



Draft Preview

DRAFT APPRENTICESHIP ASSESSMENT PLAN FOR THE DIGITAL PRODUCT MANAGER APPRENTICESHIP

ST0964/V2

APPRENTICESHIP REFERENCE NUMBER	LEVEL OF THIS APPRENTICESHIP	INTEGRATION
ST0964	4	None

Assessment Plan

Assessment details

Introduction

This Apprenticeship Assessment Plan (AAP) sets out the requirements for the assessment of the Level 4 Digital Product Manager apprenticeship. It should be read in conjunction with the General Requirements for Apprenticeship Assessment. Where there is conflict between this AAP and the General Requirements, this AAP takes precedence. Assessment organisations must also comply with the relevant regulatory framework for apprenticeship assessment.

It is important that the assessment of apprentices is proportionate, valid, and provides reliable evidence of an apprentice's attainment of the relevant knowledge and skills. As such, assessment organisations must design assessments to ensure:

- employers have confidence that the apprentice has reached the expected performance standard
- apprentices are sufficiently secure in their knowledge and skills, so that they could demonstrate their competence in different contexts (for example, a different workplace)

Assessment Outcomes

The assessment outcomes group and summarise the knowledge and skills that must be demonstrated in assessments. All assessment outcomes must be assessed.

Knowledge and skills statements in **bold** are mandatory and must be assessed in every version of the assessment that is made available.

Uses research methodologies and user segmentation techniques to understand user needs and generate evidence that identifies improvements or problems and informs product decisions and feasibility assessments.

Assessment Outcome	Mapping
<p>AO1: Ideation</p> <p>Applies strategic insight, horizon scanning and problem definition methods to identify opportunities and shape the product vision</p>	<p>K1, K3, K6, K14, K18, K20, K26</p> <p>S1, S10</p>
<p>AO2: Validation and User Research</p> <p>Uses research methodologies and user segmentation techniques to understand user needs and generate evidence that identifies improvements or problems and informs product decisions and feasibility assessments</p>	<p>K2, K7, K24</p> <p>S8, S9</p>
<p>AO3: Product Design</p> <p>Applies accessibility standards, EDI principles, ethical, AI considerations, and security requirements to design inclusive, compliant, and responsible digital product solutions.</p>	<p>K8, K9, K10, K11, K12, K13</p> <p>S14</p>
<p>AO4: Development and Testing</p> <p>Uses iterative or sequential methodologies, backlog refinement, structured review techniques, and testing approaches to support the development and assurance of digital products.</p>	<p>K15, K16, K17, K19</p> <p>S3, S4, S6, S7, S11, S12</p>
<p>AO5: Deployment, Maintenance and Evaluation</p> <p>Maintains and manages live digital products, overseeing operations and incidents while engaging stakeholders effectively. Uses performance data visualisation to evaluate success, identify improvements and risks, and produce reports and roadmaps that support governance and product adoption.</p>	<p>K4, K5, K21, K22, K23, K25,</p> <p>S2, S5, S13, S15</p>

Assessment requirements

Assessment organisations must set apprenticeship assessments. Assessment organisations should consider how technology and digital tools can support innovation and efficiency.

Assessment organisations must design apprenticeship assessments to include at least one **presentation**

Any additional assessment(s) must be selected from the following list of methods to ensure the assessment outcomes are met in full:

- **portfolio**
- **project**
- **professional discussion**
- **additional presentation**
- **question and answer session**
- **showcase**

Assessment organisations must have due regard to any relevant [frameworks, standards, guidance or other documents] that may be published by [industry regulators, professional bodies, and other representative groups]. Apprentices may be assessed at any appropriate point during their apprenticeship programme.

Assessments may be designed to allow a centre or training provider to mark assessments. The assessment organisation is responsible for ensuring all assessments are sufficiently reliable and valid, and for the accuracy of any centre or training provider marking.

Performance descriptors

Performance descriptors describe the level of performance required to achieve a pass or distinction grade. Assessment organisations must design assessments that align with these descriptions.

Applies digital product management knowledge with confidence and precision, consistently producing high-quality outputs in response to well-defined but complex or non routine problems, with solutions that enhance outcomes and processes.

Performance Category	Pass	Distinction
Applied Knowledge	Demonstrates application of digital product management knowledge to identify and address well-defined but complex and or non-routine problems, reaching outcomes that meet organisational or sector expectations.	Applies digital product management knowledge with confidence and precision, consistently producing high quality outputs in response to well defined but complex or non routine problems, with solutions that enhance outcomes or processes.
Applied Skills	Identifies and applies cognitive and practical skills in digital product activities, adapting as necessary to meet requirements. Methods selected result in meeting organisational or sector expectations across varied tasks.	Adapts and applies cognitive and practical skills in digital product activities with a high degree of flexibility and operational fluency, ensuring methods are effective and optimise quality and efficiency of service outcomes.
Regulatory and Procedural Awareness	Applies digital product regulations, compliance requirements, and organisational procedures with sound judgement, adapting appropriately to varied situations while maintaining expected standards.	Interprets and applies digital product regulatory and procedural requirements with insight and flexibility, identifying implications and making informed decisions to varied and complex situations.
Communication and Collaboration	Communicates clearly and collaborates with colleagues and stakeholders involved in digital product work, managing	Communicates and collaborates with confidence and insight, tailoring approach to meet diverse stakeholder needs in digital product contexts, managing

	service delivery and supporting shared understanding across interactions.	customer delivery and contributing to improved collaboration and enhanced service outcomes.
Information Use and Decision Making	Analyses and interprets information sources to make informed decisions, showing clear awareness of the digital product context and the broader scope of the role.	Analyses and interprets information providing insightful justification for decisions and demonstrating strong awareness of broader implications within the digital product occupational area.
Responsibility and Autonomy	Takes responsibility for actions and decisions within set parameters. Manages own work and coordinates aspects of digital product activity with awareness of risks and priorities.	Proactively takes responsibility for actions and decisions within set parameters. Manages own work and the coordination of others in digital product contexts, independently considering risks and priorities to manage resource or actions.

Professional recognition

This apprenticeship aligns with the professional body recognition detailed in the occupational standard.

Please contact the relevant professional body for further information.

Crown copyright 2026 You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence. Visit www.nationalarchives.gov.uk/doc/open-government-licence.