

# UI Designer Consultant

## Document Version & History

| Version | Author          | Date           | Comments    |
|---------|-----------------|----------------|-------------|
| 1.0     | Sanu Sudhakaran | 20th July 2023 | Contributor |
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| <b>Title</b>       | UI Designer Consultant |
| <b>Document ID</b> |                        |
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| <b>Author</b>      | Envigo Technologies    |
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| Privacy            |                        |

## ROLE TASKS

### Scope

UI/UX designers are responsible for creating visually appealing and user-friendly digital interfaces that provide an excellent user experience and meet the needs of the target audience.

UI/UX designer must focus on understanding the Top 10 Principles to establish an effective and aesthetically pleasing design. Balance, contrast, emphasis, unity, proximity, repetition, alignment, white space, typography, and simplicity are all key elements to delivering visual elements effectively and conveying a message or concept. By mastering the principles, a designer can innovatively utilize them to build user-friendly interfaces with excitement and flair.

should be responsible for sharing their knowledge and guidance with juniors and be able to advise on suitable design approaches and tools while collaborating with team members and other stakeholders to ensure that no communication gaps exist.

## BUSINESS OUTCOME

### Business understanding

- Reviewing existing user documentation, application requirements, and system processes to gain a better understanding of user needs.
- Collaborating with project managers and business analysts to collect and assess user needs.
- Talk to clients in order to get an understanding of their business goals and objectives.
- Gather as much information as possible about the current business situation in order to understand the client's needs
- Research the Problem: Conduct research to gain insights into the users, competitors, and market.
- Gather input from stakeholders to get their perspectives on the problem and possible solutions.
- Illustrating design ideas using wireframes, storyboards, process flows and sitemaps
- Provide customers with suggestions and designs to bring more value to their products. Share industry best practices concerning functionalities and user interactions with customers and business analysts.
- 

### User Experience Design

- Generate multiple ideas to solve the design problem. Consider different perspectives to ensure that all ideas are considered.

- Utilize design tools and software to identify any areas of improvement
- Create a Basic Wireframe: Designing a basic wireframe of how the product should look and feel
- Develop prototypes: Create interactive prototypes and mock-ups to let users test and use different design options.
- Test and refine: Use user feedback and testing to improve prototypes and refine the design.
- Receiving feedback on your designs can help you identify what needs to be improved.
- Analyze UI Elements: Choose which UI elements you will use in your design and analyze to see if they are effective in helping users complete tasks quickly and easily.
- Design the visual elements: Design the visual elements, including menus, tabs and widgets, buttons, icons, text, images, and colors.
- Follow industry standards to create consistent design elements
- Follow best practices for designing layouts, typography, and voice
- Monitor and evaluate UI designs to ensure they meet the needs of users
- Optimize existing user interface designs.
- implement the design: Finalize the design and convert from the prototype to production-ready assets.
- Ensure that UI designs are optimized for use across multiple devices, including responsive design, native, and hybrid applications.
- Work closely with developers to ensure that designs are implemented properly
- Prepare branding guidelines
- All the UI change requests from the client should be recorded.
- Keep versions in designs outputs
- Estimate the effort by understanding the tasks involved.
- Ability to pick up challenges and execute them within agreed timelines.
- Do research to identify new design approaches.
- Assess the feasibility of the design and consult with the development team to ensure that the necessary functional elements are available for the implementation of the proposed designs. Additionally, ensure that the design is compatible with the UI components.
- You must be committed to learning and developing your skills, familiarizing yourself with the latest design tools, technologies, and trends, and be able to rapidly find solutions and resolve issues.
- Actively improve your designing skills using new technologies.
- Practice is essential to becoming a better designer. Set aside time each day to practice designing.
- Collaborating with other designers can help you learn new techniques and best practices.
- Learn new technologies, and skills and improve your knowledge.
- Stay up-to-date with trends in the software, web, and mobile app design.

## Process Adherence

- Proactively inform the leaves and availability of the line manager and it should be planned well and applied upfront in HRone. Inform the same PM if you are in an emergency situation
- Maintain 40 Hrs and clock the efforts to the Time Management tool accurately and on time.

## Communication & Relationship

- Good verbal communication with all the stockholders precisely without any ambiguity
- Good non-verbal skills-email communication (external/internal) and ensures clarity when communicating to external clients/internal team.
- Collaborating with other team members to achieve project goals.
- provide support to other team members when needed.
- Share the knowledge with your team members and other colleagues.
- Communicate with team members and line managers with absolute clarity.
- Do follow up and report to the line manager with updates regularly.

## Leadership

- Evaluate the designs of juniors and provide them with guidance to create the best user experience
- Provide guidance, support, and mentorship to help the team members develop their skills, achieve their goals, and deliver high-quality design work.

## Competency Level

|        |                                                                                                                                                                                                                                                                                     |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Star 1 | The resource who knows the <b>Basic Knowledge</b> about the technologies or other skills                                                                                                                                                                                            |
| Star 2 | The resource who knows the <b>Basic Knowledge</b> about the technologies or other skills. Who can write/execute the implementation with the help of a senior person                                                                                                                 |
| Star 3 | The resource who knows the <b>Basic Knowledge</b> about the technologies or other skills? Who can write/execute the implementation without the help of others                                                                                                                       |
| Star 4 | The resource who knows <b>Thorough Knowledge</b> about the technologies or other skills?<br><br>Who can write/execute the implementation using best coding practices?<br><br>Who can help others to write/execute code, and review/suggest the implementation methods and practices |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| Star 5 | <p>The resource who knows <b>Thorough Knowledge</b> about the technologies or other skills?</p> <p>Who can write/execute the implementation using best coding practices?</p> <p>Who can help others to write/execute code, and review/suggest the implementation methods and practices?</p> <p>Who can define the best practices and approaches to guide the team members?</p> <p>Who should have a piece of good knowledge of security and performance aspects?</p> |
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## LEVEL – 1 COMPETENCY REQUIRED

| Iceberg Elements     | Competency Attributes List (Weightage)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Skills (Proficiency) | <ul style="list-style-type: none"> <li>● Effective Communication (3) <ul style="list-style-type: none"> <li>○ Good persuasive verbal communication and written skills in English</li> <li>○ Ability to form a good rapport with managers, and colleagues as part of trust-building</li> </ul> </li> <li>● Collaboration (3) <ul style="list-style-type: none"> <li>○ Leverage our collective genius, be a team</li> <li>○ Involve in teamwork and share your suggestions and ideas</li> </ul> </li> <li>● Listening Skills (3) <ul style="list-style-type: none"> <li>○ Be a good listener and understand the requirement clearly</li> <li>○ Listen to things and get an accurate understanding of the points</li> </ul> </li> <li>● Quality Management Skill (3) <ul style="list-style-type: none"> <li>○ Ensure what we do, we do well and follow the best practices</li> <li>○ Ensure that we never compromise the quality of any deliverables</li> </ul> </li> <li>● Leadership (2) <ul style="list-style-type: none"> <li>○ Guiding and mentoring</li> </ul> </li> </ul> |

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|                          | <ul style="list-style-type: none"> <li>● Time Management (3) <ul style="list-style-type: none"> <li>○ Time estimation and accuracy will be an important factor</li> <li>○ You should be able to manage your time effectively to balance multiple priorities and meet deadlines.</li> <li>○ Take necessary actions without wasting time.</li> </ul> </li> <li>● Creativity (3) <ul style="list-style-type: none"> <li>○ Ability to explore and come up with innovative designs</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Knowledge (Proficiency)  | <ol style="list-style-type: none"> <li>1. Designing Knowledge (2) <ol style="list-style-type: none"> <li>a. Knowledge in Website Design</li> <li>b. Knowledge in Web Application Design</li> <li>c. Knowledge in Mobile Application Design</li> <li>d. Knowledge in Prototyping</li> <li>e. Knowledge in Wireframing</li> <li>f. Knowledge in Graphic Design</li> <li>g. Knowledge in Typography</li> <li>h. Knowledge in Color Theory</li> <li>i. Knowledge in Design Principles</li> <li>j. Knowledge in native &amp; hybrid Application, Web and Mobile App designing difference</li> <li>k. Knowledge of usability testing techniques</li> <li>l. Knowledge of information architecture and user flows</li> </ol> </li> <li>2. Designing Tools Knowledge (3) <ol style="list-style-type: none"> <li>a. Knowledge in Adobe Photoshop</li> <li>b. Knowledge in Adobe Illustrator</li> <li>c. Knowledge in Adobe XD / Figma / Sketch</li> </ol> </li> <li>3. Preferred Basic Knowledge (1) <ol style="list-style-type: none"> <li>a. Knowledge in Adobe LightRoom</li> <li>b. Knowledge in Corel Draw</li> <li>c. Knowledge in Invision / Balsamiq</li> <li>d. Knowledge in Adobe Animate</li> <li>e. Knowledge in HTML and CSS</li> <li>f. Agile development methodologies Knowledge</li> </ol> </li> </ol> <p>Note: Skillbase will be the goal source for the Skill Measurement. Refer to the skills and their competency in Skillbase. The given competency might differ in Skillbase based on the role defined.</p> |
| Self-Image (Perspective) | <ol style="list-style-type: none"> <li>1. Confident and Passionate <ol style="list-style-type: none"> <li>a. Urge in facing challenges and making solutions would be a great sign of confidence</li> </ol> </li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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|                          | <ol style="list-style-type: none"> <li>2. Empathetic and a people person</li> <li>3. Ability to Adapt Things</li> <li>4. Transparency <ol style="list-style-type: none"> <li>a. Be transparent and real</li> </ol> </li> <li>5. Accountability <ol style="list-style-type: none"> <li>a. Take responsibility in your given assignments till the closure of the task.</li> </ol> </li> <li>6. Passion <ol style="list-style-type: none"> <li>a. Show commitment in heart and mind</li> <li>b. Always motivated and enthusiastic</li> </ol> </li> <li>7. Advocacy <ol style="list-style-type: none"> <li>a. Earn the trust of everyone</li> </ol> </li> </ol> |
| Traits (Perspective)     | <ol style="list-style-type: none"> <li>1. Positive Attitude</li> <li>2. Accept Failures and Take Lessons</li> <li>3. Empathic</li> <li>4. Willingness to learn and adapt</li> <li>5. Honest</li> <li>8. Approachable and Friendly</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                |
| Motives<br>(Perspective) | <ol style="list-style-type: none"> <li>1. Thrive for constant improvement.</li> <li>2. Finds satisfaction in taking up challenges and executing them</li> <li>3. Passionate about growth</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

## LEVEL – 1 PERFORMANCE MANAGEMENT GOALS

Goals are categorized into 3 sections

| Category         | Details                                                                                                                                                                                                                     | Weightage |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Business Outcome | Goals Defined below in detail.                                                                                                                                                                                              | 70%       |
| Proficiency      | Showcase growth in Knowledge and skills<br>This will be done in the Skills-Base Tool.<br>You would do a self-assessment and for the given role we will have a desired level of competency against each skill and knowledge. | 15%       |

|             |                                                                                                                                                                                                                           |     |
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| Perspective | Your Attitude and Traits are assessed by 360 Degree Feedback. We'll take a cross-section of your direct team, manager, peers, and dotted-lined employees to get feedback. This would be part of the appraisal life cycle. | 15% |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|

## LEVEL – 1 GOAL - BUSINESS OUTCOME

| Category                     | Weightage 100 | Weightage 70 | Details                                                       |
|------------------------------|---------------|--------------|---------------------------------------------------------------|
| Business understanding       | 25%           | 18%          | Individual Detailed KPIs would be derived from the role sheet |
| User Experience Design       | 30%           | 21%          |                                                               |
| Communication & Relationship | 20%           | 14%          |                                                               |
| Process Adherence            | 15%           | 10%          |                                                               |
| Leadership                   | 10%           | 7%           |                                                               |

## LEVEL – 2 COMPETENCY REQUIRED

| Iceberg Elements     | Competency Attributes List (Weightage)                                                                                                                                                                                                                                                              |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Skills (Proficiency) | <ul style="list-style-type: none"> <li>Effective Communication (4) <ul style="list-style-type: none"> <li>Good persuasive verbal communication and written skills in English</li> <li>Ability to form a good rapport with managers, and colleagues as part of trust-building</li> </ul> </li> </ul> |

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|                         | <ul style="list-style-type: none"> <li>● Collaboration (3) <ul style="list-style-type: none"> <li>○ Leverage our collective genius, be a team</li> <li>○ Involve in teamwork and share your suggestions and ideas</li> </ul> </li> <li>● Listening Skills (4) <ul style="list-style-type: none"> <li>○ Be a good listener and understand the requirement clearly</li> <li>○ Listen to things and get an accurate understanding of the points</li> </ul> </li> <li>● Quality Management Skill (4) <ul style="list-style-type: none"> <li>○ Ensure what we do, we do well and follow the best practices</li> <li>○ Ensure that we never compromise the quality of any deliverables</li> </ul> </li> <li>● Time Management (4) <ul style="list-style-type: none"> <li>○ Time estimation and accuracy will be an important factor</li> <li>○ You should be able to manage your time effectively to balance multiple priorities and meet deadlines.</li> <li>○ Take necessary actions without wasting time.</li> </ul> </li> <li>● Leadership (3) <ul style="list-style-type: none"> <li>○ Guiding and mentoring</li> </ul> </li> <li>● Creativity (4) <ul style="list-style-type: none"> <li>○ Ability to explore and come up with innovative designs</li> </ul> </li> </ul> |
| Knowledge (Proficiency) | <ol style="list-style-type: none"> <li>4. Designing Knowledge (3) <ol style="list-style-type: none"> <li>a. Knowledge in Website Design</li> <li>b. Knowledge in Web Application Design</li> <li>c. Knowledge in Mobile Application Design</li> <li>d. Knowledge in Prototyping</li> <li>e. Knowledge in Wireframing</li> <li>f. Knowledge in Graphic Design</li> <li>g. Knowledge in Typography</li> <li>h. Knowledge in Color Theory</li> <li>i. Knowledge in Design Principles</li> <li>j. Knowledge in native &amp; hybrid Application, Web and Mobile App designing difference</li> <li>k. Knowledge of usability testing techniques</li> <li>l. Knowledge of information architecture and user flows</li> </ol> </li> <li>5. Designing Tools Knowledge (4) <ol style="list-style-type: none"> <li>a. Knowledge in Adobe Photoshop</li> <li>b. Knowledge in Adobe Illustrator</li> <li>c. Knowledge in Adobe XD / Figma / Sketch</li> </ol> </li> <li>6. Preferred Basic Knowledge (2)</li> </ol>                                                                                                                                                                                                                                                                   |

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| Self-Image (Perspective) | <ul style="list-style-type: none"> <li>9. Confident and Passionate <ul style="list-style-type: none"> <li>a. Urge in facing challenges and making solutions would be a great sign of confidence</li> </ul> </li> <li>10. Empathetic and a people person</li> <li>11. Ability to Adapt Things</li> <li>12. Transparency <ul style="list-style-type: none"> <li>a. Be transparent and real</li> </ul> </li> <li>13. Accountability <ul style="list-style-type: none"> <li>a. Take responsibility in your given assignments till the closure of the task.</li> </ul> </li> <li>14. Passion <ul style="list-style-type: none"> <li>a. Show commitment in heart and mind</li> <li>b. Always motivated and enthusiastic</li> </ul> </li> <li>15. Advocacy <ul style="list-style-type: none"> <li>a. Earn the trust of everyone</li> </ul> </li> </ul> |
| Traits (Perspective)     | <ul style="list-style-type: none"> <li>1. Positive Attitude</li> <li>2. Accept Failures and Take Lessons</li> <li>3. Empathic</li> <li>4. Willingness to learn and adapt</li> <li>5. Honest</li> <li>6. Approachable and Friendly</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Motives<br>(Perspective) | <ul style="list-style-type: none"> <li>1. Thrive for constant improvement.</li> <li>2. Finds satisfaction in taking up challenges and executing them</li> <li>3. Passionate about growth</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

## LEVEL – 2 PERFORMANCE MANAGEMENT GOALS

Goals are categorized into 3 sections

| Category         | Details                                                                                                                                                                                                                     | Weightage |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Business Outcome | Goals Defined below in detail.                                                                                                                                                                                              | 70%       |
| Proficiency      | Showcase growth in Knowledge and skills<br>This will be done in the Skills-Base Tool.<br>You would do a self-assessment and for the given role we will have a desired level of competency against each skill and knowledge. | 15%       |
| Perspective      | Your Attitude and Traits are assessed by 360 Degree Feedback. We'll take a cross-section of your direct team, manager, peers, and dotted-lined employees to get feedback. This would be part of the appraisal life cycle.   | 15%       |

## LEVEL – 2 GOAL - BUSINESS OUTCOME

| Category                     | Weightage 100 | Weightage 70 | Details                                                       |
|------------------------------|---------------|--------------|---------------------------------------------------------------|
| Business understanding       | 25%           | 18%          | Individual Detailed KPIs would be derived from the role sheet |
| User Experience Design       | 25%           | 17%          |                                                               |
| Communication & Relationship | 20%           | 14%          |                                                               |
| Process Adherence            | 15%           | 11%          |                                                               |
| Leadership                   | 15%           | 10%          |                                                               |

## LEVEL – 3 COMPETENCY REQUIRED

| Iceberg Elements        | Competency Attributes List (Weightage)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| Knowledge (Proficiency) | <p>7. Designing Knowledge (4)</p> <p>a. Knowledge in Website Design</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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| Self-Image (Perspective) | 16. Confident and Passionate                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

|                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
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| Traits (Perspective)     | <ul style="list-style-type: none"> <li>7. Positive Attitude</li> <li>8. Accept Failures and Take Lessons</li> <li>9. Empathic</li> <li>10. Willingness to learn and adapt</li> <li>11. Honest</li> <li>12. Approachable and Friendly</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Motives<br>(Perspective) | <ul style="list-style-type: none"> <li>4. Thrive for constant improvement.</li> <li>5. Finds satisfaction in taking up challenges and executing them</li> <li>6. Passionate about growth</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

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| Perspective      | Your Attitude and Traits are assessed by 360 Degree Feedback. We'll take a cross-section of your direct team, manager, peers, and dotted-lined employees to get feedback. This would be part of the appraisal life cycle.   | 15%       |

## LEVEL – 3 GOAL - BUSINESS OUTCOME

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|------------------------------|---------------|--------------|---------------------------------------------------------------|
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| User Experience Design       | 25%           | 17%          |                                                               |
| Communication & Relationship | 20%           | 14%          |                                                               |
| Process Adherence            | 10%           | 7%           |                                                               |

|            |     |     |  |
|------------|-----|-----|--|
| Leadership | 20% | 14% |  |
|------------|-----|-----|--|

## Next Steps

If you are reading this for the first time, we recommend you take a Self-Assessment to understand where you stand according to this expectation by talking to your HR SPOC.

## PERFORMANCE REVIEW

| Category         | Tool  | Responsible                                                                                                                   | Details                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------|-------|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Business Outcome | HRONE | <p>Goals would be divided among multiple people for Review</p> <p>e.g.</p> <p>Design Leads would look at Design Feedback.</p> | <p>Self-Evaluation from Sep 1 to Sep 15</p> <p>Mar 1 to Mar 15</p> <p>Review Session would be scheduled by HR</p> <p>SPOC/Manager.</p> <p>The meeting will include</p> <ol style="list-style-type: none"> <li>1. Reporting Manager (Mandatory)</li> <li>2. HR Manager (Optional)</li> <li>3. Design Lead (Mandatory)</li> </ol> <p>All concerned reviewers should have the ratings done and ready before the meeting.</p> |

|             |                |                 |                                                                                                                                   |
|-------------|----------------|-----------------|-----------------------------------------------------------------------------------------------------------------------------------|
|             |                |                 | <p>We assess together why these ratings come to a consensus.</p> <p><b>30 Meeting.</b></p>                                        |
| Proficiency | Skills Base    | Design Lead     | <p>Self-Assessment from Sep 1 to Sep 15</p> <p>Mar 1 to Mar 15</p> <p>Rating Directly taken from the Skills-base</p>              |
| Perspective | Survey Sparrow | Peers, Managers | <p>This would be conducted from Sep 1 to Sep 15</p> <p>Mar 1 to Mar 15</p> <p>Rating Directly taken from the 360-degree tool.</p> |