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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – ASSOCIATE PRODUCT ANALYST** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Product Development | | | | | |
| **Sub-track** | Product Management | | | | | |
| **Occupation** | Product Analyst | | | | | |
| **Job Role** | **Associate Product Analyst** | | | | | |
| **Job Role Description** | The Associate Product Analyst performs market analysis to support product decisions. He/She gathers data available externally and internally to generate reports and prepare the data for analysis. He collects, cleans, analyses and visualises large datasets to create actionable insights. He executes the end-to-end product analysis.  He supports the product development team and uses analytical tools and techniques as required by the team. He is familiar with the product offerings and provides data-driven insights.  The Associate Product Analyst works with data and adopts an analytical approach to solving problems. He is confident in communicating ideas and solutions to the team. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | **Key Tasks** | | | | |
| **Identify market needs** | Communicate needs of stakeholders for product decision-making | | | | |
| Document requirements and parameter configurations through customer journeys and user stories | | | | |
| Gather data for market information and insights | | | | |
| Support team with market research to determine market requirements of products | | | | |
| Conduct benchmarking of products offered in the market | | | | |
| Conduct market surveys and interviews to collect data on consumer needs and determine product-market fit | | | | |
| **Build a user experience research roadmap** | Execute the research roadmap based on customer journey, usability, and design | | | | |
| Apply research strategies throughout various product stages from conceptualisation, prototyping, developing, launching to reviewing | | | | |
| Perform qualitative and quantitative research to collect user data (e.g. data analysis, UAT testing, usability testing, eye tracking, testing across desktop, tablet, and mobile interfaces, card sorting, A/B Testing, multivariate testing, heuristic evaluations) | | | | |
| Apply the predetermined User Research Practice Framework on data collection and benchmarking activities | | | | |
| Apply the latest developments in user research methodologies, best practices, and latest consumers’ trends | | | | |
| **Perform research and testing** | Execute testing life cycle for product implementation and the core life operating system including end-to-end quality checks | | | | |
| Participate in discussions with various stakeholders such as designers, engineers, and product managers in the research process to deliver robust insights | | | | |
| Execute User Acceptance Testing (UAT) on product launches | | | | |
| Prepare test data and testing progress results to log defects | | | | |
| Execute proper completion and documentation of the entire testing process within stipulated timelines | | | | |
| **Analyse product data** | Gather data from internal and external sources | | | | |
| Prepare large datasets with actionable insights | | | | |
| Perform data validation and quality control checks | | | | |
| Identify trends, patterns, and correlations in data to support decision-making | | | | |
| Identify possible data-driven solutions and recommendations | | | | |
| **Present insights and improvements to the product roadmap** | Perform analyses to influence product decisions and/or actions | | | | |
| Create data reports and visualisation tools to facilitate data understanding through storytelling | | | | |
| Execute the conceptualisation, design and building of visual dashboards and graphs | | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Critical Core Skills** | | |
| Data Analytics\* | | Level 2 | Collaboration | | Intermediate |
| Data Design\* | | Level 3 | Communication | | Intermediate |
| Data Engineering\* | | Level 2 | Customer Orientation | | Intermediate |
| Data Ethics\* | | Level 3 | Digital Fluency | | Basic |
| Data Visualisation and Storyboarding\* | | Level 3 | Sense Making | | Intermediate |
| Artificial Intelligence Application in Product Development | | Level 3 |  | | |
| Automation Management in Product Development | | Level 2 |
| Business Environment Analysis | | Level 2 |
| Business Needs Analysis | | Level 2 |
| Business Requirements Mapping | | Level 3 |
| Design Thinking Practice | | Level 3 |
| Market Research | | Level 2 |
| Partnership Management | | Level 3 |
| Project Management | | Level 3 |
| Quality Standards | | Level 4 |
| Stakeholder Management | | Level 2 |
| **Programme Listing** | For a list of Training Programmes available for the ICT sector, please visit: www.skillsfuture.sg/skills-framework/ict | | | | | |
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| The information contained in this document serves as a guide. | | | | | | |

\*Note: Technical Skills and Competencies (TSCs) with an asterisk (\*) refer to Priority Skills (i.e., TSCs to be prioritised for this role).