Functional Area: Strategic / General Management (Planning & Implementation)

1. Title	Identify and develop "killer app" products
2. Code	ITCSSG608A
3. Range	Telecom operator (wireless and wireline) are continuously having the need to identify "killer applications" - products that can give them the edge over their competitors. This UoC concerns identifying the "killer app" products. A killer app is normally associated with a piece of software which is exceptionally useful and exciting. From a telecom operator's point of view it's more on having an extra special product (software or combination of software and hardware) that can generate extra benefits to the organisation such as Voice Over WiMax, Paperless Map with GPS, broadband, multi-play, social network on mobile (Tweeter, YouTube, Facebook, etc.).
4. Level	5
5. Credit	4
6. Competency	Performance Requirement 6.1 Possess the knowledge in the subject area • Extensively experienced in applying technologies in a telecommunication operator or services organisation • Possess in-depth knowledge of current and upcoming telecommunication industry trends and technologies • Possess knowledge in competitors' technology plans and activities • Possess comprehensive knowledge in national and international telecommunication regulations and policies • Experienced in formulating technology plans that cohere to the organisation's business strategies • Possess extensive knowledge of software development and methodologies • Possess extensive experience in applying customer survey methodologies and techniques • Possess the ability to communicate technological ideas effectively with different levels of users and stakeholders 6.2 Identify and develop "killer App" products Be able to: • Lead technology experts, products and services colleagues or other planning teams to assemble the "killer App" team. This team comprises of highly creative and innovative members with the sole objective to define or develop "killer app". Various methods will be used to conceive "killer apps" such as brainstorming, interview with customers, etc. • Transform "killer app" ideas/concepts to technical specification with estimation of costs, benefits and life span • Define evaluation criteria of "killer app", such as "usable", "simple", "affordable" (to develop and customers can pay), "developable and maintainable", "upgradable", and most important "marketable" • Develop and document the procedures and guidelines on how to perform the identification process • Coordinate with customers or users to assess "killer app". A suitable feedback methodology must be implemented (e.g. survey, interview, online forum, etc.)

		• Formulate a report, on each "killer app", which comprises of technical descriptions, estimation of development cost, benefits, evaluation criteria, and users or customer acceptance level • Review the report with senior managers to gain their support and approval for the marketing of the "killer app" products
	6.3 Exhibit professionalism	• Be aware of Intellectual Property (IP) rights and ensure developed products comply to the IP regulations • Always take into consideration and strike a proper balance among all related technological, political, social, environmental and legal factors • Always strike a proper balance of interest among all stakeholders

7. Assessment Criteria	The integrated outcome requirements of UoC are the abilities to:
	  i. drive a team of technologists to identify "killer app" that can generate business for the organisation in the near future
	  ii. formulate suitable measurement criteria that can classify a concept/idea/software/hardware as "killer app"
	  iii. coordinate effectively with external users or customers to assess acceptance and marketability level of a "killer app" and implement an appropriate user feedback system to collect statistics for reviews
	  iv. document "killer app" identification report and present it to senior managers for development approval	

Remark		