

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

1. Title	Establish the products / services development plan
2. Code	ITCSPL513A
3. Range	This UoC applies to preparation of the development plan for the product / service in concern, which is an integral part of the development phase. The main objective of the product development plan is to establish an unambiguous reference for all staff members involved in the particular product, especially in budget and time frame.
4. Level	5
5. Credit	4
6. Competency	<p><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 the development plan is an extremely important reference throughout the entire product development cycle</li> <li>● Fully aware that the essential indicators within the development plan are budget and time frame, etc</li> <li>● Grasp with high accuracy the full features and functionalities of the new product / service</li> <li>● Possess the insight that establishment of the development plan takes into consideration various factors such as technology, market competition, customer preferences and own development capacity</li> <li>● Be aware of the importance of unambiguous and consistent perception about the development plan by all levels of staff members</li> </ul> <p>6.2 Establish the products / services development plan</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Supervise drafting of the development plan with the chosen language in a simple, clear and consistent manner</li> <li>● Clearly identify the essential indicators such as levels of budget, resources allocation and their related criteria</li> <li>● Clearly and accurately determine the various time-frames throughout the product development cycle for observation by all involved staff members</li> <li>● Ensure the inclusion of essential elements such as product definition, customers needs in details such as product design, features, performance etc</li> <li>● Establish the pricing structures and pricing levels, which may be separated into different sets, one used internally for costing purpose and another used externally to cater for competition</li> <li>● Ensure the establishment of an internal communication and feedback channel to capture and handle comments / suggestions towards the product development plan</li> <li>● Effectively communicate with different levels of staff members for all subsequent activities after releasing the development plan</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Always ensure correctness and accuracy during and after establishment of the development plan</li> <li>● Always ensure usefulness of the development plan for staff members involved in the particular product / service</li> <li>● Cater for customer interests and preferences at all time</li> <li>● Always take into consideration and strike a proper balance among all related technological, political, social and legal factors</li> </ul>
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ol style="list-style-type: none"> <li>i. produce a correct and easy to understand development plan for the product / service in concern</li> <li>ii. highlight the essential elements such as budget and time frame for sticking to and observation by all involved staff members</li> </ol>
Remark	