

Functional Area: Product & Service Life Cycle (Product Strategy Formulation)

1. Title	Explore the needs of existing and potential customers for CIS products / services	
2. Code	ITCSPL601A	
3. Range	This UoC applies to needs investigation during the early stage of the product and service life cycle, aiming to facilitate product strategy formulation. The products actually can be physical goods or CIS related services.	
4. Level	6	
5. Credit	4	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Explore the needs of existing and potential customers for CIS products / services</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Fully comprehend the objectives of needs analysis in order to identify the kinds of information to be collected ● Recognise the importance of collecting useful customer information in order to provide quality products / services ● Master the profiles and requirements of current and potential customers ● Grasp in depth the current market situation for physical goods as well as CIS products / services ● Demonstrate a good knowledge in how to conduct market research for physical goods and CIS products / services ● Fully comprehend the different techniques in data collection under different situations in order to gather accurate and timely information on market supply and customer needs <p>Be able to:</p> <ul style="list-style-type: none"> ● Identify the key design features and functionalities of products / services that could be provided by the company ● Manage the necessary study, research and investigation tasks for the new product / service ● Manage the design of effective questioning techniques to capture useful information to determine customers' needs ● Accurately match user requirements with features of existing products and, if necessary propose the necessary product upgrading / modifications with scale appropriate at this stage ● Design and supervise the stepping through of a structured process for the consolidation of information by making use of computer application software such as data warehousing, CRM, etc if applicable ● Forecast customer needs by using sound judgment and understanding ● Disseminate effectively the findings from information analysis and forecast to top management and product / service committees for strategic planning ● Recommend the feasibility of the product / service in concern to top management and product / service committees

	6.3 Exhibit professionalism <ul style="list-style-type: none"> ● Ensure the following of established procedures at every step of customer contact and information seeking ● Work with full capacity and ability to meet the performance standard of a product manager / director ● Maintain the idea of customer focus at all time ● Always maintain an optimal balance between all related technological, political, social and legal issues
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ol style="list-style-type: none"> i. identify and solicit the needs of customers at all levels and stages ii. effectively match the features of own products with customer needs and propose different alternatives to satisfy the customers
Remark	