

**Functional Area: Product & Service Life Cycle (Development)**

1. Title	Validate the products / services to meet the user requirements	
2. Code	ITCSPL409A	
3. Range	This UoC applies to the detailed tasks, procedures and operations carried out to validate the products / services against those user requirements set at the beginning of the Design and Development phase. This is another important step (on top of the previous ITCSPL 408A) to ensure quality of the products / services meet the original target, but with special focus to the users.	
4. Level	4	
5. Credit	3	
6. Competency	<p style="text-align: center;"><u>Performance Requirement</u></p> <p>6.1 Possess the knowledge in the subject area</p> <ul style="list-style-type: none"> <li>● Fully understand this is a mandatory and very important step in the overall product / service design and development cycle</li> <li>● Accurately grasp the importance of close coordination with own staff members, subcontractors and outsourcers involved in the product / service verification and users contact</li> <li>● Aware of the vital importance of seeking the key requirements of the product / service users, including existing and potential customers</li> <li>● Understand the importance of matching product features / performance with the user requirements, which can likely be further broken down into different sectors with conflicting needs</li> <li>● Be aware of the wide choices of tools, techniques and methodologies in the process of product verification</li> <li>● Be aware of other key influencing elements during the working process in this phase such as customer billing</li> </ul> <p>6.2 Validate the products / services to meet the user requirements</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Solicit and properly utilise all resources and manpower to carry out the actual tasks of product verification, with special focus on matching the needs and requirements of the product users (customers)</li> <li>● Accurately grasp the key requirements of users of the product in concern, and judge with good accuracy the level and extent on how they can be satisfied by the product / service in concern</li> <li>● In case if user requirements can be accurately solicited only after product launching, exercise good prediction about the likely outcome beforehand to facilitate the product verification tasks</li> <li>● In case if user requirements can be accurately solicited only after product launching, perform accommodating tasks beforehand such as arranging small group of customers for product pre-testing, form customer focus groups for comment gathering, etc</li> <li>● Fully consider other key influencing factors such as customer billing structure, market competition, etc, and analyse with good accuracy the impacts to the overall results</li> <li>● Fully consider other influencing factors such as market competition, estimated customer preferences, etc while preparing the product specifications</li> <li>● Able to understand own customers at all times and be aware of the existing service gaps, in both the product in concern and all other existing company products</li> </ul>	

	<ul style="list-style-type: none"> <li>● Propose a wide range of positive enhancements such as cost reduction, refinement in the work flow, enhancement in production technology, explore potential substitution to existing products, etc</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Always ensure correctness, effectiveness and fairness in the processes of seeking customer requirements and performing product verification</li> <li>● Always work with full capacity and ability to ensure the smooth and efficient completion of this task, and ensure maximum contribution from all personnel involved</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> <li>i. complete the product validation process in a timely manner and produce an accurate reporting about their degree / level of satisfying customer needs and requirements</li> <li>ii. propose useful enhancements after the validation process to maintain and raise customer satisfaction, or on the other hand reduces customer complaints and shifting to competitors' products</li> </ol>
Remark	