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 | * Target Audience: Homeowners and businesses seeking effective air purification solutions. * Demographics: Primarily individuals above the age of 35, with a focus on households with two or more adults. * Psychographics: Concerned about health and wellness, willing to invest in products that offer superior air quality and safety. |
| 2 | Market Problem | * Current HEPA air purifiers have several shortcomings: * Inability to effectively remove volatile organic compounds (VOCs), viruses, and odors from the air. * Generation of ozone, posing health risks and environmental concerns. * High maintenance requirements and costly filter replacements. * Limited coverage area and noisy operation. * Customers seek an air purifier solution that addresses these issues comprehensively, providing clean, safe, and odor-free air with minimal maintenance and noise. |
| 3 | Market Requirements | * Market Requirements: * Efficient VOC, Virus, and Odor Removal: Purifiers must effectively eliminate volatile organic compounds, viruses, and odors from the air to ensure optimal indoor air quality. * Ozone-Free Operation: Products must eliminate or significantly reduce ozone generation to protect user health and the environment. * Low Maintenance: Purifiers should require minimal maintenance to prevent the buildup of mold and bacteria, enhancing user convenience and safety. * Cost-Effective Filters: Filters should be easy to replace, cost-effective, and have an extended lifespan to reduce long-term operational costs. * Reduced Noise Levels: Purifiers must operate quietly to avoid disturbance to users, promoting a peaceful indoor environment. * Extended Coverage Area: Purifiers should have increased motor strength to expand filtration coverage, ensuring effective air purification in larger spaces. * Customization Options: Offer various models at different price points to cater to diverse customer needs and budgets. * Safety and Reliability: Ensure products meet industry safety standards and are reliable in performance to instill confidence in users. |
| 4 | Prioritization | * Requirements Prioritization: * Critical: Efficient VOC, virus, and odor removal; ozone-free operation. * High: Low maintenance; cost-effective filters; reduced noise levels. * Medium: Extended coverage area; customization options. * Low: Safety and reliability (assumed to be standard across products). |