200665 M2|L2 Lab Develop an MRD Template

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

An MRD should address four key areas. Here is a tabular overview of each section. This illustration builds on the Play Doggie Play LLC scenario illustrated in the Initial Project Charter. ***This example is followed by a blank MRD template for use in this Lab.***

|  |  |  |
| --- | --- | --- |
| Section | Title | Contents |
| 1 | Market Segment | * Targeted Market Segment: Focus on the United States market * Specific Buyers and Users: Those who are concerned with safety for their dog and desire secure on-line ordering   + Desire safe and fun toys for their dog   + Cautious of dog toy products not manufactured in the United States   + Focus is on the nuclear family as the primary targeted segment |
| 2 | Market Problem | * Some dog toys are harmful and can injure your dog * Owners want toys that satisfy the dogs need to play, are durable, not dangerous to the dog’s health, and not toxic * Buyers want a blend of toy products and are willing to pay for quality |
| 3 | Market Requirements | * Desired toy types include:   + Training toys   + Chew toys   + Squeaky toys   + Stuffed plush toys   + Rope toys * Buyers want toys that are:   + Certified as safe   + Passed rigid testing and have proven durability   + Reasonably priced   + Available on-line * Success measure include:   + Ease of ordering—should require no more than 10 minutes to complete an order   + On time delivery within 72 hours   + Secure payment systems   + Product bundle choices and varieties |
| 4 | Prioritization | * Prioritize each listed requirement against the perceived market importance  1. Safety certification 2. Product bundle options and ease of ordering 3. On-time delivery 4. Secure payment system |

|  |  |  |
| --- | --- | --- |
| Section | Title | Contents |
| 1 | Market Segment | * Targeted Market Segment: Focus on United States market * Specific Buyers and Users: Individuals with disability and want to use AI medical device to perform daily routine task easily. * Organizations who want to buy AI medical device and distribute it to disable people as a matter of charity. |
| 2 | Market Problem | * Market Problem:  1. Current devices are complex to use and understand 2. They have low battery backup 3. Their parts are not easily available once damaged 4. They are quite expensive   People are ready to buy medical devices that are integrated with AI capabilities that would address the above issues |
| 3 | Market Requirements | * Market Requirements:   Buyers want to buy AI medical devices that can offer below features   1. Helps in making daily tasks easier 2. Have good amount of battery backup 3. Its parts are easily available 4. It should have good after sales service 5. It should be reasonably priced 6. It should be easy to understand and use 7. It should be durable   Desired Medical devices include   1. AI device that can help in cooking 2. AI device that can help in working with laptops 3. AI device that can help with walking 4. AI device that can help with the identification of the category of any product 5. AI device that can help in detecting speech of the other person 6. AI device that helps to express thoughts correctly to the other person  * Success measure include:   1. Ease of ordering—should require no more than 10 minutes to complete an order   2. On time delivery within 72 hours   3. Secure payment systems   4. Product bundle choices and varieties   5. Proactive after sales services |
| 4 | Prioritization | * Requirements Prioritization:   Desired AI medical devices includes   1. AI device that can help with walking 2. AI device that helps to express thoughts correctly to the other person 3. AI device that can help with the identification of the category of any product |