

Unit Title: Planning Mobile App Production	
Level:	Two
Credit Value:	3
GLH:	24
OCNLR Unit Code:	CL1/2/LQ/007
Ofqual Unit Reference Number:	A/617/1259

This unit has 3 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Be able to assess the market for product suitability.	1.1. Define own app. 1.2. Identify potential customer segment(s). 1.3. Conduct market research in terms of: a) size of market; b) competition; c) monetisation; d) barriers to entry. 1.4. Describe how own app meets potential customer needs or interests.
2. Know how to promote the features and benefits of own product.	2.1. Describe two ways the app could be effectively marketed, with reference to likely potential customers. 2.2. Identify the Unique Selling Point for the app. 2.3. Select appropriate methods/media to sell own product or service. 2.4. Identify likely potential source(s) of revenue.

3. Be able to plan for future sales.

3.1. Produce an action plan for taking own product to market, taking into account:

- a) product planning;
- b) product design;
- c) prototyping;
- d) testing, feedback and iteration;
- e) deployment;
- f) monitoring and improvement.

Assessment

The grid below provides suggestions for the types of assessment activities that can be used with the unit attached to provide evidence for the learner's portfolio. Please refer to the OCN London Assessment Guidance document for definitions of each activity and the expectations for assessment practice and evidence for moderation.

Case Study		Project	✓
Written question & answer/test/exam	✓	Role play/simulation	
Essay		Practical demonstration	
Report	✓	Group discussion	
Oral question and answer	✓	Performance/exhibition	
Written description	✓	Production of artefact	✓
Reflective log/diary		Practice file	✓