

Exercise 3: Illustrate the Contents of a Market Requirements Document (MRD)**Part I: MRD Instructions**

Section	Title	Contents
1	Market Segment	<ul style="list-style-type: none"> Targeted Market Segment: Define the customer segment you will target Specific Buyers and Users: Identify specific buyers and users of your product
2	Market Problem	<ul style="list-style-type: none"> Define the Market Problem: Highlight the problems your product will solve for its customers
3	Market Requirements	<ul style="list-style-type: none"> List specific functions and features that the customers require List attributes your product will satisfy
4	Prioritization	<ul style="list-style-type: none"> Prioritize each listed requirement against the perceived market importance

Part II: Blank MRD Template

Section	Title	Contents
1	Market Segment	<ul style="list-style-type: none"> Targeted Market Segment: <ul style="list-style-type: none"> Households above the age of 35 concerned about air quality. Families with two or more adults. Specific Buyers and Users: <ul style="list-style-type: none"> Homeowners seeking clean air for health reasons. Environmentally conscious consumers. Families wanting to minimize allergens and pollutants in their living space.
2	Market Problem	<ul style="list-style-type: none"> Market Problem: <ul style="list-style-type: none"> HEPA purifiers cannot remove VOCs and viruses. HEPA purifiers do not remove odors. Some HEPA purifiers generate harmful ozone. Regular maintenance is burdensome; risk of mold/bacteria growth. High cost of replacement filters. Excessive noise levels. Limited area coverage at a high cost.
3	Market Requirements	<ul style="list-style-type: none"> Market Requirements: <ul style="list-style-type: none"> Dual HEPA filtration with air freshener and cleaning capabilities. Odor elimination features. Ozone-free operation. Easy-to-remove, affordable, and long-life filters (1.5 years). Low-noise design (reduce noise by 50%). Expanded air coverage by 50%.

4	Prioritization	<ul style="list-style-type: none">• Requirements Prioritization:<ul style="list-style-type: none">○ 1. Ozone-free operation (Highest Priority)○ 2. VOC and virus removal○ 3. Odor elimination○ 4. Low maintenance and affordable filter replacement○ 5. Noise reduction○ 6. Wider area coverage
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