of table):

- T01: Has knowledge of netiquette, interactive virtual environments and social networks usage
- T02: Has knowledge of online usability requirements
- T03: Can promote and sell products or services online
- 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
- 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)
- B09: Can work in a team
- B10: Can seek, organize and synthesize
- 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
- M05: Can lead a team

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2.2 Detailed Profile

A. PLAN

A.4. Product/Project Planning

Dimension 2: e-Competences: Title + generic description	In analysing and defining the current and target status of the web project or a content module, the web designer acts systematically in estimating cost effectiveness and design decision templates. He maintains a project diary and exploits specialist knowledge in the specification development to create and maintain standard and complex documents of the web project or content module (such as structure plans, timescales, milestone descriptions).	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Acts systematically to document standard and simple elements of web project.
	Level 3	Exploits knowledge in specification development to create and maintain complex documents of the web project.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ T03 Can promote or sell products or services online ✓ T05 Can draft texts, clearly, concisely, correctly ✓ B04 Is customer oriented ✓ B05 Is committed to corporate strategy and aware of corporate culture ✓ M02 Has knowledge of budgeting/estimating issues and practices ✓ M03 Has knowledge of legal, environmental, labour, standards issues	

A.6. Application Design

Dimension 2: e-Competences: Title + generic description	During the planning and specification process of the web project or content module, the web designer organises the overall planning of the design of the project or module in accordance with ICT policy and user or customer needs. He estimates costs of development, implementation and maintenance and selects options for designing the application. He validates the models with representative users. He ensures that the design is correctly integrated within a complex technical environment.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Organises the overall planning of the design of the application.
	Level 3	Accounts for own and others actions in ensuring that the application's design is correctly integrated within a complex environment.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ T02 Has knowledge of online usability requirements ✓ T04 Can create media elements ✓ B01 Is creative, imaginative, artistic ✓ B11 Can analyse (assess, evaluate, critique, test) ✓ M01 Has knowledge of project management principles	

A.7. Technology & Market Trends Watching

Dimension 2: e-Competences: Title + generic description	The web designer is aware of technology improvements in his field of competence and is able to integrate them into the design specification of the project or content module. He therefore contributes added value by making steps towards improvements in efficiency, productivity quality or competitiveness of the developed project or content module. He is able to identify the articulations between emerging technologies affecting design and business requirements in accordance with long term strategy.	
Dimension 3: e-	Level 1	

Competence proficiency levels	Level 2	Is aware of technology improvements in his field of competence and is able to integrate them, if necessary, in his production in accordance with specifications.
	Level 3	Is actively looking out for new technology improvements in his field of competence. Can identify the articulations between emerging technologies affecting design and business requirements in accordance with long term strategy.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ T01 Has knowledge of netiquette, interactive virtual env., social networks, etc. ✓ M03 Has knowledge of legal, environmental, labour, standards issues ✓ M04 Has marketing knowledge	

B. BUILD

B.1. Design and Development

Dimension 2: e-Competences: Title + generic description	The web designer acts systematically and creatively to design software modules and components into a larger web project. He always considers the required specifications. He tests singular units and the whole web design project to ensure that all design and performance criteria are met. He develops standard procedures to handle complexity.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Systematically develops small design components or modules.
	Level 3	Acts creatively to develop and integrate design components into a larger web project.
	Level 4	Handles complexity by developing standard procedures in support of cohesive design development.
	Level 5	
Dimension 4: Knowledge and Skills	✓ T01 Has knowledge of netiquette, interactive virtual env., social networks, etc. ✓ T02 Has knowledge of online usability requirements ✓ T03 Can promote or sell products or services online ✓ T04 Can create media elements ✓ T05 Can draft texts, clearly, concisely, correctly ✓ B01 Is creative, imaginative, artistic ✓ 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 ✓ B08 Can communicate (including in foreign languages if useful) ✓ B09 Can work in a team ✓ B10 Can seek, organize and synthesize ✓ B11 Can analyse (assess, evaluate, critique, test) ✓ B12 Can explain (defend, argue, justify) ✓ 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	

B.2. Systems Integration

Dimension 2: e-Competences: Title + generic description	The web designer installs the design into an existing or proposed system. To ensure interoperability and integrity of the overall system functionality and reliability he complies with established technical processes and procedures. He considers the specification, capacity and compatibility of existing and new modules.	
Dimension 3: e-	Level 1	

Competence proficiency levels	Level 2	Acts systematically to identify compatibility of design, software and hardware specifications. Documents all activities during implementation and records deviations and remedial activities.
	Level 3	
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ T01 Has knowledge of netiquette, interactive virtual env., social networks, etc. ✓ B03 Is precise and aware of details	

B.3. Testing

Dimension 2: e-Competences: Title + generic description	He has specialist knowledge to organise testing programmes for web design or customer usability requirements. These tests ensure that all internal, external, national and international standards are met and that the performance of the new or revised design components conforms to the expectation. By documenting and reporting the tests and results he provides an important input to all involved persons like developers, users or maintainers and to evidence certification requirements.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Organises test programmes to stress test likely vulnerabilities. Records and reports outcomes providing analysis of results.
	Level 3	Exploits specialist knowledge to supervise complex testing programmes. Ensures tests and results are documented to provide input to subsequent owners such as developers, users or maintainers. Accountable for compliance with testing procedures including a documented audit trail.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ T02 Has knowledge of online usability requirements ✓ B03 Is precise and aware of details ✓ B11 Can analyse (assess, evaluate, critique, test)	

B.4. Solution Deployment

Dimension 2: e-Competences: Title + generic description	He is involved in the solution construction from a design point of view. He follows predefined general standards of practice. He builds or deconstructs design elements in a complex environment. He identifies non performing components and establishes root cause of failure within the overall solution. He completes the documentation by recording all relevant information. He supports his less experienced colleagues. He gives advice on aligning design components with software upgrades.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Acts systematically to build or deconstruct design elements in a complex environment. Identifies non performing components and establishes root cause of failure within the overall solution. Provides support to less experienced colleagues.
	Level 3	Accounts for own and others actions within solution provision activities. Exploits specialist knowledge to influence solution construction. Gives advice on aligning design components with software upgrades.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ T01 Has knowledge of netiquette, interactive virtual env., social networks, etc. ✓ T02 Has knowledge of online usability requirements ✓ T03 Can promote or sell products or services online ✓ T04 Can create media elements ✓ T05 Can draft texts, clearly, concisely, correctly	

B.5. Technical Publications Development

Dimension 2: e-Competences: Title + generic description	He makes input to technical authors to organise the production of different documents reflecting the design requirement of the project or application. The web designer is also responsible for the update and validation of the existing design-related documentation.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Organises the production of design-related documentation making input to technical authors.
	Level 3	
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ T05 Can draft texts, clearly, concisely, correctly ✓ B03 Is precise and aware of details ✓ B08 Can communicate (including in foreign languages if useful)	

C. RUN

C.2. Change Support

Dimension 2: e-Competences: Title + generic description	He implements and provides guidance for the evolution of a web site from a design point of view. He controls and schedules all design modifications to prevent an unpredictable outcome. He controls the application of design updates and maintenance activities to ensure the integrity of the web site from a design point of view.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	
	Level 3	Exploits skills to ensure integrity of the web site by controlling the application of design updates and maintenance activities. Scrupulously maintains records of design configuration and the schedule for proposed changes.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ B11 Can analyse (assess, evaluate, critique, test)	

E. MANAGE

E.2. Project and Portfolio Management

Dimension 2: e-Competences: Title + generic description	He understands and applies the principles of project management. That means that he defines activities, responsibilities, critical milestones, resources, skills needs, interfaces and budget. He is able to apply methodologies, tools and processes. He is able to meet identified business needs by implementing new, internal or external defined processes. He collaborates with a team. He also creates and maintains documents to facilitate the monitoring of project progress from a design point of view.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Understands and applies the principles of project management and applies methodologies, tools and processes to manage simple projects.
	Level 3	Accounts for own and others activities, working within the project boundary, making choices and giving instructions.
	Level 4	

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	Level 5	
Dimension 4: Knowledge and Skills	✓ B11 Can analyse (assess, evaluate, critique, test) ✓ M01 Has knowledge of project management principles ✓ M02 Has knowledge of budgeting/estimating issues and practices	

E.3. Risk Management

Dimension 2: e-Competences: Title + generic description	He understands and applies the principles of risk management (i.e. assesses risk, documents potential risk and containment plans) and is able to investigate design solutions to mitigate identified risks. He evaluates, manages and ensures the validation of exceptions and audits design process and environment.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Understands and applies the principles of risk management and investigates ICT solutions to mitigate identified risks.
	Level 3	
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ B05 Is committed to corporate strategy and aware of corporate culture	

E.4. Relationship Management

Dimension 2: e-Competences: Title + generic description	He accounts for his own and others actions in managing a limited client base (often other team members).	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	
	Level 3	Accounts for own and others actions in managing a limited client base.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ T01 Has knowledge of netiquette, interactive virtual env., social networks, etc. ✓ T02 Has knowledge of online usability requirements ✓ B03 Is precise and aware of details ✓ B05 Is committed to corporate strategy and aware of corporate culture ✓ B08 Can communicate (including in foreign languages if useful) ✓ B09 Can work in a team ✓ B10 Can seek, organize and synthesize	