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| **TSC Category** | Business and Project Management | | | | | |
| **TSC Title** | Product Management | | | | | |
| **TSC Description** | Create and manage a product roadmap, involving the ideating, planning, forecasting, marketing and management of a product or a suite of products throughout stages of its lifecycle, from its conceptualisation to market entrance and eventual phasing-out. This includes the creation of a new product idea or concept and definition of the product strategy based on a projection of its potential benefits to the customer as well as the review of product performance against milestones and targets set. | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  |  | **ICT-SNA-3018-1.1** | **ICT-SNA-4018-1.1** | **ICT-SNA-5018-1.1** | **ICT-SNA-6018-1.1** |
|  |  | Identify competitor, consumer and technology trends impacting the product, and manage the product lifecycle and performance | Conceptualise ideas and develop a business model prototype and incubation plan for a new product, creating plans to bring the product to market and enhance its performance | Anticipate future industry trends, and define the product incubation strategy and business model | Re-define thinking and inspire the conceptualisation of new and innovative products that create significant industry impact |
| **Knowledge** |  |  | * Competitor, consumer and technology trends * End-to-end processes in product management * Product lifecycle * Product performance analysis * Components of a product roadmap | * Emerging trends, market gaps and opportunities * Market conditions and needs * Types of digital disruptors * Customer segments and potential needs * Business model prototyping and evaluation * Key elements of product or idea incubation plan * Principles of product positioning and roadmapping * Go-to-market product roadmap | * Key elements of a product or idea incubation strategy * Full process from product conceptualisation to roll-out * Policy and regulatory parameters related to the product * Technological constraints and risks * Competitive advantage identification and definition * Future industry trends and developments * Impact of digital disruptors on product strategy | * Macro trends and demographic shifts that impact market and user demands * Societal evolution and changes in user needs and psyche * Long term evolution of products and industry trends * Potential technological and policy shifts * Principles of core asset management * Principles of digital investment management |
| **Abilities** |  |  | * Develop a product requirements document, according to a set direction and guidelines * Manage the lifecycle of a product, alongside the tracking of consumer response * Identify competitor, consumer and technology trends in relation to the product * Facilitate phase-in and phase-out of products to ensure smooth transition * Support sales and marketing activities for the product, in line with product strategy * Analyse trends in product performance * Propose improvements to the product or branding to enhance product performance | * Explore emerging market trends to identify new opportunities to capitalise on * Collaborate with other experts and innovators to conceptualise ideas * Specify a product to address market conditions, in providing direction on the content of a product requirements document * Develop business model prototypes for a new product and assess suitability of different models * Develop incubation plan for a new product or idea * Translate product strategy into a roadmap of actionable steps to bring the product to market * Manage a range or portfolio of products * Consolidate competitor, consumer and technology trends, and their impact on the product * Forecast future product performance and requirements * Recommend strategies to sustain or enhance product performance | * Define product or idea incubation strategy taking into account technological and regulatory parameters, anticipated risks, costs and opportunities * Plan a seamless process from conceptualisation to roll-out of new products, considering legal viability and policy and regulatory constraints * Build new product ideas and concepts to address market conditions * Identify competitive advantage and target consumers for ideated product * Formulate effective business models for product * Anticipate future consumer, competitor and technological trends * Recommend investments in a product, based on forecasts and analysis of market demand * Set high level targets and milestones for the product * Prioritise product mix according to market demand and business priorities | * Chart new direction for product creation and development within or beyond an organisation * Lead the conceptualisation of new and innovative products to generate consumer interest and demand * Re-define the mission or vision of the organisation to align with key, defining products * Make critical investment decisions on the product * Envision how a product will evolve over time * Inspire new product trends and redefine thinking around ICT products in the industry * Anticipate technological and policy shifts, and their potential impact on the product |
| **Range of Application** |  | | | | | |