

Specification of Competency Standards for the Watch & Clock Industry**Unit of Competency**

1. Title	Master the Product Trends and Development Directions
2. Code	WCZZDN501A
3. Level	5
4. Credit	9
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Understand customers' psychology towards product trends</p> <ul style="list-style-type: none"> ◆ Know about the trends of Timepiece products ◆ Understand customers' psychology towards product trends <p>5.2 Identify the trend of Timepiece products</p> <ul style="list-style-type: none"> ◆ Know about the fashion and forms of Timepiece creation by industrial counterparts ◆ Identify the trend of Timepiece products and the mainstream direction based on the above information and the competitive edge of the organization <p>5.3 Know about the latest information and development of timepieces</p> <ul style="list-style-type: none"> ◆ Collect the latest information and development of timepieces from different regions ◆ Prepare product information record for future reference <p>5.4 Know about the regional consumer's needs for product design</p> <ul style="list-style-type: none"> ◆ Know about the consuming pattern in different regions of the world ◆ Know about the regional patterns of consumer's needs for Timepiece products ◆ Know about the regional consumer's needs for product design

	<p>5.5 Know about the product trends and the development directions</p> <ul style="list-style-type: none"> ◆ Know about the product trends and the development directions ◆ Know about various areas in science and technology to make scientific and technological breakthroughs ◆ Develop new series of products according to the product development directions of the companies to meet market demands <p>5.5 Design timepiece products</p> <ul style="list-style-type: none"> ◆ Capable of designing creative timepiece products according to the trends
6. Range	In the design department of Timepiece companies, design creative timepiece products according to market demands, trends and customers' mentality.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) design creative Timepiece products according to market demands and trends to keep pace with the times.
8. Remarks	The credit value of this unit of competency is set on the presumption that the learners already possess basic knowledge of Timepiece design.