PUB23 Define technical and project specifications for digital products

Overview	Knowledge & understanding	Performance criteria
This Standard is about the preliminary stages of the structural design of a digital publication, and how you interpret the structural requirements of a brief and translate them into an achievable and accessible form. Structural design proposals inform subsequent structural design specifications.	**What you need to know** K1 How structural designs and design techniques vary according to usability, functionality, format, technology and the type of information to be communicated K2 How the structural design will assist in achieving the company's objectives for a particular product K3 How to determine, clarify and express the intended outcomes of the digital product K4 The suitability of the structural design solutions for the planned audience; the relationship between content and interactivity; navigation; and particular messages to be sent by the style of content structuring K5 How the capabilities of the audience relating to functionality and usability of design meet audience needs K6 The software and hardware to be used for developing, transmitting, maintaining and storing the product, and their capabilities and limitations K7 In-house resources and assets that can be reutilised K8 Any limitations imposed by function, budget, series style, intended audience, contractual commitments or technology K9 How to judge the resource and cost implications for digital products K10 Scheduling requirements and the development timeline K11 Relevant guidelines, directives and legislation, including guidance on accessibility and usability K12 Other best-practice, professional and non-statutory standards applicable to a particular product K13 The editorial, development and marketing implications of the work K14 Methods and costs of presenting structural designs, and the appropriate media to convey the required effect K15 Similar competing digital publications, and how your structural design solutions compare with them	**What you must be able to do** P1 Collate sufficient information about the structural design requirements of the product P2 Design a user user-testing schedule to ensure that accessibility and usability requirements are met P3 Identify the technical capabilities of the audience P4 Identify the relevant platforms on which content will be accessed P5 Identify development needs P6 Advise on the technical feasibility of required functionality P7 Identify areas of the brief where flexibility of interpretation is permissible, and justify variations P8 Recognise practical, technical, technological or financial limitations relating to the digital product P9 Evaluate the cost implications of the structural design solutions that you propose P10 Identify opportunities and methods for updating, spin-offs and add-ons P11 Translate what you have learned from the brief, and demonstrate how the final result required will be achieved P12 Present your structural design concepts in a way which conveys the impact and value of the finished product