

OVERVIEW OF EMERGING IMPACT

Time Horizon

Immediate

Mid-term

Long-term

Key Trends driving Impact

Consumer of the Future

New Retail Model

Automation & Data

Future-proofed Supply Chain

Growth Drivers

- Increased emphasis on customer-centricity:** The internet, technology, and social media has been an integral part in giving consumers greater purchasing power and higher expectations when it comes to interacting with digital products. In response to these trends, companies are doing everything they can to make sure their users’ mobile and web experiences are positive ones, increasing the growth in demand for UI/UX designers

KEY RESPONSIBILITIES

The UI/UX Designer is responsible for gathering and evaluating user requirements in collaboration with product managers and engineers, testing and implementing the overall user experience on digital platforms. The UI/UX Designer ensures that elements of the online user experience are optimised for improved usability, usefulness and exceptional visual design, translating content and layout into an intuitive and responsive experience for users. The UI/UX Designer has to illustrate design ideas using story boards, process flows and sitemaps, as well as graphic user interface elements such as menus, tabs and widgets.

Critical Work Function	Key Tasks
Drive UI/UX Strategies and Solutions	<ul style="list-style-type: none">Analyse user feedback to propose improvements to enhance user experienceDevelop metrics to measure customer satisfaction and loyalty across various touchpointsProvide the iterative development of user tasks, interaction and interfaces to meet user requirements, taking into account the whole user experienceDevelop communication strategies with the aim to improve the effectiveness of communication to the designer community at IT services and business IT teams

Critical Work Function	Key Tasks
Design User Experience Architecture	<ul style="list-style-type: none">• Gather user requirements to enable analysis of critical needs / pain points• Design studies or research into shoppers’ behaviour across target segments• Provide recommendations for user experience solutions across all touchpoints of the customer journey• Develop wireframes and task flows across various touchpoints and platforms for end-users• Collaborate with stakeholders across the retail organisation to incorporate visual or brand identity for the user experience• Design optimisation of user journeys, development of site maps and construction of wireframes

Key Skills and Competencies	
Technical Skills and Competencies	Critical Skills and Competencies
<ul style="list-style-type: none">• Design Concepts Generation• Digital Image Production• Digital Asset and File Management• Manual and Digital Drawings Production• Typeface and Layout Production• User Interface Design• User Experience Design• UI/UX Optimisation• Visual Design and Communication Principles• Visual Collaterals Production• Website Design• Website Performance Management	<ul style="list-style-type: none">• Communication• Problem Solving• Digital Fluency• Collaboration• Creative Thinking