Team Phily

2/4/2020

DMS 104

<center>*Marketing Requirements Document*</center>

## Personas.

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## Intro & Goal.

Our goal is to create a new type of bottle. This is a very practical item, but it has not been used to its best effect in reality. It's like the watch could only be used by people to understand the time, but now the watch can not only store data, but also connect to the Internet. Our design philosophy is similar to the revolution of watches. We want to make the bland bottle into a modern thing that can bring convenience to people. In addition, thanks to the rigid demand of bottles, investors can obtain benefits steadily.

## Who's it for?

1. Product people- those building products that enjoy discovering, playing with, and learning from new, innovative products. Also serves as a pulse on potential competing products.
2. Seed-Stage Investors- always sourcing new deals and seeking signals to curate what startups to evaluate and meet.
3. Consumer group- This product is for all ages 8+ and especially for people who use the kettle frequently.

## Why build it?

We wanted to build this bottle because, as college students, we found that people use bottles very often or even as much as mobile phones. However, electronic products such as mobile phones have been continuously improved and developed. So we thought that the bottle could also be a potential development object. By enhancing its functions and features, our product will be able to assist and support our users.

## Use case(s).

1. It can pair with an app and will be accessible on the appstore and Google store.
2. The bottle supports bluetooth connection  (using without internet)
3. The bottle records how much water you drink.
4. It can measure the temperature of water.
5. This bottle will support custom flavors
6. It will have a charging port and can heat the water inside the kettle.
7. It will notify when it needs rinsing/cleaning

## Requirements.

Generally speaking, this bottle will rely on the following accessories. Charging port, temperature measuring instrument, electronic heating device, electronic display, battery, water quality detector, Bluetooth accessories.

## Problem we are trying to solve.

1. The biggest problem of this bottle is how to transfer the existing bottle user group to the electronic bottle users. This is because the current fast-paced life has made many people unwilling to take the time to understand a brand new product. For customers, if we can let them *easily* understand that the cost of conversion is low, and the pros are much higher and the cons. Then, we could make this product sell smoothly.
2. Software development can also be a problem because there is not a lot of user data to use as a reference. Therefore, we cannot customize a set of using systems in the early stages.
3. Another problem is how do we assemble these different parts into a bottle, because improper layout will cause problems such as short circuit or power failure during use. At the same time, the procurement of parts will become a problem