

# SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT

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			<ul style="list-style-type: none"> <li>Competitor, consumer and technology trends</li> <li>End-to-end processes in product management</li> <li>Product lifecycle</li> <li>Product performance analysis</li> <li>Components of a product roadmap</li> </ul>	<ul style="list-style-type: none"> <li>Emerging trends, market gaps and opportunities</li> <li>Market conditions and needs</li> <li>Types of digital disruptors</li> <li>Customer segments and potential needs</li> <li>Business model prototyping and evaluation</li> <li>Key elements of product or idea incubation plan</li> <li>Principles of product positioning and roadmapping</li> <li>Go-to-market product roadmap</li> </ul>	<ul style="list-style-type: none"> <li>Key elements of a product or idea incubation strategy</li> <li>Full process from product conceptualisation to roll-out</li> <li>Policy and regulatory parameters related to the product</li> <li>Technological constraints and risks</li> <li>Competitive advantage identification and definition</li> <li>Future industry trends and developments</li> <li>Impact of digital disruptors on product strategy</li> </ul>	<ul style="list-style-type: none"> <li>Macro trends and demographic shifts that impact market and user demands</li> <li>Societal evolution and changes in user needs and psyche</li> <li>Long term evolution of products and industry trends</li> <li>Potential technological and policy shifts</li> <li>Principles of core asset management</li> <li>Principles of digital investment management</li> </ul>

## SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT

Abilities			<ul style="list-style-type: none"><li>• Develop a product requirements document, according to a set direction and guidelines</li><li>• Manage the lifecycle of a product, alongside the tracking of consumer response</li><li>• Identify competitor, consumer and technology trends in relation to the product</li><li>• Facilitate phase-in and phase-out of products to ensure smooth transition</li><li>• Support sales and marketing activities for the product, in line with product strategy</li><li>• Analyse trends in product performance</li><li>• Propose improvements to the product or branding to enhance product performance</li></ul>	<ul style="list-style-type: none"><li>• Explore emerging market trends to identify new opportunities to capitalise on</li><li>• Collaborate with other experts and innovators to conceptualise ideas</li><li>• Specify a product to address market conditions, in providing direction on the content of a product requirements document</li><li>• Develop business model prototypes for a new product and assess suitability of different models</li><li>• Develop incubation plan for a new product or idea</li><li>• Translate product strategy into a roadmap of actionable steps to bring the product to market</li><li>• Manage a range or portfolio of products</li><li>• Consolidate competitor, consumer and technology trends, and their impact on the product</li><li>• Forecast future product performance and requirements</li><li>• Recommend strategies to sustain or enhance product performance</li></ul>	<ul style="list-style-type: none"><li>• Define product or idea incubation strategy taking into account technological and regulatory parameters, anticipated risks, costs and opportunities</li><li>• Plan a seamless process from conceptualisation to roll-out of new products, considering legal viability and policy and regulatory constraints</li><li>• Build new product ideas and concepts to address market conditions</li><li>• Identify competitive advantage and target consumers for ideated product</li><li>• Formulate effective business models for product</li><li>• Anticipate future consumer, competitor and technological trends</li><li>• Recommend investments in a product, based on forecasts and analysis of market demand</li><li>• Set high level targets and milestones for the product</li><li>• Prioritise product mix according to market demand and business priorities</li><li>• Establish product line strategy</li></ul>	<ul style="list-style-type: none"><li>• Chart new direction for product creation and development within or beyond an organisation</li><li>• Lead the conceptualisation of new and innovative products to generate consumer interest and demand</li><li>• Re-define the mission or vision of the organisation to align with key, defining products</li><li>• Make critical investment decisions on the product</li><li>• Envision how a product will evolve over time</li><li>• Inspire new product trends and redefine thinking around ICT products in the industry</li><li>• Anticipate technological and policy shifts, and their potential impact on the product</li></ul>
Range of Application						