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: * Consumers above the age of 35 * Homes with 2+ adults * Specific Buyers and Users:   Those Customers who want a safe and efficient system that is reasonably priced and eliminates as many issues as possible that impact current HEPA air purifier offerings on the market. Ultimately, they want to ensure the air they breathe is clean and void of as many health dangers as possible. |
| 2 | Market Problem | 1. Market Problem: 2. HEPA filters are not designed to remove volatile organic compounds (VOCs) and viruses from the air. 3. HEPA filters cannot remove odors from the air. 4. Some HEPA purifiers generate Ozone. 5. HEPA purifiers must be regularly maintained. They can become a breeding ground for mold and bacteria if they aren’t maintained. Customers state that they want a purifier with minimal maintenance needs. 6. HEPA filters are recommended to be replaced annually. Replacement filters are expensive. 7. Some HEPA purifiers are noisy and distracting. 8. Many HEPA purifiers only cover a small area. |
| 3 | Market Requirements | * Market Requirements:   Customers want a safe and efficient system that is reasonably priced and eliminates as many issues as possible that impact current HEPA air purifier offerings on the market. Ultimately, they want to ensure the air they breathe is clean and void of as many health dangers as possible. |
| 4 | Prioritization | * Requirements Prioritization: * Develop a new dual HEPA purifier with an air freshener and cleaning option. * Reduce noise levels by 50%. * Introduce a new HEPA filter that is easy to remove and replace, less expensive than average filters, and extends filter life to one and a half years. * Improve motor strength to increase filtration coverage by 50%. * Eliminate or significantly reduce all ozone generation. |