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: * Specific Buyers and Users: |
| 2 | Market Problem | * Market Problem: |
| 3 | Market Requirements | * Market Requirements: |
| 4 | Prioritization | * Requirements Prioritization: |