200665 M5|L1 Final Lab Develop an MRD Template

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

**Part I: MRD Instructions**

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| Section | Title | Contents |
| 1 | Market Segment | * 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 | * Define the Market Problem: Highlight the problems your product will solve for its customers |
| 3 | Market Requirements | * List specific functions and features that the customers require * List attributes your product will satisfy |
| 4 | Prioritization | * Prioritize each listed requirement against the perceived market importance |

**Part II: Blank MRD Template**

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| Section | Title | Contents |
| 1 | Market Segment | * Targeted Market Segment:   + Households above the age of 35 concerned about air quality.   + Families with two or more adults. * Specific Buyers and Users:   + Homeowners seeking clean air for health reasons.   + Environmentally conscious consumers.   + Families wanting to minimize allergens and pollutants in their living space. |
| 2 | Market Problem | * Market Problem:   + 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 | * Market Requirements:   + 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 | * Requirements Prioritization:   + 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 |