Info 6215: Summer 2-2020

**W2-Individual: MRD Examples**

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**MRD 1: strengths**

1 Market Research: Document has very Good market research

2 Focus on Existing Solution: Document Properly show flaws in craigslist

3 Proper strategic information

**MRD 1: weaknesses**

1 No Differentiation given product could be better marketed if differentiation is given

2 Lack of references: Document could have been better if references were provided

3 lack of visual representation in several areas: Document has very good research but it could have been better represented if graphs and diagram ere provided

**MRD 2: strengths**

1 Use of appendix

2 Good Study of Use case: has shown ample amount of use case

3 Competitive and strategic consideration: Document shows proper consideration

**MRD 2: weaknesses**

1 Lack of positioning in STP: document proper segmenting and targeting but lack positioning.

2 If customer segment was mentioned before unmet needs document could have a better understanding

3 Why now justification is not proper as applicants for business school are always increasing

**MRD 3: strengths**

1 Highly simplified document

2 Good visual Representation of existing solution

3 proper usage of use case: Document has a good amount of use case

**MRD 3: weaknesses**

1 No proper Justification has been given for strategic Consideration

2 No Research has been done to GO or NO GO

3Mentioning unnecessary weakness in MRD: there was no need to

**Which MRD example you like the most and why?**

I like the 2nd MRD example as it was a highly Detailed approach with a point to point explanation with diagrams and graphs.