

## PROFILE SHEET WSP-G3-022 “AUGMENTED REALITY EXPERT”

G3 Web Skills Profiles - version 2.0

Generation 3 European ICT Professional Profiles

Appendix to the official specification of 30 June 2014

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**Current version:** <http://www.skillprofiles.eu/stable/g3/en/v2/profiles/WSP-G3-022.pdf>

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# Table of Contents

Copyright .....	1
Table of Contents .....	2
Profile WSP-G3-022. Augmented Reality Expert.....	3
Appendices.....	6
Appendix A. Glossary.....	6
Annex B. Profile sheet structure .....	6
Annex C. References.....	7

## Profile WSP-G3-022. Augmented Reality Expert

This section is normative.

The profile sheet, listed below and described in appendix B, is an integral part of the document, "G3 Web Skills Profiles - version 2.0 - Generation 3 European ICT Professional Profiles", official specification of 30 June 2014" [WSPG3-03].

Profile WSP-G3-022	Augmented Reality Expert
<b>Summary statement</b>	Professional position responsible for augmented reality systems design and implementation. He or she projects and realizes augmented reality experiences from visual design interface to interaction design between a user and the system, through the whole life cycle of the system.
<b>Mission</b>	The Augmented Reality Expert projects and realizes effective augmented reality experiences. He or she applies accessibility and interface usability principles. He or she creates positive and coherent models of interaction, based on user analysis and specific experience he or she is constructing. This profile has interdisciplinary knowledge; he or she analyses and selects useful technologies to design augmented reality. During the augmented reality design process, he/she focuses on the expected results and can conduct an evaluation of the experience, once the prototype of the experience is terminated. He/she can trial the experience and evaluate it in small groups of users.
<b>Deliverables</b>	<p><b>Accountable (A)</b></p> <ul style="list-style-type: none"> <li>• Design of augmented reality and user experience.</li> </ul> <p><b>Responsible (R)</b></p> <ul style="list-style-type: none"> <li>• Prototyping and implementation of the augmented reality application.</li> <li>• Content creation, realization of multimedia content.</li> </ul> <p><b>Contributor (C)</b></p> <ul style="list-style-type: none"> <li>• Testing of the augmented reality application.</li> <li>• Commissioning the augmented reality application.</li> </ul>
<b>Main tasks</b>	<ul style="list-style-type: none"> <li>• Develop components for mobile applications.</li> <li>• Engineer components for mobile applications.</li> <li>• Adapt the documentation.</li> <li>• Provide support in testing and subsequent phases.</li> <li>• Debug application suggesting improvements.</li> </ul>
<b>E-CF competences</b>	<ul style="list-style-type: none"> <li>• <b>A.6. Application Design:</b> Levels e-1, e-2, e-3.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>A.7. Technology Trend Monitoring:</b> Levels e-4, e-5.</li> <li>• <b>B.1. Application Development:</b> Levels e-2, e-3.</li> <li>• <b>B.3. Testing:</b> Levels e-1, e-2.</li> <li>• <b>B.4. Solution Deployment:</b> Levels e-2, e-3.</li> <li>• <b>B.5. Documentation Production:</b> Levels e-1, e-2, e-3.</li> </ul>
<b>Skills / Knowledge</b>	<p><b>Technical</b></p> <ul style="list-style-type: none"> <li>• Active listening.</li> <li>• Developing and conducting user testing.</li> <li>• Developing and conducting tests of accessibility and usability.</li> <li>• User-centered design.</li> <li>• Visual design.</li> <li>• Problem solving.</li> <li>• Storyboarding.</li> <li>• Production of documents and guidelines.</li> <li>• Storytelling and presentations.</li> <li>• Management of conflicts.</li> </ul> <p><b>Informatics</b></p> <ul style="list-style-type: none"> <li>• User Interface Design.</li> <li>• Tools for prototyping (eg. Interactive Wireframe Software &amp; Mock up Tool).</li> <li>• Tools for the design and prototyping of visual interfaces.</li> <li>• Tools for the design of process flows.</li> <li>• Scripting languages (eg. Java scripts, HTML5, XML, ECMA Script, PHP).</li> <li>• ISO / IEC 40500: 2012 - Information technology - W3C Web Content Accessibility Guidelines (WCAG) 2.0.</li> <li>• ISO / TR 16982: 2002 - Ergonomics of human-system interaction - Usability methods supporting human-centered design.</li> <li>• ISO 9241-151: 2008 - Ergonomics of human-system interaction - Part 151: Guidance on World Wide Web user interfaces.</li> </ul> <p><b>Strengthening</b></p> <ul style="list-style-type: none"> <li>• Designing Natural User Interfaces for Touch and Gesture.</li> <li>• Designing Online User Experiences.</li> <li>• Game Mechanics: Designing for Engagement (Gamification)</li> <li>• Resource Description Framework RDF and RDFS Resource Description Framework Schema.</li> <li>• Eye Tracking in User Experience Design.</li> <li>• Elements of cognitive psychology and Gestalt.</li> <li>• Elements of the learning process.</li> <li>• Knowledge of issues related to the internationalization of</li> </ul>

	<p>Web interfaces.</p> <ul style="list-style-type: none"> <li>• Basic knowledge of regulations applied to the web (eg. Copyright, privacy).</li> <li>• Agile Techniques.</li> </ul>
<b>Key Performance Indicators (KPIs)</b>	<ul style="list-style-type: none"> <li>• Conversion rate (when applicable).</li> <li>• Rate of clicks (clickrate when applicable).</li> <li>• System Usability Scale.</li> </ul>
<b>Qualification / Certifications</b> <i>(this section is informative)</i>	<ul style="list-style-type: none"> <li>• Courses Higher in Digital Design.</li> <li>• Bachelor's Degree or Master's Degree in Digital Design.</li> </ul>
<b>Attitudes (non ICT)</b> <i>(this section is informative)</i>	<p><b>Interpersonal and Organizational</b></p> <ul style="list-style-type: none"> <li>• Ability to bring out, implement and formalize the needs.</li> <li>• Ability to active listening.</li> <li>• Ability to relate directly to how the customer.</li> <li>• Ability to coordination of internal teams and third parties.</li> <li>• Do meet customer and company needs.</li> </ul> <p><b>Linguistic</b></p> <ul style="list-style-type: none"> <li>• Good knowledge of the national language or the language used by the working group - minimum level: C1 QCER.</li> <li>• Good knowledge of the English language - minimum level: B2 QCER.</li> </ul>
<b>Relationships / Reporting line</b> <i>(this section is informative)</i>	<p><b>Interacts with:</b></p> <ul style="list-style-type: none"> <li>• Information Architect</li> <li>• Web Content Specialist</li> </ul> <p><b>Reports to:</b></p> <ul style="list-style-type: none"> <li>• User Experience Designer</li> <li>• Digital Strategic Planner</li> </ul>

## Appendices

### Appendix A. Glossary

#### Informational (informative)

for the purposes of information and not required for compliance.

*Note: The content required for compliance is referred to as "normative".*

#### normative

Required for obtaining compliance.

*Note: Content listed as "informative" or "non-normative" is never necessary for compliance.*

### Annex B. Profile sheet structure

The Web skills profiles are identified by an unambiguous code and are structured in reference to paragraph 4.2 of the CWA CEN document, "European ICT Professional Profiles" [CWA-01] updated upon European e-Competence Framework 3.0 [CWA-02].

- **Profile Title.** Name - including the identification code - of the Web skill profile according to the unambiguous international catalogue from the IWA/HWG.
- **Summary statement.** Lists the primary purpose of the profile. The purpose is to give all stakeholders and users a brief, concise description of the specified Web skill profile, written in a form understandable by ICT professionals, managers, and Human Resources staff.
- **Mission.** Describes the basic assignment of the profile. The purpose is to specify the working role defined in the Web Skill Profile.
- **Deliverables.** Describes the documents produced by the job description as accountable (guarantee), responsible (support), and contributor (contribution).
- **Main tasks.** Provides a list of typical tasks carried out by the profile. A task is an action undertaken to achieve a result in a broadly defined context and contributing to the definition of the profile.
- **E-CF competences.** Provides a list of the skills necessary (taken from the e-CF references) to carry out the assignment. A skill is the outcome of the previous definition of the Profile and helps to differentiate profiles.
- **Skills / knowledge.** A list of abilities and knowledge necessary for the definition of the profile, subdivided into technical, informatics, and strengthening (improving abilities for the profile).
- **Key Performance Indicators (KPIs).** Based on KPI (Key Performance Indicators), the area of application of the KPI is a more generic indicator, consistent with the grade level of the overall profile. It applies for adding depth to the assignment.

- **Qualification / Certifications.** These are the recommended, but not essential, qualifications and certifications for carrying out the activities in the profile. However, these qualifications and certifications may be used for developing knowledge of specific skills within the profile. This section is for informational purposes.
- **Attitudes (non ICT).** A list of aptitudes supporting the abilities and knowledge, subdivided into interpersonal/organizational and linguistic. This section reports references to the QCER [CE-01], which promotes the understanding of specific language certifications. This section is for informational purposes.
- **Relationships / Reporting line.** A list of Web skills profiles and not with whom the profile discusses (relationships) or reports (reporting lines). This section is for informational purposes.

## Annex C. References

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[CE-01]	<b>Council of Europe</b> <i>Common European Framework of Reference for Languages: Learning, Teaching, Assessment (CEFR) (January 2002)</i> <a href="http://www.coe.int/t/dg4/linguistic/CADRE_EN.asp">http://www.coe.int/t/dg4/linguistic/CADRE_EN.asp</a>
[CWA-01]	<b>CEN (European Committee for Standardization)</b> <i>CWA 16458:2012 European ICT Professional Profiles updated by e -CF version 3.0 competences (March 2014)</i> <a href="http://relaunch.ecompetences.eu/wp-content/uploads/2013/12/EU ICT Professional Profiles CWA updated by e CF 3.0.pdf">http://relaunch.ecompetences.eu/wp-content/uploads/2013/12/EU ICT Professional Profiles CWA updated by e CF 3.0.pdf</a>
[CWA-02]	<b>CEN (European Committee for Standardization)</b> <i>CWA 16234:2014 Part 1. European e-Competence Framework 3.0. A common European Framework for ICT Professionals in all industry sectors (March 2014)</i> <a href="http://ecompetences.eu/wp-content/uploads/2014/02/European-e-Competence-Framework-3.0_CEN_CWA_16234-1_2014.pdf">http://ecompetences.eu/wp-content/uploads/2014/02/European-e-Competence-Framework-3.0_CEN_CWA_16234-1_2014.pdf</a>
[WSPG3-01]	<b>IWA (International Webmasters Association)</b> <i>G3 Web Skills Profiles - version 2.0 Generation 3 European ICT Professional Profiles Official specification of 30 June 2014 (English version)</i> <a href="http://www.skillprofiles.eu/stable/g3/en/2013-06-30.pdf">http://www.skillprofiles.eu/stable/g3/en/2013-06-30.pdf</a>