

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

Section	Title	Contents
1	Market Segment	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Define the Market Problem: Highlight the problems your product will solve for its customers
3	Market Requirements	<ul style="list-style-type: none"> List specific functions and features that the customers require List attributes your product will satisfy
4	Prioritization	<ul style="list-style-type: none"> Prioritize each listed requirement against the perceived market importance

Part II: Blank MRD Template

Section	Title	Contents
1	Market Segment	<ul style="list-style-type: none"> Targeted Market Segment: The primary target market segment includes households with individuals aged 35 and above, as this demographic accounts for 56% of air purifier purchases. This group seeks effective air purification solutions for health and well-being. <p>Specific Buyers and Users:</p> <ul style="list-style-type: none"> Buyers: Homeowners and health-conscious consumers who prioritize indoor air quality, particularly families with children or elderly members who are more susceptible to airborne pollutants. Users: Individuals using air purifiers regularly in residential settings to mitigate allergens, VOCs, and odors, as well as small businesses aiming to improve air quality for employees and customers.
2	Market Problem	<ul style="list-style-type: none"> Market Problem: The new HEPA air purifier line addresses several critical issues for consumers: the inability of traditional HEPA filters to

		eliminate volatile organic compounds (VOCs) and odors, concerns about ozone emissions harming health, the high cost and maintenance of replacement filters, and noise pollution from existing models. By offering a solution that reduces contaminants while being user-friendly and cost-effective, PP LLC aims to fill these gaps in the current market and improve customer satisfaction .
3	Market Requirements	<ul style="list-style-type: none"> Market Requirements: <p>Customers require air purifiers that effectively eliminate VOCs, odors, and viruses while minimizing ozone emissions. They seek quiet operation, low maintenance, and cost-effective replacement filters with longer lifespans. Additionally, a broader coverage area and ease of use are essential attributes that the new product line will satisfy, ensuring a healthier indoor environment and greater user satisfaction.</p>
4	Prioritization	<ul style="list-style-type: none"> Requirements Prioritization: <p>Elimination of VOCs and Odors: High priority due to health concerns. Minimization of Ozone Emissions: Critical for safety and environmental impact. Quiet Operation: Important for user satisfaction in home environments. Low Maintenance and Long-lasting Filters: Valued to reduce ongoing costs. Broad Coverage Area: Essential for effectiveness in larger spaces. Ease of Use: Important for broadening user adoption and accessibility.</p>