Mastering Web Quality Assurance

Competencies repository

The Opquast competencies repository is intended for all Web professionals, from strategy to operations, marketers to project managers, and editorial to technical staff. As well as for digital/digital directors, training or Human Resources managers who wish their teams to pass the Opquast certification ®: "Mastering Web Quality Assurance".

It defines the list of competences targeted by the certification. Each section represents a key competency. Each competency is itself broken down into sub-bullets.

1. Understanding the quality requirements of web users and knowing how to meet their expectations

- Differentiate between objective and subjective aspects of web quality
- List and structure basic user requirements
- Link the role of web providers and advertisers to user requirements
- Identify user motivations and the added value of the website to them
- Identify the professions involved in enhancing the value of content and services
- Understand and define the different phases of the user experience (UX)
- Understand and explain the difference between User Interface (UI) and User Experience (UX)

2. Taking into account the diversity of uses, preventing risks and improving inclusion

- Take into account the contexts of use, content and web services
- Understand use relating to mobile, novice users, low-speed connections, international, language, technical or cultural limitations
- Understand the notion of accessibility of Web content for people with disabilities
- Understand the contexts of use for seniors, disabled people, etc.
- Knowing the notions of user agents and technical assistance
- Understand examples of the use of assistive technologies and technical aids

3. Consolidate your approach/processes with best practices and know their value and how to justify that value

- Define what a web quality assurance best practice is
- Define the criteria for qualifying or rejecting a rule
- Understand the objectives of each best practice
- Knowing how to argue for the solidity and durability of a reference system of best practices
- Understand the role of standards in the delivery of quality online content and services
- Learn how to promote the appreciation of standards to decision-makers and operational staff
- Understand the difference between basic risk prevention and site optimization
- Present best practices and substantiate them by their objectives

4. Mastering the essential vocabulary and communicating with all the actors of the Web project

- To be able to exchange in a relevant way with all the actors of the Web project
- Master the vocabulary associated with:
    - web content and it's quality
    - the preservation of personal data
    - digital accessibility inclusion
    - e-commerce activity
    - Web ergonomics and mobile Web
    - internationalization
    - safety and performance
    - code quality and form design
    - SEO and Web marketing

5. Know the trades, disciplines and integrate into the web project design process

- List the main job roles within the web project
- Explain and order the typical website design process
- Know the deliverables associated with the different design phases
- Understand the principle and role of the CMS (Content Management Systems)
- Understand and explain the different disciplines of the web project (accessibility, eco-design, security, performance, privacy, SEO, online trust…)
- Explain the differences and complementarities between generalist and specialist approaches.

6. Participate in web quality assurance processes for improving sites

- Understanding the value of checklists in risk prevention
- Understand production monitoring
- Identify relevant best practices for each design/production phase
- Consolidate design documents (specifications, prototypes, mock-ups, functional and technical specifications, templates)
- Understanding the economic impacts of Web quality assurance
- Identify the costs of non-quality and the costs of obtaining quality