

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

1. Title	Establish and Define the Product Specifications	
2. Code	ITCSPL512A	
3. Range	This UoC applies to preparation of the product specifications for the products / services in concern, which is an integral part of the design and development planning. The main objective of the product specifications is to establish clear references for subsequent steps of the product life cycle.	
4. Level	5	
5. Credit	5	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Establish and Define the Product Specifications</p> <p>6.3 Exhibit professionalism</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> <li>● Critically realise this is a mandatory and extremely important step in the product / service life cycle</li> <li>● Fully understand the close relationship of this step with the pricing strategy and business case formulation</li> <li>● Fully grasp the features and functionalities of the new products / services</li> <li>● Fully aware of the importance in defining the accurate specifications for the products / services</li> <li>● Be aware of the impact of the granularity of product / service specifications towards the overall budget</li> <li>● Be aware of colleagues' reliance and consumers' confidence towards a clear set of product / service specifications</li> </ul> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Supervise drafting of the features and functionalities of new products / services with the chosen language</li> <li>● Precisely describe the features / functionalities using simple, clear and unambiguous wordings</li> <li>● Identify the new and advanced areas of the products / services and highlight the differences with those existing ones</li> <li>● Ensure description of the key feature items in the most appropriate order and depth to facilitate activities in subsequent steps of the product life cycle</li> <li>● Fully consider budget allowances established at earlier stage of the product life cycle in the specifications</li> <li>● Fully consider other influencing factors such as market competition, estimated customer preferences, etc while preparing the product specifications to enhance the product's competitiveness</li> <li>● Fully consider environmental protection issues such as energy saving, green computing, reduced pollution, etc while preparing the product specifications to demonstrate the product's advantages on these issues in order to enhance the competitiveness, customer preference, etc.</li> <li>● Effectively communicate with team members for all required follow up activities</li> </ul> <ul style="list-style-type: none"> <li>● Always ensure correctness and accuracy in the process of preparing the product specifications</li> <li>● Always ensure usefulness of the specifications for staff members in conducting tasks for subsequent steps of the product life cycle</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. produce a correct and unambiguous description for the new products / services in concern</li> <li>ii. establish quick and easy references to earlier stage tasks (such as pricing strategy) and subsequent processing (such as "go to market" tasks)</li> </ol>	
Remark		